



ADVERTISING POLICY

Standard - Section 7

PURPOSE

This policy has been created to give a guideline for advertising at Renown Kindergarten. Parents or Staff who wish to advertise a service or product at Renown Kindergarten may do so but the Advertising Policy guidelines must be adhered to.

POLICY STATEMENT

1. VALUES

We serve the community of Renown Kindergarten and the service or product advertised should consider that fact. Staff, parents / guardians of children and children at Renown Kindergarten should benefit from the service or product.

2. SCOPE

This policy applies to the Approved Provider, Nominated Supervisor, Certified Supervisor, educators, staff, students on placement, volunteers, parents/guardians, children and others attending the programs and activities of Renown Kindergarten.

3. BACKGROUND AND LEGISLATION

Background

Renown Kindergarten's existing Advertising Policy.

Legislation and standards

4. DEFINITIONS

The terms defined in this section relate specifically to this policy. For commonly used terms e.g. Approved Provider, Nominated Supervisor, Regulatory Authority etc. refer to the *General Definitions* section of this manual.

Family member: in relation to a child, means:

- a) a parent, grandparent, brother, sister, uncle, aunt or cousin of the child, whether of the whole blood or half-blood, and whether that relationship arises by marriage (including a de facto relationship), by adoption or otherwise, or
- b) a relative of the child according to Aboriginal or Torres Strait Islander tradition, or
- c) a person with whom the child resides in a family-like relationship, or
- d) a person who is recognised in the child's community as having a familial role in respect of the child.

Staff Member: A current member of staff at Renown Kindergarten.

5. SOURCES AND RELATED POLICIES

Sources

- Renown Kindergartens existing Advertising Policy.

PROCEDURES

The Approved Provider is responsible for:

- All advertisements need to be approved by the nominated supervisor and or president of Renown Kindergarten.
- Ensuring the advertisement is directly beneficial to the parents, staff or children at Renown Kindergarten, or Renown Kindergarten itself (building and grounds).
- The advertisement must be considered appropriate and not likely to offend. For example, material of a religious nature is not appropriate.
- The advertisement should be placed in a designated advertisement space, not placed in the children's individual pockets.
- Advertisements should not be sent via email.
- Advertisements are not to be placed in the newsletter.
- The Approved Providers may remove the advertisement at any time.

The Nominated Supervisor is responsible for:

- All advertisements need to be approved by the nominated supervisor and or president of Renown Kindergarten.
- Ensuring that the content does not offend.
- The advertisements are to be dated and removed after the appropriate timeframe or a period of no longer than 3 months.
- The Nominated Supervisor may remove the advertisement at any time.

Certified Supervisors and other educators are responsible for:

- Ensuring that the content does not offend
- Removal of advertisement after a period of no longer than 3 months.
- Certified Supervisors and other educators may remove the advertisement at anytime.

Parents/guardians are responsible for:

- Ensuring content supplied for advertisement does not offend and is of direct benefit to Renown Kindergarten, the children or the parents / guardians of the children at Renown Kindergarten.

Volunteers and students, while at the service, are responsible for following this policy and its procedures.

IT IS NOT APPROPRIATE TO ADVERTISE IN THE NEWSLETTER, VIA THE CHILDRENS COMMUNICATION POCKETS OR VIA EMAIL AT ANY TIME.

Exception: If a parent wishes to donate services or products to the kinder, ie. Yoga classes where all profits are given to the kinder, or product donation for raffles etc. The donation may be acknowledged in the newsletter, including the donor's gift and donors contact details.

EVALUATION

In order to assess whether the values and purposes of the policy have been achieved, the Approved Provider will:

- seek feedback from everyone affected by the policy regarding its effectiveness
- monitor the implementation, compliance and complaints in relation to this policy
- keep the policy up to date with current legislation, research, policy and best practice
- revise the policy and procedures as part of the service's policy review cycle, or as required
- notify parents/guardians at least 14 days before making any changes to this policy or its procedures.

ATTACHMENTS

Application for Advertisement at Renown Kindergarten

AUTHORISATION

This policy was adopted by the Approved Provider of Renown Kindergarten on 15th December, 2017

REVIEW DATE: 15TH DECEMBER, 2019



Renown Kindergarten Advertising Application Form

To advertise at Renown Kindergarten, please fill in this form and then submit to the director, or place in the fees box in the 4 year old foyer, marked Att: Director.

Name: _____

Contact Phone Number: _____

Contact Email: _____

For children's parents or guardians only:

Child's Name: _____

Child's Group: _____

Please describe the nature of the business or product you would like to advertise at Renown Kindergarten:

Please attach the desired advertisement and submit to the Director. A decision will be made as to whether your advertisement may be placed at Renown Kindergarten or not.

Please note: Advertisements are to be removed after the advertised time frame, or no later than 3 months after the approval of the advertisement.

Approval Granted:

Director: _____ Date: _____

President: _____ Date: _____

www.renown.org.au
'your community kindergarten'