



# YMCA WA MEDIA AND PROMOTIONS PROCEDURE

<b>Procedure Number</b>	<b>SD-FDC-02-15-PROD</b>		
<b>Business Division Owner</b>	Service Delivery		
<b>Document Owner</b>	Executive Manager Service Delivery		
Current Version	Approved By	Date Approved	Date Effective
v2.0	Executive Manager Service Delivery	01/09/2020	01/09/2020
<b>Document Due for Review: 01/09/2023</b>			



YMCA WA is officially accredited as a Child Safe Organisation

**DOCUMENT CONTROL**

Version	Description of Revision	Date Effective	Owner
v1.0	First release	01/11/2012	EM SD
v2.0	Reviewed	01/09/2020	EM SD

## CONTENTS PAGE

1.0	PURPOSE .....	4
2.0	SCOPE .....	4
3.0	ROLES AND RESPONSIBILITIES .....	4
4.0	RELATED LEGISLATION AND STANDARDS.....	4
5.0	SUPPORTING PROCEDURES, POLICIES AND OTHER DOCUMENTS ....	4
6.0	STEPS.....	5
7.0	FEEDBACK.....	5
8.0	DEFINITION OF TERMS.....	5

## 1.0 PURPOSE

To provide clear guidelines to efficiently and professionally promote the YMCA family day care service. The YMCA WA supports the individual educators right to promote their education and care service within the recommended guidelines.

## 2.0 SCOPE

This Policy applies to the service and educators.

## 3.0 ROLES AND RESPONSIBILITIES

Role Title	Responsibilities

## 4.0 RELATED LEGISLATION AND STANDARDS

The following related legislation and standards can be accessed from YConnect

Legislation/Standard
Education and Care Services National Law (WA) Act 2012
Education and Care Services National Regulations, 2012
National Quality Standards

## 5.0 SUPPORTING PROCEDURES, POLICIES AND OTHER DOCUMENTS

Refer to the YConnect page for the current link to related documents listed below.

Document ID	Document Title
	Media permission form

## 6.0 STEPS

The service will promote through a variety of media outlets to increase community awareness. Media is determined as any representative of any newspaper, television, radio, magazine, social media or other electronic media.

1. All media releases and/or announcements referring to the YMCA WA Family Day Care Service will follow the confidentiality and privacy statements and be approved by YMCA General Manager and Marketing.
2. Educators and Staff are not to respond to any media enquiries on behalf of the YMCA WA.
3. All media enquiries are to be directed to the YMCA WA Marketing Department.
4. Educators and Staff are not to use the YMCA WA name or names of sponsored groups for media releases or promotions without prior consultation and prior written approval from the Service Manager.
5. The Service Manager will seek approval where appropriate from the YMCA WA Marketing Department or General Manager.
6. Educators must incorporate YMCA Family Day Care Service contact details as the “Service provider” at all times when marketing their business as per regulatory requirements.
7. Resources will be developed in conjunction with the current YMCA WA branding and marketing guidelines.
8. Children used in promotional material will require written parental permission.
9. Children who may appear on social media will require written parental permission.

## 7.0 FEEDBACK

Feedback on this procedure must be directed to the Document Owner outlined in the cover of this procedure.

**The Document Owner is responsible for maintaining the currency of this document.**

## 8.0 DEFINITION OF TERMS

Term	Definition