



28 - ADVERTISING POLICY

Policy Statement:

Advertising through this Preschool will be via the following media, as considered most appropriate by the Nominated Supervisor or Approved Provider (President):-

- Paid advertisement in the Newsy Bits Newsletter if this is being published. This fee may be waived at the discretion of the Committee of Management in return for donations to the Preschool etc.
- Notice pinned to the noticeboard
- Flyers available at the sign in desk for interested parties.
- Facebook site.
- Email.

AT NO TIME will advertising material be circulated via family pockets without prior approval.

It is the responsibility of all Committee, Staff, Nominated Supervisor and Approved Provider to be aware of and adhere to this policy.

Definitions:

Advertising materials are materials aiming to attract public attention to a product or commercial business.

Procedure:

No advertising material except that deemed to be of benefit to the children's health and /or development, or family wellbeing, will be circulated unless approved by the Nominated Supervisor or Approved Provider (President). Exceptions may include mention of businesses that provide significant support to the kindergarten such as through donated goods or services.

Family pockets will only be used for Kindergarten notices, newsletters and Committee business, and for the passing out of birthday invitations. Notices placed in pockets will be **no smaller than an A5 piece of paper (half A4 size)**.

The Approved Provider is responsible for:

- Ensuring compliance with this policy by the Committee of Management

The Nominated Supervisor is responsible for:

- Ensuring compliance with this policy by Staff

AUTHORISATION

This policy has been approved by the Committee of Management of Panorama Heights
Preschool on **SEPTEMBER 2021**

NEXT REVIEW DATE: 2023