

P7-17: Media & Advertising Policy

Queanbeyan and District Preschool Association (QDPA) acknowledges that the active media and advertising provides an effective channel to communicate information to the Queanbeyan community and wider public. Our aim is to ensure all communication aligns with our values, supports the organisation's mission, and protects the integrity of the preschool, its staff, children, and families. Effective media and advertising practices foster transparency, enhance community trust, and promote positive representation.

NATIONAL QUALITY STANDARD (NQS)

| QUALITY AREA 2: CHILDREN’S HEALTH AND SAFETY | | |
|--|--------|--------------------------|
| 2.2 | Safety | Each child is protected. |

RELATED POLICIES

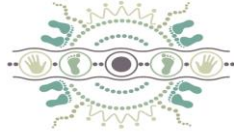
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|----------------------------------|-------------------------|
| Privacy & Confidentiality Policy | Code of Conduct Policy |
| Child Safe Environment Policy | Child Protection Policy |
| Social Media Policy | |

PURPOSE

To provide clear guidelines for engaging with media and advertising to ensure consistent and accurate messaging, whilst safeguarding the privacy and confidentiality of children, families, and staff. Promotion of QDPA’s reputation and core values through ethical communication is pivotal. We will ensure compliance with legal, regulatory, and professional standards, including the National Quality Framework and the National Model Code for Early Education. Preventing conflicts of interest and upholding a professional and respectful workplace culture, through promoting the standards and values of QDPA.

SCOPE

This policy applies to children, families, staff, educators, management, approved provider, nominated supervisor, students and volunteers of the Service.



IMPLEMENTATION

DEFINITIONS

Media: is considered as any person or entity representing a communication outlet, either actual or online, used to store or deliver information. This may include, but is not limited to, reporters, journalists or other representatives from newspapers, magazines, online news sites, television or radio or news stations, or social media bloggers.

Advertising: is the activity or profession of producing advertisements for commercial products or services.

INITIATING CONTACT WITH THE MEDIA

- Only authorised personnel, such as QDPA Committee, Executive Officer, Nominated Supervisors or designated spokesperson, may initiate contact with media representatives.
- Media inquiries should be directed to the list of authorised persons above, or the designated spokesperson.

RESPONDING TO THE MEDIA

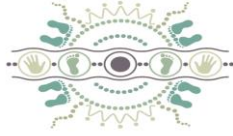
- All media inquiries must be handled promptly and professionally by the authorised spokesperson.
- Sensitive or confidential matters must not be disclosed without prior approval from the leadership team.
- Only authorised personnel, such as QDPA Committee, Executive Officer, Nominated Supervisors or designated spokesperson, may respond to media requests.
- Employees or other persons working, volunteering or acting on behalf of QDPA, must not respond to any request for information without the Executive Officer approval.

MEDIA RELEASES

- Media releases must be prepared by authorised personnel and approved by the Executive Officer before distribution.
- Releases should reflect the organisation's mission and values while ensuring factual accuracy and appropriateness.

PUBLIC INFORMATION AND EVENTS

- All public events involving media presence must be approved in advance by the Executive Officer and/or Committee.



- Consent must be obtained from parents/guardians before photographing or filming children, which is collected during a child's enrolment.

DISCLOSURE

- Confidential information about children, families, and staff must not be disclosed to the media or the public under any circumstances.
- Compliance with privacy laws and organisational confidentiality policies is mandatory.
- The Executive Officer must be advised of events/incidents that have occurred that could potentially attract media attention, as soon as possible. This information will also be provided to the Management Committee as soon as practicable.
- Current and former employees are expected to uphold the reputation of the organization by refraining from making disparaging remarks publicly or on social media.

NON-DISPARAGEMENT

- Current and former employees are expected to uphold the reputation of the organisation by refraining from making disparaging remarks publicly or on social media.

EXTERNAL COMMUNICATION

- External communication, including social media posts, must align with the organisation's approved messaging and branding, as well as the *Social Media Policy*.
- Staff must avoid posting content that could harm the organisation's reputation.
- Communication with external bodies, which may include but is not limited to, families, community agencies, government departments, schools, suppliers or contractors or other early childhood services, must be done so with care and professionalism.
- Employees, or persons working, volunteering or acting on behalf of QDPA and its preschools, must present policies and business decisions positively and promote QDPA's vision and values respectfully.
- Consideration must be given to appropriate content and the manner in which information is shared verbally.
- Written information such as emails, letters, newsletters, OWINA, Facebook posts and centre notices, must be checked for appropriate content and accurate spelling and grammar prior to release.
Preschool Directors have discretion at preschool level to approve outgoing communication relevant to their individual preschool, including Facebook posts.



- Written communication from the Association is to be on Queanbeyan and District Preschool Association letterhead
- All petitions, community surveys etc. are to be organised or approved by the Executive Officer
- Individuals who wish to speak in relation to early education and care, must do so as individual members of the community, rather than as an individual representing QDPA, unless approval has been provided
- Advertisements placed in newspapers/online (e.g. positions vacant, meeting notices) are the responsibility of the Executive Officer

ADVERTISING

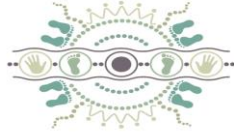
- External advertising content must be approved by the Executive Officer to ensure alignment with the organisation's values and compliance with regulatory standards.
- External advertising should prioritise inclusivity and avoid misleading claims.
- External advertisements must reflect QDPA's focus on quality, inclusivity, and transparency.
- Marketing flyers, posters or other promotional items will not be accepted at the Preschools from individual political parties, religious groups or topical issues.
- Marketing materials for local services/organisations, must contain appropriate language/images and be presented professionally. They must present value to the families of QDPA through offering information that is relevant or provides access to services that will assist families.
- All advertising externally and internally must be in line with the QDPA philosophy, and philosophy of each preschool.

CONFLICTS OF INTEREST

- Employees must disclose any potential conflicts of interest arising from media or advertising engagements.
- Staff members must avoid participating in media activities that could compromise the organisation's impartiality or reputation.

CODE OF CONDUCT

- Employees, volunteers, students, families and committee members, must adhere to the organisation's code of conduct when engaging with media or representing the organization.
- Professionalism, respect, and ethical behaviour are mandatory in all communications.



NATIONAL MODEL CODE

- Media and advertising practices must align with the National Model Code’s standards for ensuring the safety and best interests of children and families.
- QDPA is committed to ensuring media and advertising activities reflect high-quality early childhood education values.
- Please see *Child Safe Environment Policy & Child Protection Policy* for more details

CONTINUOUS IMPROVEMENT/REFLECTION

Our *Media and Advertising Policy* will be reviewed on an annual basis in consultation with children, families, staff, educators and management.

REVIEW

| Version Control | Date | Author | Description of Change |
|-----------------|--------------|--------|---|
| 1.0 | 2018 | QDPA | Original document |
| 2.0 | March 2021 | QDPA | <ul style="list-style-type: none"> • Renaming of Policy to include Advertising • Document reviewed with change in leadership team in 2021. • Version control and description box added to clarify reviewed items/new inclusions • Format change to include policy statement, purpose, scope and implementation, addition of footers and page numbering and general layout changes • Additional information added in relating to initiating contact with and responding to media enquiries • Additional information regarding media releases & public events added • Detail re expectations of professionalism and representation by employees added • Guidelines around types of promotional and advertising material accepted added. |
| 3.0 | May 2022 | QDPA | Scheduled Policy Review and update <ul style="list-style-type: none"> • No changes required |
| 4.0 | January 2025 | QDPA | <ul style="list-style-type: none"> • Significant changes to policy • Inclusion of National Model Code • Inclusion of Code of Conduct • Inclusion of non-disparagement • Inclusion of Conflicts of Interest |