

Marketing and Advertising Policy

Introduction

Beanies Family Support Pty Ltd, located in Huon Valley, Tasmania, is dedicated to promoting our services effectively while upholding the highest standards of ethics and integrity. Our services include Child and Young Person Advocacy, NDIS Application Support, NDIS Support Coordination, Youth Coaching, Early Intervention Support, Early Childhood Service Consulting, Counselling, and Community Event Support. This Marketing and Advertising Policy outlines the principles and procedures for all marketing and advertising activities to ensure consistency, quality, and adherence to ethical standards.

Purpose

The purpose of this policy is to:

- Define the standards for marketing and advertising activities within Beanies Family Support Pty Ltd.
- Ensure consistency and quality in all marketing and advertising efforts.
- Outline the responsibilities of staff and contractors regarding marketing and advertising.
- Establish procedures for creating, approving, and disseminating marketing and advertising materials.
- Ensure compliance with relevant legislation and ethical standards.

Scope

This policy applies to all marketing and advertising activities conducted by Beanies Family Support Pty Ltd, including those undertaken by staff, volunteers, and contractors.

Marketing and Advertising Principles

1. Accuracy and Honesty

All marketing and advertising materials must be accurate, truthful, and not misleading. Claims about our services must be substantiated and based on verifiable evidence. We will avoid exaggerations and ensure that all information presented is clear and factual.

2. Ethical Standards

Marketing and advertising activities must be conducted in an ethical manner, respecting the dignity and rights of all individuals. We will avoid content that is discriminatory, offensive, or harmful. Our communications will uphold the values and mission of Beanies Family Support Pty Ltd.

3. Transparency

We are committed to transparency in all marketing and advertising efforts. This includes clearly disclosing any sponsorship, partnerships, or affiliations. We will provide full disclosure of any terms and conditions related to our services.

4. Consistency

All marketing and advertising materials must be consistent with the brand identity and messaging of Beanies Family Support Pty Ltd. This ensures a cohesive and professional image across all platforms and materials.

5. Compliance

All marketing and advertising activities must comply with relevant legislation, including the Australian Consumer Law, privacy laws, and industry codes of practice. We will ensure that all activities are conducted legally and ethically.

Procedures

1. Creation of Marketing Materials

- **Content Development:** All marketing materials must be developed with accuracy, clarity, and ethical considerations. Claims about our services must be based on verifiable evidence.
- **Brand Consistency:** Materials must align with the brand guidelines of Beanies Family Support Pty Ltd, including logos, colours, and messaging.

2. Approval Process

- **Review and Approval:** All marketing and advertising materials must be reviewed and approved by the Marketing Manager and, where necessary, the Executive Director, before dissemination. This ensures compliance with this policy and relevant legislation.

- Documentation: Records of all approved marketing materials must be maintained for reference and compliance purposes.

3. Dissemination of Marketing Materials

- Distribution Channels: Marketing materials may be disseminated through various channels, including print, online, social media, and events. The choice of channels must align with the target audience and objectives.
- Monitoring: The effectiveness of marketing campaigns must be monitored and evaluated regularly. Feedback and metrics should be used to refine and improve future campaigns.

4. Handling Complaints and Enquiries

- Complaints Process: Any complaints regarding marketing and advertising activities must be addressed promptly and professionally. Complaints should be directed to the Marketing Manager for investigation and resolution.
- Enquiries: All enquiries related to marketing and advertising should be handled courteously and efficiently, providing accurate and helpful information.

5. Compliance and Training

- Legal Compliance: Ensure all marketing activities comply with the Australian Consumer Law, privacy laws, and industry codes of practice.
- Staff Training: Provide regular training to staff and volunteers on the principles and procedures of this Marketing and Advertising Policy.

Implementation and Review

This Marketing and Advertising Policy will be reviewed annually or as required by changes in legislation or organisational needs. The Board of Directors and senior management are responsible for ensuring the policy is effectively implemented and adhered to by all staff and volunteers.

Conclusion

Beanies Family Support Pty Ltd is committed to maintaining the highest standards in marketing and advertising to support the delivery of our services. By adhering to the principles and procedures outlined in this Marketing and Advertising Policy, we aim to ensure that our promotional activities are consistent, ethical, and effective, enabling us to provide reliable and high-quality services to our clients and the community in Huon Valley.

