



Use of Kindergartens for Advertising Policy

Version 1 | Mahi Tuatahi
Effective Date | Whakamana tahito : April 2024 | Oketopa2024
Next Review | ā houanga arotake: March 2024 | Māehe 2025
Policy Owner | Rangatira Kaupapa Māhere: Chief Executive Officer
Key Accountabilities | Ngā Takonga Tuatahi: Chief Operating Officer

Introduction | Tīmatanga Kōrero

The purpose of this policy is to:

To ensure any advertising in kindergartens is appropriate and aligns with the values and strategic direction of He Whānau Manaaki o Tararua Free Kindergarten Association (Whānau Manaaki).

Applies To | Ko Wai Whakahāngaitia

This policy applies to all He Whānau Manaaki o Tararua Free Kindergarten Association employees.

General Principles | Mātāpono Whānui

1. Addresses of staff, children, parents and/or whānau will not be given out for advertising or other commercial purposes under any circumstances. This includes email addresses.
2. Advertising that does not align with the values and strategic direction of Whānau Manaaki will not be permitted in or around the kindergarten.
3. Companies can leave brochures at the kindergarten if they are relevant to tamariki and parents and/or whānau in their capacity as caregivers but will not be placed in children's communication pockets.
4. Notices offering services such as swimming or music lessons can be displayed on the whiteboard or on the parent table.
5. Kindergartens wanting to display advertising billboards or signage in return for 'sponsorship' should contact the Communications and Engagement Team. This will ensure our Whānau Manaaki branding guidelines are being adhered to. Permission to do this will not be unreasonably withheld.

Relevant Legislation and Regulations | Whaitake Ture me Waeture

None

Related Procedures or Processes and Documents | Pākanga Tukanga me Pukapuka

None

Policy Review Cycle | Kaupapa Arotake Hurihanga

This policy is to be reviewed in 6 months. Whānau Manaaki may amend or cancel this policy or introduce a new policy, as it considers it necessary within the current cycle of the policy. Any amendments will be considered by the policy Working Group and will need to be approved by the Senior Leadership Team and the Board. The policy will continue on the same review cycle.

