



## Use of Kindergartens for Advertising Policy

# Te Kaupapa Here mō te whakamahi i ngā Kura Kōhungahunga hei wāhi Whakatairanga

Version 1 | Mahi Tuatahi

Effective Date | Whakamana tahito: February 2026 | Pēpuere2026

Next Review | ā houanga arotake: February 2028 | Pēpuere2028

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. The personal information of staff, children, parents, and whānau, including but not limited to addresses, phone numbers, email addresses, and any other identifying information, will be kept confidential at all times.
2. Any form of advertising, promotional, or external communication within our kindergartens must align with our values and the strategic intentions of Whānau Manaaki. Advertisements that do not reflect this will not be permitted.
3. Companies may leave some materials at the kindergarten if the materials are deemed relevant to the needs of tamariki and/or their parents and whānau. The content must support the well-being and development of the children and families we serve. Brochures or materials that are directly relevant to the interests and needs of tamariki and their whānau, such as information about swimming lessons, music classes, or other community-based programs that support children's learning can be displayed on the kindergarten notice board.
4. We are committed to maintaining a neutral environment that prioritises tamariki education, development and well-being, and the well-being of our whānau. As such, we ensure that the kindergarten remains free from external commercial influence.
5. Kindergartens wanting to display advertising billboards, signage, or merchandise in return for 'sponsorship' should contact the Communications and Engagement Team. This ensures that any materials displayed align with our Whānau Manaaki branding guidelines and maintain the integrity of our educational environment.
6. We are here to support you; permission won't be unreasonably withheld. However, each proposal will be reviewed to ensure it fits with the Whānau Manaaki brand and values. The Communications and Engagement Team will work with kindergartens to review any advertising ideas and offer guidance and support where needed.



**Related Procedures or Processes and Documents | Pākanga Tukanga me Pukapuka**

- Whānau Manaaki Privacy Policy

**Policy Review Cycle | Kaupapa Arotake Hurihanga**

This policy is to be reviewed every two years. 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.

