



Helping Hand

www.helpinghand.org.au

POL 12 Marketing and Public Relations

Policy Statement

The Board and the Executive of Helping Hand Aged Care recognise that the maintenance of positive relationships with clients, their carers and the broader community supports the future growth and long term viability of the organisation. This will be demonstrated by:

- / Ensuring that all staff and volunteers conduct themselves in a manner that enhances the image of Helping Hand Aged Care.
- / Providing corporate marketing advice throughout the organisation to help services better match the needs of our communities of interest.
- / Ensuring that appropriately-delegated staff responds to media enquiries promptly and responsibly.
- / Continually enhancing the organisation's corporate image for the purpose of promoting our mission, values and services.
- / Making a wide range of information about the organisation and its operations available to clients and to the broader community in both paper-based and electronic form.
- / Continuing to improve communication with the organisation's existing clients and their carers, with potential clients and with the broader community.
- / Conducting all bequests and fundraising activities ethically and in accordance with relevant legislation, regulations and codes of practice.

Reason

Supports HHAC Mission, Objectives, Six Year Organisational Plan and Consumer and Carer Engagement Framework.

Responsible people

All staff are expected to act with integrity and to maintain a high level of client and customer service.

Status

Version no.	Approved by	Approval date	Last reviewed
1	Board	June 2006	August 2015