

a centre of excellence

Child and Family Services Wyong Shire recently re-launched itself as a Centre of Excellence for families and children in the northern region of the NSW Central Coast.

Photos by Maureen Tarrant



Originally established as Wyong Family Day Care Scheme in 1983, the service has since expanded to include in-home care, supported playgroups, early intervention services and JET Crèche. A move of premises in July from three buildings to a streamlined facility which will enable all the services offered to be offered from one premises, provided the impetus for the launch.

General Manager Lorraine Walker said, 'The new facility incorporates a simulated family day care environment set up like a real home which is used as a playgroup facility and for training family day care carers.

'We aim to lead the way in child and family services in the Wyong Shire, focusing on the child at the forefront of all our operations to ensure best practice principles are upheld.'

The launch, held on Wednesday 9 September 2009, was a fun-filled event supported by local businesses, preferred suppliers and Family Day Care Australia. Keynote speakers included Family Day Care Australia CEO Rhonda Bignell, and the renowned child psychologist, Dr John Irvine.

The marketing team at Family Day Care Australia worked very closely with Lorraine and her team to clearly identify what it was that they were trying to achieve. The goals were to inform the community of the services available and to ensure people are aware of where to go for child care and support services. With those goals established, it was clear

that they could be achieved by inviting people to an event and showing them around the premises.

The teams started with a wish list of the things they wanted at the launch, such as:

- entertainment
- giveaways
- invitations to send out to parents, carers and general community members
- great speakers
- advertising and publicity
- new stationery, brochures, building and vehicle signage
- new equipment and children's resources

However, once these things were costed it became apparent that the budget wouldn't stretch quite that far, so they pitched for sponsorship with great success.

Family Day Care Australia also contributed to the launch by coordinating the design of the brochures, stationery, building and vehicle signage, logo, and giveaways. A sponsorship proposal, which clearly outlined the benefits to potential, was also written by the marketing team.

Lorraine said, 'All in all, the event was a huge success! We met our objectives and the community is now aware of the services provided and where they can be found. Carers and parents now know where to go for a unique playgroup experience in a home-like environment.' 🧩



EVENT SPONSORS

Sincere thanks to:

- Educational Experience which provided resources and equipment to fill the Centre of Excellence with educational resources and furniture.
- Print National which donated the printing and materials for letterhead, business cards and brochures.
- 2GO Radio which promoted the event and broadcast live from the launch
- Tumbi Sand Soil and Gravel Supplies which provided soft fall for the outdoor areas
- Numerous local businesses also donated giveaways for the event

Their contribution is recognised on printed material, building signage and on the scheme's website at www.familychildcareservices.com.au

For advice and support for your major event or media opportunity please contact the Family Day Care Australia marketing team on 1800 621 218 or email marketing@fdca.com.au