

Expected Outcome

Stakeholders will be aware of:

- Assessment Criteria
- Promotion Strategies undertaken by the organisation

Training Requirements

- Team Members responsible for development, maintenance & distribution of promotion.
- Team Members responsible for Assessment & Care Planning

Procedure

Access to Service

Access to service will be determined by this and the Assessment Procedures detailed in this Policy & Procedure manual.

The Service will accept referrals from any source within the community so long as the source has the approval of the Service User to make the referral.

The Service will ensure that diverse groups have equal access to the Service. These groups include but are not limited to:

- People from Aboriginal or Torres Strait descent;
- People from culturally diverse backgrounds;
- People who are financially disadvantaged;
- People who are rurally isolated; and
- People living with Dementia.

If the Service is unable to meet the needs of a referred Service User, the Service will provide advice and appropriate information regarding other services and resources that are available in the area. With the Service User's permission the Service may arrange appropriate referrals to other agencies.

The Service reserves the right to refuse service to potential Service Users if it is determined that the Service cannot adequately and appropriately meet their needs within the resources available to the Service.

The Service reserves the right to refuse service to people who it assesses as posing a risk to the safety or wellbeing of other Service Users, Team Members or members of the public.

Monitoring Access to Service

The Service will monitor who is accessing the services, and the changing needs of the target population to ensure that the services provided are relevant and are not discriminating against any particular groups. This planning and evaluation process is identified in detail in the section on Planning and Evaluation in Section 1: Service Management.

Promotion of Services

Services provided will be promoted in a manner that ensures equity of access.

Promotional material will be developed by the Manager, printed in a clear and easy to read format and will be available in different languages relevant to the geographic coverage area.

Publications - The Service produces a range of publications. External documents including advertising, marketing and **website** material will be approved by the Governance Body. The following is to be inserted into all Service publications:

- Reference to the funding of the program is in accordance with Government approved processes
- disclaimer
- logo
- copyright.

All publications must be approved at a Governance Body meeting before being sent to print.

Material will be distributed to major health and community agencies in the region including government and non-government services and agencies providing services for special needs groups and in public places as detailed in Promotional Material Distribution Points.

Website - The website is an important means through which the Service can provide information to the sector. For many stakeholders the Service website is their first contact with the organisation.

The website provides public information on the Service, including information about the services offered, the Governance Body, membership, contact details and Strategic Planning. Relevant documents are also uploaded, for example the annual report. The site provides a range of links to other community organisations and government agencies. A delegated Team Member is responsible for all web design, site content and maintenance. The Service Governance Body must approve all content of the website.

Dealing with the Media

The Service seeks publicity to promote its services and the needs of the Service Users. Media outlets may also seek Service input to provide a viewpoint for their stories. It is essential that media exposure positively represents Service Users and the Service.

The Service adopts the following policy on dealing with the media:

- All requests for media comments, interviews etc. are to be directed to the Manager;
- No Team Members member may represent the Service views to the media without authorisation from the Governance Body; and

- Documents which are written from the Service to media outlets may be drafted by a Team Member but must be approved by the Manager/Governance Body prior to submission for publication.

Guest Speaking & Expo's

The Service will also be promoted by guest speaking and at relevant expo's and events. This will be recorded on the Guest Speaking/Expo form and included in the data collection for the Service. Whenever a representative of the Service is a Guest Speaker the representative will acknowledge the traditional owners of the land and pay respect to elders past and present. Often members of the public may approach service Team Members at Guest Speaking Events/Expo's wishing to be assessed for the Service, a Self Referral form has been developed to allow the potential Service User to complete basic information to assist with the initial assessment. Team Members will explain to the potential Service User that an Assessor will be in touch with them within 14 days to book an appointment for the assessment to be undertaken.

Networks & Forums

Service will be promoted by the Manager at relevant networks and forums as detailed in the Relevant Networks & Forums document.

Moral Rights

Moral rights are provided to creators under copyright law in order to protect both their reputation and integrity of their work. Moral rights are:

- The right of attribution of authorship;
- The right not to have authorship of their work falsely attributed; and
- The right of integrity of authorship. This protects creators from their work being used in a derogatory way that may negatively impact on their character or reputation.

Moral rights apply a wide range of works including:

- Artistic works – including drawings, paintings, sculpture, graphs etc
- Musical works;
- Dramatic works;
- Written material – including instruction & training manuals, journal articles, novels, textbooks, poems, songs;
- Computer programs; and
- Films.

The Service will obtain written consent (should it be a requirement under any funding agreement entered into by the Service) using the Moral Rights Consent form from authors of any of the above material developed for the Service. The Moral Rights Consent form will be attached to any contracts/agreements for the production of such material.