



EVENTS AND ACTIVITIES BRANDING TEMPLATE

Introduction

Families are the centre of all communities, the building blocks of our city. They need an environment where they can learn and develop the skills to become strong, motivated members of the city. The Invercargill City Council has listened to what the community has said about the needs of children, youth and their families and is proud to be taking a leadership role in the Southland Region by developing the Child, Youth and Family Friendly Policy. The Council wishes to see a “family lens” placed over all policies, strategies and initiatives undertaken and supported by the Council (Invercargill City Council, 2012).

This document addresses events and activities that wish to be branded *'friendly'*. It will outline which criteria that an event/activity will need to meet in order to be branded as friendly. The criteria have been drawn from the family friendly objectives of the family friendly policy document. This will create minimum standards of practice and compliance across the city outlining a minimum benchmark for the *'friendly'* brand.

Mission Statement

To brand family friendly events so to ensure consistency and minimum standards are met and maintained within the values, goals and objectives of the Child Youth and Family Friendly policy.



Family Friendly Criteria for Activities and Events



Values

Invercargill City wants to ensure children and youth:

- Get the best start to life.
- Grow and develop to their best potential.
- Learn the skills needed for the future.
- Have the opportunity to enjoy childhood in our city.
- Have interesting and exciting things to do in the city.
- Have their voices heard and listened to.
- Are nurtured and valued.
- Feel safe and secure.

Invercargill City also wants to ensure the city is a place where families can:

- Raise their children and young people.
- Provide mutual support and respect.
- Flourish.
- Make a positive contribution to the life of the city.
- Enjoy the city and feel safe.
- Access a range of services.
- Feel a sense of belonging and proudly call the city home

Goals and Objectives of the Child Youth and Family Friendly Policy.

1. Giving you a voice
 - 1.1 Learning about how the council works and can help.
 - 1.2 Getting involved with the Council on things that are important
2. Being Active and Healthy
 - 2.1 Having lots of child and youth friendly activities to do
 - 2.2 Getting family members active
 - 2.3 An appreciation for diversity



Family Friendly Criteria for Activities and Events



3. Providing a Welcoming and safe environment
 - 3.1 Caring for the environment
 - 3.2 Making safe places to play and visit
 - 3.3 Promoting the child and youth friendly focus of the city
4. Working for you
 - 4.1 Talking with people and being a part of networks that make things happen.
 - 4.2 Letting you know what is going on
 - 4.3 Ensuring all Council decision making considers children, youth and families.
5. Strengthening Families in the Community
 - 5.1 Working collaboratively across the community

Branding of Events

Friendly branded activities and events demonstrate the importance of children and families in our community. Friendly branded activities and events promote and support family centric values and the aim to achieve the goals of the friendly policy. To achieve the branding criteria a number of minimum standards must be met. Achieving of the standards will result in branding being offered and the use of the friendly logo.

The Invercargill City Council would like all activities/programmes/events that target families, children or youth in the Invercargill City area to use the Friendly brand. Behind the branding lies a willingness of activities and events to be organised in such a way that they meet the needs of families and promote the goals of the child youth and family friendly policy. This can be demonstrated in many different ways and includes but is not limited to; suitable healthy options for food, environmental issues that will affect the safety and wellbeing of families now and in the future (adapted from Blumsky & Kirton, 2010) be smoke free and be willing to be flexible enough to accommodate the sometimes unpredictable needs of families and children.

Benefits of being Friendly Branded

As the brand grows it is aimed that it will become synonymous with family friendly values. This being that all events, activities and businesses that are branded as friendly will automatically be known to promote the values and goals and objectives of the friendly policy. Funding does exist to assist activities and events with using and applying the logo. This is in consultation with Invercargill City Council Staff.



Family Friendly Criteria for Activities and Events



Resources provided

There are a number of friendly branded resources that can be used at your event. These include;

- Balloons
- Stickers
- Pens
- Wristbands
- Lanyards for staff.
- Tear drop friendly flag
- Logo for publications



Family Friendly
Criteria for Activities and Events



Activity/Event Branding Template

Activity/Event Description		Date of Event	
Venue of Activity/Event		Contact Person	

Friendly Standard	Achievement
The activity/event is smoke-free	
Alcohol, if present is in a controlled area	
The venue is accessible for wheels and sticks	
Is seating available for visitors/participants to rest?	
Will there be an area of shade available?	
Are there accessible toilets?	
Is there a breastfeeding and baby changing area and are they well signed?	
If food is available will there be health food options included?	
Will there be free fresh water available?	
Will sunscreen be available?	
Has provision been made for first aid cover?	
Security?	
Provision for lost children?	
RAMS completed?	
Bus Transport provided?	
Promotion of event in free media?	
Recycling available?	
Road Safety Issues considered?	
Other Areas that promote the Friendly brand values and objectives.	

Resources to be provided:

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Event Branding sign off.

Signed: _____

Date: _____