

Friendly



## **Family Friendly Branding** **Criteria for Businesses & Organisations**

### **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 businesses that wish to be branded ‘friendly’. It will outline which are criteria that meet 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 businesses 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.

### **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:

Rear 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

Family Friendly Criteria	Definition	Measure Standard
Smoke free	All areas of the business are smoke free. Smoke free signage is in place. If a space is allocated for smoking it is well away from any thoroughfare.	<p><b>Best Practice:</b> Completely smoke free facility including all outdoor spaces.</p> <p><b>Minimum Standard:</b> Smoking areas away from front doors or other areas where a family would congregate.</p>
Alcohol	If alcohol is sold it is only in designated spaces where young people and children can not access.	<p><b>Best Practice:</b> All family friendly branded events are alcohol free.</p> <p><b>Minimum Standard:</b> If a family friendly event is selling alcohol then a designated area is provided that alcohol is sold and consumed in.</p>
Accessibility	Access to building/facility meets building code and Building Act 2004. As well as being accessible for people with disabilities or families with prams.	<p><b>Best Practice:</b> Business is fully accessible and exceeds standards of the Building Act 2004. The building caters for all people who have disabilities. This includes hearing, visual and physical disabilities. Business is also accessible for families who use prams.</p> <p><b>Minimum Standard:</b> Disability access meets standards of the Building Act 2004. For example wheelchair accessible.</p>
Seating	Seating is available.	<p><b>Best Practice:</b> Ample seating is made available for families. Seating is in a well lit and safe area and is accessible.</p> <p><b>Minimum Standard:</b> Some seating is made available for families.</p>
Toilets	Toilets are kept tidy and hygienic.	<p><b>Best Practice:</b> A cleaning roster is kept and toilets cleaned during the day on more than one occasion.</p> <p><b>Minimum Standard:</b> Toilets and rest facilities are kept tidy and hygienic.</p>

Family Friendly Criteria	Definition	Measure Standard
Baby Changing & Breast Feeding	Separate area is made available for families and babies.	<p><b>Best Practice:</b> A purpose built baby changing facility available and specific breast feeding space provided.</p> <p><b>Minimum Standard:</b> Baby changing facilities available in both male and female restrooms with an area available for breast feeding.</p>
Food options	<p>If food is sold or provided, healthy options are made available.</p> <p>Healthy food rewards and non-food reward alternatives.</p>	<p><b>Best Practice:</b> 50% or more of food provided and for sale is considered a healthy option.</p> <p>Children's programmes / workshops do not offer lollies as treats but may offer non-food rewards.</p> <p><b>Minimum Standard:</b> Healthy food options are available.</p> <p>Sweet food alternatives are accessible as treats/rewards e.g. stickers, stamps etc. available.</p>
First Aid	First Aid equipment is available upon request.	<p><b>Best Practice:</b> The facility will hold first aid equipment, available on request and staff are trained in first aid.</p> <p><b>Minimum Standard:</b></p> <p>The facility will hold first aid equipment available on request.</p>
Privacy	Privacy of the individual and their family is respected and is upheld in an ethical and moral manner.	<p><b>Best Practice:</b> A policy and procedure exists whereby direction is provided to manage privacy issues such as; data, filming or photography of the public.</p> <p><b>Minimum Standard:</b> Practices that are not ethical and moral in relation to public privacy are discouraged. For example un solicited filming and photography of individuals.</p>
Parking	Safe parking is available for people to use.	<p><b>Best Practice:</b> Free secured parking is available. Family or parenting parking is designated.</p> <p><b>Minimum Standard:</b> Families are able to park within a reasonable distance to the business.</p>

Family Friendly Criteria	Definition	Measure Standard
Sustainability	The business takes into account sustainability practice. Sustainable practice can include but is not limited to, economic, environmental and social sustainability.	<p><b>Best Practice:</b> The business has a policy that addresses sustainability issues.</p> <p><b>Minimum Standard:</b> An awareness of and commitment towards sustainable practice exists and can be demonstrated.</p>
Feedback	Opportunity is made for families, children and young people to provide feedback.	<p><b>Best Practice:</b> A comprehensive feedback system exists whereby families, children and young people have the opportunity to provide feedback about their experiences. Feedback system is through a variety of mediums that can include but is not limited to; print, social media and email.</p> <p><b>Minimum Standard:</b> A feedback system is available for families to provide comment on their experiences.</p>
Security	Appropriate security exists for public safety.	<p><b>Best Practice:</b> Public security is taken into account whereby safety procedures and policies are in place to ensure safety and security.</p> <p><b>Minimum Standard:</b> Families feel that it is a safe and secure place to go. Lighting and other security features may exist at a minimum level.</p>
Family Health & Safety	Practicable measures are taken to ensure family safety and can include but is not limited to health and safety procedures.	<p><b>Best Practice:</b> A health and safety Policy exists and takes into account issues that may affect families, for example lost children.</p> <p><b>Minimum Standard:</b> A health and safety policy and procedure exists as per national guidelines.</p>
Transport	The business is able to be reached within easy walking distance of public transport links.	<p><b>Best Practice:</b> Public transport bus stops are located within 500 metre radius of facility.</p> <p><b>Minimum Standard:</b> Public transport bus stop is located within a 2 km radius of facility.</p>

### 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 Youth and friendly activities to do
  - 2.2 Getting family members active
  - 2.3 An appreciation for diversity
3. Providing a Welcoming and safe environment
  - 3.1 Caring for the environment
  - 3.2 Making a 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

It is envisaged that any business that receives '*friendly*' branding will champion the above goals and objectives within their day to day activities. Business practices at all reasonable levels possible will endeavour to have a '*friendly*' focus and uphold the values, goals and objectives and will take into account how decisions made will reflect the goals and objectives of the brand.

### Benefits of Branding to Business

- Able to use the '*friendly*' branding and logo.
- Achievement of best and minimum standard measures.
- Promoted as a family friendly business.

Behind the branding lies a willingness of businesses to listen to families and to undertake activities to meet their needs. Valuing and welcoming families can be demonstrated in many different ways. This includes but is not limited to; a restaurant may have a suitable healthy option children's menu, a play area or children's activity and enough space for prams to pass or have highchairs at a table. Family friendly can include but is not limited to organisations that welcome breastfeeding mothers, be smoke free and be willing to be flexible enough to accommodate the sometimes unpredictable needs of children. Other ways services and organisations can demonstrate the importance of children in our community is to promote and support children's events and activities or address environmental issues that will affect the safety and wellbeing of families now and in the future (adapted from Blumsky & Kirton, 2010).



## Family Friendly Criteria for Businesses and Organisations



Use of the friendly logo is encouraged for businesses that meet the criteria. Funding does exist to assist businesses with using and applying the logo. This is in consultation with the Community Development Manager.

### **Branding Compliance and Recognition**

On completion of the compliance process businesses will be awarded a certificate as well as a window sticker that they can display in their business. From this point on further discussion on how else the brand can be utilised within the business can take place. This can include but is not limited to using the brand logo in signage, merchandise, and advertising. Businesses will be added to the family friendly list, which will be shown on the ICC website and in other promotion arenas as the brand grows.

### **Friendly Logo**

