

Policy Title	Promotion of Services
Policy Category	Operational
Number & Version	SVC-MSO-PO-101-01
Policy Owner	Community Services
Approval by	CEO
Effective date	
Date for review	September 2021

1. STRATEGIC PURPOSE

Snowy Valleys Council (Council) is committed to providing quality services to the communities in the Snowy Valleys' Local Government Area (LGA) and building awareness of those services within the community.

2. POLICY STATEMENT

To ensure that the services provided by the Council's Multi Service Outlet (MSO) are accessed by all within the Commonwealth Home Support Program (CHSP) target group, it is important that the service is strongly promoted.

3. DEFINITIONS

Multi Service Outlet (MSO) A council run initiative providing services to elderly, their carers and people with disabilities in the local government area.

Commonwealth Home Support Program (CHSP): A joint initiative of the State and Commonwealth Governments aimed at preventing premature or inappropriate admission to residential care facilities.

CHSP Target Group:

- People from a culturally and linguistically diverse background
- Aboriginals and Torres Strait Islanders
- People with dementia
- Financially disadvantaged people
- Frail aged and younger people with disabilities living in remote or isolated areas

4. CONTENT

The Coordinator is responsible for developing and maintaining a Community Newsletter which informs the community about the services the MSO provides and how to access them. Information will also be distributed through other initiatives, such as street stalls.

The newsletter should be distributed to major health and welfare agencies in the region including those providing services for special needs groups and minority groups.

The Coordinator is responsible for maintaining a list of relevant organisations and for ensuring they have adequate supplies of promotional materials.

The Coordinator will periodically bring this to the attention of the Community Welfare Committee for discussion.

5. ASSOCIATED LEGISLATION

Nil

6. ASSOCIATED COUNCIL DOCUMENTS

Nil

7. HISTORY

Date	Action	Name	Policy Number	Resolution Date	Resolution Number
	Superseded	Promotion of Services Policy	TSC-MSO-PO-001-0 (Former Tumbarumba Shire Policy)		