

## Why join the Sydney for Kids Directory?

In January 2014, [sydneyforkids.com.au](http://sydneyforkids.com.au) had 6,228 visits; 5,097 unique visitors; 12,104 page views and 74.07% new visits. Recent results supplied by Google prove an impressive growth of our website's popularity:

- Each of our users downloaded daily on average more than 6.8 Mb of data from our website
- Our website ranked in one of the top 10 positions of the Google Search result page in more 500 different query types
- More than 1950 external websites link to our pages
- More than 1300 of our web pages are crawled by Google daily to update its search results.

"Great Website - *Sydney for Kids* has brought me over 400 website referrals in the last 12 months."  
Bev Jones, **The Train Shed**

"**Marian Street Theatre for Young People** has been in the *Sydney for Kids* website since its inception. As one of the longest running children's activities sites, it's really important for our not-for-profit theatre company to be visible to families. *Sydney for Kids* is easy to use, with the Directory showing good clear information for each area of Sydney and the Family Fun Calendar gives detailed information on our productions. You can even find the Public school holiday dates! I use the website myself to find events for my own relatives when they visit Sydney."

Margie McCrae, Artistic Director, **MSTYP**

"The *Sydney for Kids* website is dedicated to helping Sydney families get out and enjoy this great city and its surrounds – as a family. Here at **Streetwork** we work every day with troubled young lives that have gone off the tracks. The single biggest common factor among the young people we work with is a non-existent or dysfunctional family life. We wholeheartedly encourage families to spend time together doing stuff and we greatly encourage the good work *Sydney for Kids* is doing. Streetwork is one of the Charities listed on the *Sydney for Kids* website and we also regularly publish our functions and activities on the site. We wish *Sydney for Kids* continued growth and success and commend it as a great initiative to support."

Geoff Munday, Director, **Streetwork**

**The National Parks and Wildlife Service** has recently added 31 entries to the *Sydney for Kids* Directory covering venues, public programs and school excursions. Marina DiLeva, the Visitor Services Manager, is happy to give a verbal reference on her experience in joining the *Sydney for Kids* Directory: 0417 497 668.

If you are trying to reach **Sydney kids, teens, parents or families** you need to be in the **Sydney for Kids Directory**. Being in the SFK Directory also allows access to place special events in the **SFK Family Fun Calendar**.

**It only costs \$50 per annum (incl GST) for each listing in the SFK Directory.**

And you can change your information whenever you like, so if you have a special deal for a short time, you can change your listing to publicise it.

## How to join the Sydney for Kids Directory

To list in the SFK Directory, complete the online [Application Form](#), including contact info and a description of what your business offers. **You can list up to three activities**. For example, your business might be a shop that sells children's products and you also have a party room, so you could have one activity as the shop and one activity as birthday parties. For each activity you can write a description of up to 350 characters.

To refine searches, the SFK Directory is organised according to the type of business/ service and the location of your business/ service.

Choose the most appropriate descriptor/s to describe the type of business/ service you have from the list below. You can choose up to three types per activity.

## Types of Business/ Service

Name	Includes
Animals	Animal parks, pets, wildlife
Arts	Craft, dance, drama, music, visual art; arts classes and exhibitions
Charity	Charities and their fundraising and/ or awareness raising events
Education	Prior to school, primary, secondary and tertiary institutions; school excursion venues
Entertainment	Concerts, theatre, movies, performances
Festivals	Annual festivals and special events
Health & disabilities	Medical needs, health practitioners, services for the disabled
Holidays	Accommodation, transport, what to see and do, school holiday activities
Learning venues	Historic places, museums, scientific venues, libraries; classes and workshops
Outdoors	Beaches, cycle paths, gardens, parks, theme parks, train rides
Parties	Babies to teens
Shopping & services	Products eg children's books, clothes; Services eg child care
Sport & recreation	Sports eg netball, football; Recreational Pursuits eg rock climbing, laser tag

## Location of you Business/ Service

Location is determined by the local council that your business/ service is in, see the table below. If you have multiple venues in multiple locations, choose 'Multi-locations'. If your business/ service comes to the customer in more than one location, also choose 'Multi-locations'.

Location name	Local councils in this area
City	City of Sydney
Eastern Sydney	Botany Bay, Randwick, Waverley, Woollahra
Interstate	ACT, NT, QLD, SA, TAS, VIC, WA
Multi-locations	Venues (or activities that come to you) in more than one location in Greater Sydney
Northern Sydney	Hornsby, Hunters Hill, Ku-ring-gai, Lane Cove, Manly, Mosman, North Sydney, Pittwater, Ryde, Warringah, Willoughby
Overseas	Outside Australia
Regional NSW	Beyond Greater Sydney
Southern Sydney	Canterbury, Hurstville, Kogarah, Marrickville, Rockdale, Sutherland, Wollongong
West - Central	Auburn, Bankstown, Fairfield, Holroyd, Parramatta
West - Inner	Ashfield, Burwood, Canada Bay, Leichardt, Strathfield
West - North	Baulkham Hills, Blacktown, Blue Mountains, Hawkesbury, Penrith
West - South	Camden, Campbelltown, Liverpool, Wollondilly

Once you have completed all these details, your listing will be checked and you will be notified when it has been approved and is visible online.