



ADVERTISING POLICY

RATIONALE

We are proud of our school, and we want other people to know about us. As such, we advertise our school as part of a comprehensive marketing and community awareness program.

AIMS

To ensure prospective families and the wider community are made aware of our school, what we have to offer, and how to contact us.

IMPLEMENTATION

- School Council will undertake a comprehensive advertising campaign as part of our overall marketing strategy.
- The advertising campaign will include both traditional and more contemporary mediums.
- A substantial budget will be set aside for advertising.
- An annual advertising schedule will be developed to ensure optimum exposure.
- Feedback and data will be collected to determine the effectiveness of each advertising strategy.
- Less effective advertising will be modified, scheduled for a different time frame or dropped altogether.
- A style guide will ensure consistency of logos, colours, fonts, imagery and presentation.
- School Council will engage the services of a skilled graphic designer to design all of our printed advertising signage, flyers, posters and similar materials.
- The quality of our advertising material will in itself set us apart from other schools, as will the scope of our advertising campaign.
- Our advertising will include an excellent, state of the art, well maintained and interactive website.
- Our school will have a presence on social media including Facebook and Twitter, and will use both for advertising.
- We will develop a promotional DVD that community members can order via our website.
- We will use Val Morgan advertising at the local cinema, and take advantage of commercial but shelter and shopping centre advertising opportunities.
- We will advertise in bus shelters, at kindergartens, in doctor surgeries and other places that prospective families may gather or frequent.
- Our roadside signage will comply with all local council bylaws.
- Poor, vandalised, or damaged advertising material will be immediately replaced.

EVALUATION

This policy will be reviewed in line with best practice and DET guidelines.

REVIEW CYCLE

This policy was last updated in **June 2017** and is scheduled for review on **June 2020**.

Endorsed by School Council June 2017.