

Effective

School

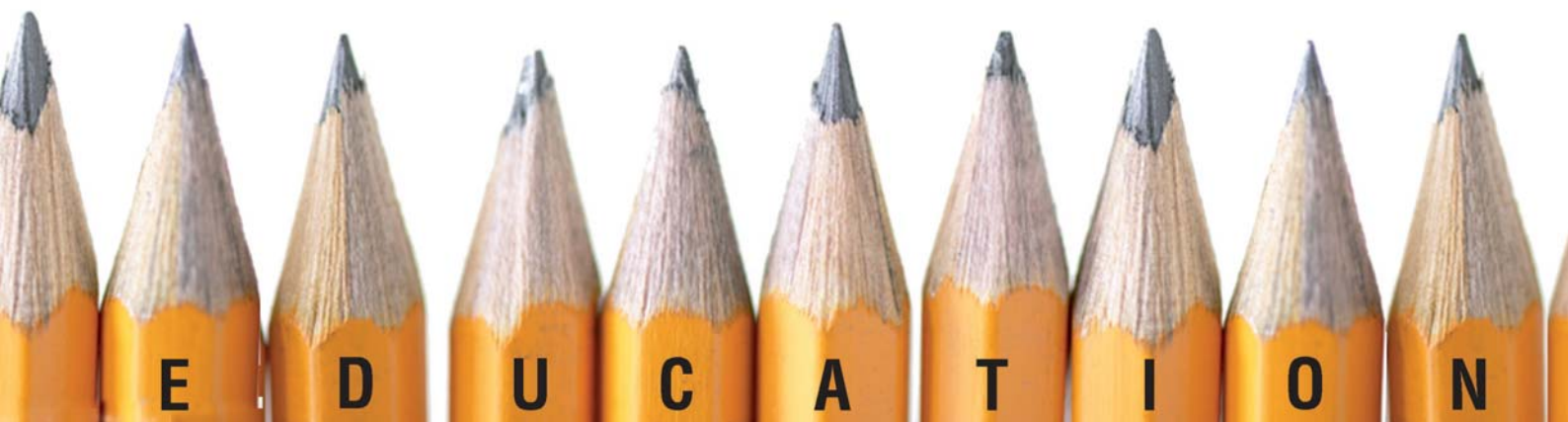
Marketing

A practical conference on marketing your school
for enrolments, money and community support

Friday 19 May 2006
9.30am - 4.00pm

Moonee Valley Racing Club
Victoria

A **must** for every
school principal,
parent committee
or school council



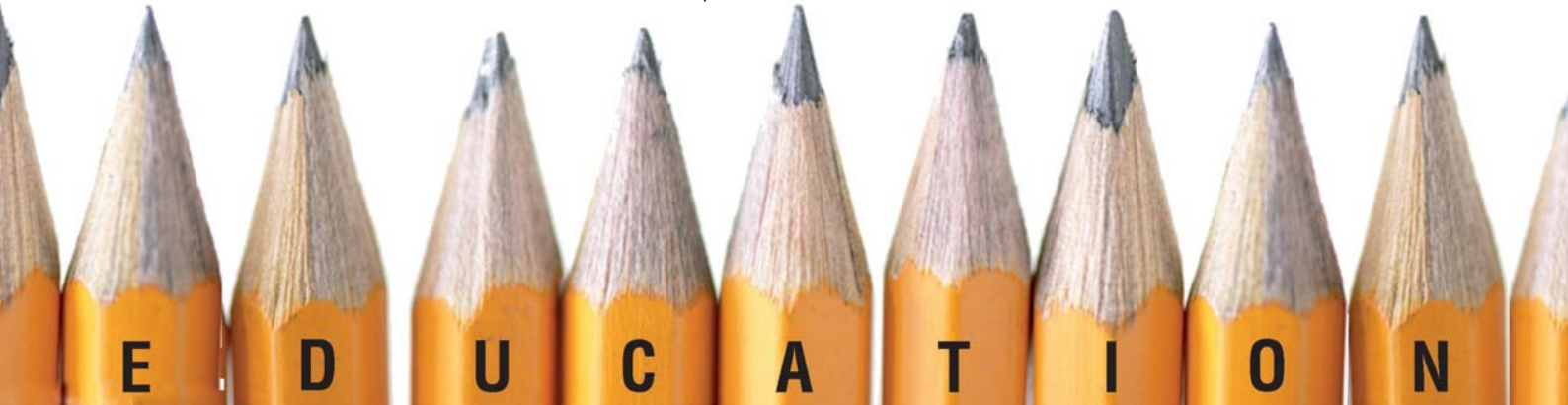
ourcommunity.com.au

ACER

Convenors

Rhonda Galbally
CEO, Our Community

Nick Thornton
Australian Principals Centre, ACER



Program

9.00 – 9.30 Coffee and registration

9.30 – 9.45 Welcome

9.45 – 10.45 **Keynote address**

Marketing – the often overlooked ingredient necessary for a school's success
Ted Myers and Robert Miller

10.45 – 11.00 Morning tea

11.00 – 12.00 **Panel**

Everything you need to know about working with the media
Brett de Hoedt (Chair)
Bob Yeates, Brian Walsh and Aileen Berry

12.00 – 1.00 **How to briefings**
(choose one)

1 *Marketing for successful school/business partnerships*
Kylie Cirak

2 *Marketing for ongoing student, family and community support*
Frank Opray and Andrew Blair

3 *Marketing for money*
Patrick Moriarty and Deborah Patterson

1.00 – 1.45 Lunch

1.45 – 2.45 **How to briefings**
(choose one)

1 *Marketing for successful school/business partnerships*
Kylie Cirak

2 *Marketing for ongoing student, family and community support*
Frank Opray and Andrew Blair

3 *Marketing for money*
Patrick Moriarty and Dr Ian Sloane

2.45 – 3.00 Afternoon tea

3.00 – 4.00 *How to develop a strategic marketing plan for your school*
Bill Shannon and Jan Parkes

4.00 Close

Effective School Marketing
Friday 19 May 2006

Moonee Valley Racing Club
Members Gate 1
McPherson Street
Moonee Ponds
Victoria
Melway Ref – 29 A7

Keynote address

Marketing – the often overlooked ingredient necessary for a school's success

Ted Myers

*Catholic Education Office, Sydney
Author of "Marketing for Better Schools"*

Ted Myers' wide professional experience in both education and public relations makes him an ideal Keynote speaker on marketing. He started his working life teaching in Secondary schools in NSW and UK, followed by ten years researching and writing a series of educational kits on family life in Asia and Australia called the Qantas Culture Series.

He developed his skills in public relations as Community Relations Manager for Qantas for four years before setting up his own educational publishing company. In 1989, he joined the Sydney Catholic Education Office as the first full-time marketing professional working in an Australian Catholic Diocese. He now heads up the Communications Team. Ted works at the state and system levels and with individual schools, assisting them develop effective marketing programs.

Robert Miller

*former Principal,
Brunswick North West Primary School
currently Principal,
The Grange Primary School*

Robert recently departed as Principal of Brunswick North West Primary School. In his first year as principal in 1996 student numbers had dropped below 175 – considered by the Kennett Government as too low to continue. In a bid to increase enrolments he led a team of parents, teachers, parents and students, who together created marketing plans, formed programs in music and agriculture and raised the schools profile. They succeeded - from 1996 student enrolments doubled.

Panel

Everything you need to know about working with the media

Brett de Hoedt

Mayor, Hootville Communications and outstanding Media Trainer and Consultant with a headline panel of media guru's

Bob Yeates

*The dynamic immediate past President,
Victorian Country Press Association*

Bob is the Managing Director of East Gippsland Newspapers and a strong advocate for local community involvement. Bob is the fourth generation of his family to be involved in the business of local newspapers.

Brian Walsh

Corporate Affairs Manager, AFL

Brian has been involved in media since his days as a cadet journalist with the Herald Sun rising to Editor of Sport. In 2000 Brian was selected as one of 40 editors worldwide selected to judge the finalists in the 2000 World Sports Awards and recently joined the AFL after five years as Director of Media at Our Community.

Aileen Berry

Director, News Ltd

Aileen Berry is publisher of In-paper Magazines at the Herald & Weekly Times. From 1997 to 2000, she was Director of Corporate Affairs for News Limited in Sydney. Reporting directly to the Executive Chairman, Lachlan Murdoch, Ms Berry was responsible for News Limited communications internally and externally with business, government and other media organisations.



Effective

School

Marketing

Friday 19 May 2006

How to briefings

1 Marketing for successful school/business partnerships

Kylie Cirak

Manager, Alcoa Foundation Australia

ALCOA aims to ensure the communities where Alcoa operates have networks that create opportunities for people, institutions and business to participate more fully in the economic, social and cultural areas of that community. Stronger communities lead to the development of productive partnerships, the integration and coordination of services, local solutions to local problems and to the creation of a more positive future.

In this briefing we discuss how schools can identify and approach local businesses to build partnerships and the benefits that can flow from these partnerships.

2 Marketing for ongoing student, family and community support

Frank Opray

Washington Services

Frank is the Director of Washington Services - a consultancy which works with not for profit organisations, particularly in the education sector; helping them to:

- more effectively market their services and achieve enrolment targets,
- enhance their fundraising and friend raising activities, (including amongst alumni),
- utilise computer databases in order to achieve the above.

Frank has ten years experience as Director of Development in major independent coeducational schools in Melbourne, Australia. This followed a period when he was Treasurer of the Council of Wesley College Melbourne and in 1992 Frank was honored with the award of "Fundraiser of the Year" at the joint conference of the Fundraising Institute of Australia, (FIA) and the Association of Development and Alumni Professionals in Education, (ADAPE).

Andrew Blair

President, Victorian Association of State Secondary Principals

As president of VASSP Andrew represents the interests of the major professional association which supports state secondary school principals and assistant principals in Victoria.

VASSP provides a voice at the highest levels on behalf of its members. VASSP also works hard to lobby the Government and statutory bodies to resource state secondary schools appropriately and to ensure that the educational and social needs of the students in our schools are properly addressed.

3 Marketing for money

Patrick Moriarty

Director of Training and Development, Our Community

Patrick holds a Masters in Marketing and is an experienced marketing executive accustomed to working with non profit organisations. Having delivered over 1,000 marketing training sessions and a pilot project with Australian Principals Association Professional Development Council (APAPDC) on marketing for money Patrick appreciates the obstacles confronting many schools. In this session he will provide practical strategies to implement schools can implement with success.

Dr Ian Sloane

Principal, Mitcham Primary School

Since Dr Ian Sloane became Principal of Mitcham Primary School seven years ago, he has overseen a great deal of innovation and has been instrumental in establishing exciting and advanced educational programs. These programs must have inspired many young students stimulating their curiosity and enhancing their desire for knowledge. He is a member of the Executive of the Victorian Principals Association (VPA) and is active in the Victorian Branch of the Australian College of Educators.

Deborah Patterson

Principal, Templestowe Valley Primary School

Deborah Patterson is the Principal of Templestowe Valley Primary School and was previously Assistant Principal at Greenbrook PS. She is an executive member of the Victorian Principals Association and an experienced Principal Coach. In her time at Templestowe Valley PS, enrolment has increased from 150 to 400 and in 2005 she was Project Officer for the development of the new Sport and Health Science Academy at Maribyrnong Secondary College.

How to develop a strategic marketing plan for your school

Bill Shannon

Managing Director, Shannon's Way Advertising Agency

Bill Shannon founded Shannon's Way in 1992, following twenty years with major advertising agencies. He chose the name to reflect a new direction in his career; communications which specialised in cultural and social issues. Bill became a social marketing practitioner before that description came into broad usage.

No other Australian company can demonstrate the same focus and depth of experience in this field.

Today, Shannon's Way does not have a single packaged goods product on its client list. But it does have a register of corporate, government and not-for-profit clients. And, a track record of moving Australians to action – to their benefit, and society's.

Jan Parkes

Parkes and Parkes, Management and Marketing Consultants

Jan Parkes was selected as a 'country expert' in the Global Entrepreneurship Monitor 2002 International Research Project. Her entrepreneurial initiatives included technology access for all students, developing structured leadership programs for students, establishing the first student-run Philanthropic Foundation in Australia, and setting up a Building Co-operative Society to ensure ongoing funding for buildings to meet the school's future needs.

Jan began her career by training in the area of secondary teaching in Victoria, Australia. After completing her Master's Degree in Education she led the newly formed Melbourne Girls' College for over seven years, developing it into an innovative educational college. She has presented on a global scale and has extensive management experience in a variety of settings both nationally and internationally.

Registration Form

Register before
30 April 2006 and
go into the draw to
win an iPod Nano



Please register me for (please tick):

Effective School Marketing conference. Friday, May 19, 2006

Tick preferred 'How to briefings' workshops:

12.00 – 1.00 1 2 3

1.45 – 2.45 1 2 3

Name

Job Title

School

Address

State Postcode

Email

Telephone ()

Fax ()

Specify any special needs (i.e. wheelchair access, dietary requirements)

Please also register this person for (please tick):

Effective School Marketing conference. Friday, May 19, 2006

Tick preferred 'How to briefings' workshops:

12.00 – 1.00 1 2 3

1.45 – 2.45 1 2 3

Name

Job Title

School

Address

State Postcode

Email

Telephone ()

Fax ()

Specify any special needs (i.e. wheelchair access, dietary requirements)

Payment

	No. of participants	Price \$ per person (includes GST)	Price \$ Group of two (includes GST)
Effective School Marketing A practical conference on marketing your school for enrolments, money and community support.		\$195	\$365
		TOTAL	

* Cost includes lunch and refreshments.

For teams larger than two, contact Steve Moriarty at Our Community on 9320 6811

Payment options

1 Fax order form with credit card details to (03) 9326 6859

2 Post order form to Our Community Pty Ltd, PO Box 354, North Melbourne VIC 3051:
 Cheque/money order payable to **Our Community Pty Ltd**
 Credit Card

Credit Card details

Visa Mastercard Bankcard Amex

Cardholder's name

Card Number

Expiry Date /

Cardholder's signature

Date



Preferred Community Card in Australia

Cancellation

Cancellations received in writing by Our Community by 6 February 2006 will be accepted and fees refunded less a \$55 administration fee. Substitute participants are welcome but must be advised in writing.

General Enquiries

Email service@ourcommunity.com.au
 Phone (03) 9320 6800
 Fax (03) 9326 6859

Commitment to Access and Disability

The organisers and supporters of this conference are committed to access and disability and everything will be done to meet the needs of all people.

An Our Community representative, Alan Matic is delighted to assist any individual or organisation that requires any assistance. Alan can be contacted on telephone (03) 9320 6805, email at alanm@ourcommunity.com.au or at 51 Stanley Street, West Melbourne VIC 3003.

Effective School Marketing

A practical conference on marketing your school for enrolments, money and community support

Friday 19 May 2006
9.30am - 4.00pm

Moonee Valley Racing Club
Members Gate 1, McPherson St
Moonee Ponds, Victoria
Melway Ref – 29 A7

Providing school community leadership through:

- Strengthening of school student, family and community support
- Building long term school community relationships
- Achieving a balanced fundraising mix
- Utilising the media to spread your message

You should attend this conference if you want to:

- Gain renewed energy and inspiration for marketing your school
- Conduct a "health check" for your fundraising program
- Improve an ailing local community relationship
- Start utilising local media to improve your image
- Meet and swap stories with other schools
- Learn from those who know

You will learn how to:

- Tackle the vexed question of marketing
- Evaluate and prove the worth of your existing marketing program
- Identify and fix under-performing community relationships
- Spread the effect of your fundraising by accessing new sources
- Work with the media to broaden your reach

Who should attend?

- Principals from Government, Catholic and Independent Schools
- Vice Principals from Government, Catholic and Independent Schools
- School Councils
- School Marketing Managers
- Fundraising Committees