

Effective Marketing for School Business Partnerships

Hot tips from Alcoa and Anglesea
Primary School



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Concepts to consider...

Partnership

Connectedness

Relationships

Community

Values

Doing your homework!

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Think about these concepts in context of the current relationships, partnerships or sponsorships your school has with business.

This presentation will touch on all of concepts and look at their importance in terms of your school forming healthy mutually beneficial partnerships with business.

Know the community in which you live

Your community is bigger than your staff and students and parents.

- Look outside the borders of your school ground. Where do you live?
- What is important to your community?
- What is going on out there?

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Look outside the borders of your school ground.

Where do you live?

What is important to your community?

What is going on?

Do a bit of a reconnaissance with your staff group and work out what is happening in your local community – issues, events, programs, opportunities for involvement

Who are the leaders? Who has influence?

Know Yourself

- What are your values?
- What does your school need?
- What is key to your sustainability?
- What existing connections do you have?
- How does your school connect with the community?
- What are your strengths?
Your weaknesses?



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If you don't know what you are about you cannot sell yourself to a potential partner.

Self assessment is vital in attracting the right partner!

What are your values?

What does your school need? Don't just focus on the financial here. There could be opportunities with local companies for resources, skills or services that your school needs that provide a bigger and better long term outcome than money would.

What do you want for your students?

What is key to your sustainability?

What existing connections do you have?

How does your school connect with the community?

How do you reach out?

How does the community come to you?

What are your strengths? Your weaknesses?

Know your potential partners

- What businesses exist in your community?
- What is their community support history and strategy?
- What are their values?
- What do you have in common?
- What can you offer them?



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Do serious homework here!

What is important to the businesses in your area? What do they already do with other schools and community groups?

As simple as getting on their website, getting copies of annual reports. Research!

You may find that they are completely unsuitable eg they only support state level sporting teams, they are all about branding and marketing, their values do not match yours.

This research will be invaluable in refining your choices of who to approach and in saving you time in the long run by helping you approach the partners with the most likely chance of supporting you.

Keep in mind that it may be possible that you have an idea that would benefit them that they may not have even considered. Be open minded!

Hot Tips - What business is looking for

- What's the 'business case' ?
- One school one business partnerships work best in isolated communities
- Team up with other schools
- Broad benefits are attractive
- Sharing the learnings
- Who else will benefit?
- Don't just rely on the business
- Your difference could be alienating
- What else can you offer?



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Most businesses are now being asked for the 'business case' for every dollar they spend in the community. You must have a compelling reason for a business to support your school.

One school one business partnerships work best in isolated communities where only one school and one major business exists

In communities where more than one school operates, it is better for the schools to partner up and approach a business together

Businesses are far more likely to partner with a program provider who can add value to a number of schools

If you do have a fantastic program that only your school will be involved in, think of how you will share the learnings from this program and get other schools on board

Think beyond your immediate school community – who else will benefit? What other sectors of the community will be positively impacted by this program? These are all selling points.

Businesses are very nervous of partnering with any organisation entirely reliant on them. If you will fall over without the help of the business, then the business is unlikely to support you – exiting a partnership can be sticky, think Telstra and Lifeline.

Naming rights and logos aren't as important to business as they once were. What else can you offer?

About Alcoa

- World's largest integrated bauxite mining, alumina refining and aluminium smelting system.
- Australia - bauxite mines and alumina refineries in WA, smelting and rolling operations in Victoria and a rolling and recycling facility in NSW.
- Employs around 7500 people
- Exports around \$2.5 billion in product
- Distributes over \$2.5 billion in Australia, including on wages, local suppliers, rates and dividends.
- Victoria's largest exporter and accounts for 9 per cent of WA's exports.
- Provides over \$12 million in community partnerships and sponsorships in Australia.



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In Western Australia

2 Bauxite Mines
3 Alumina Refineries
2 Shipping Terminals
2 Port Facilities
Australian Head Office

In Victoria and NSW

2 Smelters
Power Station
2 Rolling Mills

Economic development

6th largest minerals / energy exporter (\$4billion)
13% of world alumina demand (48% of Australian production)
30% of Australia's aluminium production
Largest integrated refining and smelting system in the world
6500 direct jobs and up to 20,000 indirect jobs

Infrastructure development

Over \$12 billion invested in capital projects
Underpinned construction of power transmission lines servicing SW-Victoria
Underpinned construction of WA's Dampier to Bunbury Gas pipeline
Largest user of Dampier to Perth Gas Pipeline
Largest private generator of electricity in WA
Largest single rail customer in WA

What Alcoa is looking for

Alcoa needs a social licence to operate – most big businesses need this

- Values match
- Building capacity so you don't need us
- Benefitting as many people as possible
- Employee involvement
- Skills transfer
- Evidence of a real partnership, not a sponsorship
- We LOVE metrics!



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Alignment with values

Programs that build the capacity of a community, of a school. We want to help our partners become self sustaining so they don't have to rely on us or any other business. This is about building stronger communities.

Partnerships that benefit as many people as possible – we don't partner with individuals and rarely with single schools.

Employee involvement

Peregrine falcon chicks example

Tree planting day with grade fives

Sustainable Schools module

Class room helpers

Opportunity for skills transfer

Evidence of a real partnership, not a sponsorship

Outcomes – we LOVE metrics, love to be able to show that our support for your program has made a genuine and positive difference

Prepare - make your school irresistible!

- Your school is a marketer's dream!
Greatest asset – your students
- Relationships are your bread and butter – use your strengths
- What else can you offer?
 - Profile
 - Networking
 - Third party endorsement
 - Reputation
- Media and profile
 - Basic media etiquette.
 - Joint award submissions
 - Local media is great



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What can you offer

Profile

Networking

Third party endorsement

Reputation

Media and profile

Basic media etiquette. It can be so exciting to get media attention schools often forget to mention their partner. Media can be resistant but ask them to please mention your business partner, explain that it is important to maintain support.

Local media is VERY important. This can form part of your measurement criteria – aim to get certain number of articles in your local papers.

Joint award submissions offer real value to both partners. They can be time consuming so choose carefully.

Connect, connect, connect

- Identify your potential partner(s)
- Set up a brief meeting
- Discuss what you have in common
- Broach concept of *partnership*
- Invite them to tour your school



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First steps in establishing a partnership.

Find out if there is a dedicated staff member at your target partner organisation who is responsible for community partnerships.

An email or a cold call straight off is fine if there is a dedicated resource in community partnerships. If people are nervous, start with an email or letter and follow up with a phone call. If people are approaching someone outside a Corporate Affairs (eg, senior management) A formal introduction letter followed by a phone call a couple of days later to open the discussion.

If first conversation is positive, offer to meet up – wherever suits the partner - for a “15 minute chat” or “a coffee”. Everyone can spare 15 minutes and you are setting an expectation that the conversation will be quick and easy for the partner and in most situations you will get much longer than 15 mins.

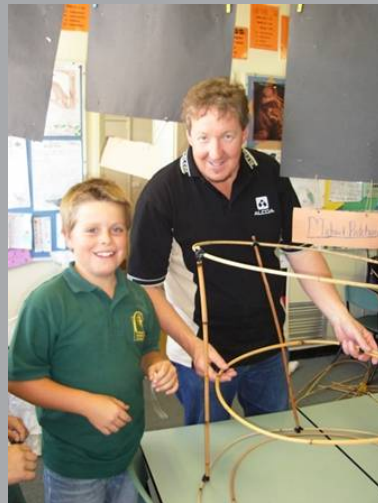
Invite them to tour the school, be a special guest at an assembly or classroom event that may link in well with what you want from them (just as an observer) to get an understanding of the school

Don't always feel obliged to talk “strictly business”, get to know them as professional people too and develop a cordial relationship. Find out about their job etc. This will help when it does come to talk “business” and help them “like” you and your school. Dealing with you will be a pleasure not a chore.

Keep your initial application short and concise – 1 to two pages maximum for first contact. The business will ask you if they require more detail.

Partnership Etiquette

- Key contact
- Plan ahead
- Meet regularly
- Whole partnership concept



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Assign one of your staff to manage the partnership so they don't get the 'run around'

Plan ahead and give plenty of notice for events and meetings.

Meet regularly even just for a quick coffee and catch-up

Present your potential partner with a whole partnership concept, don't pepper them with small requests without the year.

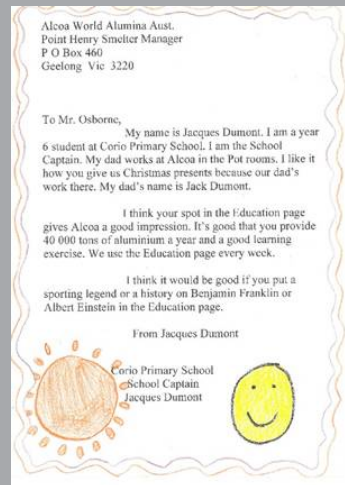
Keep talking – offer opportunities as they arise for the partner to get involved at the school in a range of ways, keep them informed about the school's goings-on, meet once a term face-to-face

Give them feedback on how things they have been involved in went (email them, letter from a student, clipping from school newsletter, piece of student work on subject, etc). Doing this via post

Be enthusiastic and work hard on ideas in collaboration with the partner.

Little things matter

- A thank you letter
- Invitations to school assemblies
- Letters from students
- A picture to frame and put in business reception
- Send the school newsletter



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The little things really do matter.

Letters or children's art work are remembered and treasured OR are great to hang in the foyer – frog watch example in foyer

An invitation to a school assembly, sports day, drama/arts activity, student recognition event or even just into the class room shows your work in action – the business representative will be an ambassador for life if you make them feel special

Send a copy of the school newsletter which mentions the partnership

Everyone, even big bad business, likes to feel that they have 'done good', made a difference. That thank you letter/picture/morning tea to acknowledge that they have added genuine value will go a long way to growing your relationship

Be open to working with or inviting other people from the partner organisation to school activities also – getting more staff involved could be seen as a positive by them – and this could be quite easy for you to facilitate

Hot Tips from a Principal who knows..

- Getting to know each other slowly is best but.....
- Get involved with your community
- Build a relationship first
- Don't approach a business with your hand out
- Leadership is crucial
- Speak their language – all communities have their own dialect
- Remain focussed on what is best for your students



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Getting to know each other slowly is best but.....

Get involved with your community

Build a relationship first

Don't approach a business with your hand out

Leadership is crucial

Speak their language – all communities have their own dialect

Remain focussed on what is best for your students

Hot Tips from a Principal who knows..

- Talk to people – you never know who knows who
- Develop friendly and amicable relationships.
- Look for opportunities to meet with businesses and be prepared to get involved.
- Be upfront in explaining the needs of your students.
- See what you can offer them.
- Never expect to have a relationship that will work purely by financial support. Connectedness not money.

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- Start by getting out into the community. Make the effort. Talk with a variety of people within the community not just those involved in business. People know people and you never know who is connected to who or what.
- Develop friendly and amicable relationships. Use your people skills.
- Look for opportunities to meet with businesses and be prepared to get involved. Check the paper, consider invitations to be involved in community forums etc.
- Develop an understanding of the businesses and what they value.
- Be upfront in explaining the needs of your students.
- See what you can offer them.
- Never expect to have a relationship that will work purely by financial support. It's more about connectedness rather than money.

Hot Tips from a Principal who knows..

- Plan how you will manage the relationship.
- Have in mind the short term and long term goals.
- Engage your staff
- Develop a vision
- Set guidelines for school / community projects.
- Keep the momentum going, let the staff and students drive the process but keep involved yourself.
- Revisit the vision, keep looking for fresh opportunities, keep the relationships alive

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- Plan how you will manage and organise the relationship.
- Have in mind the short term and long term goals.
- Engage your staff in planning and conducting the activities and give them ownership and leadership of the processes.
- Develop a vision with your staff based upon the relationships with your community.
- In collaboration with staff set guidelines for school / community projects.
- Keep the momentum going, let the staff and students drive the process but keep involved yourself.
- Revisit the vision, keep looking for fresh opportunities, keep the relationships alive

Thanks!



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