

SCHOOL PROMOTION

POLICY

Rationale:

- Promotion of the school's achievements across the wider community raises the school's public image, improves staff morale, provides public recognition where deserved, and assists to provide long term viability by means of increased student enrolments.

Aims:

- To raise the profile of the school throughout the wider community.
- To promote the positive aspects of the school, including the programs that we provide and achievements of the school, its staff and the students.
- To maintain or increase student enrolment numbers.

Implementation:

- The school council will promote the school to the wider community.
- Typical promotion activities include regular newspaper, radio, promotional material at high profile venues such as kindergartens and local real estate agents, erection of enrolment banners, achievements highlighted in the school signboard, and the publication of enrolment packages for prospective parents.
- A budget will be allocated by school council for the purpose of implementing the agreed school promotion strategy.
- School council does not condone any activity that implies direct or indirect criticism of another school, nor will school council or school staff be drawn into making any public comparison of schools.
- All students will complete as part of their enrolment in Prep a package that includes a digital permissions form so the school can use the students photos as part of the schools promotion activities.
- Parents who volunteer at school will also be asked to complete a publishing permission form so that images of video containing students and parents can also be used to promote the school.
- Permission forms accompany this policy.

Evaluation:

- This policy will be reviewed as part of the school's review cycle.