

INFORMATION KIT FOR SCHOOLS

RAISING HEARTS AND MINDS

**CATHOLIC SCHOOLS
OPEN WEEK
AUGUST 9-15 2021**





Catholic Schools Open Week

Catholic Schools Open Week will:

- be a short intensive promotion of Catholic Education in the wider community
- lift our profile as a quality provider of education in SA
- encourage parents to choose a Catholic Education for their children
- invite families to attend a tour or event at their local Catholic school.

When

Week 4, Term 3

Monday August 9 to Sunday August 15 2021

Features

Key elements of Catholic Schools Open Week include:

- Advertiser Magazine (will be published on July 31 2021)
- Advertising in press and on radio
- Billboard and bus shelter promotion.

Our Brand Manifesto

Our manifesto describes what we do and how we make a difference to the lives of young people.

At Catholic Education South Australia, we value the intrinsic worth of every individual. We don't just know students by name, we know who they are by heart.

Through our commitment to educational excellence, we provide quality learning in a Catholic context, from early years to Year 12.

Our community is underpinned by a spirit of openness, sensitivity and respect, which generates a real sense of inclusion and belonging. It's these everyday connections between faith and action that let every child know they matter.

We work in partnership with families to educate and nurture the whole person, helping them to be thriving, capable learners as well as extraordinary human beings.

Inspired by Jesus, our Catholic faith and spirituality, we instil values that last well beyond the schooling experience, they're ingrained for life.

We believe that each child has an inherent goodness that can change the world and it's our privilege to be a part of their journey - because an intangible piece of your school lives with you forever.

**CATHOLIC EDUCATION SOUTH AUSTRALIA -
RAISING HEARTS AND MINDS**

Raising Hearts and Minds

During Catholic Schools Open Week, we will use our tagline -

RAISING HEARTS AND MINDS

When promoting your school during Catholic Schools Open Week, please ensure you use the hashtag **#RaisingHeartsAndMinds** on Social Media.

Please refer to the [Raising Hearts and Minds Style Guide](#) for more information.

School Involvement

Events

Schools are invited to hold events during or following Catholic Schools Open Week, such as:

- Come and Try Days
- Open Days
- School Tours

Events will be promoted through the CESA website and the accompanying campaign.



To register an event please email:

Deanna Bator
Administrator, Marketing and Communications
deanna.bator@cesa.catholic.edu.au

School Involvement

Advertiser magazine

All schools will be profiled in the 2021/2022 edition of our magazine, published on July 31, 2021.

Schools are asked to provide their submission for the schools directory to Deanna Bator by Friday May 21.

This magazine will reach a statewide readership of over 300,000 people. Additional copies are distributed at events such as the Pregnancy, Babies and Children's Expo.



above Advertiser magazine 2020 - Front and Back Cover

To request additional copies please contact:

Deanna Bator
Administrator, Marketing and Communications
deanna.bator@cesa.catholic.edu.au

School Involvement

Photo Shoot - *Be the face of Catholic Education!*

If you would like to feature your own student/s image in your Open Week/Raising Hearts and Minds advertising, you can participate in a photo shoot at the CEO.

- Location:** Catholic Education Office, Thebarton
- Dates:** Friday May 7
- Required:** Student/s for blended image
- Cost:** \$150 per student (includes photoshoot and graphic design of student image into a stylised, blended image, as shown in the example below).

This photo/s will be available for your school to use across multiple promotional materials, school websites, etc.

We will also be looking for students to be the face of Catholic Education, to be used more broadly in our CESA Raising Hearts and Minds advertising.

Note: Schools who participated in last year's photo shoot can use those photos again with updated treatment applied at no additional cost.

Rural and regional schools:

If you are unable to attend the photo shoot, please contact Deanna Bator for alternative arrangements at deanna.bator@cesa.catholic.edu.au

Register your school for this opportunity by Friday April 30.

Please contact:

Deanna Bator
Administrator, Marketing and Communications
deanna.bator@cesa.catholic.edu.au

School Involvement

We have evolved and strengthened the graphic treatment that will be used in our 2021 Catholic Schools Open Week Campaign.

Photography Rationale

In each photograph, our main focus is the student. They are proudly displayed on a pure white background, eyes lifted upward. It is symbolic of future promise, hopes and expectations. They are at the heart of everything we do.

Each child is illuminated – representing our belief in the intrinsic worth of every child and our commitment to help them become thriving, capable learners - as well as extraordinary human beings. It is also intended as a reference to walking in the light of God.



School Involvement

Bus shelter and shopping centre advertising

Catholic Education South Australia will implement an advertising campaign for two weeks in the lead up to and during Catholic Schools Open Week, from August 2-15 2021 inclusive.

An exciting opportunity exists for schools to purchase advertising as part of the wider campaign.

Two options are available:

- **Retail (*shopalive and shopalite*)**
shopping centre advertising
- **Street Furniture**
digital and classic bus shelter advertising



above example of digital bus shelter advertising for CESA campaign

See [oOh!media proposal](#) for more specific information on options and timing.

School Involvement

Bus shelter and shopping centre advertising

Our Graphic Designer will work with your school to create your artwork.

Each advert will feature school-specific wording, logos and student images.

Rural and regional schools

Depending on your location, shopping centre and bus shelter panels may not be available. We can work with your school to discuss alternative options and assist with booking and graphic design.



featured above example street furniture and/or retail artwork for schools.

School Involvement

Timeline for Campaign Advertising

Bookings must be placed with to oOh!media prior to Friday June 11 2021.

Wording for adverts is due to Siobhan by Wednesday June 16. She can provide support in crafting the message for your advert.

Proofs will be sent to you for approval in the week starting Monday 21 June.

Artwork must be approved and finalised prior to Friday 25 June.

Advertising campaign live 2-15 August.

Digital Assets

In addition, we can work with your school to produce assets for use on Facebook and other digital platforms.

2020 Campaign.



Rural and regional schools, please contact:

Corrin Wakely-Young
Communications Officer, Marketing and Communications
corrin.wakely-young@cesa.catholic.edu.au

Direct any queries regarding graphic design to:

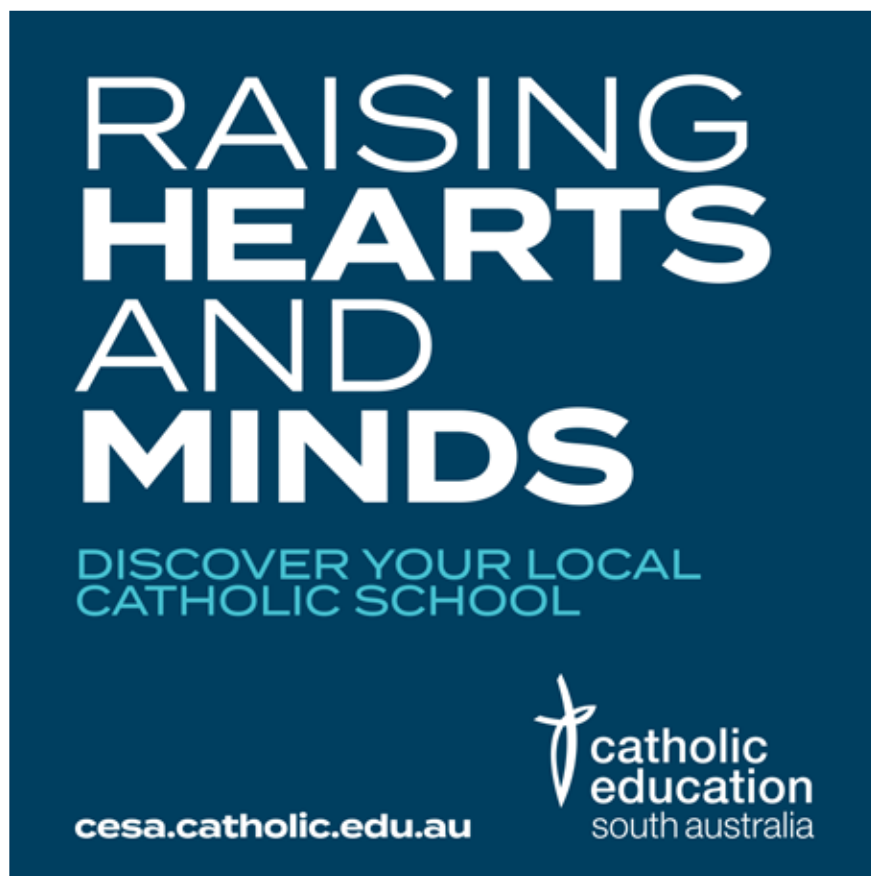
Siobhan Evans
Graphic Designer and Website Coordinator, Marketing and Communications
siobhan.evans@cesa.catholic.edu.au

School Involvement

Corflutes

Corflutes were distributed to schools in 2020 and can be used again in 2021. Please display them on your school fence or in other prominent locations.

A small number are still available from the Catholic Education Office.



above corflute design - 80cm x 80cm

Direct any queries regarding corflutes to:

Deanna Bator
Administrator, Marketing and Communications
deanna.bator@cesa.catholic.edu.au

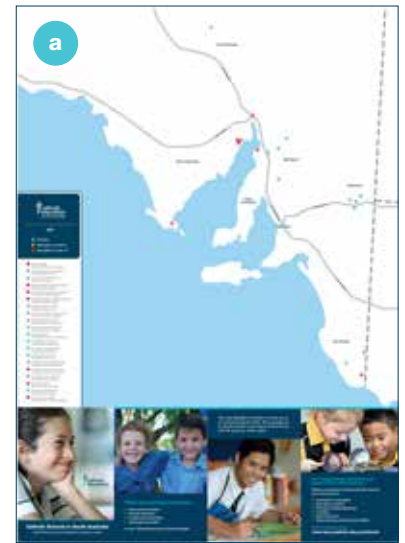
School Involvement

Other resources

A number of other resources exist to help you promote Catholic schools. *All resources listed are free.*

a. Map of Catholic Schools in SA

An A2 size, double sided map that folds down to A5, with information and mapped locations of all Catholic Schools in SA - metropolitan and rural.



b. Door Hangers for Early Years

A door hanger to promote Catholic education - ideal for ELCs. Give away in goody bags, at community events, school tours and open days, ELCs, Playgroups, etc.



c. Pocket Prayers

Designed to fit in a wallet or purse.



d. Raising Hearts and Minds poster

Glossy posters for use within your school grounds to promote the new tagline.



e. 'Finding a School' Brochure

A 6-panel visual brochure to promote Catholic education - ideal for Primary Schools and ELCs. Give to prospective families at tours and open days, drop off to local cafes and community centres etc.



f. 'Choosing an Early Years Service' Brochure

A 6-panel visual brochure to promote early years services in Catholic schools. Give to prospective families, drop off to local cafes, mother's groups and community centres etc.



To request copies please contact:

Deanna Bator
Administrator, Marketing and Communications
deanna.bator@cesa.catholic.edu.au

Raising Hearts and Minds

Raising Hearts and Minds for God...

The [Raising Hearts and Minds Catholic Identity & Prayer Resource](#) includes a range of resources including:

- Three year cycle of themes
- A collection of ideas and suggestions
- Scripture and other sources for prayer

What does Raising Hearts and Minds look like in your school?

This activity is a part of the [Raising Hearts and Minds Catholic Identity & Prayer Resource](#) – it can be found on page 6.

Students are invited through photography or art to explore or capture how your school raises hearts and minds to the wonder and awe of God through creation.

Schools can choose to have one (or more) of their student's artwork formatted into a prayer card.



This is my drawing of how God teaches us to care for creation. **First Name, Year Level**

Raising Hearts and Minds Prayer

Loving God,
Guide us to know life in its fullness, to raise our hearts and minds to know God's love.
Raise our hearts and minds to be inspired by Jesus, the Catholic faith and tradition.
Raise our hearts to be loving, compassionate and respectful.
Raise our minds to be inquisitive, capable and seek truth.
May we be aware of listening to the stirring of our hearts to prompt action.
Guide us to respond to the needs of others and all of God's creation.
In all our thoughts, words and actions, help us raise our hearts and minds in creating the world you desire.
Loving God hear our prayer
Amen

SCHOOL
LOGO

RAISING
HEARTS
AND
MINDS

School Name and Suburb goes here
school.catholic.edu.au

above mock example of school specific Prayer Postcard

Raising Hearts and Minds

Prayer card specifications:

- Artwork Size:** A4 or larger size
- Artwork Orientation:** Portrait
- Artwork Format:** High-quality electronic format or original hard copy.
- Artwork text (optional):** Student's First Name, Year Level and artwork description (12 words or less)

Cost:

- \$30 for a pack** of 100 prayer cards (one design only).
- Additional packs** of 100 can be ordered upon request.

Timeline for Raising Hearts and Minds Prayer Cards

Create your designs during Catholic Education Week - May 3-9.

Submit designs (according to the above specifications) to Catholic Education Office by May 28.

Orders close for prayer cards on June 25.

Printing of prayer cards will take place July 1-16.

Collection of prayer cards from July 19.

Artwork display and prayer card distribution for Catholic Schools Open Week - August 9 -15.

To submit your prayer card designs:

Deanna Bator
Administrator, Marketing and Communications
deanna.bator@cesa.catholic.edu.au

Raising Hearts and Minds

Raising Hearts and Minds Prayer

Loving God,

Guide us to know life in its fullness, to raise our hearts and minds to know God's love.

Raise our hearts and minds to be inspired by Jesus, the Catholic faith and tradition.

Raise our hearts to be loving, compassionate and respectful.

Raise our minds to be inquisitive, capable and seek truth.

May we be aware of listening to the stirring of our hearts to prompt action.

Guide us to respond to the needs of others and all of God's creation.

In all our thoughts, words and actions, help us raise our hearts and minds in creating the world you desire.

Loving God hear our prayer

Amen

Raising Hearts and Minds

Timeline of Key Dates and Deadlines

	Week commencing	Key Events	Advertiser Magazine	Bus Shelter & Shopping Centre Advertising + Photoshoot	RHAM Prayer Cards
T2, Week 1	April 26	Anzac Day		Deadline to book Photo Shoot April 30	
T2, Week 2	May 3	Catholic Education Week May 3-9	Story Ideas 10 May	Photo Shoot May 7	Create your prayer card designs
T2, Week 3	May 10				
T2, Week 4	May 17		Directory submission due from schools 21 May		
T2, Week 5	May 24				Deadline to submit designs to Catholic Education Office May 28
T2, Week 6	May 31				Selection of designs chosen
T2, Week 7	June 7			Deadline for school bookings with oOh! Media June 11	Opportunity to order prayer cards June 7-25 Prayer card orders close June 25
T2, Week 8	June 14			Deadline for wording for adverts June 16	
T2, Week 9	June 21			Deadline for bus/retail artwork for oOh! Media June 25	
T2, Week 10	June 28				
SCHOOL HOLIDAYS (July 5 to July 18)					
T3, Week 1	July 19				Prayer cards available for collection July 19
T3, Week 2	July 26		Magazine Published July 31		
T3, Week 3	August 2				
T3, Week 4	August 9	Catholic Schools Open Week Aug 9-15		Bus / retail advertising live Aug 2-15	

Further Information

Want to know more?

Please contact a member of the Communications and Marketing Team:

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Deanna Bator

Administrator, Marketing and Communications

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