



eNewsletter 2021 Term 2 Edition

Important Dates

May 3-9
Catholic Education
Week
Monday 3 May

Photoshoot for
CSOW
Friday 7 May

August 9-15
Catholic Schools
Open Week
Monday 9 August

Upcoming Events

Educate+ Adelaide
2021 International
Conference
Date: Monday 6 September
Time: 9:30am

Catholic Education Week

Next week we're celebrating Catholic Education Week (May 3 – 9)!

This year we're focusing on promoting our free mid-year intake (refer to article below for more details).

We're also offering students a great opportunity to design artwork for a Raising Hearts and Minds prayer card (again read more below).

We'd love to hear how you're celebrating in your school community!

Please share our Catholic Education Week Facebook posts and tag us in any of your posts **#RaisingHeartsAndMinds**.

You are also welcome to use our **newsletter graphic** or **facebook graphic**.

Catholic Education SA offering FREE Mid-Year intake

Catholic Education SA has launched a campaign to promote free tuition for Mid-Year Reception intake.

The offer of free tuition applies to Terms 3 & 4, 2021 for students who start in Reception in Term 3 2021.

Catholic Education SA will be promoting the campaign and encourages your school to promote in appropriate ways in your local region.

Corflutes are available now to help promote this campaign at your school.

Corflutes are made from a recycled product called encore flute and are available for collection from the Catholic Education Office reception area in George Street, Thebarton.

Read more about the Mid-Year intake.



Catholic Schools Open Week 2021



Catholic Schools Open Week is fast approaching! It runs from August 9 – 15 2021 and we will once again be coordinating an extensive advertising campaign.

Last year we had billboards, bus shelter and retail advertising in over 100 locations across the metropolitan area. Our radio advert aired over 500 times and our reach across digital platforms took our message throughout South Australia.

Make sure your school is ready to participate!

Our **Information Kit** has everything you need to know about:

- Taking part in our photo shoot
- Securing your place in our Advertiser Magazine
- Booking your own bus shelter or retail advertising

Photoshoot - Last chance to book

As announced back in March – we're once again giving schools the chance to participate in a photoshoot and let your students share the limelight!

The photo shoot is at the CEO on May 7. Be quick – places are filling fast and close THIS FRIDAY April 30.

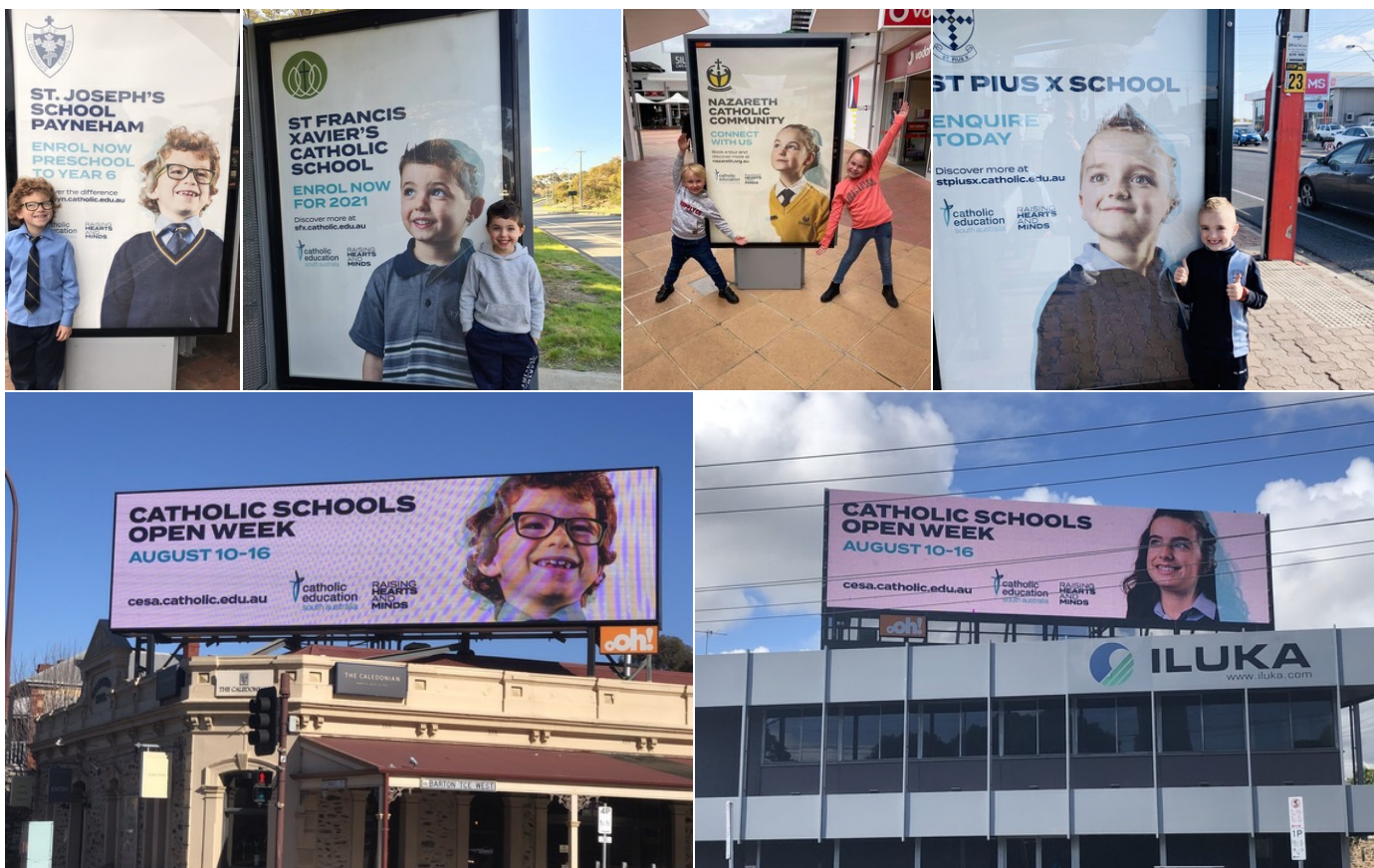
Over 40 students took part last year – and we're hoping for more in 2021!

The \$150 cost per student covers photography and graphic treatment. This photo will be available for your school to use across your own promotional materials, school website and digital platforms. You can also choose to use it on your own paid advertising.

More information about the photo shoot is on page 8 of the **Information Kit**.

To register your interest, please contact Deanna Bator via email or phone (08) 8301 6863.

Some photos from last year's campaign:



Celebrate the Raising Hearts and Minds campaign through art



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

EXAMPLE POSTCARD ONLY

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

In Term 2, students are invited through photography or art to explore and capture how your school raises hearts and minds to the wonder and awe of God through creation.

A selection of the designs will be displayed at the Catholic Education Office during Term 3.

After submission, schools can purchase Raising Hearts and Minds Prayer cards featuring one of their student's artwork.

You can find more information about this project on:

Page 6 - **Catholic Identity and Prayer Resource 2021**

Page 15 - **Catholic Schools Open Week Info Kit**

To register your interest or submit your schools design(s), please contact Deanna.Bator@cesa.catholic.edu.au or phone(08) 8301 6863.

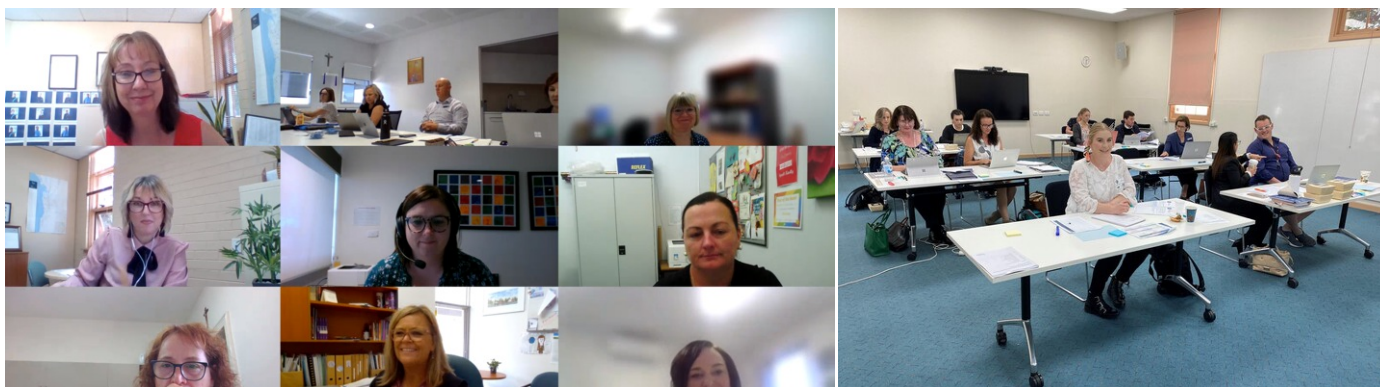
Thank you participants!

Thanks to everyone who joined our 'Developing your Communications and Marketing Strategy' PD sessions on March 25 and 30.

It was lovely to see some of you in person at the CEO, and via the screen for those of you in our regional schools who dialled in together on Teams.

The level of participation was fantastic, and the overall feedback told us the sessions were very useful. Participants particularly liked the practical audit tool and strategy planning templates, as well as the opportunity to have their work evaluated by peers and exchange ideas.

"Thank you for a great day, the course was really practical and I think most participants although time-poor were glad to have attended"
– Katrina Tucker, Marketing and Communications Coordinator, St Raphael's School.



Term 2 Professional Development Sessions

Media Training for Principals (only 3 spaces left)!

Tuesday May 11, 8.30am to 12pm

Is your Principal media savvy? This hands-on media training workshop will help prepare school principals for media interviews. This session will suit principals in schools who pro-actively seek media coverage and will prepare any principal for a crisis situation where media comment is required.

Be quick! Only 3 spaces are left. **Register now.**

NEW! Virtual Tours

Wednesday May 19, 9am to 10:30am

This informal session will showcase Virtual Tours used by some of our schools and it will unpack the process for creating your own Virtual Tour and the pros and cons of doing so.

To register, please contact Deanna via email at Deanna.Bator@cesa.catholic.edu.au or phone (08) 8301 6863.

Newsroom Training for CESA Websites

Wednesday May 26

The vibrant and interactive newsroom module has the ability to display photo galleries, video content, tri blocks, web forms, event registration, key dates listings, pdf printing and more.

Attend a 1.5 hour one-on-one training session to learn the in's and out's of this module and produce your next eNewsletter within the session.

Book now by contacting Deanna via email at Deanna.Bator@cesa.catholic.edu.au or phone (08) 8301 6863.

Update your Prospectus

Thursday June 17, 9am to 12pm

What is in your prospectus and is it doing the best job it can in selling your school?

Your school's prospectus is often the first - and only - chance your school has of making a lasting impression. In this working session, we will have a look at what's in your school's prospectus (and marketing material), identify what should or could be in there and give you some ideas on how you could improve it.

Spaces are limited. **Book now** to secure your spot.

CESA at the Pregnancy Babies and Children's Expo



Catholic Education SA spent the weekend of April 17 & 18 at the Pregnancy Babies and Children's Expo at the Adelaide Showgrounds.

PBC Expo is Australia's largest pregnancy and newborn audience, that welcomed 8,000 people through its doors in just two days.

Our attendance at the Expo each year gives us direct exposure to prospective families, new and soon-to-be parents. This is a great opportunity for families to explore the benefits of a Catholic Education and see how a Catholic education can set their child up for life.

Our Team

Marketing and Communications



Shannon



Deanna



Corie



Courtney



Siobhan




HELP END HOMELESSNESS

Join us at the 2021 Principal Sleepout for a glimpse of what it means to be homeless, while raising funds to help Vinnies combat this growing issue in South Australia.

SIGN UP AT [PRINCIPALSLEEPOUT.ORG.AU](https://www.principalsleepout.org.au)

6.00pm Thursday 6 May
Adelaide High School
West Terrace Adelaide



CAN'T MAKE IT?
PASS THIS INVITATION TO A MEMBER OF YOUR LEADERSHIP TEAM

Open Week Info Kit

INFORMATION KIT FOR SCHOOLS

RAISING HEARTS AND MINDS

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



cesa.catholic.edu.au/raisingheartandsminds

KIDDO Education Guide

This July, **KIDDO Mag** will launch its inaugural KIDDO EDUCATION GUIDE, a standalone print publication showcasing the amazing education opportunities in South Australia from pre-school to university, and everything in between. Advertising and advertorial options are available.

For more information, contact Charlotte Chambers at charlotte@kiddomag.com.au.

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