



Important Dates

The Advertiser
magazine published
Saturday 13 August

School oOh!media
Campaign Live
Monday 15 August

Catholic Schools
Open Week
(ends August 28)
Monday 22 August

Catholic Schools Open Week

Catholic Schools Open Week is fast approaching! It runs from August 22 – 28 2022 and we are once again coordinating an extensive advertising campaign.

We are busy planning billboards, bus shelters and retail advertising across the metropolitan area, and radio, print, cinema and digital advertising across both metro and regional areas to place our messaging right across South Australia.

Make sure your school is ready to participate in the largest CESA campaign of the year!

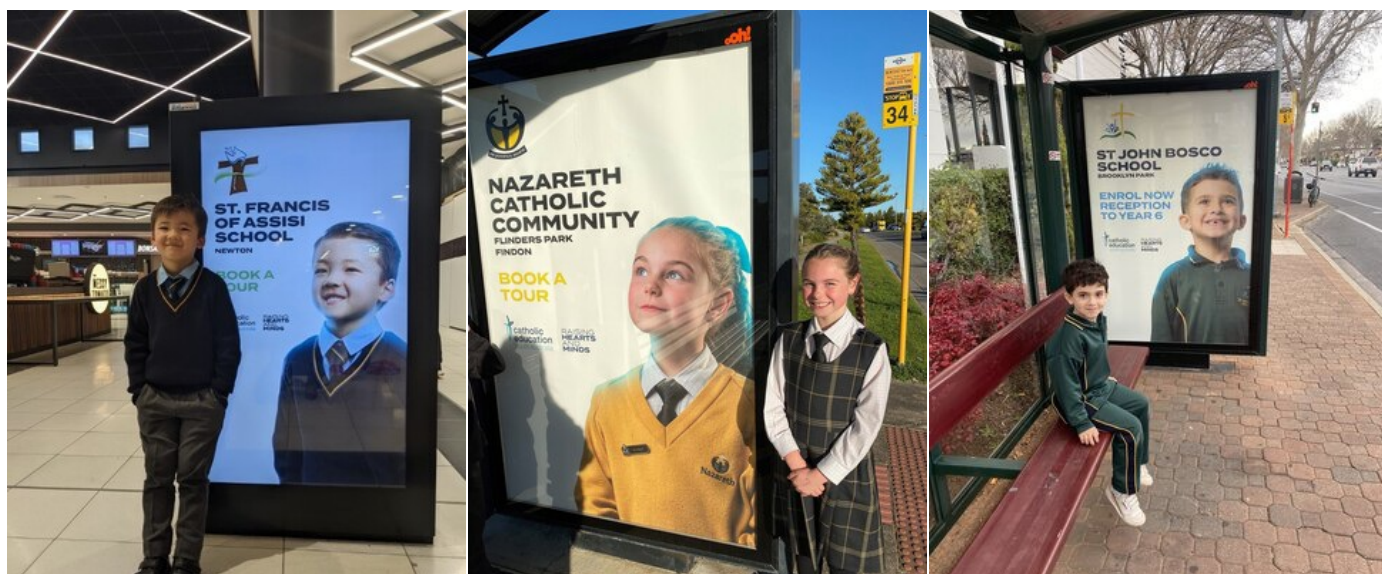
Our [Open Week Info Kit](#) has everything you need to know to engage with the campaign.

Open Week School Outdoor Advertising

The school advertising campaign is already bigger than last year, with more sites booked than ever before!

If you've had student photos taken this year or in 2021 at our Open Week photoshoot, it's not too late to book street or retail sites with oOh! Media. We suggest you book soon so you don't miss out on the sites you want; some areas are already close to being booked out.

More information and contact details for oOh! Media can be found in this [oOh!media Kit](#).



Open Week Key Deadlines

Friday June 17: Digital package order deadline

The final day to order the free digital advertising package (Info Kit page 12) featuring your student images. The package includes an email signature graphic, a newsletter ad, a website and Facebook header image and a Facebook tile.

Friday June 17: Printed package order deadline

The final day to order the printed assets package (Info Kit page 13) featuring student images. The \$45 packs include 100 double-sided postcards and 100 bookmarks; you can order multiple packs. You can distribute these at local childcare centres and playgroups, cafes, medical clinics, leisure centres with children's activities, libraries, etc to promote your Open Week events.

Monday June 20: oOh Media artwork proofs

If you are working on street or retail ad artwork with Siobhan, proofs will be sent to you for approval in the week beginning June 20.

Wednesday July 6: oOh Media artwork deadline

Artwork must be approved and finalised by schools prior to this date.

Other Open Week Items for your Attention:

- **Advertiser magazine:** A school directory proof will be shared with schools soon for a final check and approval. Your swift review and approval will be much appreciated.
- **Open Week events:** During our campaign, we will be sharing school events, tours and open day details on the CESA website and

in a media release. If you haven't already shared your plans for CSOW with us, please email Alice at Alice.Griessl@cesa.catholic.edu.au.

- **Aidan's Apprentice, 1079 LifeFM Radio Activity:** We've got a great opportunity as part of our promotion of Catholic Schools Open Week. Three lucky students from 3 different schools will have the opportunity to participate in an on-air radio segment called "Aiden's Apprentice" on 1079 Life FM during the afternoon Drive program.

Students will get the chance to participate in reading the day's weather report and a bible verse live on air. We will be seeking confident students who are old enough to read clearly on air (and their willing parent or carer to bring them along!) – their school will be mentioned on air. More information will be shared with principals soon.

Sharing of Information and Assets

Moving forward, we will share information, documents and assets with you via [this SharePoint site](#). If you do not have access to this site, please contact your ICT Support Officer. Please also ensure that all staff members in your school that require access to marketing information and assets have access to this site.

Professional Learning Update

Advice is continuing from Catholic Education SA to postpone all non-essential professional learning activities to take pressure off schools.

You are not forgotten, and we've missed seeing you and connecting face-to-face!

We are exploring ways we can hold some sessions online, with the hope to do something in Term 4.

Key Dates Calendar

A reminder about the 2022 [Calendar of Key Dates](#) to help keep track of important events on the Catholic, CESA and community calendars.

This could be useful for planning social media content and upcoming events.

If you think of any other dates/key events that could be included, please email Corrin Wakely-Young at corrin.wakely-young@cesa.catholic.edu.au.

CESA at the Pregnancy Babies and Children's Expo



Catholic Education SA spent the weekend of April 30 & May 1 at the Pregnancy Babies and Children's Expo at the Adelaide Showgrounds.

PBC Expo is Australia's largest pregnancy and newborn audience, that welcomed over 7,000 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.

Call Out for Parent Representatives



Catholic School Parents South Australia (CSPSA), led by Trish Jarvis, is working to empower parents and carers to take an active role as the primary educators of their children.

CSPSA is seeking a nominated parent or caregiver representative from each of our schools across the state to act as a point of contact for the organisation.

Whilst there are different levels that parents can connect with CSPSA, the nominated representative, in conjunction with principals, will be responsible for distributing information to parents and carers in their school community about CSPSA events or resources being offered.

If your school does not yet have a nominated representative, you could speak with your principal and/or give a shoutout in school communication encouraging participation.

The nomination form can be found at: cspsa.catholic.edu.au/involvement/cspsa-parent-representatives.

CSPSA encourages school communities, parents and caregivers to connect with the organisation through Facebook: facebook.com/CatholicSchoolParentsSA and signing up to their newsletter: cspsa.catholic.edu.au/newsroom/join-our-mailing-list.

National Catholic Education Conference 2022



The banner features a teal background with a faint illustration of a school building and trees. On the left, a silhouette of a person holding a cross is shown next to a sign that says 'MELBOURNE'. In the center, the text 'Register now' is written in large white letters. To the right, the event details are listed: '2022 National Catholic Education Conference', 'THE FUTURE IS LISTENING', 'MELBOURNE • 4-7 SEPTEMBER', and 'LIVE & VIRTUAL'. Below this, the website 'ncec2022.edu.au' is displayed in yellow. At the bottom, logos for the Australian Catholic Superannuation Retirement Fund, National Catholic Education Commission, and Melbourne Archdiocese Catholic Schools are shown, along with the text 'Principal Partner' and 'Hosted by'. A quote from Isaiah 43:19 is also included: 'I AM ABOUT TO DO A NEW THING; NOW IT SPRINGS FORTH, DO YOU NOT PERCEIVE IT? Isaiah 43: 19'.

The early bird special for the upcoming LIVE and VIRTUAL National Catholic Education Conference closes on Friday June 17.

Being held from September 4-7 in Melbourne and online, the NCEC 2022 Conference will bring together school and system leaders, educators, clergy and religious, students, educational professionals, researchers, families, and other groups interested in Catholic education to promote examples of best practice and plan future directions to continue the flourishing of vibrant and authentically Catholic learning communities across Australia.

The preliminary program has been released and includes a highly experienced and impressive range of speakers: <https://lnkd.in/dv9zHCxT>.

You can register to attend the conference LIVE at the Melbourne Convention and Exhibition Centre or participate VIRTUALLY. It's your choice. Register to attend via either option and if circumstances change you can alter your registration at a later date. It's win-win!

Learn more and register at ncec2022.edu.au.

Open Week Info Kit

INFORMATION KIT FOR SCHOOLS

RAISING HEARTS AND MINDS

**CATHOLIC SCHOOLS
OPEN WEEK
AUGUST 22-28 2022**

Click to



cesa.catholic.edu.au

[download Open Week Info Kit](#)