



## Important Dates

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'One Big Day'  
Communications &  
Marketing  
Conference  
Wednesday 8 March

Photo shoot #1 -  
Catholic Schools  
Open Week  
Wednesday 22 March

Catholic Education  
Week  
15-21 May  
Monday 15 May

Catholic Education  
Awards SA  
Thursday 18 May

Catholic Schools  
Open Week  
21-27 August  
Monday 21 August

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## Marketing & Communications Conference 2023!



Places are filling fast for our upcoming 'One Big Day of Ideas and Inspiration' Communications and Marketing Conference on March 8 at the Catholic Education Office in Thebarton.

Don't miss this must-attend professional learning event for any staff member responsible for promoting Catholic schools in SA.

This **updated program** has some further details on speakers and workshops.

Register via the **CESA Registration Centre** by Wednesday March 1.

We look forward to seeing you!

## Professional learning opportunities in 2023

We have added to our **professional learning offerings** for 2023.

A link to more information about each event can be found on the home page of the **Communications and Marketing site** on the CESA Intranet. These will be updated as more details are known about each event.

Register for the sessions via the **CESA Registration Centre**.

## Photo shoot - Catholic Schools Open Week

Catholic Schools Open Week will be held in SA from August 21-27 (Week 5, Term 3).

If you want to feature new students from your school in this year's Open Week campaign or have your school participate in the Open Week campaign for the first time – you will need to participate in a photo shoot.

Location: Catholic Education Office, Thebarton

Date: Wednesday March 22

Cost: \$150 per student (includes photo shoot, graphic design of student image/s with 'glow' treatment, and graphic design of digital and printed assets).

Please register for the photo shoot via email to Deanna Bator: [deanna.bator@cesa.catholic.edu.au](mailto:deanna.bator@cesa.catholic.edu.au).

[Please note, places filled fast last year.]

Rural and regional schools, if you are unable to have a student attend the photo shoot, please contact Corrin Wakely-Young for alternative arrangements: [corrin.wakely-young@cesa.catholic.edu.au](mailto:corrin.wakely-young@cesa.catholic.edu.au).



## Changes to Google Analytics for school websites



Google has come out with a new form of tracking website data... This new form of tracking allows you to monitor clicks, scrolls, impressions, downloads, and other types of interactions just by installing the code. Previously this was unachievable or difficult with the older form of Universal Google Analytics.

This new form of tracking, called Google Analytics 4 (or G4), moves the traditional focus away from 'page views' and towards 'user experience' and interaction on your site. It uses Machine Learning and AI to build a reporting base and interface around your individual requirements, and the ways in which your website visitors interact.

On July 1 2023, Google will stop collecting data for all accounts that are using the older Universal Analytics. **You will still be able to see the historic data in your account when you log in, but it will not gather anything more after this point.**

Between now and then, it is highly recommended to create a new G4 property and add this to the school website so it can start capturing data.

For some accounts, this is a two-button press and for others, it involves adding code to your school website.

**CESA will be completing this upgrade on your behalf (at no cost to your school) if your school website is on a CESA/Boylan WebTemplate.**

## File types when submitting images

We LOVE seeing your beautiful photos and sharing them whenever we can in publications, facebook albums and on the CESA websites.

Please note that we'd prefer to receive images in TIFF, PNG or JPEG formats - not HEIC files.

When taking images on Apple devices, this is how you set the device to save and store in JPEG format:

- In your 'Settings' menu, find and tap on 'Camera.'
- In the 'Camera' menu, tap on 'Formats' at the very top of the menu.
- Here you can select either 'High Efficiency,' which will allow your iPhone to shoot and store HEIC files, or 'Most Compatible,' which will have your phone capture JPEGs.
- Please select 'Most Compatible'.

## BTN High launch

After 55 years of informing primary school children, Behind The News has launched 'BTN High' this week for older students.

The first 10 stories are out and can found on the [BTN website](#) and on [ABC iview](#).

BTN High will release weekly videos for students across different year levels and subject areas, covering big news topics such as natural disasters, politics, and social issues as they happen. The videos are created especially for teachers as trustworthy, relevant, appropriate and engaging resources that are tailored to the Australian Curriculum for use in the classroom. It is an opportunity for high school students to have a voice in the news, talk about topics they care about, share their experiences and learn more about what's going on around them, focusing on big news topics.

Any suggestions for BTN High can be emailed to the BTN High team at [btn@abc.net.au](mailto:btn@abc.net.au).



# Welcome to the future graduating class of 2035!

Thank you for your contribution to our enormous Facebook Album for the start of school year - and thank you for everything you do for us and your school communities.

In case you missed it, here's a sneak peak of the many adorable Reception faces who joined Catholic Education South Australia last week.





## COVID-19 alert banners on school websites

COVID-19 alert banners have now been deactivated on Boylen school websites so that they no longer appear.

If your schools alert banner is still appearing, please email [Siobhan.Evans@cesa.catholic.edu.au](mailto:Siobhan.Evans@cesa.catholic.edu.au) so that this can be rectified.

We'll continue to update school relevant COVID-19 information on the CESA website [alerts page](#).

The alert banner functionality continues to exist on all CESA/Boylen websites and can be activated by CESA Administrators in the event of a school specific emergencies (such as bushfires, COVID alert, etc).

## Communications and Marketing Team

### **Shannon Short**

Communications & Public Relations Manager

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# Key Dates Calendar 2023

JANUARY 2023	
4	WORLD BRAILLE DAY
13-22	TOUR DOWN UNDER
17	ST ANTHONY FEAST DAY
17	OUR LADY OF HOPE FEAST DAY
22	CHINESE NEW YEAR (YEAR OF THE RABBIT)
24	ST FRANCIS DE SALES FEAST DAY
24	INTERNATIONAL DAY OF EDUCATION
26	SURVIVAL DAY / AUSTRALIA DAY
30	SCHOOL TERM 1 BEGINS (ENDS APRIL 14)
30	PREMIER'S READING CHALLENGE BEGINS
30	BE ACTIVE CHALLENGE BEGINS
31	ST JOHN BOSCO FEAST DAY

FEBRUARY 2023	
1-28	FEEL GOOD FEBRUARY
3	NATIONAL WEAR RED DAY
5-11	HEALTHY LUNCH BOX WEEK
7	SAFER INTERNET DAY
8-9	SACE MERIT CEREMONIES
11	INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE
13	ANNIVERSARY OF NATIONAL APOLOGY
14	ST VALENTINE'S DAY
14	INTERNATIONAL BOOK GIVING DAY / LIBRARY LOVERS DAY
20	WORLD DAY OF SOCIAL JUSTICE
21	INTERNATIONAL MOTHER LANGUAGE DAY
21	SHROVE TUESDAY / PANCAKE DAY
22	ASH WEDNESDAY - LENT BEGINS
23	CARITAS PROJECT COMPASSION BEGINS (ENDS APRIL 6)

Download 'Key Dates Calendar 2023'



MORE ON THE FOLLOWING PAGE >

CESA & CATHOLIC CALENDAR  
COMMUNITY CALENDAR

## Communications & Marketing Professional Learning & Key Dates 2023



### TERM ONE (January 30 to April 14)

Communications & Marketing Conference 2023



9.30 am to 5pm  
Wednesday March 8

Catholic Schools Open Week - Photography Day #1

15 minutes per student  
Wednesday March 22

### TERM TWO (May 1 to July 7)

Catholic Schools Open Week - Photography Day #2

15 minutes per student  
Tuesday May 9

### CATHOLIC EDUCATION WEEK

Monday to Sunday  
May 15 to May 21

Catholic Education Awards Ceremony

5.30pm to 9.30pm  
Thursday May 18

oOh! Media Open Week Information Session for Schools <i>Available online via MS Teams.</i>	10am to 11am Tuesday May 23
Communications and Marketing Network Session	9.30am to 11am Thursday June 8
Media Training for Principals	8.30am to 12 noon Thursday June 22

TERM THREE (July 24 to September 29)	
How to Plan, Manage and Film Videos on a Shoestring Budget	9.30am to 1pm Tuesday August 1
<b>CATHOLIC SCHOOLS OPEN WEEK</b>	Monday August 21 to Sunday August 27
Update your Prospectus	9.30am to 12.30pm Thursday Sept 14
Communications and Marketing Network Session	9.30am to 11am Wednesday Sept 27

TERM FOUR (October 16 to December 15)	
Media Training for Principals	8.30am to 12 noon Thursday October 26
Communications and Marketing Network Session	9.30am to 11am Thursday November 2

BOOK ANY TIME	
Newsroom Training for CESA School Websites (1 on 1) <i>Available online via MS Teams.</i>	1.5 hours per school Sessions on request
Create a New and Effective School Website (1 on 1) <i>Available online via MS Teams.</i>	1.5 hours per school Sessions on request

**How to register:**

Further information, including costs and registration will be available from December 1 2022 at [registrationcentre.cesa.catholic.edu.au/marketing/](https://registrationcentre.cesa.catholic.edu.au/marketing/)

Workshops and Training Sessions will be held at CEO Thebarton.

**Communications and Marketing Team**



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Download 'Professional Learning

Calendar 2023'

**CATHOLIC EDUCATION SOUTH AUSTRALIA  
COMMUNICATIONS AND MARKETING CONFERENCE**

ONE DAY



# ONE BIG DAY

## of Ideas & Inspiration



**Wednesday March 8 2023**

Catholic Education Office, Thebarton  
Register via [registrationcentre.cesa.catholic.edu.au](https://registrationcentre.cesa.catholic.edu.au)

## Conference Program

<b>7.30<sup>am</sup></b>	<b>INTERNATIONAL WOMEN'S DAY BREAKFAST (OPTIONAL)</b> <b>Leading from the Heart</b> Kick off the day with some feel-good inspiration. These four women will get you motivated and dreaming big for 2023! Facilitator: Dr Jill Gowdie, Assistant Director, Catholic Identity and Mission, CESA Panel: Kelly Bunyon, Inaugural Principal, Compass Catholic Community Trish Jarvis, Executive Officer, Catholic School Parents SA (CSPSA) Lara Ridley, Year 10 student and entrepreneur, Kildare College
<b>8.30<sup>am</sup></b>	<b>REGISTRATION</b>
<b>9.00<sup>am</sup></b>	<b>WELCOME &amp; OPENING LITURGY</b>
<b>9.15<sup>am</sup></b>	<b>OPENING ADDRESS</b> Dr Neil McGoran, Executive Director, Catholic Education South Australia
<b>9.45<sup>am</sup></b>	<b>PERCEPTIONS OF CATHOLIC EDUCATION</b> Key Findings from 2022 Square Holes Market Research
<b>10.30<sup>am</sup></b>	<b>MORNING TEA</b>
<b>11.00<sup>am</sup></b>	<b>CATHOLIC SCHOOLS OPEN WEEK OPPORTUNITIES AND INSPIRATION</b> High Impact: How to ensure your school makes the most of Open Week 2023
<b>11.55<sup>am</sup></b>	<b>WORKSHOPS</b> Choose from 3 workshops
<b>12.45<sup>pm</sup></b>	<b>LUNCH</b>
<b>1.30<sup>pm</sup></b>	<b>WORKSHOPS</b> Choose from 3 workshops
<b>2.25<sup>pm</sup></b>	<b>WORKSHOPS</b> Choose from 3 workshops
<b>3.15<sup>pm</sup></b>	<b>AFTERNOON TEA</b>
<b>3.30<sup>pm</sup></b>	<b>THE FAST FIVE</b> Habits and Hacks: 5 schools share tactics that work for them
<b>4.30<sup>pm</sup></b>	<b>CONFERENCE CLOSE</b> >>>

## Workshops

Participants will have the opportunity to join 3 workshops.  
You can choose to delve deep into one stream  
– or pick a selection of workshops from multiple streams.

### DIGITAL STREAM

#### UNLOCKING THE POWER OF DATA

An introduction to Google

### CREATIVE STREAM

#### ASSESSING GOOD DESIGN

The elements of effective

### STRATEGY STREAM

#### OUTDOOR ADVERTISING

Strategically plan your next campaign with Australia's

Analytics 4.  
Tim Maeder & Sasha Boylen,  
Boylen

visual communication.  
Nick Brz,  
NATION Creative

leading Out of Home provider.  
Sarah Ibbotson & Bree Tassell,  
oOh!media

### **BUILDING A STRONG DIGITAL PRESENCE**

Website Design, Accessibility,  
and Security.

Vince Fusco, Boylen  
Siobhan Evans, CESA

### **THE GOOD, THE BAD AND THE UGLY**

An honest look at inhouse  
video production.

Janine Atkinson & Ethan White,  
Xavier College

### **STRENGTHENING PARENT ENGAGEMENT**

How to make the change  
from "Not another thing..." to  
"Let's do this!"

Trish Jarvis, CSPSA

### **IPHONE PHOTOGRAPHY**

Take your smart phone  
photography to the next  
level.

Steve Davis,  
Talked About Marketing

### **GETTING CLEVER WITH CANVA**

How to use Canva to keep  
your school's brand looking  
on point.

Marketing & Communications Team,  
Nazareth Catholic Community

### **REPUTATION MANAGEMENT**

How to stay cool and calm  
in a crisis.

Ben Hooper,  
Corporate Conversation

## **Presenters**

We have a great line up of presenters booked for the day including:



**Kelly Bunyon** Principal,  
Compass Catholic Community

Kelly is the inaugural Principal at Compass Catholic Community in Davoren Park. Compass opened in 2022 and offers an alternative education option to a growing number of students aged 17 to 24 who have not thrived in mainstream schools.

**Ben Hooper** Senior Consultant,  
Corporate Conversation

Ben Hooper is Senior Consultant at Corporate Conversation - a leading media and communications firm with specialist skills in crisis and issues management. Ben is a trusted advisor to some of South Australia's and Australia's leading businesses and organisations.



**Trish Jarvis** Executive Officer,  
Catholic School Parents SA (CSPSA)

Trish Jarvis has an established advocacy background of over 21 years. Giving people a voice that did not have one, or when other voices were louder, is a passion she has now chosen to turn into a vocation through her appointment as Executive Officer of CSPSA.



**Steve Davis** Creative Director,  
Talked About Marketing

Steve is a FIVEaa business commentator and Creative Director and Principal of local marketing agency, Talked About Marketing (named after Oscar Wilde's quip that there's only one thing worse than being talked about and that's not being talked about).



**Dylan Jacob** Research Manager/Analyst,  
Square Holes

Dylan is a skilled and experienced research manager and analyst with a passion for data. He has a keen interest in the role of creativity in advertising and fascination for what makes people tick.



**Greg Knagge** CEO,  
NATION Creative

Greg is an award-winning strategist, creative director, copywriter, and art director who has contributed to the success of many high profile national and international brands across an extensive range of industry sectors.

## **Register**

Register now at [registrationcentre.cesa.catholic.edu.au](https://registrationcentre.cesa.catholic.edu.au)  
Our final full program with links to Breakfast and Workshop bookings  
will be released on Monday February 20.

Download 'One BIG Day Conference Program'

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