



# eNewsletter 2024 Term 1, Week 10

## Where has Term 1 gone!?!

We hope that you have all had a fruitful first term with plenty of opportunities to celebrate the wonderful and unique things that happen in your school communities every day.

As both Dr Neil McGoran, Executive Director and Dr Jill Gowdrie, Director, Catholic Identity and Mission spoke about at the Communications and Marketing Conference it is important to remember, in our roles as story tellers, the Catholic Identity of our schools. This should be at the forefront of our minds when we communicate to prospective and current families and the wider community.

Our team is here to help if you need ever need support on how to weave in this messaging to your communications.

## Communications and Marketing Conference 2024

Thank you to those who attended the One Big Day conference on Thursday March 7. We had a jam-packed agenda with so many excellent speakers. We hope everyone who attended found it a valuable day and that you got a chance to reacquaint and meet new people in the network. The date for our 2025 conference will be announced towards the end of the year.

If you have not completed the online Evaluation Form, please do so ASAP at [cesa.catholic.edu.au/evaluation](https://cesa.catholic.edu.au/evaluation) so that your feedback can guide us in shaping even bigger and better professional learning events in the future.

## Pregnancy, Baby & Children's Expo



Visit us at the  
**Pregnancy, Babies & Children's Expo**

Use code **637 J88** for  
50% off adult ticket price.  
Children free.

**Saturday April 13**  
**Sunday April 14**

**Adelaide Showground,  
Wayville**

 Catholic School Parents SOUTH AUSTRALIA

 catholic education south australia

CESA and Catholic School Parents SA (CSPSA) will have a presence at the Pregnancy, Baby & Children's Expo at the Adelaide Showgrounds on Saturday April 13 & Sunday April 14.

If you would like to promote this to your school and playgroup families, then the Expo is offering 50% off tickets with a unique code. Catholic School Parents SA and Catholic Education South Australia will post this to their facebook pages before end of term for you to onshare.

You can also download the above graphic to promote the stand and the discount in your school and playgroup newsletters. **Download PBC Expo advert here.**

## Catholic Education Week Term 2, Week 3 (Monday May 13 – Sunday May 19)

We are pleased to share with you the Information Kit and Prayer Resource for Catholic Education Week.

The campaign for 2024 is an opportunity for schools to continue to share the love with the **#LoveMyCatholicSchool** theme from last year. All assets have been updated for 2024 and can be found in the **Communications and Marketing hub: Catholic Education Week** and the information resources can also be downloaded below:

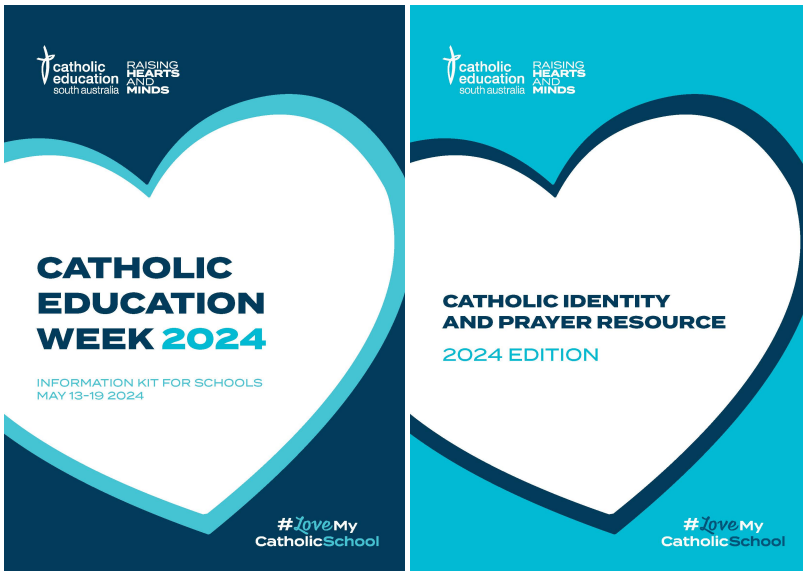
**LINK: Catholic Education Week Information Kit for Schools 2024**

**LINK: Catholic Identity & Prayer Resource 2024**

The Prayer Resource has been shared to all Principals, Deputies and APRIMs, but it may be beneficial for you to know what types of activities the students will be participating in to help with your communications planning.

This year the focus is on 'The wonder and awe of God's Creation' and many of the resources provided tie-in with Laudato Si' Week, which immediately follows Catholic Education Week.

Catholic Education Week and Laudato Si' Week will hopefully give you the opportunity to capture the students outside immersing in the beauty of God's Creation.



## Mid-Year Reception Intake

We have received confirmation that the Mid-Year Reception Intake for 2024 will remain free. You can find the Facebook tile located here: [Social Media Graphic\\_Mid-Year Intake](#). Please note that it is the same design as last year.



## Welcoming Katie Spain to The Southern Cross

Some of you may have met Katie Spain at the conference last month. She has recently joined The Southern Cross as Senior Journalist. She is always on the lookout for engaging content so please send your stories to her at [kspain@adelaide.catholic.org.au](mailto:kspain@adelaide.catholic.org.au) or call on 08 8210 8154.

Katie loves an opportunity to return to her country roots, so she is more than happy to travel for a good story!



## Catholic Schools Open Week

Term 3, Week 5 (Monday August 19 to Sunday August 25 2024)



# DIGITAL ADVERTISING OPPORTUNITY FOR YOUR SCHOOL



An opportunity for 10 schools to have your own creative and Meta (Facebook) ad targeted at suburbs in your school area.

This will complement the state-wide CESA digital ad campaign during Open Week, helping your school reach more people.

Advertise via CESA's Facebook account (but with your own image and copy), with an Open Week look and feel.

Take advantage of this affordable opportunity, provided by Digital Advertising agency, Them.

- We will help you write, design, setup and optimise your Meta ad
- Copy will be localised and speak directly to the unique needs and characteristics of your school, strengthening the connection with your audience
- You can provide copy guidance like tour dates, landing page or any other key messages
- Images will be from CESA Open Week photoshoot.

## Objectives:

- Increase brand awareness of your school, in your specified locations via digital advertising
- Drive traffic to your school website via Meta

## Budget per school:

Adset setup, management, graphic design (1 tile) and copywriting **\$450+GST**

Media budget: **\$600+GST** (\$300+GST per month)

- Recommended daily budget is **\$10 per day**, per creative.

## Measuring traffic from Meta ad to your website

UTM parameters (tracking) will be added to your Meta ad. You will be provided with a set of instructions, whereby you can use Google Analytics 4 to see how many users are driven from the Meta ad to your website (traffic attribution from Meta ads).

## Order a digital campaign for your school

Please order by Monday 22nd April

Email: [cesa@them.com.au](mailto:cesa@them.com.au)

## Open Week Photo Shoots

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. Our first photo shoot took place late March and was full, but there are still spaces left for our second shoot and due to popular demand we've introduced a third:

**Location:** Catholic Education Office, Thebarton

**Shoot 2:** Thursday May 2 (Register by April 10)

**Shoot 3:** Monday May 27 (Register by May 16)

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

Please register for the photo shoot via email to [Siobhan.Evans@cesa.catholic.edu.au](mailto:Siobhan.Evans@cesa.catholic.edu.au)

Rural and regional schools - it's preferable if you try to make a shoot to ensure consistency across CESA Schools. If you are unable to have a student attend the photo shoot, please contact Siobhan Evans for alternative arrangements.



## Australia's Best Teacher - nominate now!

NewsCorp is looking for outstanding teachers who are known for their excellence in teaching or going the extra mile in their local school community.

The Australia's Best Teacher Campaign is a national initiative and is open for nominations now!

Students, parents and colleagues can make nominations. More information and the online [submission form is available at AdelaideNow](#).

## Save the Dates!

### Catholic Education Week

**Term 2, Week 3 – Monday May 13 to Sunday May 19 2024**

Education Week has a focus on “education” and celebrating quality teaching and learning in our Catholic Schools.

The **Catholic Education Awards South Australia 2024** ceremony will be held during Catholic Education Week on Thursday May 16.

### Catholic Schools Open Week

**Term 3, Week 5 – Monday August 19 to Sunday August 25 2024**

Open Week has a focus on “open days” and events. Schools will, once again, have the opportunity to leverage off the back of the CESA advertising campaign.

# Communications & Marketing Professional Learning & Key Dates 2024



## 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

## TERM ONE (January 29 to April 12)

Communications & Marketing Conference 2024	<b>WEEK 6</b> 9.00am to 5pm Thursday March 7
Catholic Schools Open Week - Photography Day #1	<b>WEEK 8</b> 15 minutes per student Thursday March 21
An Introduction to GA4 - next gen Google Analytics	<b>WEEK 9</b> 9.30am to 11am Tuesday March 26



## TERM TWO (April 29 to July 5)

Catholic Schools Open Week - Photography Day #2	<b>WEEK 1</b> 15 minutes per student Thursday May 2
Media Training for Principals	<b>WEEK 2</b> 8.30am to 12 Noon Thursday May 9
<b>CATHOLIC EDUCATION WEEK</b>	<b>WEEK 3</b> Monday to Sunday May 13 to May 19
Catholic Education Awards Ceremony	<b>WEEK 3</b> 5.45pm to 9.30pm Thursday May 16
oOh! Media Open Week Information Session for Schools <i>Available online via MS Teams.</i>	<b>WEEK 4</b> 10am to 11am Wednesday May 22
Communications and Marketing Network Session	<b>WEEK 7</b> 9.30am to 11am Wednesday June 12

## TERM THREE (July 22 to September 27)

<b>CATHOLIC SCHOOLS OPEN WEEK</b>	Monday August 19 to Sunday August 25
How to Plan, Manage and Film Videos on a Shoestring Budget	<b>WEEK 6</b> 9.30am to 1pm Thursday August 29
Media Training for Principals	<b>WEEK 7</b> 8.30am to 12 Noon Thursday Sept 5
	<b>WEEK 9</b>



Update your Prospectus

9.30am to 12.30pm  
Tuesday Sept 17

Communications and Marketing Network Session  
*Available online via MS Teams.*

WEEK 10

9.30am to 11am  
Wednesday Sept 25

**TERM FOUR (October 14 to December 13)**

Communications and Marketing Network Session  
*Available online via MS Teams.*

WEEK 3

9.30am to 11am  
Tuesday October 29

**How to register:**

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

Workshops and Training Sessions will be held at CEO Thebarton.

Download Professional Learning Calendar 2024



RAISING **HEARTS** AND **MINDS**

# PHOTO SHOOTS



**BE THE FACE  
OF YOUR  
SCHOOL  
AND AN  
AMBASSADOR  
FOR  
CATHOLIC  
EDUCATION!**



**Thursday May 2 & Monday May 27**

Catholic Education Office, Thebarton

## **\$150 per student**

*Price includes photo shoot, graphic design of student image into a stylised, blended image and graphic design of digital and printed assets.*

## **FILLING UP FAST**

**Register by April 10 (for May 2) & May 16 (for May 27) via email:**

**Siobhan.Evans@cesa.catholic.edu.au**

## **Use images for:**

- ✓ Social Media & Web
- ✓ Catholic Schools Open Week
- ✓ Printed Resources
- ✓ Street & Retail Advertising\*
- ✓ And MORE!

*\*Street and Retail advertising can be booked through oOh! Media. Info Kit with pricing will be distributed closer to Catholic Schools Open Week.*

Download Photo Shoot flyer



