



Welcome back to a brand new school year! As we embrace fresh opportunities and face new challenges, let's continue to collaborate, inspire, and elevate the way we communicate the unique stories of our schools.

Your role plays a pivotal part in shaping the narrative of your school and, in turn, Catholic Education South Australia – we encourage you to share your ideas and insights with us and remember that we're here to help when needed.

We look forward to working with you this year and we wish you a successful and rewarding school year ahead.



COMMUNICATIONS & MARKETING CONFERENCE

THURSDAY MARCH 7 2024

ONE BIG DAY of Ideas & Inspiration

This conference is a must for any person with responsibility for Communications and Marketing at a Catholic school.

Program will include:

- Excellent guest speakers
- Workshops
- Ideas and info sharing across schools.

View Conference Program

Thursday March 7 - 9am to 5pm

Conference Cost: \$150 per person

Please register by Thursday February 29 2024

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. Education Week includes the Catholic Education Awards ceremony, which will be held 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.

Open Week Photo Shoots



Catholic Schools Open Week will be held in SA from August 19-25 (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: Thursday March 21

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

Please note, places fill fast and if your school participates in this first shoot then they're more likely to be featured on an Open Week bus back!

Rural and regional schools, it would be preferable for your students to attend the photo shoot to ensure consistency across CESA Schools. However, if this is not possible, and you require Open Week images, please contact Siobhan to make alternative arrangements.



Introducing Rebecca

It's our pleasure to welcome Rebecca Vella to the Communications and Marketing Team.

Rebecca has worked in the UK, as a Senior Consultant and Account Director, for a number of PR agencies specialising in corporate communications. Her clients included Telegraph Media Group, Disneyland Paris and The Royal Opera House. Prior to her career in PR, she was a researcher in the television industry, producing a wide variety of entertainment programs. Following her move to Australia, Rebecca has more recently worked at St Therese Primary School, Colonel Light Gardens, where she was an ESO.

Rebecca loves living in Adelaide, with her husband and two boys, because of the easy access to so many beautiful beaches, nature walks and delicious places to eat!

Rebecca's hours of work are Monday - Friday 8.30am to 4.30pm.

She can be contacted at Rebecca.Vella@cesa.catholic.edu.au / 8301 6124.

We hope you'll give her a warm welcome to the Communications and Marketing Network and the Catholic Education Office.

Photo Submissions in 2024



We are constantly in need of school based photos for use in CESA Resources. Throughout the year, please send us your best high resolution photos that can be used in CESA materials to represent your school.

We're after photos of happy students from all ages and backgrounds engaging in school based learning and activities.

Please send via email or sharing platform such as dropbox to Siobhan.Evans@cesa.catholic.edu.au

Please ensure all images have the appropriate consent for use by CESA.

Thank you for your support.

Musical Reviews in the Media

The Southern Cross
Living Catholic

The Southern Cross has been approached by media personality Peter Goers about the possibility of reviewing Catholic school musicals when they take place later in the year. The reviews would be published in *The Southern Cross*, they would only be positive and they would be a great opportunity to highlight talent. You would need to provide a free ticket to Peter and several high quality photographs to accompany the review.

The Southern Cross would also be happy to include the dates and details of school musicals on their Public Notices page. They would need this information well ahead of when the musicals are performed.

If you think your school would be interested, please contact Jenny Brinkworth on 0438 727 677 or jbrinkworth@adelaide.catholic.org.au

Welcome New Staff



Do you have a new person in a Communications or Marketing role who would benefit from receiving updates? If so, please let us know here (if you haven't already done so)...

Name of new staff member*:

Job Title*:

Name of School*:

Email Address*:

First Day of Reception • Term 1 2024



Introducing some of our newest Reception Students - the future graduating Class of 2036 (can you believe it?)!

We hope their first week of school was filled with joy, laughter, and endless adventures.

We wish them the most incredible schooling journey for the days and years ahead!

More images on [CESA Facebook page](#).



Parents in Education Grant Program

Catholic School Parents SA (CSPSA)



After the success of the introduction of Parents in Education (PIE) grant program in 2023, Catholic School Parents South Australia is pleased to open applications in Term 1 for 2024.

We invite you to share information on **PIE Grant program** with your school parent body and staff.

The Parents in Education (PIE) grant program is supported through the Office of the Minister for Education, Training and Skills, Government of South Australia.

The grant program is designed to support school communities to undertake projects that align with the *Parent Engagement in Learning Strategy* of the Government of South Australia. Funding is intended for projects that assist parents and caregivers to become involved in their child's education and promote learning at home through constructive relationships with schools.

Parent Bodies – eg P&F associations, school boards, schools and clusters of schools are eligible to apply. All applications must be endorsed by the principal.

Applications open Monday February 12 2024 (Term 1, Week 3).

Applications close at 5pm on Monday March 25 2024 (Term 1, Week 9).

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



TERM TWO (April 29 to July 5)

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

TERM THREE (July 22 to September 27)

CATHOLIC SCHOOLS OPEN WEEK	Monday August 19 to Sunday August 25
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Sunday August 23

How to Plan, Manage and Film Videos on a Shoestring Budget



WEEK 6
9.30am to 1pm
Thursday August 29

Media Training for Principals

WEEK 7
8.30am to 12 Noon
Thursday Sept 5

Update your Prospectus

WEEK 9
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/

Workshops and Training Sessions will be held at CEO Thebarton.

Key Dates Calendar 2024

FEBRUARY 2024		
1-28	FEEL GOOD FEBRUARY	
4-10	HEALTHY LUNCH BOX WEEK	
6	SAFER INTERNET DAY	
7-8	SACE MERIT CEREMONIES	
10	CHINESE NEW YEAR (YEAR OF THE DRAGON)	
11	INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE	
13	SHROVE TUESDAY / PANCAKE DAY	
13	ANNIVERSARY OF NATIONAL APOLOGY	
14	ASH WEDNESDAY - LENT BEGINS	
14	ST VALENTINE'S DAY	
14	INTERNATIONAL BOOK GIVING DAY / LIBRARY LOVERS DAY	
20	WORLD DAY OF SOCIAL JUSTICE	
21	INTERNATIONAL MOTHER LANGUAGE DAY	
MARCH 2024		
1	WORLD COMPLIMENT DAY	
2-7	ADELAIDE WRITERS' WEEK	
3	CLEAN UP AUSTRALIA DAY	
7	CESA COMMUNICATIONS & MARKETING CONFERENCE	
8	INTERNATIONAL WOMEN'S DAY	
8	ADELAIDE INTERNATIONAL WOMEN'S DAY BREAKFAST	
11	ADELAIDE CUP PUBLIC HOLIDAY	
13-25	NAPLAN	
15-24	SA YOUTH WEEK	
17	ST PATRICK'S DAY	
19	ST JOSEPH'S FEAST DAY	
20	INTERNATIONAL DAY OF HAPPINESS	
20	WORLD STORYTELLING DAY	
20-26	HARMONY WEEK	
20-26	NATIONAL PLAYGROUP WEEK	
21	NATIONAL CLOSE THE GAP DAY	
21	WORLD HARMONY DAY	
22	EARTH HOUR SCHOOLS DAY	
24	NATIONAL RIDE2SCHOOL DAY	
24	PALM SUNDAY	
28	END OF LENT	
29	GOOD FRIDAY	
31	EASTER SUNDAY	

CONFERENCE PROGRAM

- 8.30am** Registration
- 9.00am** Welcome & Opening Liturgy
- 9.15am** Catholic Education: A choice worth making
A range of speakers will explore:
- What sets Catholic schools apart from other sectors?
 - How do we market what it means to be a Catholic school in a community that is diverse in cultural and religious beliefs?
 - What is our point of difference? How do we best promote Catholic schooling and pathways?
- 10.30am** Morning Tea
- 11.00am** Wellbeing: Sparks of happiness and wellbeing in the chaos of a high demand environment.
Madhavi Nawana Parker - one of Australia's leading experts on Mental Health and Wellbeing - will facilitate this session on looking after your own wellbeing in 2024.
- 11.55am** Workshop 1 • *Choose from 3 Workshops*
- 12.45pm** Lunch
- 1.30pm** Workshop 2 • *Choose from 3 Workshops*
- 2.25pm** Workshop 3 • *Choose from 3 Workshops*
- 3.15pm** Afternoon Tea
- 3.30pm** Communications Essentials
A fast-paced final session with all the information you need to know to thrive in your role in 2024
- 4.30pm** Networking Drinks

9am to 5pm
Catholic Education Office, Thebarton

REGISTER TODAY AT:

registrationcentre.cesa.catholic.edu.au/event-5493440

\$150 per person. Registrations close Feb 29.

Great selection of workshops including:

iPhone Photography

Taking Better Photos and Videos, from first principles to the latest tricks

AI Obedience Training

How to incorporate AI tools without letting the tail wag the dog

Crafting a Social-First Strategy

How to ensure your school is fit for social success

Critical Incident Management

Strategies and support for when things go wrong

AND MORE!

Final program with links to workshop bookings will open on Monday February 19.

AWESOME LINE UP OF PRESENTERS INCLUDING:



Madhavi Nawana Parker
Managing Director / Author / Coach
Positive Minds Australia



Mamp Grewal
Director of Creative Strategy,
THEM Advertising



Steve Davis
Creative Director,
Talked About Marketing



Dr Jill Gowdie
Director, Catholic Identity and
Mission, Catholic Education
South Australia



Dr Neil McGoran
Executive Director,
Catholic Education South Australia

ONE BIG DAY of Ideas & Inspiration



**NOMINATIONS
NOW OPEN!**

Do you know someone making an outstanding contribution to Catholic Education?

**The Catholic Education Awards are your
opportunity to shine a light on a teacher,
support person, leader, volunteer or
program making a positive difference!
NOMINATE NOW.**

Nominations close March 8 2024.

awards.cesa.catholic.edu.au

Please be sure to share our Catholic Education Awards content with your community and nominate those who have made an outstanding contribution to Catholic Education in South Australia.

Visit Catholic Education Awards website



NEW TO OUR COMMUNITY?

**FOLLOW
CATHOLIC EDUCATION
SOUTH AUSTRALIA
ON**

FACEBOOK

@CatholicEducationSA

Updates, news and events related to Catholic education in SA.

We'd love it if you could please encourage new members of your school community to follow the Catholic Education SA facebook page!

[Visit CESA Facebook](#)

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