



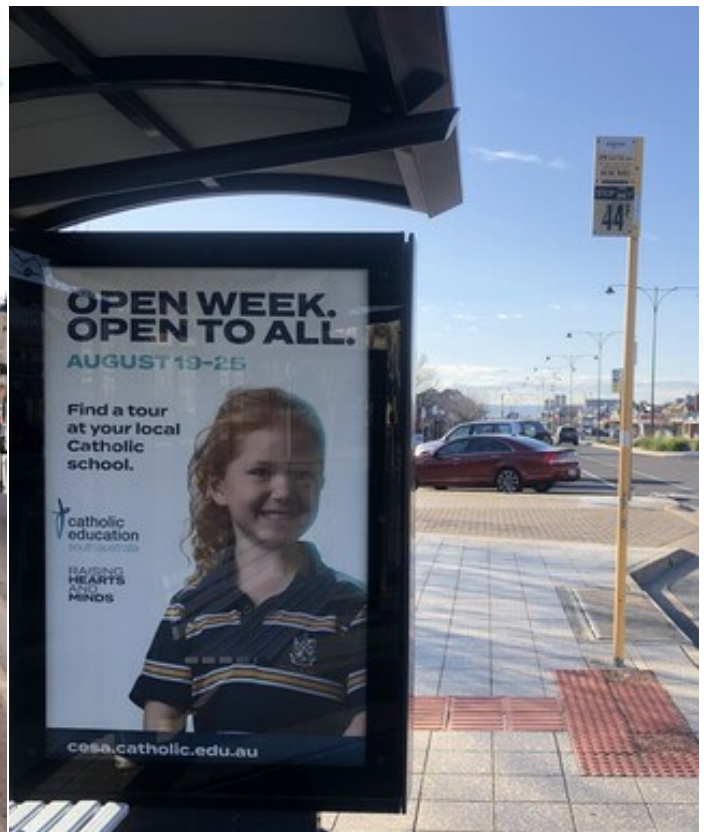
Catholic Schools Open Week is almost here!

Catholic Schools Open Week runs from August 19 – 25 2024.

With over 80 events and tours planned, Open Week 2024 is going to be great!

Everywhere you look weâ€™re promoting Catholic education!

Our extensive state-wide advertising campaign includes billboards, bus shelter, bus backs and retail advertising across the metropolitan area, and a radio, print and digital advertising campaign right across South Australia.



Share your Open Week events with us

MON	TUE	WED	THU	FRI	SAT	SUN
19 AUG	20 AUG	21 AUG	22 AUG	23 AUG	24 AUG	25 AUG
 All Saints Catholic Primary School Date: 20 Aug 2024 School Tour: 9:30am BOOK NOW ☎ 8327 0020	 Catherine McAuley School Date: 20 Aug 2024 Come & Try (under 5's): 9:30am BOOK NOW ☎ 8284 1666	 Christ The King School Date: 20 Aug 2024 Principal's Tour: 9:30am BOOK NOW ☎ 8198 3100	 Compass Catholic Community Date: 20 Aug 2024 Info Session: 11:00am BOOK NOW ☎ 8288 4900			
 Dominican School Date: 20 Aug 2024 Principal's Tour: 10:00am BOOK NOW ☎ 8114 3600	 Mary MacKillop College Date: 20 Aug 2024 Principal's Tour: 9:30am BOOK NOW ☎ (08) 8333 6300	 Mary MacKillop Memorial School Date: 20 Aug 2024 School Tour: 9:30am BOOK NOW ☎ 8737 2902	 Our Lady Of Grace School Date: 20 Aug 2024 Pop Up Playgroup: 9:15am BOOK NOW ☎ 8177 9100			

Please check your school's listing on this **Catholic Schools Open Week** page.

Scroll down to 'Find a School Tour or Event' and then select the date your tour/s are running.

If your listing needs editing or you have events to add please email siobhan.evans@cesa.catholic.edu.au

Street Furniture & Retail Displays



Look out for the 240+ school and CESA bus shelters, retail signs and billboards across Adelaide!!

We'd love it if you could send us photos of your students with their advertisements. Please email them to

Catholic Schools Magazine

The South Australian Catholic Schools magazine featured in the Advertiser on Saturday August 10. The **digital version** can be shared on socials or in school newsletters.

Printed copies will be distributed to schools this week and additional copies are available throughout the year for promotional giveaways. Contact **Rebecca.vella@cesa.catholic.edu.au** if you need more copies.

We are also sending copies of the magazines to each Parish.



Bus Back Displays

Keep an eye out for ten of our lovely students featured on the back of SA buses travelling across metropolitan Adelaide.



Radio

Listen out for ads on Nova 919, 5AA and Mix 102.3 in Adelaide and across some of the regions.

Postcards and Bookmarks

Almost all postcards and bookmarks have been collected or posted. If you still need to arrange collection or if you have any queries about your order please email **Rebecca.Vella@cesa.catholic.edu.au**

The postcards and bookmarks can be distributed at local venues where young families can be found, including childcare centres, kindergartens, and playgroups, cafes and takeaway shops, medical clinics, leisure centres with children's activities (e.g., kinder gym, play cafes), libraries and more.

We have distributed CESA branded postcards to cafes, libraries and medical centres across metropolitan Adelaide.

BE INVOLVED with the OPEN WEEK CAMPAIGN...

Social Media

Get tagging!

As you promote your planned Open Week events in the lead up to and during Catholic Schools Open Week, please tag us @CatholicEducationSA and use the hashtags:

#CatholicSchoolsOpenWeek
#RaisingHeartsAndMinds

Facebook graphics

If you ordered digital graphics earlier this year then you should have received them by email from Siobhan last week.

If your school has not ordered or received personalised digital graphics, we've developed some generic Facebook tiles to use prior to and during Open Week. You can download them here via the **CESA Intranet**.



Set up a Facebook event

A Facebook event is a great way to promote tours and events that are happening at your school because it allows your followers to share and invite others to the event.

You can promote it easily through Facebook to reach more people and it allows people attending to receive notifications in the lead up to the event. It also prevents it from being lost amongst other posts in the news feed.

See here for **How To Set Up a Facebook Event**.

Spot the Campaign to Win

Our friends at oOh! Media have generously donated two family passes (2 adults and 2 children) to Adelaide Zoo for families who spot Open Week artwork around the streets of Adelaide!

Keep an eye out for our Facebook posts about the competition to share with your families.

You could also share this text via your newsletters or social media so families can participate and go in the draw to win a voucher!

Enter in the draw to win one of two Adelaide Zoo family passes thanks to our friends at oOh! Media.

All you need to do is post a photo of your child/children with any of the oOh Catholic Schools Open Week outdoor advertising (bus shelters, shopping centre panels or billboards) to Facebook and use the hashtag #CatholicSchoolsOpenWeek to be in the draw to win! Please be sure to be safe when taking these photos.

Two lucky winners will be chosen via random draw on Friday August 23 at 12pm.

Open Week Student Images



2024 student images are available for download via the CESA Intranet.

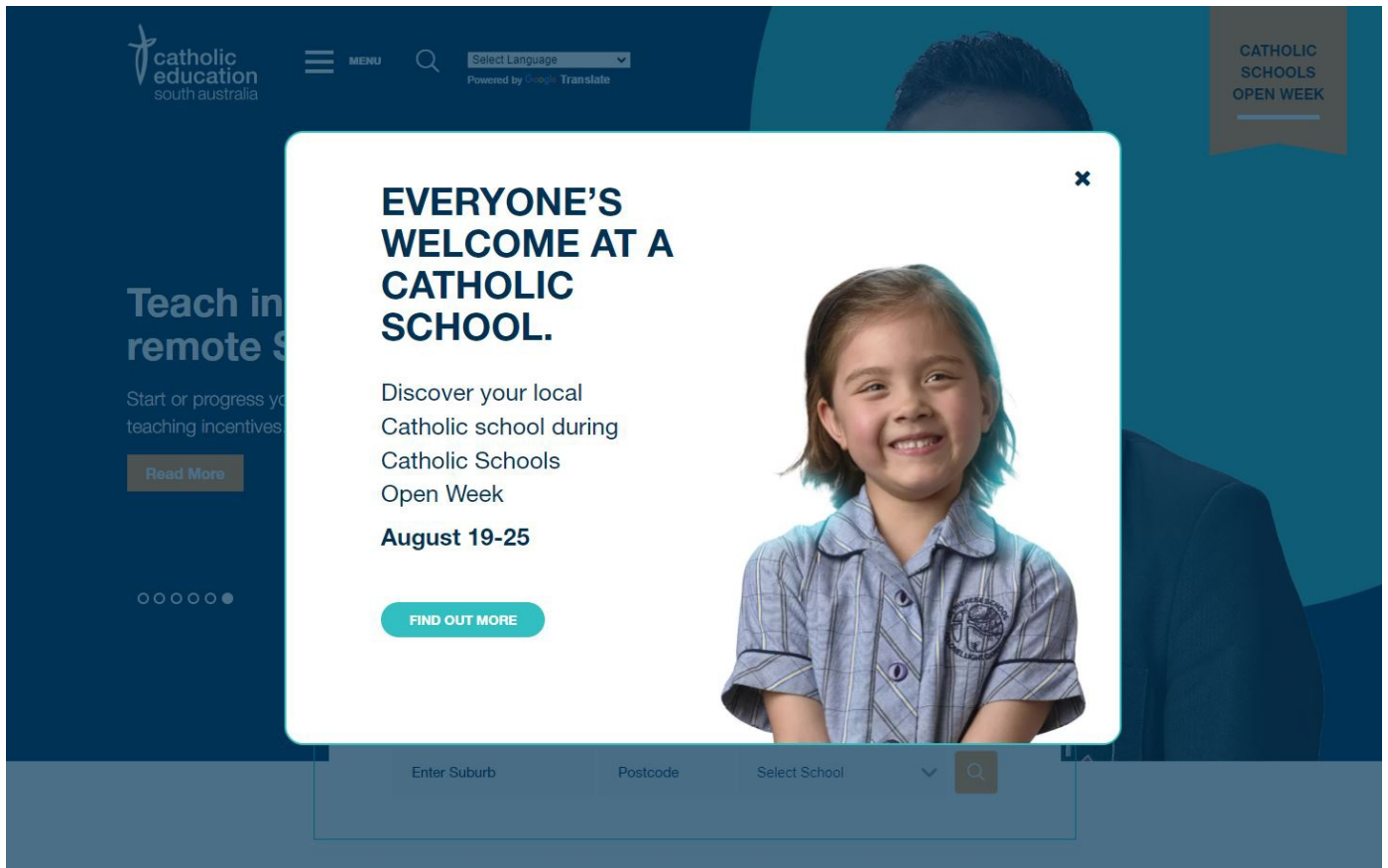
Please DO NOT view or download images from any other schools and please ensure that you only use the treated photos (those with teal treatment applied) in the lead up to and during Catholic Schools Open Week.

There are four versions of each student image in each school-specific folder:

- CMYK – *for use on printed materials*
- RGB – *for use on digital materials*
- Original – *for your records, for distribution to student parents/caregivers, for use after Catholic Schools Open Week only*
- Fun pics – *these are NOT to be used in campaign resources or promotion and are strictly not to be posted to social media until after Catholic Schools Open Week - please advise student families of this if sending to them.*

Should you have a need for the photoshop files of your student(s), please make a request to Siobhan at Siobhan.Evans@cesa.catholic.edu.au.

Have you made sure your school website is in order?



Now is as good a time as any to ensure your website content is up-to-date. Make sure your content is engaging, all information is clear and current and there are no past dates for enrolment, school tours and upcoming events.

For Catholic Schools Open Week, we recommend you:

Activate your website pop up...

A pop-up is shown when users first enter a website.

Now is a great time to activate your pop-up because it captures the contact information of prospective families and/or encourages tour bookings.

If you have a CESA/Boylen website, see page 64-66 of the [Webtemplate User Guide](#) for setup instructions.

Wishing you a successful Catholic Schools Open Week!

Thank you for everything you do to support this statewide campaign.

Catholic Schools Open Week
Webpage

Go

to this page

Catholic Schools Open Week **Intranet Page**

Go

to this page

CESA Website **School Directory**

Go

to this page

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