



eNewsletter 2022 Term 4, Week 3

Important Dates

Face-to-face
session
Ideas and Inspo
Monday 30 November -0001

Online session
Ideas and Inspo
Monday 30 November -0001

School year ends
Monday 30 November -0001

Communications
and Marketing
Conference 2023
Monday 30 November -0001

Wrap Up - Catholic Schools Open Week 2022

This year's Open Week was officially the largest ever CESA promotion – both in the number of participating schools and the size of the advertising campaign.

The 2022 campaign in numbers...

- 96 students from 50 schools participated in 3 photo shoots
- 103 school tours, virtual tours and events listed on the CESA website
- 111 students from 58 schools featured across the campaign
- 180 billboards, bus shelters and retail advertisements....
- Which reached 96% of people in Adelaide, with people seeing our ads an average of 13.9 times!
- 214 radio spots on 1079life and MagicFM
- 413 individual pieces of graphically designed artwork
- 11,000 postcards and bookmarks printed
- 43,603 visitors to the CESA website during the campaign
- 232,150 reached with our regional advertising campaign, including 10,180 people who saw the cinema ad
- 300,000 readers received our Catholic Schools Magazine
- 14.4 million impressions across our digital News Corp campaign

Thank you to everyone that completed our Open Week survey – your feedback has been collated and will inform next year's event.

Catholic Schools Open Week 2023 will be held from August 21-27.

Enjoy some of the beautiful faces from our 2022 campaign below. Will your students be the face of Catholic education next year?



Additional new website functionality

We're in the process of implementing some new and exciting features and functions on our website platform to benefit your school. If you have a responsive website on the CESA/Boylan templates, please answer the following questions to help us decide on what additional functionality would be of benefit.

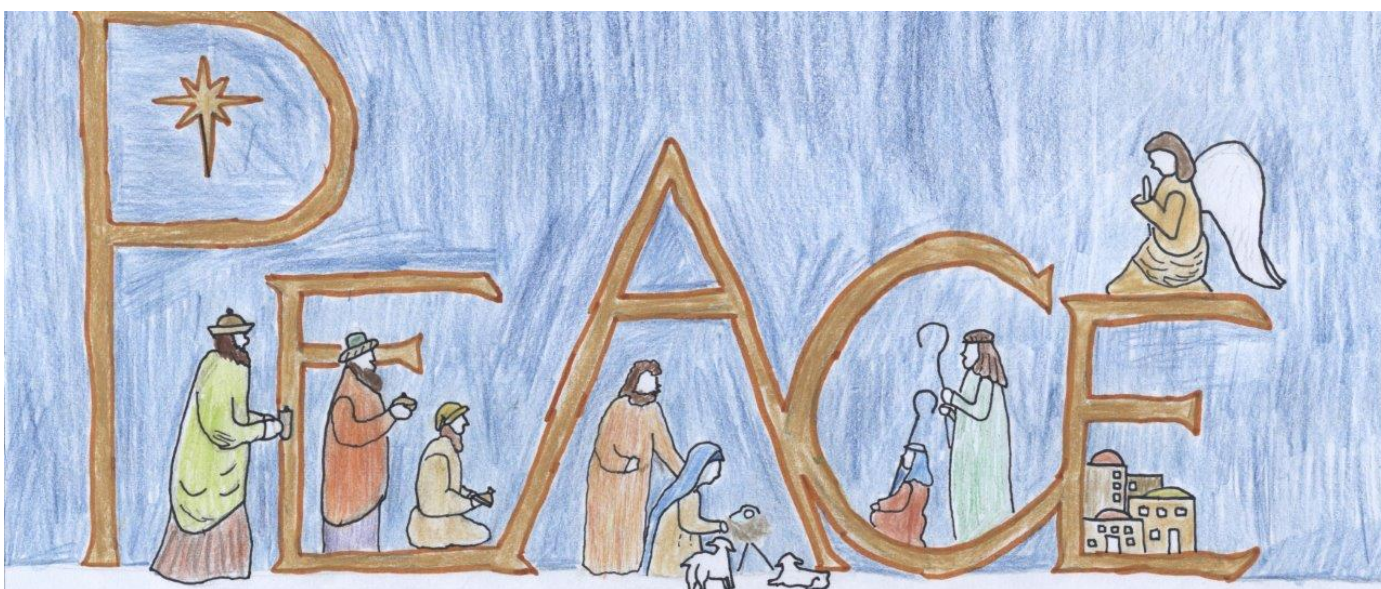
School Name*:

What service(s) do you currently use to display your school calendar and/or events listing? (Please list any apps, web services, pdf calendar, webtemplate functionality, etc)*:

If we were to introduce new website calendar functionality (with no cost to schools) that displays well on mobile, would you use it?*

Please Choose ▼

2022 Archbishop O'Regan's Christmas card competition



The Southern Cross and Catholic Education SA is calling for students in the Adelaide and Port Pirie dioceses to use their artistic skills to design Archbishop Patrick O'Regan's 2022 Christmas card.

Entries are open in the following categories: Reception to Year 2, Years 3-5, Years 6-9 and Years 10-12. The images should be no larger than A4 size and can be created by hand or computer-generated.

The winning entry for each category will be published in the December issue of The Southern Cross and on the Archdiocesan website. Category winners will also receive a Wallis Cinemas pass.

All entrants will receive a certificate of participation.

Entries must be submitted by close of business Friday, November 25 to The Southern Cross, 39 Wakefield St, Adelaide 5000, or by email to jbrinkworth@adelaide.catholic.org.au with name, address, school and age included. Teachers or students requiring more information should contact Jenny Brinkworth on 8210 8147 or at the email above.

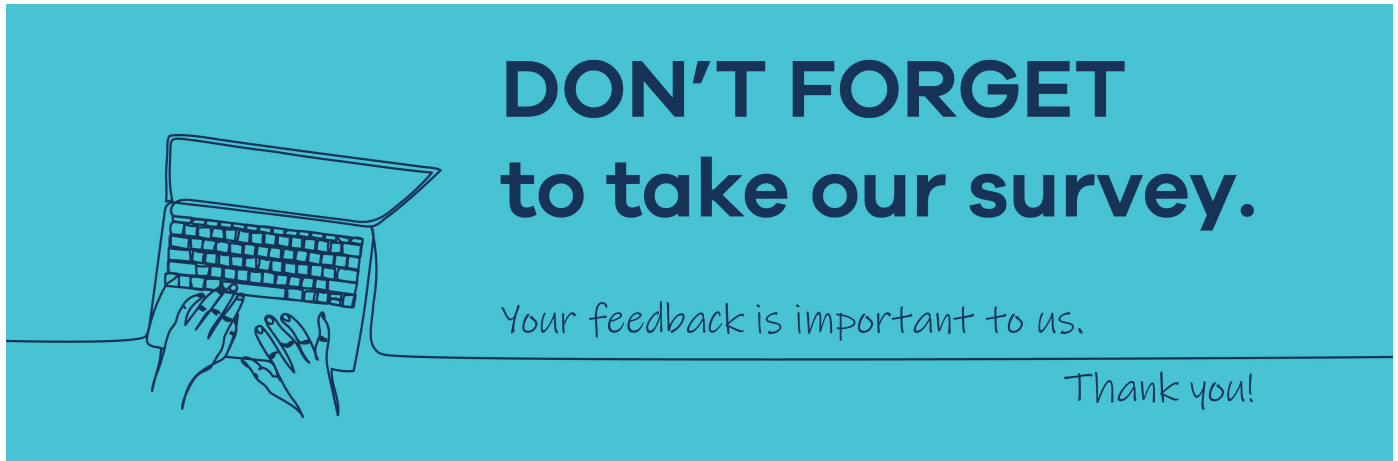
Last chance to register: Ideas and Inspo, Communications & Marketing Staff Networking Event

Come together with other members of the Communications and Marketing Network to hear some great ideas and be inspired. Two sessions to choose from:

- **Face to Face** – Wednesday November 9 2022, 9:30am-11:00am, *Catholic Education Office, Thebarton*
- **Online** – Thursday November 10 2022, 9:30am-11:00am, *Microsoft Teams*

Please email Alice Griessl at alice.griessl@cesa.catholic.edu.au to register for your preferred session by **COB Monday November 7**. We look forward to seeing you!

School Marketing Survey



Thanks to those who have already responded to our survey to further our understanding of how Communications and Marketing staff in schools are working and what areas you are focusing on.

Can one person per school please complete our **School Marketing Survey** by **Friday November 11** if you haven't already.

Catholic School Parents SA



Catholic School Parents SA (CSPSA) has recently held two engaging and informative events for parents.

There are multiple ways for schools to connect with CSPSA and stay up-to-date with their events and resources:

- Your school can follow the Catholic School Parents SA **Facebook page** and consider sharing a CSPSA post from time to time.
- If you haven't done so already – please ensure that there is a link to **CSPSA** from your school's website.
- Keep your eye on **CSPSA events** to share and promote to parents.
- Check if your school has a Parent Representative registered with CSPSA to be the contact person to represent the parents in your school. Principals can **nominate a representative** through the CSPSA website.

Communications & Marketing
Professional Learning
& Key Dates 2023



TERM ONE (January 30 to April 14)

Communications & Marketing Conference 2023



9.30am to 5pm
Wednesday March 8

Catholic Schools Open Week - Photography Day #1

15 minutes per student
Thursday March 23

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

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)

CATHOLIC SCHOOLS OPEN WEEK

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)

Communications and Marketing Network Session

9.30am to 11am
Thursday November 2

BOOK ANY TIME

Newsroom Training for CESA School Websites (1 on 1)

1.5 hours per school
Sessions on request

Create a New and Effective School Website (1 on 1)

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/

Workshops and Training Sessions will be held at CEO Thebarton or online via MS Teams.

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@CatholicEducationSA

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'Professional Learning & Key Dates 2023'

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