

ADVERTISING

POLICY

Rationale:

We are proud of our school, and we want other people to know about us. As such, we advertise our school as part of a comprehensive marketing and community awareness program.

Aims:

To ensure prospective families and the wider community are made aware of our school, what we have to offer, and how to contact us.

Implementation:

- Feedback and data will be collected to determine the effectiveness of each advertising strategy.
- A style guide will ensure consistency of logos, colors, fonts, imagery and presentation.
- Our advertising will include an excellent, state of the art, well maintained and interactive website.

Evaluation:

This policy will be reviewed as part of the school's three-year review cycle.

This policy was last ratified by School Council on....

June 2014