

# PROMOTION

## POLICY

### Rationale:

- Promotion of the school's achievements across the wider community raises the school's public image, improves staff morale, provides public recognition where deserved, and assists to provide long term viability by means of increased student enrolments.

### Aims:

- To raise the profile of the school throughout the wider community.
- To promote the positive aspects of the school, including the programs that we provide and achievements of the school, its staff and the students.
- To maintain or increase student enrolment numbers.

### Implementation:

- A school council has the role of promoting the school to the wider community.
- Typical promotion activities include regular newspaper, radio and television articles, cinema advertising, public performances by students, promotional material at high profile venues such as kindergartens and day care centres, an up to date and vibrant web site, a strong presence at local agricultural shows and similar activities, open evenings to highlight school programs for prospective and current parents, erection of enrolment banners, school visits to kindergartens, achievements highlighted in the school foyer, and the publication of enrolment packages for prospective parents.
- A budget will be allocated by school council for the purpose of implementing the agreed school promotion strategy.
- School Council does not condone any activity that implies direct or indirect criticism of another school, nor will school council or school staff be drawn into making any public comparison of schools.
- In our school community there is a healthy diversity of political view points and therefore the school will strive for political neutrality within its promotional material.

### 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....

**February 2015**