

## Marketing Policy

### Background

Huntingdale Primary School promotes the school in a variety of ways for educational, enrolment and marketing purposes.

### Purpose

To ensure:

- The school is marketed appropriately to the community.
- That the role of marketing is given to a number of people working within the school.
- That the school has a cohesive marketing schedule.
- The school complies with Department of Education and Training's (DET) policy.

### Implementation

- The Principal has the overall responsibility of implementing this policy, but will delegate certain roles to suitably qualified staff.
- The role of marketing will be delegated to a School Council sub-committee, who will work with the Principal and teachers in ensuring the school is marketed appropriately.
- Parent permission must be sought from parents and families for images used for all marketing purposes including photography, website, film and live streaming (e.g. Polycom, Skype).
- All school marketing material (e.g. flyers, business cards and letters) must contain the correct school logo.
- All communications from the school should be on school letterhead. This will be kept on the curriculum and administration servers.
- The school will engage in the following marketing opportunities:

### K-F transition

- The Foundation Teachers in conjunction with the Assistant Principal will organise the sessions including dates and timing.
- The Office Manager will ensure that all enrolled children for transition will be sent the appropriate flyers so they know when to attend.

### Open Mornings, other school events & Intercultural Understanding (ICU) Weeks

- The role of organising Open Mornings, ICU Weeks and other school events will be given to certain staff as part of their role description.
- All Open Mornings will be promoted in the newsletter via Tiq Biz at least 3 weeks prior to the event.
- For special open mornings (e.g. Education Week) a real estate board may be organised. This can be organised with the Office Manager.
- All Open Mornings must be put in the school calendar.



### School Tours

- The responsibility of School Tours will be with the Leadership Team.
- At the beginning of each year two mornings per week will be available for tours.
- Tours must be booked through the School Office.
- The Office Manager will ensure the school has promotional packs ready for tours.
- All materials in the promotional packs must be updated and approved by the Principal at the beginning of each year.
- The Business Manager will ensure that we have school business cards. Key school personnel should also have personalised business cards (e.g. Principal & Assistant Principal).

### Website

- The upkeep of the school website is the role of the Business Manager.
- Any content or updates to the website must be approved by the Principal first.

### Newsletter

- The newsletter will be published fortnightly via Tiq Biz.
- Any staff, students or community groups wishing to put an article or advertising in the newsletter must have it approved first by the Principal.
- Only suitable advertising material will be promoted in the newsletter that complies with DET Policy.

### Car Park Noticeboard & Community Events Board

- This will be updated by the Office Manager at regular intervals.
- All updates must be approved by the Principal.

### Tiq Biz

- All staff have access to Tiq Biz to update families on school events and promote what is happening in the classroom.
- Teachers must make sure that they only send updates to the appropriate groups and send updates in a timely manner.

### School Visitors

- A staff member will be given the coordination of School Visitors as part of their role statement.
- All School Visitors must be approved by the Principal.
- All visits must be placed in the school calendar.
- The Business Manager will be responsible for invoicing visitors.
- All visitors must adhere to the Visitors and Child Safe Standards Policies including the Code of Conduct.

### Advertising in Newspapers/Publications

- The school may advertise in local or international publications.
- All adverts must be approved by the School Principal.
- If possible a 'proof' should be cited so the Principal can see the final advertisement.

### Billboards

- The school will use real-estate billboards from time to time to advertise a major event.
- The Office Manager will assist in arranging this.
- The content must be approved by the Principal.



### Festivals and Performances

- The school participates in range of festivals and performances that promote the school (e.g. Box Hill Japan Festival, Taiko performances)
- All events must be placed in the school calendar.
- The School Council sub-committee will be responsible for organising the manning of booths for promotions such as the Japan Festival.
- The teacher in charge of performance groups will accompany students to these events. Parents must bring students to these performances and take them home.

### Media

- The school may use the local paper to promote an event that is happening at the school.
- The teacher in charge of the event must complete the media release and have it passed by the Principal.
- Only students who have photography permission can have their photos in newspapers.
- The teacher should find out the date of publication so the school can save the article.
- If the media is to be used to lobby for something that the parent body wants (e.g. new oval, new buildings) this must come from parents, not employees of DET. Parents, out of courtesy, should inform the Principal of their intention to do this so that they are prepared for any communications that might arise from this.
- If the Principal is contacted by the media they can contact DET's Media Unit.
- Most members of the media are aware that they are not allowed on school grounds without the Principal's consent.
- Parental permission (in writing) must be sought in advance before the Principal releases information about a student or agrees to a student being photographed by the media.

### **Evaluation**

This policy will be reviewed as part of the school's 3 year cycle or as needed to comply with DET policy changes.

### **Document Status**

<b>Reviewed</b>	<b>School Council Ratification</b>	<b>Next Review</b>
September 2016	15 <sup>th</sup> November 2016	15 <sup>th</sup> November 2019