



COBURN PRIMARY SCHOOL



PROMOTION

POLICY - 2016

Rationale:

Promotion of Coburn Primary School's achievements across the wider community raises the school's public image, 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 staff member each year is designated with the role of promoting the school to the wider community.
- Coburn primary School will engage in promotions and clear communication with members of the school community through the school newsletter, assemblies, tiq biz, notices home and the school website.
- The school will clearly communicate and celebrate its initiatives with programs and technologies.
- School policies will be available on the school website for community members to access.
- Typical promotion activities include regular newspaper, radio and television articles, public performances by students, promotional material at high profile venues such as kindergartens and day care centres, an up-to-date and vibrant website, a strong presence at local events, uniforms for school sporting teams and music ensembles, 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 the Principal and endorsed 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.

Evaluation:

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

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

July 2016