



PATTERSON LAKES PRIMARY SCHOOL

No. 5190

Gladesville Boulevard Patterson Lakes 3197

Phone 9772 4011 Fax 9776 0421

Email: patterson.lakes.ps@edumail.vic.gov.au

P.O. Box 330, Patterson Lakes, 3197

Principal: Stan Szuty

Website: <http://www.patterson-lakes-ps.vic.edu.au>

PROMOTION AND PUBLICITY POLICY

RATIONALE

A strong public image is a school's most valuable asset. It can dramatically advance a school and provide many benefits such as increased enrolments, resources, public esteem and financial support. The image and profile of a school should reflect the values and culture of the school. School image must be well managed and protected, reaffirmed regularly, and never left to chance.

AIMS

- To maintain the high 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 student enrolment numbers.

IMPLEMENTATION

- A working group is formed when required with the role of promoting the school to the wider community.
- Typical promotion activities will include regular newspaper articles, enrolment strategies, performances by students, promotional material at kindergartens, a rich Kinder-Prep transition program, vibrant website, information evenings and school tours to highlight school programs for prospective and current parents.
- The school buildings and grounds will be maintained at the highest possible level. School signage will be continually updated.
- A budget will be allocated for the purpose of implementing school promotional strategies.
- Parents of newly enrolled students will be asked why they enrolled their children at our school, and which, if any, promotional activities influenced that decision. Data to be interpreted and recommendations presented to working party and school council for consideration.
- 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 the Patterson Lakes Primary School community, there is a healthy diversity of political view points and in respecting this, 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 and/or as per DEECD recommendations.

CERTIFICATION

This policy was adopted at the School Council Meeting held at Patterson Lakes Primary School, October 2013.

Signed.....

School Council President

Signed.....

Principal