## Marketing Operational Plan 2013 – 2014

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<tr>
<th>Focus Area</th>
<th>Strategies</th>
<th>Resource Allocation</th>
<th>Personnel</th>
<th>Timeline</th>
<th>Evaluation</th>
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| Digital Profile of the school | • Redesign and tender for construction of new website for Currambine Primary School. The website should be designed to target these audiences; - Parents of enrolled students - Prospective enrolments - Prospective employees  
  • Facebook and the School App will continue to be used to promote the school’s brand including up and coming events and student activities. The school App and Facebook will be used to communicate with parents about matters such as school development days, kindergarten enrolment, booklists etc.  
  • Review the school’s online statement for Currambine Primary School and modify to reflect the school’s positioning statement. | $10,000              | Geoff Smith  
Rochelle Taylor  
Marketing Committee | 2013                  | Staff/Parent Feedback |
| Enrolment Process           | • Review the school’s enrolment package for prospective parents ensuring it has appropriate information for families including; - Welcome letter from the Principal  
  - Parent Handbook  
  - Uniform Order Form  
  - Canteen Menu  
  - Voluntary Contributions and Charges Schedule  
  - School Prospectus | Geoff Smith  
Rochelle Taylor  
Marketing Committee | Term 3 2013 | Entry Survey Feedback |
| Print Communication | Geoff Smith  
Rochelle Taylor  
Admin Team | Term 3 2013 |
|---------------------|-----------------|------------|
| - Establish an enrolment process checklist to identify the steps and processes for the enrolment of a child at the school including;  
- Collection of required documentation (Birth Certificate, Immunisation Record etc)  
- Publishing policy  
- SAER/EALD/Disability actions  
- Other matters identified by staff |   |   |
| - Implement an Entry Survey process to seed feedback from families on their enrolment experience. Survey data will be collated in term three each year. | Geoff Smith  
Rochelle Taylor | Term 2 2013 |
| - Move the publishing week for the newsletter to odd weeks on 2014 |   |   |
| - Seek feedback from the school community about distributing the newsletter by digital mediums and respond appropriately. | Geoff Smith  
Rochelle Taylor  
Marketing Committee | Term 1 2014 |
| - Develop a series of pamphlets and brochures to communicate to both existing and prospective parents about various aspects of the school and its programs, policies and processes. These brochures should have a consistent design, theme and structure. Pamphlets to include;  
- Prospectus  
- Learning programs (Curriculum offerings) | Geoff Smith  
Rochelle Taylor | Time 1 2014 |

Staff/Parent Feedback
| Signage | - Managing the pastoral needs of students  
- Managing student behaviour  
- Early Childhood programs  
- Managing student health needs/medication  

Make pamphlets available in enrolment packages and on website.  

- Provide all staff with a copy of the Currambine Primary School Style Guide and ensure that all written communications are consistent with the guide’s expectations.  

All written communications should be provided to a member of the school Executive prior to distribution.  

- Seek quotations for enhancing the signage at the front of the school including giving consideration to the installation of a limestone wall at the front of the school. New signage above entry door and car park entry.  

- Consider signage for each block and the numbering of homerooms.  

| Brand Recognition | - Explore opportunities to project the brand of Currambine Primary School into the local community including:  
- Letter drops  
- Cinema advertising  
- Day Care Centre Advertising  

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<td>Geoff Smith</td>
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