

Marketing Operational Plan 2018 – 2020

Focus Area	Strategies	Resource Allocation	Personnel	Timeline
<p>Grounds Development and Improvement</p>	<p>Enhance the maintenance of the school grounds with a particular focus on the front of the school including:</p> <ul style="list-style-type: none"> • Landscaping the front gardens • Replacing the seating around the Astroturf with a more appropriate seating option • Improving external appearance of the demountables with murals • Enhancing the external appearance of the transportables by enclosing bases and paving small grassed areas • Include an entrance statement at the front of the school as part of the fencing program • Explore entrance statements for the western and southern entrances to the school • Re site the two signs at the front of the school which will need to be moved as part of the fencing program • Install a display cabinet on the Library wall for messaging internally in the school 	<p>\$2,500</p> <p>\$5,000</p> <p>\$10,000</p> <p>\$5,000</p> <p>\$5,000</p> <p>\$1,000</p> <p>\$1,000</p>	<p>J Szczny/R Taylor</p> <p>G Smith</p> <p>G Smith</p> <p>G Smith</p> <p>G Smith</p> <p>R Taylor/G Smith</p> <p>R Taylor</p>	<p>2019</p> <p>2019</p> <p>2020</p> <p>2020</p> <p>2020</p> <p>2020</p> <p>2020</p> <p>2019</p>

Social Media Management	<ul style="list-style-type: none"> • Price and develop a funding strategy for an electronic sign at the front of the school <p>Review the school website to consider addition and subtractions including:</p> <ul style="list-style-type: none"> • Link to LADDs website • Link to PAL program information • Link to Story Time/Rhyme Time information <p>Review school apps available on the market and evaluate them. Consider the introduction of a new app in the school</p> <p>Marketing Officer and Principal to meet at the commencement of each term to develop a messaging strategy including the use of Facebook, Connect, School App and the electronic sign</p>		R Taylor/G Smith	2019
		TBA	R Taylor	2019
			R Taylor	2019
Print Communication	<p>Refresh documents such as the newsletter and various pamphlets and documents such as the Attendance and Social Emotional Learning documents in the enrolment pack.</p> <p>Ensure compliance with the Style Guide</p>	Printing Costs	R Taylor	2019
Work Experience Management	<p>Rochelle Taylor will lead the process of managing work experience education assistants and high school students. This will involve seeking feedback from staff interested in having work experience students and EAs and linking request for placement with the staff.</p> <p>Rochelle Taylor will develop an induction booklet for work experience students and conduct induction</p>		All Staff	2019/2020
			R Taylor	2019/2020
			R Taylor/School	2019/2020