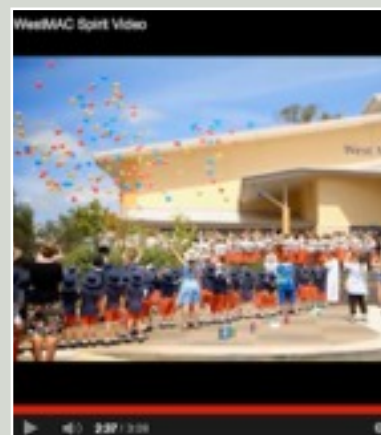


# SCHOOL MARKETING AWARDS 2015 JUDGING REPORT

2015  
Award  
Winners



Congratulations to this year's Award winners!

## WEBSITE

**GOLD**

St Paul's Anglican Grammar School  
[www.stpaulsags.vic.edu.au](http://www.stpaulsags.vic.edu.au)

**SILVER**

Beechboro Christian School  
[www.beechborocs.wa.edu.au](http://www.beechborocs.wa.edu.au)

**HIGHLY COMMENDED**

Mundaring Christian College  
[www.mundaringcc.wa.edu.au](http://www.mundaringcc.wa.edu.au)

**FRESH & INNOVATIVE**

Ravenswood  
[www.ravenswood.nsw.edu.au](http://www.ravenswood.nsw.edu.au)

## PROSPECTUS

**GOLD**

Knox Grammar School, NSW

**SILVER**

St Anne's Diocesan College  
South Africa

**SILVER**

Emanuel School, NSW

**HIGHLY COMMENDED**

Ravenswood, NSW

## VIDEO

**DIAMOND**

West Moreton Anglican College, QLD  
[youtu.be/zJYFAXzUenI](http://youtu.be/zJYFAXzUenI)

**SILVER**

Knox Grammar School, NSW  
[youtu.be/VUPuZbBxEeY](http://youtu.be/VUPuZbBxEeY)

**COMMENDATION**

The Scots School Albury, NSW  
[youtu.be/aqfu235QIHo](http://youtu.be/aqfu235QIHo)

**COMMENDATION**

Mundaring Christian School  
[vimeo.com/125760303](http://vimeo.com/125760303)

**MOST LOVED AND SHAREABLE VIDEO**

St Catherine's Waverley, NSW  
[youtu.be/Qfa3nNRq9G8](http://youtu.be/Qfa3nNRq9G8)

## Aims and Criteria of the Awards:

- To applaud quality promotion of a school
- To encourage forward thinking, creativity and experimentation in outreach publications
- To show best practice in the use of new communication techniques.

## Judge's Brief

The judging panel included mothers with school aged children, and a recently graduated high school student.

The judges were asked to assume the following:

- They are looking for a school for their child.
- They have no knowledge of any school.
- They are looking for a prospectus or website that excites them and motivates them to take the next step in the enrolment process.

The Judges gave a score out of ten based on the criteria set below. There were three judges for each category, and their scores were combined to provide the total score upon which the winning schools were decided.



Ravenswood prospectus



Mundaring website

WEBSITE CRITERIA	PROSPECTUS CRITERIA	VIDEO CRITERIA
<p><b>Marketing Approach</b></p> <ul style="list-style-type: none"> <li>• Home page with identifying information</li> <li>• Personality, for example Principal's message</li> <li>• Welcoming feel</li> <li>• Appealing design to parents plus students</li> <li>• Use of modern communication technologies</li> <li>• Online forms</li> <li>• Dates for open days and tours.</li> <li>• Density of words on a page</li> </ul> <p><b>Organisation</b></p> <ul style="list-style-type: none"> <li>• Easy to navigate (menu bars)</li> <li>• Well-grouped information in pull down bars</li> <li>• Consistent look throughout</li> <li>• Detailed information, but not too verbose</li> <li>• Ways to engage and hold - blogs, YouTube, virtual tours</li> </ul> <p><b>Design</b></p> <ul style="list-style-type: none"> <li>• Engagement strategies</li> <li>• Interesting photographs that show school buildings, facilities, students, teachers in action</li> <li>• Corporate consistency eg logo, colours</li> </ul> <p><b>Contact Information</b></p> <ul style="list-style-type: none"> <li>• Clearly show school's name</li> <li>• Type of school</li> <li>• Contact details</li> <li>• Location/map</li> </ul>	<p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>• Identity (use of colour and logo)</li> <li>• Welcoming</li> <li>• Appealing design to parents plus students</li> <li>• Photography</li> <li>• Density of words on a page</li> </ul> <p><b>Content</b></p> <ul style="list-style-type: none"> <li>• Language (modern, lively)</li> <li>• Educational philosophy expressed</li> <li>• Unique selling points</li> <li>• Representative mix of students</li> <li>• Principal's message and photo</li> <li>• How to get there</li> </ul> <p><b>Call to action</b></p> <ul style="list-style-type: none"> <li>• A selling document</li> <li>• Forms and fees</li> <li>• Clear contact details</li> <li>• www for more information</li> </ul> <p><b>Delivery</b></p> <ul style="list-style-type: none"> <li>• Envelope integrated, attractive</li> <li>• Size – travels well, easy to post</li> <li>• Weight – cost to deliver</li> <li>• Neat document, compact, no loose pages</li> </ul>	<p><b>Contact Information</b></p> <ul style="list-style-type: none"> <li>• Clearly shows or mention's school's name</li> <li>• Includes the type of school - gender/age/culture</li> <li>• Contact details are included</li> <li>• School's location is clear eg: audio/address/map</li> </ul> <p><b>Marketing Approach</b></p> <ul style="list-style-type: none"> <li>• Visually appealing</li> <li>• Clear impression of school culture and community</li> <li>• It engages your emotions</li> <li>• A clear call to action is included</li> <li>• It tells a story well</li> </ul> <p><b>Organisation</b></p> <ul style="list-style-type: none"> <li>• Students are involved</li> <li>• Parents are involved</li> <li>• Staff are involved</li> <li>• It feels natural rather than tightly scripted</li> </ul> <p><b>Content</b></p> <ul style="list-style-type: none"> <li>• It is a suitable length</li> <li>• The quality of audio (sound) is good</li> <li>• A current parent would willingly share it with friends</li> <li>• It includes music by students</li> <li>• Facilities showcased well</li> </ul>

## Winning Websites

The entries for the website category this year were of a high standard, with close scoring seen by the winning websites. Out of a possible 660 points, the winning website scored 564, which is an average score of 8.5 out of 10 per individual criteria.

As parent expectations and website technologies change the weighting applied to our judging criteria will need to be adjusted. The previously distinctive roles of websites, newsletters, parent communication and social media are merging.

### GOLD AWARD

#### St Paul's Anglican Grammar School, VIC

[www.stpaulsags.vic.edu.au](http://www.stpaulsags.vic.edu.au)

The St Paul's website is clear, logical and informative. The home page is appealing and invites you to find out more, with one judge commenting that they found everything they needed within two clicks. This is the goal of an effective website, where information is easy to find and readily available.

The videos on the home page where students and parents are talking about why they love the school, create an added dimension on the window into the school, and add emotion to words. "You get a sense of real school community and school culture".

To quote one of our judges, "This website is fantastic"!

### SILVER AWARD

#### Beechboro Christian School, WA

[www.beechborocs.wa.edu.au](http://www.beechborocs.wa.edu.au)

The judges loved that this website had a clear call to action throughout, with a 'Get in touch' opportunity at

the bottom of every page. They felt the message was short and sharp.

A judge noted there is great clarity around 'what we are' and 'who we are' as a school, and that it was a very simple and easy to navigate website. Adding more school community news and events with photos would extend the window for visitors into the life of the school.

### HIGHLY COMMENDED AWARD

#### Mundaring Christian College, WA

[www.mundaringcc.wa.edu.au](http://www.mundaringcc.wa.edu.au)

The website is easy to navigate so information can be gathered quickly and efficiently. The 'Contact Us' box on each page is an easy place for visitors to connect with the school. "The welcome on the home page is inviting, but I wanted to see more of this throughout the website with stories and pictures representing the school culture and community", comments one of the judges.

Another judge said, "There is an excellent use of colour, and a strong message throughout. The blog stories in the news section is an interesting way to reflect school happenings."

### FRESH INNOVATIVE WEBSITE AWARD

#### Ravenswood, NSW

[www.ravenswood.nsw.edu.au](http://www.ravenswood.nsw.edu.au)

The unique 'create your own tour' enables a visitor to select areas of interest, and then listen to a 2-3 minute video on those areas is a very innovative approach. Try creating your own tour at

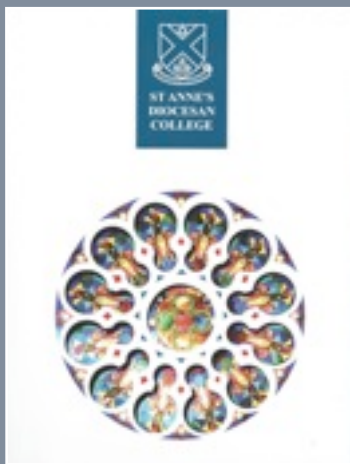
[www.ravenswood.nsw.edu.au/tour-options](http://www.ravenswood.nsw.edu.au/tour-options)

## WEBSITES





# PROSPECTUSES



## Prize Prospectuses

From the entries it appears the prospectus is still alive and well in schools as a marketing tool. Some schools are placing their prospectus on their website as an online document. Other schools have a prospectus request form on their website and from there a hard copy is posted. Whatever form the prospectus takes, for continuity, the message and style of the prospectus should reinforce the design of a school's website, and vice versa.

Well done to the following schools for their Awards:

### GOLD AWARD

#### Knox Grammar School, NSW

"A very impressive prospectus done well on every level - oozes class!". The judges also commented that this prospectus uses clear language with short paragraphs, making it easy to read. It has simple and easy to find information, with a well set out format. The combination of both large and small group photographs portrays a sense of community showing that the school encourages group work as well as individual work.

The packaging was seen to be high quality, of a good size with minimal loose pages, and the contact details and website address are found in multiple key places linking this document with further information.

### SILVER AWARD

#### St Anne's Diocesan College, South Africa

The features that rank this prospectus a Silver Award is that it has a simple and appealing design with a good range of content and subjects covered.

The photography effectively conveys various aspects of the College. The 'rose [stained glass] window', set in the wall of the school chapel, holds symbolic significance and this was incorporated into the front cover of the prospectus.

While the document was thought to be too wordy in places, overall it is a compact folder with enough information included.

### SILVER AWARD

#### Emanuel School, NSW

The judges loved the design, full page photography, word density and use of the logo in this prospectus. The educational philosophy was clearly expressed, and they thought the content appeals to both adults and students. This is important as more and more students are choosing where they attend school.

### HIGHLY COMMENDED AWARD

#### Ravenswood, NSW

The judges saw this as a great selling document with a simple, clear and appealing design. High quality photographs were offset with sketched pictures, which gives a quirky, interesting angle which may appeal to the student reader. Key statements emotionally connect the reader to the school, and give good insight into school life.



Knox Grammar School

## Victorious Videos

A video can tell a story in an emotionally compelling way. Embedding the video in the home page of the school website is a powerful addition. One vital thing to ensure is to have contact information at the beginning or end of any video, in the event that it is watched out of the context of the school website.

### DIAMOND AWARD

**West Moreton Anglican College, QLD**

[youtu.be/zJYFAXzUenI](https://youtu.be/zJYFAXzUenI)

'West Mac' won a Highly Commended Award last year for their video entry. This year they have achieved a Diamond Award!

The judges declared this year's video to be "truly engaging, well thought out, entertaining and informative! The genuine emotion in the close ups appeals to the viewers emotions and entices one to find out more about the school....I wanted it to be longer so I could see more!". One judge thought the video conveyed the academic and physical health of the students, and the healthy looking school grounds!

The Principal's involvement, introducing the school and its location, adds authenticity and sets a positive tone for the rest of the video. Congratulations West Mac!

### SILVER AWARD

**Knox Grammar School, NSW**

[youtu.be/VUPuZbBxEeY](https://youtu.be/VUPuZbBxEeY)

"Although three minutes in length, each frame moves quickly highlighting different aspects of Knox. This, coupled with the music, makes this video engaging and enjoyable", commented one judge.

"Excellent segues from curricular to extra curricular activities. You pick up on the atmosphere through the

boys' faces and actions. There are extra links to learn more about the school", commented another.

There is involvement of both students and teachers in showcasing all aspects of the school, and the students' song performance and arrangement is "very professional".

### COMMENDATION AWARD

**The Scots School Albury, NSW**

[youtu.be/aqfu235QIH0](https://youtu.be/aqfu235QIH0)

The judges commented that "the use of the 'globe' creates continuity throughout and reinforces the idea that this school prepares its students to meet the demands of the 'big wide world' after finishing school" and that "It brings a sense of cohesiveness to the presentation. The school looks fresh and inviting."

### COMMENDATION AWARD

**Mundaring Christian College, WA**

[vimeo.com/125760303](https://vimeo.com/125760303)

This is a different type of video showcasing a building plan for the school. It proudly shows all the wonderful technical/creative subjects that will be taught at the school and makes those subjects very enticing.

### MOST LOVED AND SHAREABLE VIDEO

**St Catherine's Waverley, NSW**

A very clever eye-catching video, using both colour and sound to deliver a succinct message that students at St Catherine's love their school.

[youtu.be/Qfa3nNRq9G8](https://youtu.be/Qfa3nNRq9G8)

## VIDEO WINNERS

