



AGM Report 2023

Communications and Marketing

Introduction

2023 saw the introduction of a part time Communications and Marketing professional working 22.5 hrs a week during the school year. The aim of this role was to research and implement an integrated communications and marketing strategy including strategic objectives and specified tactics within a budget of \$10,000.

Outlined below is a summary of the objectives and target audience detailed in the strategy and a brief outline of the tactics used. A summary of key data highlights what we achieved by implementing these tactics through 2023.

Our Strategic Objectives

How We Achieve	How We Flourish	How We Grow
Establish a 2023 strategic communications and marketing strategy and tactic plan which outline key measurables to achieve targets and monitor our market position.	Evolve our brand identity by February 2024 to be clear and consistent across all channels and showcase our strong leadership through storytelling.	By 2024, increase enrolments to 155 by building upon stakeholder relationships and our community profile using targeted tactics.

Target Audience

Internal Audience (already connected with the school community)	External Audience (wider community members)
<ul style="list-style-type: none"> Families of current students attending Christ the King Families currently attending our onsite playgroup Brighton Parish congregation and Priest School staff, School Board and P&F Catholic Education SA staff 	<ul style="list-style-type: none"> Families in surrounding areas with young preschool aged children looking to start school Families who attend local ELCs, childcare centres, and kindergartens Couples who are planning a family Families who are actively searching for a new school Local Council, State MPs, real estate agents/builders (particularly Oaklands Green)

Tactics

Enrolments	Stakeholder/Community Engagement	Advertising	Digital	Marketing
Maintain consistent enrolment enquiries	Community focused event	Google search	Google reviews	Local 'good news' media story
Kindergarten visits	Community engagement visits	Meta digital (Facebook and Instagram)	Facebook and Instagram posts	Printed collateral quotes
Principal's Tours		oOh! Media street panels	Growing social media followers	Updating prospectus
		External digital advertisements <ul style="list-style-type: none"> kidsinadelaide.com kiddomag.com 	Increasing overall website traffic	New signage
			New website functionality	
			Updating website content	

What we achieved – 2023 objectives and tactics

Enrolments

- Enrolments increased by approximately 25% in the past 12 month period.

Principal's Tours

We had 6 group tours and 55 individual tours in 2023. Interest and attendance at these tours was strong. Families register through our website and our Facebook ads linked to the website to encourage enquiries. Our online 'book a tour' enquiries totalled 84 submissions (incl. submissions from the same families)

Kindergarten Visits

8 kindergartens/ELCs were visited by the Principal and Communications and Marketing Assistant.

Stakeholder/Community Engagement

Although no local news story or community event took place in 2023, refining current processes should ensure these tactics can be achieved in 2024. However, engagement with our school community remains strong with the continued commitment of our P&F to organising school-based celebrations, fundraisers, and events such as the Quiz Night.

Advertising

Google Ads implemented:

- School Enrolments search campaign
- Playgroup search campaign
- 613 clicks across both ads

Meta Ads (Facebook and Instagram)

- Total clicks to our website: 883
- Total reach: 30,258 accounts

Marketing:

- 750 flyers were designed and printed covering three areas of interest – Book a tour, CTK Kids playgroup, brand awareness
- 300 copies of an 8-page updated prospectuses were designed and printed
- 500 new business cards were designed and printed
- Distribution business Passing Out distributed over 800 school promotional flyers throughout the southern and western regions to cafes and small and community-centred businesses.
- Netball post padding design and printed
- Two new signs were added to the large classroom block to maximise our school brand exposure on Jeffery Ave and Walkley Ave.

Catholic Schools Open Week campaign

In August, Catholic Education SA supports schools to join a statewide campaign in numerous ways to help schools reach a wider target audience through accessible channels. Christ the King School was proud to join in the campaign and increase our school profile within the local community.

Tactics we delivered as part of the campaign were:

- A school entry in the SA Catholic Schools Magazine School Directory
- Two students participated in the Catholic Schools Open Week Photoshoot
- 200 branded postcards featuring a student photo treatment by Catholic Education SA
- 200 branded bookmarks featuring a student photo treatment by Catholic Education SA
- 3 digital assets designed to use for Facebook posts, cover image, and paid advertisements
- Outdoor advertising with oOh! Media via 2 bus street panels
- One student photographed featured on a billboard for Catholic Education SA and one student featured in the Southern Cross newspaper in Catholic Education SA campaign advertisement
- Meta advertising (Facebook and Instagram) – 1 sponsored post and 1 advertisement, 7 650 total accounts reached, 185 clicks to our 'book a tour' webpage
- Kidsinadelaide.com advertising
 - Advertisement on their website, sponsored Facebook post on their page, article in an eNewsletter sent to their audience.
- kiddomag.com – website homepage advertisement

Social Media:

Facebook:

- 103 posts
- 59 new followers
- Reach: 36.5k accounts (organic and paid) – 646.2% higher compared to 2022
- Link clicks: 949 – 2.6k% higher than 2022

Instagram:

- 31 new followers
- Reach: 498 – 57.6% increase from 2022
- Profile visits: 388 – 115.6% increase from 2022
- Link clicks: 2 – 100% increase from 2022

Website:

Web users

- 9525 total users in 2023
- 55.84% engagement rate in our website content
- Most popular pages
 1. Homepage
 2. School eNewsletter
 3. School fees
 4. Meet our staff
 5. Principal's message

Improvements made to the website:

- Existing forms were edited or added to improve requests from the website
- Enrolment package request form was added
- Pop up 'book a tour' form set up on the home page
- Group tours form was added
- Images were updated
- Tri blocks directing to specific content added on multiple pages
- Website colour and fonts were updated to be more in line with the school brand
- 'book a tour' button was added to the header of the website

Thank you

A big thank you must go out to Christ the King School staff, students and parents for welcoming this role at the school and for providing continuous support and advice throughout the year. Their willingness to take on a large amount of change and embrace a range of ideas has proven to reward our community in multiple ways.

I look forward to another year in this role to continue growth at Christ the King School and build upon this year's successes.

Kind Regards,

Alice Griessl

Communications and Marketing Assistant