



## Introduction

During 2024, the part time Communications and Marketing role continued at Christ the King School. The aim remained the same, to implement an integrated communications and marketing strategy including strategic objectives and specified tactics within a budget of \$10,000.

Outlined below are the objectives and target audience for 2024 along with a brief outline of the tactics used. A key data summary showcases the success of the tactics implemented and the impact on overall enrolments.

## Our Strategic Objectives

How We Achieve	How We Flourish	How We Grow
Maintaining a 3-yearly strategic communications and marketing strategy and tactic plan, we will outline key measurables to achieve targets and monitor our market position.	Maintain our brand identity by February 2025 to be clear and consistent across all channels and showcase our strong leadership through storytelling.	By 2025, increase total enrolments to 200 by building upon stakeholder relationships and our community profile using yearly targeted tactics.

## Target Audience

We continued to build relationships with our internal and external audiences in 2024. Strengthening internal connections with our Parish and P&F through community consultation and fundraising opportunities. Visiting local ELCs and Kindergartens and broadening our advertising/marketing reach continued to boost our external connections and brand awareness.

## Tactics

<b>Enrolments</b>	<ul style="list-style-type: none"> <li>▪ Maintain consistent enrolment enquiries</li> <li>▪ Schedule group school tours</li> <li>▪ Increase Mid-Year Reception enrolments</li> </ul>
<b>Stakeholder/Community Engagement</b>	<ul style="list-style-type: none"> <li>▪ Kindergarten visits</li> <li>▪ Community focused event</li> <li>▪ Community engagement visits</li> </ul>
<b>Advertising</b>	<ul style="list-style-type: none"> <li>▪ Google search</li> <li>▪ Meta digital (Facebook and Instagram)</li> <li>▪ oOh! Media street panels</li> <li>▪ External digital advertisements                             <ul style="list-style-type: none"> <li>○ kidsinadelaide.com.au</li> <li>○ The Southern Cross</li> <li>○ playandgo.com.au</li> </ul> </li> </ul>
<b>Digital</b>	<ul style="list-style-type: none"> <li>▪ Google reviews</li> <li>▪ Facebook and Instagram posts</li> <li>▪ Growing social media followers</li> <li>▪ Increasing overall website traffic</li> <li>▪ New website functionality and updated content</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>▪ Local 'good news' media story</li> <li>▪ New signage</li> <li>▪ Distribute flyers through local community businesses and letterboxes</li> <li>▪ Promotional photoshoots</li> </ul>

## **What we achieved in 2024**

### **Enrolments**

We started 2024 with 176 enrolments and ended Term 4 with 181 enrolments. There has been a steady increase with trends continuing upwards for 2025. Enrolments increased by approximately 20% in the past 12-month period. The February 2025 census at 179 enrolments shows this growth continuing year on year. Projections see enrolments reaching 195 students total by Term 3 2025.

### **Principal's Tours**

We had 7 group tours in 2024 with interest and attendance at each tour remaining strong, averaging 8-20 parents per group tour. Families could register through our website, call the school, and click on our Facebook ads linked to the website to enquire. Our online 'book a tour' enquiries totalled 143 (+59 from 2023) submissions (incl. submissions from the same families).

### **Kindergarten Visits**

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

### **Stakeholder/Community Engagement**

- Our parent community was consulted on the new playground and new school uniform to input feedback and keep families informed of updates to the school. This resulted in modifications to both the playground and uniform to better suit our school community.
- We had an article showcasing our Phonics program featured in The Southern Cross newspaper.
- In November 2024, we held our new Reception Parent Evening held with Catholic School Parents SA Executive Officer Trish Jarvis. The event was well attended by our families and gave parents an open and relaxed format to hear about starting school tips and tricks.

### **Advertising**

Google Ads implemented:

- School Enrolments search campaign
- Playgroup search campaign
- 1,759 clicks across both ads
- 0.38% click through rate

Meta Ads (Facebook and Instagram)

- Total clicks to our website: 255
- Total reach: 46,826 accounts

Other advertising

- Print ad in KIDDO mag's Spring edition
- 2 ads published with The Southern Cross newspaper (1 online ad, 1 email ad)

### **Marketing:**

- Distributed 500 school promotional flyers throughout the southern and western regions to cafes and small and community-centred businesses
- Distributed 14,968 DL flyers to letterboxes in the surrounding metro area
- Flyers pinned on 5 shopping centre noticeboards
- Designed and ordered stock of a new letterhead
- Updated the school staff email signature
- New signage on the boundary fences and inside the school
- Promotional photoshoot to update media library of marketing images

## **Catholic Schools Open Week campaign (CSOW)**

We once again joined the statewide Catholic School Open Week campaign which provides an opportunity to access bus shelter advertising at discounted rates and enhanced brand exposure through Catholic Education SA.

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
- Meta advertising (Facebook and Instagram) –1 advertisement, 30 590 total accounts reached, 79 clicks to our 'book a tour' webpage
- Them! Advertising tailored Facebook advertising for CSOW through Catholic Education SA
- Kids In Adelaide Sidebar advertisement package (1 sidebar ad, 1 Facebook post, 1 Newsletter article)

## **Social Media:**

Facebook:

- 53 posts
- 59 new followers
- Reach: 56.5k accounts (organic and paid) – 54.8% higher compared to 2023

Instagram:

- 22 new followers
- Reach: 1.5k – 200.8% increase from 2023
- Profile visits: 354

## **Website:**

Web users

- 11k total users in 2024 (+19.2% from 2023)
- 52.42% engagement rate in our website content
- Most popular pages
  1. Homepage
  2. eNewsletter
  3. School Fees
  4. Meet our Staff
  5. Contact
- Total eNewsletter views: 5,866 with an avg. engagement time of 1 minute

Improvements made to the website:

- Images were updated
- Column content added on fees page and uniform page
- Updated specialist learning areas page
- Fees and uniform page information updated
- Google Translate was added

## **Thank you**

My time at Christ the King School came to an end in 2024 with the role continuing in 2025 with someone new. It has truly been a pleasure to work with and be inspired by the staff, parents and students of the CTK community. Thank you for your time, guidance and support. It has been wonderful seeing the school continue to grow and develop over the past two years.

Kind Regards,

**Alice Griessl**

**Communications and Marketing Officer**