

Creaney Primary School Team: The Communication and Marketing Team will consist of parents, teachers and administration staff of Creaney Primary. In this instance the term 'team' is used to convey the message that all members of the school community share a commitment to effective communication and positive marketing.

Values and Guiding Principles	School and Community Interface	Marketing	Newsletters	Assessment and Monitoring
<ul style="list-style-type: none"> Effective and efficient two way communication between parents and the school is essential to ensure the best educational outcomes for all the children of Creaney Primary. Building strong relationships are very important to us and we believe in being responsive to community expectations and encourage participation and contribution Effective relationships assist us to develop trust, shared responsibility and a supportive and caring culture throughout our school community Celebrate successful learning and teaching outcomes by promoting student, staff and school achievements across the wider community Accessible forms of communication will be utilised whenever possible to demonstrate our commitment to inclusiveness. All members of the school community: <ul style="list-style-type: none"> are committed to improving communication will raise concerns or compliments directly with the person involved will escalate up the chain of command if a matter is not resolved will recognise, respect and value divergent opinions 	<ul style="list-style-type: none"> The school will seek parent input and feedback for all written information that is used on a regular basis by the school where the intended audience is parents, eg Creaney Speaks, In Term Swimming, and Athletics Carnival etc. The parent committees will seek school input and feedback for all communication regarding the activities of those committees eg fund raising events, canteen activities, school uniform etc. The Principal's approval is required for all communication within the school and with the local community. 	<ul style="list-style-type: none"> Marketing that promotes, supports and celebrates milestones A brand will be developed for the school community. The brand may be segmented into School, Board, P&C sub-brands. Marketing for fund raising will utilise a range of mediums, eg posters, parent newsletter, school website, assemblies / muster, emails and social media. Marketing strategies will be developed to connect to the surrounding community by means of existing and new partnerships, eg Kingsley Football and Cricket Clubs, Woodvale Learning Cluster, Joondalup City Council, local Member of Parliament, local businesses. Marketing targeted areas of the school and their specific purposes and benefits eg canteen, netball teams, playgroup etc 	<ul style="list-style-type: none"> School and separate Community newsletters will be used to communicate to the school community about school events, policy or procedural information, celebrations of success, fund raising etc. Generally the two newsletters will deal with different aspects of the school community. Information will not usually be duplicated. Methods to incentivise the school community to read the newsletters will be developed eg faction tickets, canteen vouchers. 	<ul style="list-style-type: none"> Feedback from parents, staff and teachers will be used to assess the effectiveness of communication and marketing The effectiveness of the school website will be measured by the number of hits The effectiveness of the newsletters will be measured by the number of hits Surveys of staff, parents and students Facebook members (likes) and traffic reports Effectiveness of school board