

COMMUNICATIONS & MARKETING CONNECT

..... C O N F E R E N C E

JOIN US:

**Wednesday
March 19**
9am to 4.20pm

Conference Centre
Catholic Education Office
116 George Street,
Thebarton

STEP ONE:

Registration:

\$150 per person.

Registrations close
Tuesday March 11

CLICK FOR

[Registration Centre](#)

STEP TWO:

Workshop Selection:

After registering, visit the
conference web page by
Tuesday, March 14 to choose
your workshops.

CLICK FOR

[Conference Webpage](#)

Conference Program:

9.00AM REGISTRATION

9.15AM Welcome – Vince Fusco, Master of Ceremonies

9.20AM Opening Prayer & Acknowledgment of Country

9.30AM Leading with Purpose – Dr Neil McGoran, Catholic Education South Australia (CESA)

10.00AM Stories of Hope – Dr Jill Gowdie, CESA

10.20AM Connect Through Copy – Katheryn Korczak, Nation Creative

11.00AM MORNING TEA & COFFEE VAN

11.30AM AI-The Future is Here: Master Productivity & Efficiency – Matt Williamson, Digital Marketing Adelaide

12.30PM What's Next? Upcoming Campaigns for Catholic Education in SA

12.45PM **LUNCH** – Lunch is included in the cost of registration. Please list any dietaries in Registration Centre.

1.30PM WORKSHOP 1 • CHOOSE ONE OF 3 WORKSHOPS:

- Marketing Without Myths: Essential Principles – Steve Davis, Talked About Marketing
- Scroll-Stopping Content: Social Media Strategies for Schools
– Michelle Fogden & Matt Williamson, Digital Marketing Adelaide
- Shining Bright: Enrolment Success for Primary Schools – Janelle Zajackowski & Alice Griessl, CESA

2.15PM WORKSHOP 2 • CHOOSE ONE OF 3 WORKSHOPS:

- From School to Spotlight: What Makes a Great Media Story – Ron Kandelaars, 7 News
- Video Content Worth Talking About – Steve Davis, Talked About Marketing
- Empowering Parents to Enrich Schools – Trish Jarvis, Catholic School Parents SA

3.00PM AFTERNOON TEA

3.30PM Speed Networking for Marketers

4.00PM CLOSING REMARKS

Got Questions?

For all questions regarding the Communications and Marketing
Conference, please contact Siobhan.Evans@cesa.catholic.edu.au

Session Overview:

9.30AM

Leading with Purpose

Dr Neil McGoran, Catholic Education South Australia (CESA)

Dr Neil McGoran – Executive Director, CESA – will explore the important role our school marketers play in shaping CESA’s strategy and broader vision to ensure Catholic education is an affordable and accessible option for all. How do we best promote Catholic schooling and position Catholic Education as an education provider of choice into the future?



10.00AM

Stories of Hope

Dr Jill Gowdie, CESA

This year the Catholic church celebrates a ‘Jubilee Year of Hope’. In South Australia we are also celebrating 180 years of Catholic education. At the heart of our Catholic schools are the people and each person brings to their community a unique story – one of hope. How can we find these ‘Stories of Hope’ and celebrate them? What impact does it have on our school communities when we share these stories?



10.20AM

Connect Through Copy

Katheryn Korczak, Nation Creative

Not everyone likes thinking about their school as a brand but it’s actually an important step that can help you connect meaningfully with students, families and teachers. This session will provide you with copywriting tips and tricks that you can implement right away in your marketing communications. Learn strategies to make your words more impactful in the education space and leave feeling confident about how to express the incredible qualities of your school.



11.30AM

AI-The Future is Here: Master Productivity & Efficiency

Matt Williamson, Digital Marketing Adelaide

AI is here, transforming the way we work, think, and create. In this keynote, we’ll break down what AI is, how it works, and explore its potential to help schools streamline workflows, enhance creativity, and make smarter decisions.

Whether in your role at school or in your personal life, AI-powered tools like ChatGPT can save time, boost efficiency, and simplify everyday tasks. From automating routine processes to generating fresh ideas, AI is revolutionising productivity.

This session will provide practical insights, real-world applications, and a glimpse into the AI-driven future unfolding right now, leaving you with the knowledge and strategies to confidently embrace AI.

The future is here—are you ready to make the most of it?

▼ WORKSHOP 1 - 1.30PM ▼

**1A Marketing Without Myths:
Essential Principles**

Steve Davis, Talked About Marketing

In this workshop designed specifically for Catholic Education staff who find marketing is (or has become) part of their role, Steve Davis unpacks the essential principles of sharing your school's story effectively. Drawing from his experience helping organisations find their authentic voice, Steve will guide you through practical approaches to marketing that prioritise genuine connection over gimmicks.

Key areas covered:

- Understanding your school's unique story and values
- Identifying and connecting with different audience groups (current families, prospective families, broader community)
- Practical tips for making your marketing efforts more efficient and effective



**1B Scroll-Stopping Content:
Social Media Strategies for Schools**

Michelle Fogden & Matt Williamson,
Digital Marketing Adelaide

In a fast-paced digital world, getting your school's content noticed is more challenging than ever. This session will cover what to post, when to post, and how to increase engagement to ensure your school's social media stands out. Learn how to create content that captures attention, sparks engagement, and strengthens your school's brand. From effective storytelling and visual strategies to understanding platform algorithms, this session will provide practical, actionable tips to help you reach the right audience and make a lasting impact.



**1C Shining Bright: Enrolment Success
for Primary Schools**

Janelle Zajackowski & Alice Grieszl, CESA

Looking to boost enrolments and strengthen your school's brand? This practical and inspiring workshop is designed to help primary schools elevate their marketing and communications. We'll share the key strategies our team has successfully implemented in primary schools which have led to enrolment growth. This includes optimising school tours, embracing cultural diversity in marketing, strengthening community engagement, and leveraging social media, websites, and digital marketing to enhance brand awareness and effectively share your school's story. Whether you're new to school marketing or looking to refine your approach, this session will leave you with a deeper understanding of the importance of knowing your audience, the impact of branding, and how sharing the incredible teaching and learning at your school can drive enrolment growth.

▼ WORKSHOP 2 - 2.15PM ▼

**2A From School to Spotlight:
What Makes a Great Media Story**

Ron Kandelaars, 7 News

Handled professionally, the media should be a powerful ally in promoting your school and its values. In this session, you'll learn the 'do's' and 'don'ts' of media engagement and develop tools needed to enhance your school's reputation and profile.



**2B Video Content
Worth Talking About**

Steve Davis, Talked About Marketing

Create scroll-stopping video content by starting with smart planning. In this hands-on workshop, we'll unpack the three essential stages of creating engaging social video content: crafting your story, capturing compelling footage, and editing with modern flair. You'll learn how a few minutes of planning can save hours of frustration, while discovering new smartphone techniques that will make your school's content stand out.

Key areas covered:

- Quick storyboarding techniques that make shooting and editing easier
- Clever smartphone video tricks that elevate production value
- CapCut editing techniques that give your content that professional edge

This workshop builds on previous years' focus on photography and video basics, taking your content creation skills to the next level. You'll leave with practical techniques you can implement immediately, plus a framework for planning future video content that will make both creation and editing more efficient.



**2C Empowering Parents
to Enrich Schools**

Trish Jarvis, Catholic School Parents SA

Strong parent engagement leads to thriving students and stronger school communities. This session will explore how marketing teams can effectively promote positive parenting within Catholic schools, using messaging that fosters connection, support, and shared values. Learn practical strategies to inspire, engage, and equip parents in their vital role—because when families flourish, so do our schools.

Presenter Profiles:



Dr Neil McGoran
Catholic Education
South Australia

Dr Neil McGoran is the Executive Director of Catholic Education South Australia – one of the largest education sectors in SA with over 54,000 students and 9,000 staff.

Neil has been instrumental in developing and implementing the Living Learning Leading Framework. At the heart of the framework is a commitment to students and an understanding of all people – they are seen as thriving people, capable learners and leaders for the world God desires.

Inspired by the life and mission of Jesus, Neil is committed to providing excellence for every child whose learning and education is entrusted to the care of Catholic schools in South Australia.



Dr Jill Gowdie
Catholic Education
South Australia

Dr Jill Gowdie is a system leader, speaker, writer, scholar, and facilitator—but always a teacher at heart.

With qualifications in theology, spirituality, leadership, religious education, journalism, and governance, she holds a PhD in Educational Leadership (summa cum laude). An internationally recognised leader in Formation, Mission, and Catholic Identity, Jill has been instrumental in shaping teacher and leader formation in Australia, founding a national network and contributing to the National Catholic Education Commission (NCEC).

As a Director on the Catholic Education South Australia executive team, she leads the Catholic Identity and Mission Team.



Katheryn Korczak
Nation Creative

Katheryn is a co-owner of creative agency NATION and is their Head of Copy. She has been working in advertising for the last 15 years between South Australia and Victoria.

Katheryn has completed a Bachelor of Commerce (Marketing and Management) from the University of Adelaide as well as national creative and copywriting courses. She has previously been Head of AWARD School in SA and is a current tutor, which is an important volunteering activity for Katheryn. She has worked with Catholic Education South Australia for a number of years and is the proud creator of 'Raising hearts and minds'. Her creative folio spans the public and private sector with everything from branding to behaviour change campaigns.



Matt Williamson
Digital Marketing
Adelaide

Matt Williamson is the founder and managing director of Digital Marketing Adelaide, with 28 years of experience in marketing and advertising. He has worked with global brands including Goldman Sachs, Morgan Stanley, and Accenture, as well as Adelaide icons such as the Strikers, RSPCA, and San Remo.

Owning multiple marketing and eCommerce businesses across the UK and Australia, Matt brings hands-on expertise in AI, social media, Google Ads, SEO, and eCommerce. Known for his practical and engaging approach, he helps businesses and marketing teams leverage AI and digital tools to work smarter, not harder.



Steve Davis
Talked About
Marketing

Steve Davis helps organisations find and share their authentic stories. As founder of Talked About Marketing, he brings a blend of curiosity and practical experience to help people connect more meaningfully with their communities.

Steve's approach focuses on making marketing principles accessible and useful, drawing from more than two decades of working alongside organisations of all sizes.

He is a regular marketing commentator on FIVEaa and co-hosts the Talking About Marketing podcast, which demonstrates his belief that the best marketing begins with being genuinely helpful.



Michelle Fogden
Digital Marketing
Adelaide

Michelle Fogden is a Social Media Manager and Digital Marketing Strategist at Digital Marketing Adelaide, with a rich background in education, creativity, and business strategy.

A former Catholic school teacher of 20+ years, Michelle applies her expertise in communication, organisation, and audience engagement to digital marketing. For over a decade, she has also run her own Art & Design business, helping small businesses enhance their branding and online presence.

Beyond marketing, Michelle has coordinated local events and even experienced the fast-paced world of reality TV on Channel 7's House Rules.



Ron Kandelaars
7 News

Ron Kandelaars is a seasoned journalist and media trainer with over 30 years of experience. He produces long-form stories for Channel Seven News and previously contributed to ABC Radio Adelaide.

From 1999 to 2011, he produced and presented Channel Nine's award-winning Postcards.

A former ABC TV political correspondent and senior news reporter, Ron has also provided PR for corporate and government clients.

Now running a media training consultancy, Ron helps clients master media engagement, refine messaging, and deliver impactful presentations.

Presenter Profiles (continued):



Vince Fusco
Vigilero



Trish Jarvis
Catholic School
Parents SA



Janelle Zajaczkowski
Catholic Education
South Australia



Alice Griessl
Catholic Education
South Australia

Vince is a dynamic host, award-winning performer, and director whose work has been showcased across Australia and internationally. A professional MC, podcaster, and author, he is passionate about sharing stories that inspire and connect.

With a strong background in digital marketing, Vince previously served as Head of Digital at Boylen and now applies his expertise to both school and corporate clients. Through his creative agency, Vigilero, he leads marketing and communications for businesses and schools, including St Joseph's Hindmarsh and Payneham.

A devoted husband and father of two, Vince is driven by a love for storytelling, strategy, and creating experiences that leave a lasting impact.

Trish has an established advocacy background of over 22 years. Initially admitted as a Legal Practitioner in 2002, Trish developed a passion for advocacy and became a voice for refugees in Australian Detention Centres.

Listening to people and hearing their perspectives has been her strength, passion and focus of her advocacy career. Giving people a voice that did not have one, or when other voices were louder, is a passion she has now chosen to turn into a vocation through her appointment as Executive Officer of CSPSA.

On weekends you'll find her training for her next marathon, trail running through the hills or on caravanning adventures with her husband and two children.

Janelle Zajaczkowski has been with Catholic Education South Australia for two years, bringing over 20 years of experience in brand and marketing to this role.

Passionate about storytelling and strategy, she has worked with a diverse range of businesses, helping them shape their identity through branding, social media, advertising, and event management.

Now, Janelle applies her expertise to help schools strengthen their brand and share the inspiring teaching and learning happening every day. Her focus is on effective communication and marketing strategies that drive engagement and enrolment growth.

Alice is a Communications and Marketing Officer at Catholic Education South Australia. Her journey at CESA has been a rapid skills evolution. Mixing creativity and strategy, she has assisted the team in executing numerous Catholic Schools Open Week campaigns and various other projects.

Since 2023, Alice has worked across four Catholic schools, implementing innovative communication and marketing strategies that have elevated branding and driven significant enrolment growth.

Known for her love of fun facts and infectious energy, Alice is a proud 'oversharer', always up for a good chat and a full-body laugh. Her perfect weekend? Adventuring in the sun with her family.

And don't forget to say hi to us!

The Communications and Marketing Team, Catholic Education South Australia



Lisa Reichstein
Communications &
Marketing Manager



Rebecca Vella
Communications Lead
Media & PR



Janelle Zajaczkowski
Communications Lead
Brand & Marketing



Siobhan Evans
Graphic Designer &
Web Coordinator



Katie De Leo
Community Liaison Officer
/ Administration (CSPSA)



*A heartfelt thank you to Katie
for her incredible work in
organising the catering and
finer details that make this
conference a success!*