

# CATHOLIC SCHOOLS OPEN WEEK

**AUGUST 4-10  
2025**



**catholic  
education**  
south australia

**RAISING  
HEARTS  
AND  
MINDS**

[cesa.catholic.edu.au/book25](https://cesa.catholic.edu.au/book25)







# Catholic Schools Open Week 2025

## Catholic Schools Open Week will:

- Be a short intensive promotion of Catholic education in the wider community
- Lift our profile as a quality provider of education in SA
- Encourage parents to choose a Catholic education for their children
- Invite families to attend a tour or event at their local Catholic school.

## When

**Monday August 4 to Sunday August 10 2025**  
(Term 3, Week 3)

## Features

Key elements of Catholic Schools Open Week include:

- Advertiser Magazine (will be published on Saturday July 26 2025)
- Advertising in press and on radio
- Digital, postcard and bookmark advertising
- Billboard, bus back and bus shelter promotion.

## Why Catholic Schools Open Week?

- Boost Enrolments
- Strengthen Brand Awareness
- Long-Term Growth
- National Impact

**Be part of the movement**

**– showcase your school and inspire future families!**

# Open Week Campaign Webpage



 [cesa.catholic.edu.au/book25](https://cesa.catholic.edu.au/book25)

In this Information Kit, you'll frequently encounter references to the 'Open Week Campaign Webpage'.

Our goal is to streamline the management of your Open Week bookings by providing a Booking Form for schools.

This form allows you to request various services such as graphic design, digital, and printed assets.

Additionally, we've linked this Information Kit and other relevant information in this one easy-to-access location.

After reviewing this kit and submitting your Advertiser content, please visit the Open Week Campaign Webpage to inform us about all your other Catholic Schools Open Week requirements.

Please ensure a staff member from your school completes and submits the Booking Form by **Friday June 13 (but the earlier the better)!**

*All schools to complete the form on Open Week Campaign Webpage by June 13!*

[cesa.catholic.edu.au/book25](https://cesa.catholic.edu.au/book25)



**OPEN WEEK CAMPAIGN WEBPAGE** - Booking Form

[cesa.catholic.edu.au/mag25](https://cesa.catholic.edu.au/mag25)



**ADVERTISER MAGAZINE** - School Content Form

[cesa.catholic.edu.au/ooh25](https://cesa.catholic.edu.au/ooh25)



**OOH!MEDIA STREET & RETAIL** - Booking Form



# Growing Each Year

Our 2024 Open Week Campaign built on the success of previous years and was our biggest campaign yet, featuring 131 students from 66 schools!

The 2024 campaign also saw our biggest advertising commitment to date with 98 CESA billboards, bus shelters, bus backs, retail panels and 238 individual school billboards, bus shelters and retail panels.

Schools once again went the extra mile with over 80 tours, virtual tours and events held during Catholic Schools Open Week.

These are numbers to be really proud of. Our oOh! advertising reached 84% of people in the Greater Adelaide region over the campaign's duration.

Our magazine, press, radio and digital advertising ensured we reached people in every part of the State.

**In 2025, we maintain all the key elements from last year – with the addition of two students per creative – to help deliver another memorable 'Catholic Schools Open Week'.**

# Open Week Messaging

Each year, we strengthen the Catholic Schools Open Week campaign based on feedback. Research by SquareHoles found some people assume Catholic schools are only for Catholic families.

To address this, our **two key messages** are:

**Everyone's Welcome at a Catholic School**  
**Open Week. Open to All.**

## **Calls to action:**

**Book a Tour**

**Enrol Now**

**Discover more at [cesa.catholic.edu.au](https://cesa.catholic.edu.au)**

## Key Updates

This year's campaign features a fresh look and stronger impact with these key updates:

### **More Inclusive –**

Two students per school for broader representation.

### **Stronger Connection –**

Students facing the camera for a more engaging feel.

### **Authentic & Warm –**

Natural, lively expressions to reflect our welcoming environments.

### **Clear Visuals –**

Teal treatment removed based on feedback.

### **Consistent Identity –**

Emphasis on "Everyone's Welcome", clean white space, and clear branding.

# Example CESA Creative

Find a tour at your local  
Catholic school

**OPEN WEEK.  
OPEN TO ALL.**

**AUGUST 4-10**



 catholic  
education  
south australia

RAISING  
HEARTS  
AND  
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[cesa.catholic.edu.au](https://cesa.catholic.edu.au)



# Advertiser Magazine

All schools will be profiled in the directory of the 2025/2026 edition of our magazine, published on Saturday July 26 2025.

There is an additional opportunity to be featured in one of the articles in the front half of the magazine.

This magazine reaches a statewide readership of 283,000.

## REQUIRED: School Listing

Please look at last year's magazine to review your school listing ([click to download](#)).

Using the Advertiser Mag School Listing form linked below, submit any changes to your text (max 50 words), logo and/or contact details.

It is required that **ALL SCHOOLS** complete this form, regardless of whether there are changes to your existing school listing.

Forms not submitted by the Friday May 16 will repeat the School Listing from 2024.

**We recommend seeking principal/leadership approval prior to submitting your Directory entry.**

## OPTIONAL: Feature stories

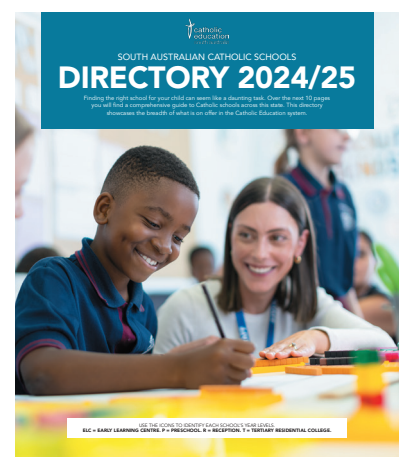
**Do you have a worthy story that should be considered for one of the feature articles?**

Feature articles are selected at the discretion of CESA.

## Images

Photo submissions are welcome. Images should be high resolution with full and current consent of students featured.

Right: Advertiser Magazine 2024



**MAGAZINE CONTENT DEADLINE: Friday May 16**



**SUBMIT MAG CONTENT:** [cesa.catholic.edu.au/mag25](https://cesa.catholic.edu.au/mag25)

# Open Week Events

Schools are encouraged to hold events during or following Catholic Schools Open Week, such as:

- Come and Try Days
- Open Days
- School Tours

Events will be promoted through the CESA website and the accompanying campaign.

Below: CESA Website Event Listing 2024

The screenshot displays the CESA website's event listing for August 2024. The header includes the Catholic Education South Australia logo, a menu icon, a search bar, and a language selection dropdown. The main content area features a calendar for August, with the 20th highlighted. Below the calendar, there is a grid of 12 event listings for various Catholic schools and communities, each with a date, time, and a 'BOOK NOW' button.

School/Community	Date	Time	Phone Number
All Saints Catholic Primary School	20 Aug 2024	School Tour: 9:30am	8327 0020
Catherine McAuley School	20 Aug 2024	School Tour: 9:30am	8284 1666
Christ The King School	20 Aug 2024	Principal's Tour: 9:30am	8198 3100
Compass Catholic Community	20 Aug 2024	Info Session: 11:00am	8288 4900
Dominican School	20 Aug 2024	Principal's Tour: 10:00am	8114 3600
Mary MacKillop College	20 Aug 2024	Principal's Tour: 9:30am	(08) 8333 6300
Mary MacKillop Memorial School	20 Aug 2024	School Tour: 9:30am	8737 2902
Our Lady Of Grace School	20 Aug 2024	Pop Up Playgroup: 9:15am	8177 9100
Our Lady Of Grace School	20 Aug 2024	School Tour: 5:00pm	8177 9100
Our Lady Of Hope School	20 Aug 2024	School Tour: 9:30am	8289 8344
Our Lady Of Hope School	20 Aug 2024	School Tour: 4:30pm	8289 8344
Rostrevor College	20 Aug 2024	School Tour: 9:00am	8364 8200



**REGISTER AN EVENT** on Open Week Campaign Webpage

# Street & Retail Advertising

Catholic Education South Australia will implement an advertising campaign in the weeks leading up to and during Catholic Schools Open Week.

An exciting opportunity exists for schools to purchase advertising through oOh!media as part of the wider campaign.

Two options are available:

- Retail (shopalive and shopalite) shopping centre advertising
- Street Furniture digital and classic bus shelter advertising

## Bookings

Bookings are to be made by completing this form [cesa.catholic.edu.au/ooh25](https://cesa.catholic.edu.au/ooh25)

For any queries or suggestions on location, please contact:

Sarah Ibbotson – 0427 228 906

[Sarah.Ibbotson@oohmedia.com.au](mailto:Sarah.Ibbotson@oohmedia.com.au)

## Street & Retail Campaign Artwork

Siobhan Evans, CESA's graphic designer, will work with your school to create your artwork.

Each advert will feature school-specific wording, logo and your 2025 student images.

Instructions on how to book are featured on page 12.

## Info Sessions with oOh!media

There will be an information session held online with the team from oOh!media. This is an opportunity to ask questions and find out more about booking with oOh! for retail or bus shelter advertising.

**Date:** Thursday May 8

**Time:** 10.00am – 11.00am

**How:** Microsoft Teams (a link will be shared with those who register)

Please email [Rebecca.Vella@cesa.catholic.edu.au](mailto:Rebecca.Vella@cesa.catholic.edu.au) to register your attendance.



## STREET & RETAIL BOOKING FORM



# Example School Creative

EVERYONE'S WELCOME AT  
**ST JOSEPH'S  
SCHOOL**  
HINDMARSH



 catholic  
education  
south australia

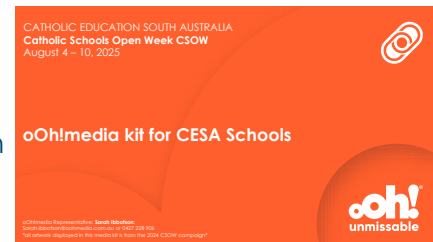
RAISING  
HEARTS  
AND  
MINDS

**BOOK A TOUR**

# How to Book Street & Retail

## Step 1: Read oOh!media Kit

The CESA negotiated pricing for street and retail advertising, as well as all other campaign advertising information, can be found in the oOh! Media Kit – which can be downloaded from the Open Week Campaign Webpage and the oOh Booking Page.



## Step 2: Priority Booking Deadline

For priority placements, book by **Friday May 30** using oOh!media Booking form.

Bookings made by this date go into a draw to win a \$100 goodie basket supplied by oOh!media. While panels can be booked later, schools are encouraged to book early to avoid disappointment.

All panels are subject to availability.

**PRIORITY BOOKING DEADLINE:** Friday May 30 (Week 5)

## Step 3: Final Booking Deadline

Book by **Friday June 13** using oOh!media Booking form.

**FINAL BOOKING DEADLINE:** Friday June 13 (Week 7)

## Step 4: Approve Your Artwork

Once you've completed your oOh!media Booking form on the Open Week Campaign Webpage, we'll prepare your artwork and send it to you for approval before we send it to oOh! on your behalf.

**FINAL ARTWORK APPROVAL:** Monday June 30 (Week 10)

**CAMPAIGN LIVE:** Monday July 21 to Sunday August 10



**STREET & RETAIL BOOKING FORM**

# Available Resources

## Vinyl Fence Banners – \$208 per banner

Bring awareness to your school location with personalised vinyl fence banners featuring your student photo and school-specific messaging.

The quoted price measures 3 metres wide by 1 metre tall but can be adapted according to your fence.

### To Order:

When completing the Open Week Campaign booking form, tick the box for vinyl fence banner. Our team will contact you to confirm your needs.



**Above:** Example vinyl fence banner 3m x 1m – feature your own wording

**Below:** Example Facebook tile and cover photo

## Digital Assets – Free

If your school had students participate in a 2025 photo shoot, you can receive free digital assets featuring those students. These digital assets include:

- Facebook Cover Image
- Facebook Tile(s) for each student photo

### To Order:

When completing the Open Week Campaign booking form, tick the box for digital assets. Our team will contact you to confirm your needs.



**ORDER ASSETS** via the Open Week Campaign Webpage



# Available Resources

## Printed Assets – \$60 per Pack

Promote your school locally with personalised postcards and bookmarks featuring your student photo and school-specific messaging.

Great for distribution at:

- Childcare centres & playgroups
- Cafes & medical clinics
- Libraries & children's activity centres

### Pack includes:

- 100 Postcards
- 100 Bookmarks

Order as many packs as needed.

### To Order:

Tick the printed assets box on the booking form and include any relevant details.

Orders close: **Friday June 13**

Collection from CEO Thebarton: You'll be notified when your print assets are ready for collection.

**Right:** Example bookmarks and postcards



**ORDER ASSETS** via the Open Week Campaign Webpage

# Rural and Regional School Advertising

The CESA advertising campaign will include most regional/rural areas in the lead up to and during Open Week.

This campaign will include a CESA-branded print ad in local newspapers, state-wide targeted Facebook advertising and radio advertising in some areas.

Schools are encouraged to actively engage with and co-promote Open Week alongside our campaign. This year, we've made a strong effort to offer photography in as many key regional locations as possible, and we'd love to see broad participation from regional schools.

Here are some ways you can be involved:

## Street and Retail Campaign

Depending on your location, shopping centre and bus shelter panels may not be available.

We can work with your school to discuss alternative options and assist with booking and graphic design.

## Open Week Events

During our campaign, we will be sharing school event/tour/open day details on the CESA website and in a media release shared with local media.

To share your plans for Open Week with us, please complete the form on the Open Week Campaign Webpage.

## Other Advertising

We can assist with advice, bookings and the graphic design of resources specific to your local or preferred advertising mediums.

We can work with you on ways your school can engage with and co-promote Open Week alongside our campaign.



**REGISTER AN EVENT** on Open Week Campaign Webpage



**RURAL & REGIONAL:** [Rebecca.Vella@cesa.catholic.edu.au](mailto:Rebecca.Vella@cesa.catholic.edu.au)

# Key Deadlines

DEADLINE ▼	CAMPAIGN ELEMENT	WHAT YOU NEED TO DO	MORE INFO
MAY 8	OOH MEDIA INFO SESSION	MAY 8 ONLINE INFO SESSION Email to register your attendance	Page 10
MAY 16	ADVERTISER MAGAZINE	SUBMIT YOUR CONTENT <a href="https://cesa.catholic.edu.au/mag25">cesa.catholic.edu.au/mag25</a>	Page 8
MAY 30	OOH MEDIA BOOKING	PRIORITY BOOKING DEADLINE <a href="https://cesa.catholic.edu.au/ooh25">cesa.catholic.edu.au/ooh25</a>	Page 10-12
JUNE 13		FINAL BOOKING DEADLINE <a href="https://cesa.catholic.edu.au/ooh25">cesa.catholic.edu.au/ooh25</a>	

All of the below deadlines can be fulfilled by completing the form on the Open Week Campaign Webpage:

[www.cesa.catholic.edu.au/book25](https://www.cesa.catholic.edu.au/book25)

JUNE 13	ONLINE EVENTS LISTING	SUBMIT YOUR SCHOOL EVENTS	Page 9
	OOH MEDIA GRAPHIC DESIGN	SUBMIT SCHOOL REQUIREMENTS FOR STREET AND RETAIL CAMPAIGN	Page 10-12
	ADDITIONAL RESOURCES  Vinyl Banners Digital Assets Print Assets Custom Resources	ORDER AND SUBMIT SCHOOL REQUIREMENTS FOR ANY OR ALL OF THE AVAILABLE RESOURCES	Page 13-14

**AUGUST 4-10 (WEEK 3, TERM 3)**  
**CATHOLIC SCHOOLS OPEN WEEK 2025**



# Want to know more?



VISIT THE **OPEN WEEK CAMPAIGN WEBPAGE**

## Contact the Communications and Marketing Team:

### Rebecca Vella

Communications Lead – Media and Public Relations

08 8301 6124

[Rebecca.Vella@cesa.catholic.edu.au](mailto:Rebecca.Vella@cesa.catholic.edu.au)

### Siobhan Evans

Graphic Designer & Web Coordinator

08 8301 6857

[Siobhan.Evans@cesa.catholic.edu.au](mailto:Siobhan.Evans@cesa.catholic.edu.au)

### Lisa Reichstein

Communications and Marketing Manager

08 8301 6477

[Lisa.Reichstein@cesa.catholic.edu.au](mailto:Lisa.Reichstein@cesa.catholic.edu.au)