

## CONFERENCE PROGRAM

**8.30<sup>AM</sup> Registration**

**9.00<sup>AM</sup> Welcome & Opening Liturgy**

**9.15<sup>AM</sup> Catholic Education... A Choice Worth Making**

Dr Neil McGoran - Executive Director, CESA - will explore what sets Catholic schools apart from other sectors, our points of difference, and how we best promote Catholic schooling.

**... An Education to Believe In**

Dr Jill Gowdie - Director, Catholic Identity and Mission, CESA - will speak about how we articulate our Catholic Identity in an authentic way, and how we market our schools in a community that is diverse in cultural and religious beliefs.

**... Fostering the Journey from Early Years to Year 12**

Patrick Kelly - Director of Development, Blackfriars Priory School - will explore ways for our ELCs, primary schools, secondary schools and colleges to work in partnership to foster authentic pathways that engage families in a lifelong Catholic education journey.

**... Your Part in Telling the Story**

During this session participants will engage with each other and explore how their school's marketing strategy integrates with CESA's broader strategies.

**10.30<sup>AM</sup> Morning Tea**

**11.00<sup>AM</sup> Wellbeing: Sparks of Happiness and Wellbeing in the Chaos of a High Demand Environment**

Madhavi Nawana Parker - one of Australia's leading experts on Mental Health and Wellbeing - will facilitate this session on looking after your own wellbeing in 2024.

**11.55<sup>AM</sup> Workshop 1 • Choose from 3 workshops** *Workshops Overview on Page 2*

**12.45<sup>PM</sup> Lunch**

**1.30<sup>PM</sup> Workshop 2 • Choose from 3 workshops** *Workshops Overview on Page 2*

**2.25<sup>PM</sup> Workshop 3 • Choose from 3 workshops** *Workshops Overview on Page 2*

**3.15<sup>PM</sup> Afternoon Tea**

**3.30<sup>PM</sup> Communications Essentials**

A fast-paced final session with all the information you need to know to thrive in your role in 2024.

**4.25<sup>PM</sup> Closing Remarks**

**4.30<sup>PM</sup> Networking Drinks**

9am to 5pm  
Conference Centre  
Catholic Education Office  
116 George Street, Thebarton

### STEP ONE REGISTRATION:

\$150 per person.

Registrations close Thursday February 29.

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

### STEP TWO WORKSHOP SELECTION:

After registering, please head to the conference web page below to select your preferred workshops.

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

BE QUICK! Workshop places are limited.

### GOT QUESTIONS:

For all questions regarding the Communications and Marketing Conference, please contact

Siobhan.Evans@cesa.catholic.edu.au

Find out more about each workshop below and then go to [cesa.catholic.edu.au/conference](https://cesa.catholic.edu.au/conference) to select your preferred workshops.

### WORKSHOP 1 - 11.55<sup>AM</sup>

#### Catholic Education Pathways 1A

**Strengthening partnerships across Catholic schools**

This workshop will explore how to move from a competition mindset to a Catholic community mindset that promotes authentic pathways and strengthens enrolments across all Catholic schools.

Patrick Kelly will provide practical examples, ideas and suggestions about how schools might consider collaborating to strengthen pathways and form meaningful partnerships with other Catholic schools and how to make the most of partnerships with other Catholic organisations.

Facilitator: **Patrick Kelly, Blackfriars Priory School**

#### Critical Incident Management 1B

**Learn more about CESA's processes and the support that is available when things go wrong**

Due to the commitment and talent of leaders, staff and volunteers, our schools are places where children and young people feel safe and thrive. However, from time to time, there are emergencies or critical incidents that need careful and calm management. Some of these matters will be the subject of news headlines.

What are the CESA processes when there's an issue that could blow up? How are the most sensitive of public matters managed? How ready is your school in the event of such an incident?

Facilitator: **Elysia Ryan, CESA**

#### iPhone Photography 2024 1C

**Taking Better Photos and Videos, from first principles to the latest tricks**

Steve is back to blend last year's essentials with new insights. With a focus on the practical capabilities of your iPhone's camera for quality marketing content, Steve will refresh core photography and videography principles before introducing new tips and techniques.

Expect hands-on exercises that offer the chance to immediately apply these principles. Join Steve for a straightforward, skill-building workshop that will enhance your content creation with your trusty smartphone.

Facilitator: **Steve Davis, Talked About Marketing**

### WORKSHOP 2 - 1.30<sup>PM</sup>

#### Data-Informed Strategy 2A

**How to use statistics to inform your school's marketing plan**

In boardrooms across the State, education leaders discuss enrolment numbers. When used wisely, enrolment trends can inform strategies to maintain and grow Catholic education. However, enrolments are a lag indicator. Developing an effective strategy also requires analysis of lead indicators such as demography, population and economic trends.

In this workshop, Uby will share CESA's journey of attracting and retaining students and will explore some of the strategies that were deployed by the system and schools. He'll unpack what data and information you can access that may assist you and your school.

Facilitator: **Uby Faddoul, CESA**

#### What's the Story? 2B

**#catholicidentity**

This workshop will further explore some of the provocations raised in Dr Jill Gowdie's morning presentation – Catholic Education: An education you can believe in!

Alison and Jacinta will share some easy tips for incorporating the Catholic lens into your social media posts and marketing materials. This workshop will be a combination of conversation and hands on activities. Participants will have an opportunity to share successes in communicating their particular school stories.

#catholicidentity

Facilitators: **Alison Gore & Jacinta Astachnowicz, CESA**

#### AI Obedience Training 2C

**How to incorporate AI tools without letting the tail wag the dog**

Steve Davis says using AI is like bringing a puppy to work. In "AI Obedience School," he'll show you how to train this 'puppy' so it helps with your tasks without running wild. It's not just about giving orders; it's about teaming up safely and wisely. You'll discover how to blend AI into your routine, keeping in line with what your school stands for.

Come see how to make AI your helpful companion, without losing your grip on the leash.

Facilitator: **Steve Davis, Talked About Marketing**

### WORKSHOP 3 - 2.25<sup>PM</sup>

#### School Branding 3A

**A Practical Case Study**

Take a deep dive into the branding and marketing strategy developed at Cardijn College. The College has three campuses and an RTO that together cater for R-12, including vocational education.

Each campus applies a unique approach to marketing, enrolments and tours targeting different audiences, which presents its own set of challenges!

Whether you're part of a small primary school, a secondary school or a multi-campus school – this practical session will be full of strategic marketing and branding inspiration.

Facilitator: **Connie Dutton, Cardijn College**

#### Connecting with the Busy Parent 3B

**"Alright, we understand it's necessary, but could you simplify for me?"**

With the demands of work, school, sports and health, parents and caregivers often find themselves with limited time to engage fully.

Our aim is to shift the perception of parent engagement from being seen as a challenging task, to being embraced as a valued component of their everyday life.

This workshop will provide practical tools and strategies to establish genuine connections with your parent community – and steps to take when issues arise.

Facilitator: **Trish Jarvis, Catholic School Parents SA**

#### Crafting a Social-First Strategy 3C

**How to ensure your school is fit for social success**

Discover key tactics and techniques on how you can create a more purposeful presence on social media for your school.

From effective content creation to community building, learn practical tips to navigate the social landscape successfully and the difference between organic content and boosted ads.

Elevate your school's online identity and foster meaningful connections with your audience.

Facilitator: **Mamp Grewal, THEM Advertising**

PRESENTER PROFILES



**Jacinta Astachnowicz**  
Catholic Identity and Mission Advisor,  
Catholic Education South Australia

Prior to joining the Catholic Education Office, Jacinta worked in a number of Catholic secondary schools and the Diocesan offices. She is passionate about collaborating with school leadership teams, strategically planning for the religious and spiritual formation of their staff and considering how Catholic identity is lived in their schools.

Jacinta teaches Methodologies in the Graduate Certificate in Catholic Studies through UniSA and is a Catholic Identity and Mission Adviser to the North Region.

Behind the scenes she also runs a website to assist teachers with innovative prayer strategies.



**Steve Davis**  
Creative Director,  
Talked About Marketing

Steve is a FIVEaa business commentator and Creative Director and Principal of local marketing agency, Talked About Marketing (named after Oscar Wilde's quip that there's only one thing worse than being talked about and that's not being talked about).

He has conducted more than 50,000 interviews and numerous marketing workshops (including the first ever social media marketing workshops in South Australia).

Drawing from his former career as a photo journalist and his current role as a marketer, Steve will have plenty of practical advice to share!



**Connie Dutton**  
Manager - Marketing and Communications,  
Cardijn College

After spending 10 years as Communications Coordinator at the University of Adelaide, Connie Dutton took a leap of faith launching her own Marketing and Communications consulting business, working with small to medium companies in a range of industries.

It wasn't long before she followed her heart back into the Education sector, and what better place to apply her skills than at her old high school - Cardijn College. Connie's role is diverse covering the College's three campuses - Galilee, Marian and Marcellin.



**Uby Faddoul**  
Manager, Strategy and Growth  
Catholic Education South Australia

After a long career in leadership roles within the corporate sector, Uby joined Catholic Education nine years ago.

Uby works alongside the Leadership Team in developing, implementing, measuring and monitoring CESA's strategy for growth.

It is through this lens, and working as part of the CESA Futures Infrastructure Team, that Uby has adopted many practices of discovering data and using smart analytics to tell the story, to see what's been, what is coming and when this may happen, ultimately resulting in strategies, new schools and expansions to benefit our system for generations to come.



**Alison Gore**  
Senior Education Advisor - Formation,  
Catholic Education South Australia

Alison leads the Formation Team in the Catholic Identity and Mission Section of CESA. Her work is focussed on leadership development in Catholic education and assisting school leadership teams to work strategically to attain goals in Catholic identity, as well as the spiritual and religious formation of individuals.

Alison is a published author on the use of scripture in the classroom, she regularly writes for the NCEC and other national organisations and has presented at national conferences.



**Dr Jill Gowdie**  
Director, Catholic Identity and Mission  
Catholic Education South Australia

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

She is a recognised leader in Australia and overseas for her work in Formation, Mission and Catholic Identity.

Jill was the keynote speaker for the Ontario Catholic Education symposium in 2023.



**Mamp Grewal**  
Director of Creative Strategy,  
THEM Advertising

With over 12 years of international experience, Mamp is a seasoned brand and communications strategist.

Having worked with major brands such as Dove, Vaseline, Uniqlo, HSBC, and Singapore Airlines at leading global agencies including Wunderman Thompson, TBWA, and Ogilvy, Mamp currently leads digital content and creative strategy at Them Advertising.

Passionate about enhancing brand meaning and relevance, Mamp crafts digital engagement campaigns rooted in customer insights and cultural trends.



**Trish Jarvis**  
Executive Officer,  
Catholic School Parents SA

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 CSPA.

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

## PRESENTER PROFILES



**Patrick Kelly**  
Director of Development,  
Blackfriars Priory School

Patrick is responsible for student recruitment and admissions, marketing and communications, old scholar and community relations and fundraising. He also manages the school's International Student Program.

Patrick is a Fellow of Educate Plus, Australasia's peak body for advancement professionals, serving as the organisation's Chair from 2014 to 2016.

He has served as Business Development Manager at St Patrick's Technical College, Director of Strategic Development at Loreto College, and Marketing & Communications Manager at St Columba College.



**Dr Neil McGoran**  
Executive Director,  
Catholic Education South Australia

Dr McGoran is the Executive Director of Catholic Education South Australia - one of the largest education sectors in SA with over 53,000 students and 10,000 staff.

Dr McGoran 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, Dr McGoran is committed to providing excellence for every child whose learning and education is entrusted to the care of Catholic schools in South Australia.



**Madhavi Nawana Parker**  
Managing Director / Author / Coach  
Positive Minds Australia

Madhavi Nawana Parker, Director of Positive Minds Australia, Author, Coach and Speaker is one of Australia's leading experts on Wellbeing and Resilience.

She is a passionate supporter of young people, their families, and schools. As a widely published author, Madhavi's books and programs are implemented in schools, homes, and allied health care settings around the world.

Madhavi specialises in Workplace Wellbeing, Mindset Training and Parent Coaching. She is a regular podcast and radio guest and writes for a broad range of magazines.



**Elysia Ryan**  
Manager, System Safeguarding and  
Development, Catholic Education SA

After 22 years at the University of Adelaide, most recently as Executive Director - Human Resources, Elysia joined CESA in January 2022. This was in the midst of COVID-19 and just one week before the first (and hopefully one-and-only) staggered start to the school year. Throughout 2022, Elysia managed all things COVID-19, providing direction and guidance to schools, including through regular webinars with school leaders and through 92 written Principal Updates.

Elysia now has time to focus on the other aspects of her role, namely child safeguarding frameworks and practices, and managing challenging and critical incidents in schools.