



## Important Dates

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### Catholic Education Week 2025

Monday 12 May 2025 -  
Sunday 18 May 2025

### Catholic Education Awards

Thursday 15 May 2025

### Open Week Shoot Port Pirie

Tuesday 20 May 2025

### Open Week Shoot Renmark

Thursday 22 May 2025


### Catholic Schools Open Week 2025

Monday 4 August 2025 -  
Sunday 10 August 2025

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## Catholic Education Week 2025


### Shine with Open Hearts



**Catholic Education Week**  
**May 12-18 2025**

This Catholic Education Week, share how our school helps students shine with open hearts - through kindness, respect, learning, and more!

**ShineWithOpenHearts**



Next week is **Catholic Education Week**! We can't wait to see how schools celebrate the week with our new theme **Shine with Open Hearts**.

Don't forget to use the hashtags #ShineWithOpenHearts and #RaisingHeartsAndMinds. We will be sharing photos on our CESA Facebook page so please ensure students have approval for their images to be shared by us. Thank you in advance for your support of this event.

More information can be found in the **CEW Information Kit**.

Coming soon!|  
Catholic Schools Open Week August 4-10  
(Term 3, Week 3)



Thank you to everyone who has engaged with us on Catholic Schools Open Week so far. The photo shoots have been bursting with energy, and we have loved meeting the students who are taking part in the advertising campaign.

We are excited to release the **Open Week Information Kit** today, which contains everything you need to know about this year's campaign, here are some reminders of key upcoming deadlines:

### **The Advertiser Catholic Schools Magazine** (published on Saturday July 26)

By next Friday May 16, we need each school to have completed the following form: [cesa.catholic.edu.au/mag25](https://cesa.catholic.edu.au/mag25), whether you are changing your Directory entry or not. The form allows you to review your school entry from last year, provide any new wording, upload a logo and put forward images, feature ideas and events for consideration. Please seek approval from your school principal/leadership team prior to submitting your form.

### **oOh! Media Information session**

We apologise for the short notice but there is an online information session this **Thursday May 8** between 10am-11am with oOh! Media for anyone who has questions relating to street and shopping centre advertising opportunities.

Email [Rebecca.vella@cesa.catholic.edu.au](mailto:Rebecca.vella@cesa.catholic.edu.au) if you'd like to be invited to join the Teams meeting.

### **Regional & Rural Advertising**

We are here to support all schools in their marketing activities. Please reach out to [Rebecca.vella@cesa.catholic.edu.au](mailto:Rebecca.vella@cesa.catholic.edu.au) to find out how we can help with advertising in regional and rural areas.

## Important Update

### Google Reviews for Schools Being Removed

You may have seen the announcement that Google recently removed school reviews and ratings. This affects all general education schools worldwide (primary, elementary, middle, and high schools) to reduce unhelpful or prank reviews.

#### What's changed:

- Existing reviews are still visible.
- New reviews and ratings can no longer be added.

#### What to do:

- **Review current Google reviews:** They may be removed in the future. If you recognise reviewers (e.g., parents), consider asking permission to use their comments in school marketing materials or website as testimonials.
- **Explore other platforms:** Do you know any other popular or trusted review platforms families use (besides School Recommendations on Facebook)? Let us know!

Maintaining your school's online reputation remains important, and we're here to help share your successes.

If you have any questions or ideas, please don't hesitate to get in touch.

## Pregnancy Baby and Children's (PBC) Expo



Visit us at the  
**Pregnancy, Babies  
& Children's Expo**

**Saturday May 17  
Sunday May 18**

**Adelaide Showground,  
Wayville**

 **RAISING  
HEARTS  
AND  
MINDS**

CESA will have a presence at the Pregnancy, Baby & Children's Expo at the Adelaide Showgrounds on Saturday 17 – Sunday 18 May.

If you would like to promote this to your school and playgroup families, then the Expo is offering 50% off tickets with a unique code. A social media graphic and copy for a post, including the unique booking code are available to download from the CESA Intranet:

**Pregnancy Baby & Children Expo**

## Meta Ad Traps

Following our recent *Facebook Ads 101: Creating Successful Campaigns* workshop, we've put together a handy reference guide highlighting some of the common "Meta Ads Trap" to watch out for when setting up Facebook ads in Meta Ads Business Manager.

The guide ensures you have the appropriate settings applied and provides steps to effectively manage your campaign and budget.

Download this guide from the CESA Intranet ([CESA Meta Facebook Ads Traps](#)), and feel free to refer back to it anytime so you feel

more confident when managing your ads.

## New journalist at The Southern Cross

Katie Spain will be leaving The Southern Cross in the next couple of weeks and Jenny Brinkworth is currently on leave until mid-June.

Richard Evans has recently joined the editorial team and is happy for schools to contact him directly on [revans@adelaide.catholic.org.au](mailto:revans@adelaide.catholic.org.au) if you have a story that might be of interest.

## New Staff Member?

Do you have a new person in a Communications or Marketing role who would benefit from receiving updates? If so, please let us know here (if you haven't already done so) for them to be put on the distribution list for eNewsletters such as this one...

**Name of new staff member\*:**

**Job Title\*:**

**Name of School\*:**

**Email Address\*:**

## Professional Learning 2025

[Download Communications & Marketing Professional Learning Calendar 2025](#)

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NEW TO OUR COMMUNITY?  
**FOLLOW  
CATHOLIC EDUCATION  
SOUTH AUSTRALIA  
ON**

**FACEBOOK**

**@CatholicEducationSA**

Updates, news and events related to Catholic education in SA.

We'd love it if you could please encourage new members of your school community to follow the Catholic Education SA facebook page!

[Visit CESA Facebook](#)

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