



## Important Dates

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Catholic Education  
Awards  
Nominations Close  
Monday 17 March 2025

Communications &  
Marketing  
Conference  
Wednesday 19 March 2025

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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## Kicking Off a Big Year in Communications & Marketing

Like you, we've hit the ground running this term! There's plenty ahead, including our upcoming **Communications and Marketing Connect Conference** on **March 19**, preparations for **Catholic Education Week** (Term 2, Week 3), and the **Catholic Education Awards**. Plus, **Catholic Schools Open Week** is on the horizon in **Term 3, Week 3**.

At the conference, we'll provide an update on these key campaigns, including changes to creative artworks. We'll also be handing out new corflutes for you to use in your schools.

We hope you've had a **fruitful start to Term One**, filled with opportunities to celebrate the wonderful and unique things happening in your school communities every day.

Our team is here to help if you ever need support with any communications or marketing matters—**don't hesitate to reach out if you have any questions**.

Thanks for being part of it all—we can't wait to connect with you soon!

Don't Forget to Register!

# 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

STEP TWO:

**Workshop Selection:**

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

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

- 🔗 Click to visit Registration Centre
- 🔗 Click to visit Conference Webpage  
(includes full Program, Session Outlines, Presenter Bios and Workshop Selection)

## Open Week Photo Shoots

Our metro **photo shoots are now fully booked**, with over **120 students registered**! We're excited to welcome them and grateful for your enthusiasm each year - it's incredible to see even more schools coming together for these collective campaigns.

## Annual Consent for Photos and Videos

A reminder that **schools must seek consent from students parent/caregiver** before using photos or videos for any promotional or communication purposes (this includes social media and all platforms accessible to the public). **The NCEC recommends that this consent is sought annually.** This ensures compliance with privacy requirements and respect for individual preferences.

To assist with this process, a **Consent to Share Photos and Videos** template is available on the **CESA Intranet: 🏠, Permission (Consent) to Share Photos and Videos**

This template, along with other privacy-related forms, can be found in the **Privacy** folder on CESA Intranet, where you'll also find the **NCEC Privacy Compliance Manual**.

By ensuring annual consent is in place, we can continue to share the wonderful stories of our school communities while upholding privacy standards.

### 🏠 Need access?

If you're experiencing any issues accessing the Intranet, please reach out to your ICT Team, as all schools should have the necessary

permissions.

## What to Do When Your School Receives a Negative Google Review

Online reviews play a key role in shaping public perceptions of your school. While positive feedback is encouraging, negative reviews can feel disheartening. The good news? How you respond (or choose not to) can make all the difference.

### 1. Assess Before You Act

Not every negative review requires a response. If it's vague, untrue, or clearly an attempt to provoke a reaction, it may be best left alone. A defensive or argumentative reply can do more harm than the review itself.

### 2. Respond Professionally, Not Emotionally

If a response is warranted, keep it brief, polite, and constructive. Avoid being defensive, passive-aggressive, or argumentative. Instead, acknowledge the feedback and offer a way to resolve concerns offline. For example:

*"Thank you for sharing your thoughts. We take all feedback seriously and would be happy to discuss this further. Please contact us at [school email/phone]."*

### 3. Take the Conversation Offline

Engaging in a back-and-forth debate publicly can escalate the situation. Instead, encourage direct communication to better understand the issue and work towards a resolution.

### 4. Report Inappropriate Reviews

If a review is fake, offensive, or violates Google's policies, you can report it for removal. However, Google only removes reviews that clearly breach its guidelines.

### 5. Encourage Positive Reviews

A handful of negative reviews won't define your school if they are outweighed by positive ones. Encourage satisfied parents, students, and staff to share their experiences authentically.

Ultimately, handling reviews with professionalism and care reflects well on your school—sometimes, saying nothing is the best response, but when you do reply, ensure it reflects your school's values. If you're unsure about how or whether to respond, feel free to contact us for advice after speaking with your Principal and their School Performance Leader.

## Reminder: Translation Functionality Available for CESA/Boylen Webtemplate Sites

To support the inclusion of our linguistically diverse communities, **schools with a website managed through the Boylen webtemplate** can implement **Google Translate**, enabling instant translation into approximately **130 languages**.

### Key Details:

- One-off implementation cost: **\$185 + GST**
- **Supports greater accessibility for families and community members**

To request this functionality for your school's **webtemplate site**, please contact:

Siobhan Evans – Graphic Designer & Web Coordinator

(08) 8301 6857

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

For **non-webtemplate websites**, please also reach out to Siobhan for advice on implementing this feature.

## Federal Election

With a Federal Election on the horizon, we will be sharing resources developed by the NCEC on Election Commitments that can be used

at the school level. Stay tuned for more details.

## We Constantly Need Your Help with Photos!

While we often request images for milestones and events like the First Day of School and Book Week, we're always looking for high-quality, school-based photos to use in other general CESA resources throughout the year.

We'd love for you to share your best high-resolution photos that showcase happy students of all ages and backgrounds engaged in learning and school activities.

Please send your photos via email or a sharing platform (e.g., Dropbox) to [Siobhan.Evans@cesa.catholic.edu.au](mailto:Siobhan.Evans@cesa.catholic.edu.au).

**Important:** Ensure all images have the appropriate consent for use by CESA before submitting.

Thank you for helping us represent the incredible work happening in your school!

## A Friendly Reminder...

To all in marketing roles within Catholic schools and colleges, or anyone responsible for promoting a school or seeking enrolments: it's essential to avoid any actions or messaging that might compare your school to, or give the appearance of competing with, another Catholic education facility. While we deeply value and celebrate your passion for showcasing success, Catholic schools share a collective mission and are not in direct competition with one another.

## Professional Learning 2025

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

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## Awards Nominations

Closing Soon!





## NOMINATIONS NOW OPEN!

Don't miss out on nominating that  
outstanding person (or program)  
in your community.

NOMINATIONS CLOSE  
6PM MARCH 17

## Do you know someone making an outstanding contribution to Catholic Education?

The Catholic Education Awards are your  
opportunity to shine a light on a teacher,  
support person, leader, volunteer or  
program making a positive difference!

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

Spread the word in your school community about upcoming nominations for the Catholic Education Awards.

[Go to Awards Nomination page](#)



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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