

Catholic Education Ballarat Marketing Campaign – TV, Radio, Digital & Social Media

Key Messages

Informed by market research, there are 8 key messages which aim to highlight the areas that families value in our Catholic schools as well as address some of the key barriers to enrolment enquiry. Please feel free to use these messages and tailor them for your school:

Post 1 – *[School Name] is a place to shine, to explore and to dream, providing opportunities for students to fully flourish spiritually, academically, physically, culturally, socially, and emotionally.*

Post 2 – *[School Name] seeks to identify the unique gifts and talents of every student and nurture those gifts, so our students have the resilience and confidence to grow, thrive, and find their place in the world.*

Post 3 – *Our Catholic faith underpins the culture of [School Name], guiding students to act with respect, dignity, compassion, and kindness.*

Post 4 – *[School Name] places a high priority on care for the safety and wellbeing of every child – we want all our students to be happy and engaged in their learning, and in the school community.*

Post 5 – *All families who seek the values of [School Name] are warmly welcomed, regardless of culture, religion, or background.*

Post 6 – *Our fees at [School Name] are kept as affordable as possible, and fee relief is offered for families experiencing financial hardship.*

Post 7 – *Strong partnerships with parents and a sense of community among families at [School Name] is a high priority.*

Post 8 – *Close partnerships between [Primary School Name] and [Secondary School Name] ensures students and families have a seamless F-12 journey with Catholic education.*