

## OVERSEAS STUDENTS MARKETING & COMMUNICATIONS POLICY

### 1. POLICY

Fintona Girls' School ensures that the different mechanisms to market the school are created with the most up to date information at hand. Information regarding the school, school community and educational programs are marketed professionally, ethically and in a manner that will support overseas students and their families in their enrolment decision making.

### 2. PROCEDURES

The Fintona Girl's School prospectus is available as a printed booklet with a number of information inserts that are updated regularly. The prospectus preparation is coordinated by the Marketing and Communications Manager with input from:

- The Principal
- Deputy Principal/Head of Senior School
- Head of Learning, Teaching and Development
- Head of Middle School
- Head of Junior School
- Head of ELC
- Registrar
- Business Manager.

Material is reviewed and cross checked by the above members of the School. All prospectus inserts are reviewed and updated annually.

All publications and communications clearly provide the School name and CRICOS number whether in print or electronically.

The above procedures apply to all material whether produced for local students or the additional material produced specifically for in overseas students.

Only marketing material and communications which have been developed via the above compilation, review and approval process, can be used to promote Fintona Girls' School and only upon final approval of the Principal.

### 3. MARKETING MATERIALS

The prospectus and webpage are the main marketing materials used.

A prospectus is mailed to those local families who enquire with the Registrar.