

Attracting new families to Covenant

For 30 years Covenant has grown through word of mouth, yet still our school was relatively unknown, even to locals. In February Mr Neil Pierson was contracted to work two days a week to help promote the school and attract new families. A marketing campaign was built around the concept "Covenant Christian School is worth a closer look" to encourage families to consider the school.

A former Covenant student, Mr Mark Barrett of Created Image Marketing, designed a new website. As an ex-student and a professional his ideas and understanding resulted in a web and blogsite which was both exciting and economical.



The extensive use of photos and fresh updates has proven popular both with our community and visitors, allowing our community, plus interstate and international families, to be more aware of what is happening in the life of the school. Most importantly, the website is generating new enquiries each week.

Previously the school ran annual Open Days, which only presented an artificial image of the school. Now we conduct group tours, while also continuing personal tours. These group tours have enabled prospective parents to see the school in action and meet teachers. A relaxed morning tea after each tour is hosted by some school parents. Mr Rusin talks for ten minutes about the school and his vision for children and assisting parents. In 2008 our Registrar, Mrs Wendy Boase, was kept very busy with 165 families on personal and group tours.

Another initiative was creating a School Tour on DVD. This allows parents, in the comfort of their own home, to decide if a physical tour is worthwhile. This 8 minute DVD "Take a Closer Look" has helped our existing parents share their story with other families in the community. Families continue to request additional copies to distribute.

Posters, brochures, and DVD stands have also been provided for local churches and businesses. Nearly 2,000 copies of the DVD have been distributed since September 2008 including to local Real Estate agents, Politicians, Hairdressers and Preschools. The DVD is available free upon request from the website www.covenant.nsw.edu.au

It has been an exciting year, seeing so many new families "Take a closer look" at Covenant.



Advice for parents

When choosing a school look for...

