



ADVERTISING POLICY

Rationale

- The options for developing advertisements are:
 - at school if graphic design skills and software are available
 - using a creative agency or
 - purchasing agency in-house production
- Schools must plan and book advertising through the media agencies appointed under Master Agency Media Services (MAMS).
- Types of advertising are:

Campaign	Normally part of an overarching communication or marketing strategy, using multiple channels or mediums, with one central creative idea across the campaign. Generally serves to raise awareness of an issue, program or initiative; build a brand; shape attitudes or drive behaviour change.
Functional	Simple and informative, generally for immediate or short-term, appearing as one ad in newspapers or online. Requires minimal creative input and strategic planning. Can include notices about school events such as open days, school fetes or plays.
Recruitment	To recruit staff or fill a vacant position such as a Principal, teacher or non-teacher position.

Purpose

- To ensure Footscray North Primary School uses approved media agencies to purchase advertising.
- To ensure the school complies with DET policy and guidelines in relation to purchasing advertising.

Implementation

- The school will consider the following if considering advertising:
 - What type of advertising is it? This will help decide which agency to approach and how much strategic planning and creative development is needed.
 - What is the purpose of the advertising or what does the school want to achieve?
 - Who is the audience? Can they be segmented region, income, demographics etc.?
 - What is the advertising budget?
 - Are there any particular channels or mediums that the school wants to use i.e. local paper or local radio?
 - When is the advertising to run (date, time and duration)?
 - What other channels will be used to get the messages out? Advertising works best in conjunction with other channels, such as the school's newsletter, information sessions, and word-of-mouth.
 - How will the school know it was successful?
- If the school plans campaign advertising, the DET resource CommsNET will be checked for advice and tips on planning a campaign.
- To book advertising, contact the relevant media agency:

Campaign	Mitchell & Partners
	105 York Street
	South Melbourne
	Group Account Manager

Phone: 9693 5544

Functional
and/or
Recruitment

Zenith Optimedia
Level 6, 28 Freshwater Place
Southbank 3006
Group Account Manager
Phone: 9685 3145

Evaluation

- This policy will be reviewed as part of the school's review cycle or if guidelines change (latest DET update early July 2017).

This policy was ratified by School Council 25/3/2019

Reference:

www.education.vic.gov.au/school/principals/spag/management/pages/advertising.aspx