

Winning Websites & Prize Prospectuses



JUDGING REPORT

2013
AWARD
WINNERS



This report explains the judging process and the criteria used. It gives a summary of the judges' overall comments on this year's entries.

Awards were announced at the School Marketing Aforia in Sydney on 15 August 2013.



The Winners

Website Awards

SILVER

The Springfield Anglican College, QLD
www.tsac.qld.edu.au

Prospectus Award

SILVER

The Springfield Anglican College, QLD

SILVER

The Geelong College, VIC

SILVER

Guildford Grammar School, WA

HIGHLY COMMENDED

Moreton Bay College, QLD

Aims and Criteria

- To applaud quality promotion of a school.
- To encourage forward thinking, creativity and experimentation in outreach publications.
- To show best practice in the use of new communication techniques.

JUDGES

This year the Award judges are all mothers with school-age children, ranging from primary school through to high school.

JUDGES Brief

The judges were asked to assume the following:

- They are looking for a school for their child.
- They have no knowledge of any school.
- They are looking for a prospectus or website that excites them and motivates them to take the next step in the enrolment process.

WEBSITE CRITERIA

Marketing Approach

- Home page with identifying information
- Personality, for example, principal's message
- Welcoming feel
- Appealing design to parents plus students
- Use of modern communication technologies
- Online forms
- Dates for open days and tours.
- Density of words on a page

Organisation

- Easy to navigate (menu bars)
- Well-grouped information in pull down bars
- Consistent look throughout
- Detailed information, but not too verbose
- Ways to engage and hold - blogs, YouTube, virtual tours

Design

- Engagement strategies
- Interesting photographs that show school buildings, facilities, students, teachers in action
- Corporate consistency eg logo, colours

Contact Information

- Clearly show school's name
- Type of school
- Contact details
- Location/map

PROSPECTUS CRITERIA

Presentation

- Identity (use of colour and logo)
- Welcoming
- Appealing design to parents plus students
- Photography
- Density of words on a page

Content

- Language (modern, lively)
- Educational philosophy expressed
- Unique selling points
- Representative mix of students
- Principals message and photo
- How to get there

Call to action

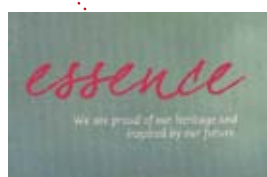
- A selling document
- Forms and fees
- Clear contact details
- www for more information

Delivery

- Envelope integrated, attractive
- Size – travels well, easy to post
- Weight – cost to deliver
- Neat document, compact, no loose pages



Discover life at Moreton Bay College



Winning Websites

Great websites need to say something, and then allow visitors to do something. In other words, they communicate and facilitate.

In the early days school websites were simply a means of one way communication. Now they are a respected and vital source of information helping open the window of your school culture, community and vision. School websites are being designed for interaction and response. Some popular elements are a school tour booking registration form or an online enrolment form to download. Other elements are virtual tours, videos and links to social media. The role of a school website is being redefined with blogs, calendars, student messages and integrated email newsletters.

No Gold Award was given for 2013.

Silver Award

The Springfield Anglican College
www.tsac.qld.edu.au.

Congratulations to Kara Nicholson, Marketing Manager who received the Award at the School Marketing Aforia recently (pictured below).



The judges commented, 'This is a beautiful website with lovely graphics on the home page, all working with the theme of the College. The website communicates a lot of information in a clear and easy to read fashion.'

The inclusion of a video shows the stages of

education and facilities effectively, and the letter from the principal and photo was warm and friendly.

There is also a good call to action for enrolment. Congratulations to Springfield Anglican College!

The Springfield Anglican College



Prize Prospectuses

No Gold Award was given for 2013.

Judges scoring for the Silver Award was separated by only four points so we have awarded three Silver Awards in the Prospectus category.

Silver Award

The Geelong College
www.geelongcollege.vic.edu.au

Judges feedback:

The judges loved the professional look of the prospectus, with appealing photography and the theme, "Bright futures". The quotes from students and staff on each page give a more personal experience of life at the school. Little touches like the reply paid envelope for the enrolment form, and the quality paper received positive comments from the judges.



Silver Award

Guildford Grammar School
www.ggs.wa.edu.au

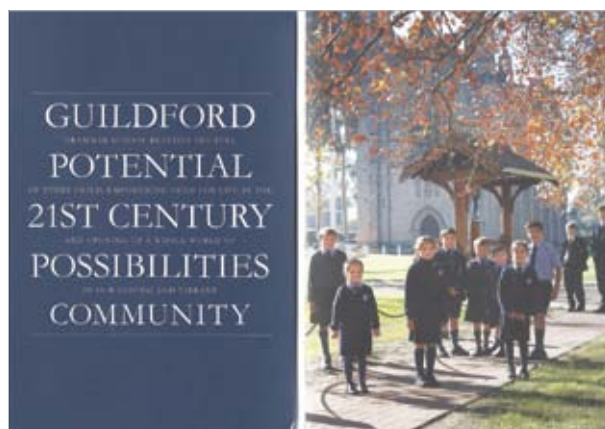
Judges feedback:

Judges were pleased by the visually creative layout and great photography. They found the prospectus 'inviting and easy to read'. The invitation to a virtual tour on the website was a great link to more information.

The Geelong College



Guildford Grammar School



Silver Award

The Springfield Anglican College

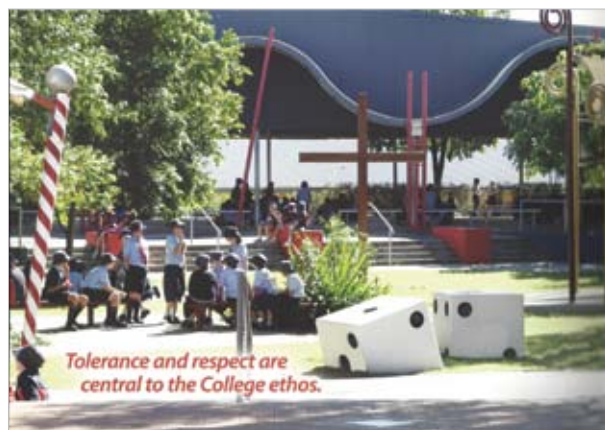
www.tsac.qld.edu.au

Judges feedback:

The prospectus was bright and well presented, which 'invites a visit to the school'. The prospectus comes as a comprehensive pack with a variety of formats, from hard copy, CD and USB, which could be tailored to suit different family needs. Also included is a school magazine and enrolment information.



The Springfield Anglican College



Highly Commended Award

Moreton Bay College

www.mbc.qld.edu.au

Judges feedback:

'Excellent, very appealing and motivating. I would be very enticed to book a tour. The video prospectus included is beautifully done, showing a day in the life of some students. Set to inspirational music, it really shows the beauty and values of the school and the gorgeous setting of Moreton Bay. Very compelling and really appeals to the heart!'

Comment from Neil & Jenny Pierson: "The video by Moreton Bay College is something every school marketer should watch. It is a beautiful and effective piece. Search for Issue # 539 on www.centreformarketingschools.com.au

In 2014 a new award will be introduced...

A School Promotional Video Award.

Congratulations to all winning schools!

Moreton Bay College

