

Dear Principal/Council

2009 School Marketing – A New Economic Horizon

With a new economic landscape on the horizon – independent schools are facing a challenging future with marketing coming firmly under the spotlight. Marketers will be required to report on the effectiveness of their marketing spend and its impact on enrolments. Our experience over the past 15 years in working with hundreds of independent schools in Australia, New Zealand, and the UK has shown us:

- There has been an organic growth in marketing activity in schools
- Marketing spend is increasing and now represents 1-3% of the school's budget
- There is little if any robust evaluation or benchmarking of the effectiveness of marketing and its impact on enrolments, reputation and stakeholder positioning.
- There is an over reliance on costly advertising and promotional activity
- Factors influencing reputation and parental choice are not well evidenced or understood.

In light of this we are undertaking for the first time two national research projects in **early 2009** to help schools understand their current position and to benchmark themselves within a national context.

1. Marketing Practices in Schools

Will provide participants with a clear outline of how marketing in schools is structured, how resources are allocated and how marketing is planned, executed and evaluated. It will highlight the position of marketing leaders in schools, their voice and impact.

2. How to Engage more Effectively with Modern Parents

Will provide a current and comprehensive view of parents' perceptions, how they like to be communicated with, what factors influence choice and what they value about their school experience at all year levels - helping you to build your marketing and communications strategy, prioritise services and relationships, manage expectations and build reputation.

The surveys will provide you with a low cost, high value method of gaining valuable insight and evidence on which to base your planning. Participation in each survey will cost \$1500 (plus GST) or if you participate in both then a 25% discounted fee of \$2625 (Plus GST) will apply.

Methodology and Results

The surveys will be undertaken on-line using a secure URL link for easy completion and distribution. Responses will come directly to The Knowledge Partnership (de-identified). Each participating school will receive a comprehensive report which will include:

- Key trends and findings
- Top line implications
- Recommendations and deployments based on best practice.

Participation

To participate in the surveys please **complete the registration overleaf**. Alternatively email your interest to s.holmes@theknowledgepartnership.com.

The Knowledge Partnership is the leading strategic marketing and communications consultancy for schools, colleges and universities in Australia, New Zealand and the UK. Our research based consultancy is led by Managing Partner - Dr Stephen Holmes, who holds Australia's only PhD in the marketing of schools and will produce the research reports. For more information about The Knowledge Partnership and to see details of previous national and international research projects visit our website at www.theknowledgepartnership.com.

Australian Independent Schools' Benchmarking Survey

Name: _____

School: _____

Tel: _____

Email: _____

Please tick which research projects you would like to participate in:

- 1. Marketing Practices in Schools**
(\$1500 – plus GST)

- 2. How to Engage more Effectively with Modern Parents**
(\$1500 – plus GST)

- 3. Both**
(25% discount - \$2625 plus GST)

Please send completed form by post or fax to:

Dr Stephen Holmes

**The Knowledge Partnership
Suite 101 Nexus Towers
105 Scarborough St
Southport
QLD 4215**

Tel and Fax: 07 5591 7006

Or email your interest to: s.holmes@theknowledgepartnership.com
f.carthy@theknowledgepartnership.com

Confidentiality

Please note that your participation in this research will be treated with the strictest confidence.