

Dear Principal/Council

2009 School Marketing – A New Economic Horizon

With a new economic landscape on the horizon – independent schools are looking for cost effective and evidence based marketing methods. Marketers will be increasingly required to report on the effectiveness of their marketing spend and its impact on enrolments. Experience over the past 15 years with independent schools in Australia, and internationally has shown us:

- There has been an organic growth in marketing activity in schools.
- Marketing spend is increasing and now represents between 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, and school reputation and stakeholder positioning.
- There is an over reliance on costly advertising and promotional activity within marketing.
- Factors influencing parental choice and expectation are not well understood or applied.

We are undertaking for the first time two national research projects in **early 2009** to help independent schools understand their current position and benchmark within a national context.

1. Marketing Practices and Best Practice 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' expectations, 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 a low cost, high value method of gaining valuable insight and evidence on which to base your school wide 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 from a recognised education marketing expert on best practice.

Participation

To participate in the surveys please **complete the registration overleaf**. Alternatively email your interest to s.holmes@theknowledgepartnership.com by **20th February 2009**.

The Knowledge Partnership is the leading strategic planning, 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 school marketing and is engaged in market research by independent schools in every state of Australia and also by AHISA, 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 and Best Practice**
(\$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 **by 20th February 2009** 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.