Australian Catholic Superannuation & Retirement Fund

AN INDUSTRY SUPER FUND FOR ALL AUSTRALIANS – FOR YOU, YOUR FAMILY, AND FRIENDS

Australian Catholic Superannuation is delighted to again be supporting Catholic Schools Week throughout NSW and ACT dioceses, for the eighth successive year.

Australian Catholic Superannuation has maintained close ties with the Catholic education community for more than 30 years. The Fund was established to provide retirement benefits to those who teach or work in Catholic schools, and since that time we have expanded to serve the wider community.

This year’s ‘More than a great education’ theme for your school is so important to ensuring that every student has the best possible start in life, and to develop to their full potential, guided and supported by dedicated teachers and support staff. This parallels our own approach, where Australian Catholic Superannuation guides and supports members with their financial decisions throughout their working life as they save and plan for eventual retirement.

We are Australia’s largest Catholic super fund. Our NSW/ACT Business Development and Financial Planning team can help you with:

- Superannuation
- Financial advice
- Transition to retirement
- Tax-effective pensions
- Life insurance
- Income protection insurance
- Retirement planning
- Aged care advice

We offer schools free workplace visits and information sessions which cover a broad range of superannuation-related topics. During the year we also conduct a range of seminars, which are available to members, their spouse or partners, as well as family and friends.

When it comes to financial planning, and building then protecting your finances for the future, there can be nothing more comforting than knowing that ‘Good advice given in good faith’ is the way we approach managing your finances.

For more information on our services and how we can work together to support the education community, or to arrange for us to visit your local school and talk to staff, please call your Australian Catholic Superannuation Regional Manager on 1300 658 776, or visit our website at www.catholicsuper.com.au

GREG CANTOR
Chief Executive Officer

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In 2014, Catholic Schools Week will be celebrated from 9–15 March. It will once again involve the communities of all Catholic primary and secondary schools in NSW and the ACT to showcase to the wider community the opportunities that Catholic schools provide.

The main aim of the annual event is to build community awareness about the strengths and distinctiveness of Catholic schools.

The theme for CSW 2014 will be ‘More than a great education’.

This theme provides an ideal opportunity to showcase the rich history of Catholic schools, and the many wonderful achievements that make Catholic schools unique.

We strongly encourage you to get into the spirit of Catholic Schools Week in 2014. Invite your local Member of Parliament to the school to be part of the celebrations, and to experience the quality teaching and learning that takes place in classrooms every day. It is important that they see first-hand education at its best.

With the new incoming Federal government, CSW 2014 provides schools with the perfect opportunity to meet their new local Member and to ensure funding certainty in years ahead. It is more important than ever to clearly state how Catholic schools play a vital role in educating young Australians, particularly those students with special needs. Funding for every school, regardless of whether it is a government or non-government school, makes an incredible difference to the lives of thousands of students and ensures young people are equipped with the skills they need to continue to ensure that our nation’s economy remains vibrant.

This booklet contains many ideas about celebrating Catholic Schools Week, including how to write to your local Member, and invite the media to your school event.

There are also suggestions in this booklet to help you customise the 2014 theme to your school and your community. For example, “More than a Great Education – We’re a Family”. The 2014 theme is flexible enough to be tailored to each school, while at the same time, it highlights the Catholic schools’ point-of-difference.

Further help is available from your diocesan office. A list of all diocesan contacts is available in the back of this booklet.

Have a wonderful Catholic Schools Week 2014!
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Proudly supported by Catholic Schools Week (CSW) 2014 will be held from 9 to 15 March (Week 7, Term 1 in NSW, Week 6, Term 1 in ACT). It will once again involve the communities of all Catholic primary and secondary schools across NSW and the ACT.

The main aim of CSW is to raise public awareness of the wonderful opportunities that Catholic schools provide, and to celebrate our history, our distinctiveness and our many achievements.

Last year Catholic education was under the spotlight with school funding under threat. CSW is an ideal opportunity to showcase your school to local politicians and let them experience the vital role Catholic schools play in their communities.

The theme for CSW 2014 will be ‘More than a great education.’

CSW is also about strengthening relationships among all who have a stake in our schools – students, staff, families, priests, parishioners, and members of the wider community.

EVENTS AND PROMOTIONAL IDEAS

A list of suggested events and activities that schools might organise during CSW is provided in this booklet. Each year, schools come up with new and unusual ideas to celebrate and promote their achievements. With an extensive advertising and media campaign to be conducted both before and during CSW, it is the perfect time for your school and parish to celebrate!

Catholic schools occupy a very important place in local communities, so local school activities and celebrations involving students, staff and families are very important. CSW will also be a perfect opportunity to involve community leaders – including local politicians and business people – as well as past students of your school.

Each school is encouraged to plan events that suit its own local needs. It is hoped that each school will organise a range of activities during the week focusing on what it offers parents.

LITURGICAL CELEBRATION AND PRAYER

One of the key components of CSW activities should always be a liturgical celebration. Please remind your Parish Priest that 9 March marks the start of CSW so that this can be acknowledged and celebrated at Masses on that weekend. You may wish to ask staff and students to play a role in arranging for a special CSW Mass on that weekend. Ask your Parish Priest to include your school’s CSW activities in the Parish Bulletin.

Of course, schools may also incorporate the liturgy into their scheduled gatherings, assemblies or Masses during CSW or the week before.

The liturgy notes in this booklet include suggested readings, prayers and hymns, together with opportunities for each community to tailor the
content to suit its own circumstances. The opportunity also exists to extend invitations to members of the school and parish communities, community leaders, and representatives of other schools in the area.

Also included is a Catholic Schools Week prayer which can be said at the start of each day during CSW with students in classrooms or homerooms, as well as at CSW events and celebrations.

THE THEME: ‘MORE THAN A GREAT EDUCATION’

This year’s CSW theme was chosen for various reasons. Firstly, we were looking for a message that highlights our Catholic schools’ point-of-difference. We also think that the theme is flexible enough to be used for different purposes (eg to drive enrolments, build on a school’s existing strong reputation or celebrate being part of a Catholic system of schools). The theme allows schools to personalise the message and to promote the things that they are doing well (eg sense of community, faith dimension, values-based learning, social justice programs). There is also a strong call to call to action with parents encouraged to go to the school’s website, call, or attend an Open Day to see what their local Catholic schools have to offer.

CSW WEBSITE

In 2014, the CSW website will again provide regularly updated information about CSW activities. The CSW website address is www.catholicschools.nsw.edu.au or, for schools in the ACT, www.catholicschools.act.edu.au

The website will also be a portal through which interested people, particularly prospective parents, can obtain information on Catholic education. It will provide links to all the dioceses in NSW and the ACT, and to their schools and websites.

Features will include the television commercial (this will be shown on regional television stations only), sponsorship acknowledgement, and access for schools to upload photos, video and stories in the lead-up to and during CSW.

The website will be available from Term 1, 2014 and will be managed by the Parramatta Diocese. An electronic version of this booklet will also be available on the website. Schools are strongly encouraged to use the site, as the website address will feature prominently in all advertising and promotion.

Schools can now advertise their CSW event via a calendar which appears on the CSW website. This is a great way to let people in your area know what you are doing. As it will be a full-year calendar, you can include events outside of CSW as well. For example, if your school’s Open Day is at the beginning of March or the end of April, please put it in the calendar.

It is important that your school has a presence on the calendar. We are hoping that people looking to find out when they can visit your school will find the event on the CSW calendar.

When submitting a calendar entry, please enter your town or suburb first followed by the name of your school, what Year groups/sexes you cater for, and then the event you wish to publicise. Don’t forget a contact phone or email in case people would like more details!

Submit your event at www.catholicschools.nsw.edu.au or www.catholicschools.act.edu.au

The website will also be the place for students to upload their entries in the CSW competition, held for the first time last year with great prizes from our sponsor. More details about this year’s competition can be found in this booklet.

And don’t forget to post a story and photos of your event on the CSW site after it is over! CSW should always be seen as one part of the ongoing promotion of your school. News stories can be submitted all year round.
TWITTER
We have created a Twitter hashtag, #CSW14AU. Schools are encouraged to tweet about any CSW event they are hosting.

PROMOTION
CSW is a critical promotional strategy for all Catholic schools across NSW and the ACT. With this in mind, it is very important that all schools actively promote during this period. You can do this by:

- displaying the CSW posters (to be provided in Term 1) around your school and in the community
- noting CSW activities on your school’s outdoor sign
- including the CSW poster on school monitors/televisions used for promotional purposes
- displaying banner ads (to be provided in Term 1) on your school’s website
- publishing items in school newsletters, the Parish Bulletin and in letters to parents and MPs
- promoting CSW at parent gatherings
- asking parents with a local business to display a poster in a prominent place (eg a shop window).

CSW AND THE ENROLMENT PERIOD
CSW 2014 will again take place in early March this year at the request of Principals and the Diocesan Directors.

If you are having an Open Day around this period or your school needs enrolments, CSW is an ideal time to capitalise on our raised profile and advertise for enrolments.

Each school has been sent ‘Enrolling Now’ posters* that will allow each school to promote the date of their Open Day. These will be sent to schools in early Term 1. Of course, it is important to remind parents that Catholic schools are open for enrolment enquiries throughout the year, and not just during the promotional period.

If your school does not need enrolments, or your Open Day is held during a different time during the year, save the poster for that time. They do not necessarily need to be displayed at the same time as CSW posters.

INFORMING THE LOCAL MEDIA
CSW is all about celebrating and promoting the achievements of Catholic schools. For this reason, it is important to inform your local newspapers and other media outlets about what is happening at the school during the week. This also helps to develop a good relationship with local media organisations.

This booklet contains sample media releases which you may use as a template when sending information to local newspapers about CSW activities. Keep in mind that many of these papers have large local readerships, and they may be very interested in what is happening at the school during the week.

Not everything you submit will be used in the paper. Decisions about newspaper content are made by the editor. If stories submitted to the paper do not get included, don’t despair, just keep trying! If you need further advice about how best to engage with your local media, contact your diocesan Education or Schools Office.

*Except schools in the Diocese of Parramatta
Suggested events & activities

THEME SPECIFIC IDEAS: ‘MORE THAN A GREAT EDUCATION’

• Students hand out helium balloons at their local shopping centre during CSW. Balloons could be branded with Catholic Schools Week, ‘More than a great education’ with invitations to the school Open Day tied to them.

• The entire school or select group (eg Kindergarten students with their Year 6 buddies, or Year 7 students with their Year 12 buddies) could release CSW-theme helium balloons (good photo opportunity for local media!). Or you could substitute flowers or plants with Catholic Schools Week tags and have a mass planting in the school garden.

• Organise a special weekend Family Mass focusing on the theme ‘More than a great education’. Afterwards, students distribute CSW-themed helium balloons to younger parishioners with invitations to the school Open Day tied to them.

• Get each class involved in an inspirational prayer spaces display using artworks, icons, signs and symbols in their school and parish. Invite the Parish Priest, significant members of the parish community and parents for morning tea and to view the displays. Leave prayer space displays up for Open Day celebrations.

• Create a massed Wordle display – one from each class (www.wordle.net): <insert school name> ‘More than a great education’ with classes contributing words to describe their school community.

• Schools could host their own ‘More than a great education’ photo/art competition, showcasing their favourite part of school life. Hold a morning tea – invite local dignitaries, including politicians, and remind them to view the exhibition.

• Create a ‘More than a great education’ student wall. Have a morning when students write about (or draw a picture of) something that happens in their Catholic school that shows it offers so much more than a Catholic education. Selection of these are placed on the student wall.

• Create a secondary school Art competition. Students create an artwork that captures the theme ‘More than a great education’, with a prize for the winning entry.

• Primary students or secondary History students could research the beginnings of Catholic schools in Australia and discover why they offer ‘More than a great education’.

• English students can write or present an opinion piece on why Catholic schools offer ‘More than a great education’.
2013 CSW activities for inspiration

MATER MARIA CATHOLIC COLLEGE students built an Open Day app for smartphones.

Two Year 12 Information Technology students at Mater Maria Catholic College, Warriewood built their own smartphone app to assist visitors at the College’s Open Day on Sunday March 17, 2013 during Catholic Schools Week.

The app provided the schedule of the Open Day, locations of displays and even the opportunity to request further information for enrolment. Both students were present at the Open Day to talk to prospective parents and students about their smartphone app.

Bishop and what are the steps in this process? (St John the Apostle Catholic School, Narraweeena)

• What is the best advice you could give us in being senior leaders of our Catholic school communities? (St Philip Neri Catholic School, Northbridge)

• Is there one Bible story that stands out to you which demonstrates discipleship? (Holy Family Catholic School, Lindfield)

• What challenges have you faced as a Bishop? (St Martin de Porres Catholic School, Davidson)

• Bishop David, we are sad to hear that you are retiring soon. What do you think has been your greatest achievement in your time as Bishop in our Diocese? (St Patrick’s Catholic School, East Gosford)

• What are your thoughts on Pope Benedict retiring and what does retirement hold for you? (Our Lady of the Rosary Catholic School, Wyoming)

Year 6 students from Catholic schools across the DIOCESE OF BROKEN BAY had the opportunity to pose questions to Bishop David Walker during Catholic Schools Week. The inaugural Q&A events followed the annual Masses for all Year 6 students on the Central Coast, North Shore and Peninsula clusters. The students were excited to ask their questions of Bishop David, with each school contributing one question. The questions included:

• What or who inspired you to be a Priest and

Students at CORPUS CHRISTI PRIMARY, CRANE BROOK participated in a creative school photo competition in which students had to capture “what counts for me at Corpus Christi”. Students showcased an array of items through the use of photography, with the winner of the competition awarded during Catholic Schools Week.
During Catholic Schools Week students at TRINITY CATHOLIC PRIMARY SCHOOL, KEMPS CREEK had Adventurer Chris Olsen visit and talk to them about his Antarctica expeditions, showcasing some of his artefacts.

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ST MADELEINE’S PRIMARY, KENTHURST celebrated Catholic Schools Week with a dedicated Mass followed by the launch of ‘The Amazing Catholic Schools Race’ where 20 activities were set up for students’ to race through components of the school curriculum.

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BEDE POLDING COLLEGE, WINDSOR SOUTH invited Year 7 parents to experience a morning in the life of a Year 7 student. Parents toured the school including some of their child’s learning environments, had morning tea and witnessed the everyday school environment their child is a part of.

ST MARK’S CATHOLIC COLLEGE, STANHOPE GARDENS held twilight open days for families during Catholic Schools Week. Demonstration lessons delivered by teachers across all Key Learning Area’s were on display as well as the opportunity to meet with the College leadership team.

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Students at HOLY CROSS PRIMARY, GLENWOOD focused on drawing on a different aspect of their ‘intelligence’ each day during Catholic Schools Week. A number of events and themed activities such as mathematical games, reader’s theatre and art gallery tours were set up during the week enabling students to explore the many facets of their learning.

In a rare and exciting visit, Dorothy the Dinosaur surprised around 150 children at ST MICHAEL’S CATHOLIC PRIMARY STANMORE. Principal Helen Elliott said the visit came following a Wiggle wish by students and staff to have their favourite Wiggle friend join them for some serious fun in celebrating Catholic Schools Week.

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As part of ST FRANCIS XAVIER’S CATHOLIC PRIMARY LURNEA’s celebrations, Principal Frances Bonanno said that the school’s 233 students came up with creative ways to mark this year’s theme, ‘Every child counts’. On the first day children drew self-portraits of themselves to illustrate why every child counts. The next day, they toured the school with
Proudly supported by

their parents and demonstrated why doing their best counts. On Wednesday, they led a beautiful prayer service and showcased why their faith counts! Mrs Bonanno said that the idea behind the celebrations was to remind the wider community that every child in Australia deserves a good education at their choice of school – whether private, Catholic or State.

Environment Minister and local Federal member Tony Bourke went back to his old school REGINA COELI CATHOLIC PRIMARY AT BEVERLY HILLS to officially open Catholic Schools Week and celebrate Catholic education. Students created a CSW jingle “You can count on me” by Bruno Mars and participated in a CSW Trivia event on Literacy, Numeracy and Religious Education. Parents toured classrooms and attended a special Catholic Schools Week Mass before participating in a picnic lunch in the playground.

A basketball battle between teachers and students took place at ST MARY’S CATHEDRAL COLLEGE SYDNEY during Catholic Schools Week celebrations. Members of the College teaching staff decided to try their hand against some of the elite basketball student players.

ST PATRICK’S HOLBROOK held a CSW Mass at Our Lady of Sorrow Church Holbrook, followed by a bubby disco for 4 year olds, shared green food morning tea with 4 year olds in the local community, and an AFL skills afternoon.

Catholic school communities in the MURRUMBIDGEE IRRIGATION AREA hosted a Catholic Schools Week launch party for staff and their partners at BarOne88 in Griffith attended by the local member and Minister for Education, Adrian Piccoli, and the Director of Schools for the Catholic Schools Office, Alan Bowyer. Mr Bowyer emphasised that Catholic Schools Week is also a way to acknowledge and express gratitude for the support of local families, parishes and businesses. He reiterated the schools’ invitation to the local community to view the Catholic Schools Week display at Griffith Central throughout the week.

ST THOMAS THE APOSTLE, KAMBAH had a jam-packed Catholic Schools Week full of activities. The Early Learning Centre had a special assembly and visits by parents. Kinder to Year 5 had an assembly with a quiz competition between children and the adults. This was followed by classroom visits where the children were engaged in Maths activities relating to the theme of Catholic Schools Week – ‘Every child counts’. There was afternoon tea for all after the activities.

A liturgy was held in the church, led by the school captains and focused on all who support and work in the service of Catholic education. The school also joined with all Canberrans in toasting Canberra’s centenary.

24 girls participated in the Southern Canberra Girls Chess Championships. 20 boys participated in the Daley/Meninga Rugby League Shield and all teams did very well.
Harmony Day was celebrated by the differing cultural backgrounds that make up, not only the school and city, but also our country.

St Thomas the Apostle Primary completed Catholic Schools Week under beautiful skies with a Swimming Carnival.

ST MARY’S HAY celebrated with a Catholic Schools Week Open Night where a beautiful liturgy was delivered by the School Captains and Vice Captains. All students featured in a DVD outlining what they like best about St Mary’s School, and students then performed an item to entertain the audience.

Parents and friends were invited into classrooms after the performances where students were able to showcase their work. The School Committee provided a BBQ and there was a great atmosphere for the night.

It was a particularly proud week for ST NICHOLAS PRIMARY SCHOOL, TAMWORTH as they celebrated Catholic Schools Week 2013. The theme ‘Every child counts’ was embraced at a whole-school assembly where each child penned their signature on a banner on which a silhouette of a child had been drawn – similar to the advertisement promoting Catholic schools on television. The week also recognised the hard work and creative talents of many of the staff who had been instrumental in the production of ‘Catholic Schools Celebrate’. This cultural spectacular was awarded the Armidale Catholic Schools Office Spirit of Catholic Education Award for Innovative Program. This event has showcased the cultural talents of thousands of students in the Armidale Diocese since its inception in 2001. Congratulations to Assistant Principal Lisa McSweeney who was awarded the Spirit of Catholic Education Award for Leadership.

More than 700 people gathered at the Co-Cathedral at ST JOHN VIANNEY’S, FAIRY MEADOW, for the Annual Diocesan Education Mass to celebrate Catholic education in our Diocese. Bishop Peter Ingham celebrated the Mass and he was joined by 9 of his brother priests from across the Diocese. Held during Catholic Schools Week, the theme of this year’s Mass was ‘Every child counts’ and in his homily, Bishop Peter, spoke of the profound role of
those who work in Catholic schools. He emphasised the importance of Catholic education to benefit and develop young people to grow and live fulfilling, faith-filled lives.

The launch of an anti-bullying plan was one of many activities held at STELLA MARIS CATHOLIC PRIMARY SCHOOL during Catholic Schools Week. Senior Constable Ben Walsh presented the school with a challenge to be “the first school in the Illawarra with no bullies!” Constable Walsh and Noel Henry, Head of School Service, were invited to launch the plan, with procedures that ‘won’t just sit on the shelf’ but be a living document that the community can aspire to.

What makes a great school? What makes a great vision? ST MICHAEL’S CATHOLIC PARISH PRIMARY SCHOOL, THIRROUL launched their aspirations and outlined their future plans during Catholic Schools Week. This included the implementation of ‘The Leader In Me’ program to inspire students and staff to achieve excellence in leading, learning and living the faith. Technologically gifted students worked behind the scenes to showcase two short films, ‘St Michael’s is a great school because...’ and ‘Inspiring Excellence in Learning, Leading and Living the Faith’. Pictured below are students working on ‘St Michael’s is a great school because...’

ST JOSEPH’S CATHOLIC PARISH PRIMARY SCHOOL, BULLI showed how every student counts by proudly displaying student artworks around the school. The exhibition was held from 11-15 March and facilitated by Paula Birac.

Lots of fun and happy faces at were seen at HOLY CROSS CATHOLIC PARISH PRIMARY SCHOOL HELENSBURGH’s School Fete on the 16 March. Holy Cross held it as their major Catholic Schools Week event this year. Slides, games, music, face painting and more made for a great day!

Students and staff at ST PHILOMENA’S SCHOOL MOREE celebrated CSW in many ways. One activity was the St Vincent de Paul (SVdP) Fashion Parade. This event took place in the new school hall and involved students, staff and community members modelling items of clothing from the local SVdP Centre. The idea behind the annual event is to promote a Catholic charity which aids the local people in our community and to showcase the goods for sale in the local store. All money raised on the night went to St Therese’s Conference of SVdP Moree.
Prayer for Catholic Schools Week

Dear Lord

Catholic Schools Week is a special time in the year when we celebrate the extraordinary achievements of our Catholic schools. It is a time to give thanks for the wonderful teaching and learning that takes place each day in every classroom. We acknowledge and thank all who work in the service of Catholic education to create the opportunities for students that allow them to grow and thrive.

We thank you for
the wisdom and understanding of teachers
the enthusiasm and energy of students
the leadership of school Principals and executive staff
the skill, care and commitment of administrative and support staff
the guidance of our pastors and religious leaders
the support and partnership of parents, carers and local communities.

We pray that each student’s learning journey be inspired by a search for your wisdom and truth.

We pray that we never take for granted the learning opportunities that we have all been given, and that we use the gifts of learning wisely and responsibly.

We ask that we use what we have learnt to create a better world for all people, particularly the most vulnerable and disadvantaged.

We ask this through our Lord Jesus Christ, your Son, who lives and reigns with you and the Holy Spirit, one God, for ever and ever.

Amen
Suggestions for liturgy

PREPARATION
The sacred space is set with appropriate liturgical season cloth and symbols of the school, eg candle/Bible/other icons that can identify the school. This can be set by students during the Gathering Hymn.

Whilst hymn is played, school leaders can bring in School Banner and place in an appropriate place near the sacred space.

GATHERING HYMNS
- Gather us O God – Monica Brown (Quiet my soul)
- School Song
- One faith, One Hope, One Love – Andrew Chinn (Many Roads, One Journey)
- We welcome you to this place – John Burland (One Family)

ACKNOWLEDGEMENT OF COUNTRY
As we gather to pray and to mark Catholic Schools Week, we acknowledge and respect the spiritual relationship the Aboriginal people have with this country. We also acknowledge the local custodians of this land, the (…) people, and that their cultural and heritage beliefs are still important today. May we walk gently on this land.

INTRODUCTION
School Principal welcomes everyone to the liturgy and gives a brief outline of the purpose of Catholic Schools Week including the theme.

The Principal poses the question: “What do we offer other than just a great education?” In response, a Poster/Banner or PowerPoint presentation is displayed. It may feature words such as acceptance, diversity, welcoming, reaching out, with students briefly demonstrating what this looks like on the PowerPoint.

OPENING HYMNS
- We want to live like you Jesus – (As one Voice for kids)
- School Song
- These Hands – Andrew Chinn (These Hands)

PENITENTIAL RITE
Lord Jesus, You call us your children and ask us to care for one another.

Lord have mercy.
Lord Jesus, You give us freedom to choose to believe in you.
Christ have mercy.
Lord Jesus, You are the way to wholeness and holiness.

Lord have mercy.

OPENING PRAYER
Let us Pray,

God of freedom, you call us to wholeness and holiness. Heal us when we feel broken, comfort us when we are sad, encourage us when we feel disheartened. Help us to be holy by the way we live. You are our God, draw us close to you and let us feel Your presence with us today.

We ask this through Christ Our Lord, Amen.

READING
PAUL’S LETTER TO THE EPHESIANS 3:14-19
(This is found in the Children’s Lectionary)

Brothers and sisters:
I kneel in prayer to the Father.
All things in heaven and on earth receive their life from him.

God is wonderful and glorious.
I pray that his Spirit will make you become strong followers and that Christ will live in your hearts because of your faith.
Stand firm and be deeply rooted in his love.

I pray that you and all of God’s people will understand what is called wide or long or high or deep.
I want you to know all about Christ’s love, although it is too wonderful to be measured. Then your lives will be filled with all that God is.

THE WORD OF THE LORD.

RESPONSE TO THE READING
- Create a New Heart – Michael Mangan (Forever I will sing)
- May God be in my heart – Andrew Chinn (Many Roads, One Journey)
- Forever I will sing – Michael Mangan (Forever I will sing)
- You are the light – Michael Mangan (Forever I will sing)

**GOSPEL READING**

**JOHN 15: 9-14**
(This can be found in the Children’s Lectionary)

Jesus said to his disciples:
“I have loved you, just as my Father has loved me. So make sure that I keep on loving you. If you obey me, I will keep loving you, just as my Father keeps loving me, because I have obeyed him. “I have told you this to make you as completely happy as I am. Now I tell you to love each other, as I have loved you. The greatest way to show love for friends is to die for them. And you are my friends, if you obey me.”

**THE GOSPEL OF THE LORD.**

**PRAYERS OF THE FAITHFUL**

As each petition is prayed, have students light, from the large candle (perhaps the school candle), a long tapered candle sitting in a sand tray behind a heart shape which represents God’s love.

**Reader:** Open our hearts

(Pause)

That Pope Francis, Cardinals, Bishops and Priests, will be guided by the Holy Spirit in their daily work of spreading the work of Jesus.

Lord, hear us.

**All:** Lord, hear our prayer.

**Reader:** Open our hearts

(Pause)

That we may work together to bring about a just world where all children have access to education, allowing them to blossom and reach their full potential.

Lord, hear us.

**All:** Lord, hear our prayer.

**Reader:** Open our hearts

(Pause)

That people across all nations will act on social justice issues to create a world that is fair and equitable for all God’s people.

Lord, hear us.

**All:** Lord, hear our prayer.

**Reader:** Open our hearts

(Pause)

That the leaders of the country govern wisely and justly with the people in our communities at the heart of their decisions.

Lord, hear us.

**All:** Lord, hear our prayer.

**Reader:** Open our hearts
(Pause)
That teachers, centred on the person of Jesus, may use every opportunity to instil the love of God in all areas of education.
Lord, hear us.
All: Lord, hear our prayer.

Reader: Open our hearts
(Pause)
For those who have died, that they may find peace with God and for their families, that they feel the love of God through the comfort that they bring each other.
Lord, hear us.
All: Lord, hear our prayer.

Reader: Open our hearts
(Pause)
We pray for strength to be signs of your love in our world.
Lord, hear us.
All: Lord, hear our prayer.

FINAl PRAYER
May the God of community walk with us and beside us, sharing our journeys, listening to our stories, embracing our pain, rejoicing in our triumphs.
May God continue to bless our efforts to grow into a strong and vibrant community one marked by concern, openness and trust.

And may God, the source of all being, Jesus the eternal Word And the Spirit who is the life-force bless us now and forever. Amen

OR

Adapt the school vision/mission statement into a blessing and missioning statement.

CONCLUDING HYMN
• School Song
• In the footsteps of Jesus – Andrew Chinn (Many Roads, One Journey)
• They’ll know we are Christians – Peter Scholtes (As one Voice)
• Til the end of time – Michael Mangan (This is the time)
• Follow Me – Wayne Rice (These Hands – Andrew Chinn)
• We are the body of Christ – Andrew Chinn (People of Peace)
Dear Parents/Carers

This year <insert name of your school> will join Catholic schools across NSW and the ACT to celebrate Catholic Schools Week (CSW) from 9-15 March. The theme for CSW 2014 is ‘more than a great education’ which encourages schools to showcase for their local community the opportunities available to students, raise awareness, and celebrate the distinctiveness of Catholic schools. Catholic Schools Week is about strengthening relationships between all those who have a stake in our schools – students, staff, families, priests, parishioners, and members of the wider community – by showcasing what happens in our classrooms every day.

It is for this reason that I would like to extend an invitation to you and your family to join us at <insert school name> on <insert date> to celebrate with our school and parish community Catholic Schools Week 2014.

Our school will be celebrating by <insert events/how your school is celebrating at time/ day>.

This is an ideal opportunity to support the community of <insert school name> and learn more about the great things that take place in Catholic schools every day.

Our school has a supportive community of teachers, parents, carers, P&F, clergy, parishioners and support staff who work together to focus on giving students the best education possible, encouraging success, promoting discipline, supporting creativity and instilling compassion.

I would like to take this opportunity to thank you for all your support of <insert school name> and I look forward to celebrating Catholic Schools Week with you on <insert date>.

I also encourage you to visit the Australian Catholic Superannuation and Retirement Fund’s website, www.catholicsuper.com.au. Australian Catholic Superannuation are proud supporters of Catholic Schools Week 2014.

<Principal’s name>

date
This year all <insert number> Catholic schools in the <diocesan name> will celebrate Catholic Schools Week (CSW) from 9-15 March.

All 11 Dioceses across NSW and the ACT are joining together to celebrate the theme for CSW 2014 which is ‘more than a great education’. The theme encourages schools and their parishes to showcase for their local community the opportunities available to students, raise awareness, and celebrate the distinctiveness of Catholic education.

Catholic schools enrol about 20 per cent of Australian school students. There are 615 Catholic primary and secondary schools across NSW and the ACT, providing high quality education in a faith-centred environment.

Catholic Schools Week is about strengthening relationships between all those that have a stake in our schools – students, staff, families, priests, parishioners, and members of the wider community– by showcasing what happens in our schools every day.

It is important to celebrate the close relationship that exists between school and parish, and it is for this reason that parishioners from <insert name of Parish> are encouraged to make contact with their local Catholic school/s during Catholic Schools Week and, where possible, attend one of the many events taking place.

Each school is hosting a variety of events and you are encouraged to call <insert contact details> to find out what’s happening at your local Catholic school, meet the Principal and teaching staff and see for yourself, as schools celebrate their heritage and faith together with their wider parish communities.

Catholic Schools Week is proudly supported by the Australian Catholic Superannuation and Retirement Fund, which has more than 88,000 members across Australia.

Want to use these samples?

All of these samples in the grey boxes are available to download as Word files from the CSW website. You can use them as they are or customise them for your school.
<<Dear Mr, Mrs, Ms>>

This year all <insert number> Catholic schools in your electorate of <insert name> will celebrate Catholic Schools Week (CSW) from 9-15 March. Catholic schools enrol about 20 per cent of Australian school students. There are 615 Catholic primary and secondary schools across NSW and the ACT, providing high quality education in a faith-centred environment. The theme for CSW 2014 is ‘more than a great education’ and this theme provides a perfect opportunity to acknowledge the opportunities available to students, raise awareness, and celebrate the distinctiveness of Catholic education in our nation. Catholic Schools Week is about strengthening relationships between all those that have a stake in our schools – students, staff, families, priests, parishioners, and members of the wider community – by showcasing what happens in our schools every day. Catholic Schools Week also provides an opportunity for the community to recognise our dedicated and committed teachers.

On behalf of the <insert school name> community, I would like to extend an invitation to you to join us in our celebrations of Catholic Schools Week 2014 on <insert day and date>. We are <insert what you are doing here and how you would like he/she to be involved>. If your schedule is full on this day, I would encourage you to make contact with me and we can arrange a visit to our school during the week at a time suitable to you. You will be encouraged to tour the school and see ‘more than a great education’ in action.

I look forward to having the opportunity to discuss Catholic Schools Week 2014 and your involvement in further detail, and I thank you for your ongoing support of <insert school’s name>.

Yours sincerely,

<name of Principal>.
Media guidelines

PROMOTING AWARENESS THROUGH MEDIA

Getting publicity in the media is a great way to promote your CSW activity and raise awareness amongst parents and the wider community about the learning opportunities and high-quality education offered at your school.

The media is wide-reaching and includes both traditional media such as television and radio stations, newspapers, lifestyle and education magazines, as well as the internet and social networking sites such as Facebook and Twitter, your school website, and e-newsletters. Each provide different opportunities to reach particular audiences.

Some schools will find it easy to generate media coverage, particularly schools in regional areas that may have strong connections with their local media. Schools in metropolitan areas will have to work harder!

Here are some helpful hints to assist schools in generating media coverage:

• Appoint a member of staff to liaise with the media during Catholic Schools Week. It is important that this person becomes the primary contact person to assist journalists with any enquiries they may have. The contact person does not act as the school’s spokesperson (this should always be the Principal of the school), but he/she should be assist the journalist to arrange interviews, book photographers, ensure image release forms have been signed and provide any follow-up information. It is also important for this person to meet the journalist and/or photographer on the day if they turn up to your event, to ensure they are welcomed to the school. If you are able to assist the journalist to get the information they need quickly, they would be more likely to work with you again and feature another story about your school.

• Always make sure you phone the journalist at least 2-3 days, but preferably up to 14 days before your event, as many journalists prefer to visit the school, write their own stories and send their own photographer. If the journalist is working to deadline and is unable to attend your event, they may ask you to write a media release and email them information. Journalists always have to prioritise when it comes to news because of competing stories, deadlines, limited time and often, limited resources – so don’t be disheartened if they cannot attend your event or are disinterested; it may just be that something deemed ‘more newsworthy’ has come up! Be as helpful as you can because it’s in the best interest of both the school (which will get free publicity) and the journalist (who gets a good news story).

• If you have a Diocesan or Catholic Schools Office Communications Officer, you can also contact them for assistance. They have experience in generating media coverage and handle media enquiries daily. They can help advise the best ways to attract media attention and make your event/activity newsworthy, and often have a database of media contacts.

HOW CAN I LEVERAGE THE MEDIA?

One of the easiest ways to determine if an event or story is newsworthy is to ask yourself whether or not you would be interested in reading a story about it if you saw it printed.

For example, if you wouldn’t find it interesting to read a story about students participating in an egg and spoon race, then it will probably mean others won’t find it interesting enough to read about it either (let alone you attracting a busy journalist to come to your school and write a story about it).

Look at our suggested events and activities list, personalise your event so that it’s suited to your local community, and identify what makes your event different, interesting or unique. Consider whether your story or event takes into account one of the four factors below, which often contribute to making a story newsworthy:

1. TIMELINESS: your story has to be new and relevant to the date of publication. If your event can be associated with something bigger that’s been in the media that’s topical, or is relevant to a ‘day’ such as St Patrick’s Day, this is a good start. Look at national stories and see if there is a way to ‘localise’ the issue for local media. Always pre-promote your event too. Journalists usually don’t want to hear about it after the event has happened.
2. **SIGNIFICANCE**: if your event is expected to attract 1000 people from your community, it shows the significance of your event and will be likely to appeal to more people.

Similarly, if you are attempting to break a world record during CSW, (eg joining with three other schools to spell out a huge word on the beach, or opening a brand new-school because of demand for more Catholic education in the region), this would be of significance to a wider audience beyond your school community and also of interest to a journalist and photographer.

3. **PROMINENCE**: local celebrities, politicians, sports stars or high-profile former students attract media attention and can be a great drawcard to inspire students, the community and the media to read about the message you want to communicate on behalf of your school. If a celebrity is willing to endorse or promote something your school is doing, this is a great way to get publicity; but be sure to pick high-profile people who would be good role-models for students (not just celebrities for the sake of it). Always be sure to communicate with the person’s publicist or media adviser first to find out how much media they are willing to do for your school and dedicate a certain time for them to speak to media. You can always call a press conference or media ‘scrum’ too, which means that you advise media of a time and a place to turn up at your school where the celebrity and Principal will address media together to promote what’s happening and answer questions from all journalists at the time. This saves doing individual interviews with different journalists, which can be time-consuming, and is a great opportunity to showcase your school to media by having the celebrity stand in front of signage at the school for the press conference.

4. **HUMAN INTEREST**: a student who has overcome significant setbacks and has achieved something special can appeal to the emotions and evoke pride, empathy, sadness, amazement, or happiness. Remember, some of the most amazing stories your school will be able to share will come straight from the students and their families, so always be on the lookout for inspiring or unique stories that you think others would be interested to read about. Also, just because a student’s achievement didn’t necessarily take place at the school, doesn’t mean you can’t help to raise the student’s profile to media; they will inevitably want to know more about the student and mention the school he/she goes to and the support the school gives to the student. For example, if a student was very sick and was visited in hospital by Angelina Jolie who inspired her to pursue an acting career, you could promote this and that she/he will be the lead actor in your school’s upcoming play (then promote the play).

**INCLUDE PHOTOS**

Photographs make your school stand out and sometimes are just as important as a good news story. For example, a lot of local newspapers give coverage to schools celebrating Book Week each year because students dress up as book characters and parade in their costumes – which makes for a colourful and captivating picture!
To increase the likelihood of getting media to cover your event/activity, think about what will make a good photo. The brighter and happier the photo, or more dramatic and professional the photo, the better and more engaging it will be for people to view.

Some photographs can be staged and co-ordinated, while others will need to be taken at a specific time and location as an event takes place. If your planned event/activity will be two hours, tell the journalist when the best time would be for them to arrive for a photograph.

For example, if you have a school assembly that all the parents are invited to, but you know that at the very end the Prime Minister will be presenting a National Award to a student, let the media know what time this will take place, so they don’t have to sit through the whole event. Also, arrange for a photo to be taken after the ceremony too so that it’s not as rushed as the photo of the student receiving the award. This could be an opportunity to have both Prime Minister and student smiling or holding up the award.

Let the journalist know exactly what time he/she should arrive to take the picture and leave, and ensure your media liaison officer meets them on arrival and shows them where to go. If you are pitching the idea of a staged photo, make sure you select only two or three students you want to be in the photograph before the photographer turns up and promote where you believe will be the best location for the photo. Photographers usually find it much easier to work with a smaller number of students because the photograph ends up being more appealing. Choose children who you know won’t turn shy in front of the camera and are good role models at the school, and always have them selected before the photographer arrives.

Newspaper photographers and journalists have deadlines to meet and other events to cover. If you make their job easier, it increases the likelihood that they will return to your school for another event in the future.

If a journalist is unable to send their photographer to your event, offer to email them your own photographs as .jpg files, and preferably at a resolution of 300dpi or at least 1 MB in size. This will be the highest-quality setting on your camera.

If the photograph is of a high standard, they may consider using it and write a brief accompanying story based on the media release you send. This way you will have saved them time, given them an extra story to run with, and you receive extra publicity!

**IMAGE RELEASE FORM**

Always make sure that the students nominated to be in the photograph have had their parent/guardian sign an image consent form.

**WRITING A MEDIA RELEASE**

Start your media release by telling readers the key facts about what your school will be doing during CSW. In the first paragraph explain what’s happening, when and where it’s happening, who is involved, and why it’s happening (not necessarily in that order). Introduce an interesting angle to the story by thinking about why your story is newsworthy. For example, if the ‘who’ element is important, begin your story by naming the key person or people. For example:

“Prime Minister Tony Abbott will meet with more than 500 students at St Catherine’s College Singleton this Friday at 10.00 am to speak about the importance of recycling as part of Catholic Schools Week 2014.”

It is important to highlight the local angle at the beginning of the story to attract local media interest too. In the following paragraphs, elaborate on why and how your event is happening, using favourable quotes from key spokespeople, which can include the Principal, teachers, guest speaker and/or a student.

Also highlight general facts and statistics about Catholic schools (see page 27). Keep paragraphs short – one sentence per paragraph is usually enough. Ideally, the release should be no more than one page. The examples included on the following pages show the structure, format and content of a media release.
<insert school full name> offers students 'more than a great education'

This week, <insert name of school>, <suburb> will join more than 615 Catholic schools across NSW and the ACT to celebrate Catholic Schools Week, 9-15 March 2014.

The theme for 2014 is 'more than a great education' and <insert name of school> will offer a variety of activities and educational initiatives to showcase the theme at an Open Day on <insert day, date, time>.

<insert title then full name>, Principal of <insert name of school> is looking forward to the Open Day which <he/she> says will highlight to the wider community all the opportunities available to students at <insert shortened version of school name, like 'St Pat's'>.

"Catholic schools offer a unique educational experience which forms the child or young person as a person of integrity, faith and wisdom," said <insert Principal's name>.

"<this is your opportunity to insert a personal quote from your Principal detailing all the unique opportunities available to students at your school>," <he/she> said (for example, "At St Patrick’s, we offer pastoral and outreach opportunities for students, leadership, sporting, performing arts and musical opportunities, all supported by excellent facilities and 21st Century technologies.

<here is where you list the activities/ things your school will be doing for the Open Day to encourage people and media to attend,>

Principal <insert last name> said students' varied interests and abilities are also catered for across a broad curriculum and supportive learning environment.

"I am proud to say we do offer more than just a great education at <insert school name> because <continue to explain the reasons why>.

"Not only do we offer all these wonderful opportunities but, importantly for parents’ peace of mind, we also offer a safe and supportive environment for their children to learn, achieve and grow from Kindergarten to Year 6."

"I invite all parents and carers to join us to celebrate Catholic Schools Week, meet other local parents and enjoy all that <school name> has to offer."

# ends #

What:

Where:

When:

Photo opportunity: detail a photo opportunity here for media to entice them to come to your school. (Ensure the students lined up for the photo have image release forms signed).
<insert school full name> offers students 'more than a great education'

This Tuesday 11 March 2014, NSW Education Minister <insert name> will visit <insert full name of school>, <suburb> to launch a brand new cyber safety booklet for parents and their children as part of a diocesan-wide commitment to stamp out bullying in all schools.

The booklet is being launched by the Diocese of <insert your diocese's name> as part of Catholic Schools Week which is celebrating 'more than a great education' as the theme for 2014.

Principal <insert name> of <insert name of school>, said whilst the school is thankful to have no incidents of cyber-bullying currently at the school, <he/she> is committed to ensuring parents and carers of <name of school> are well informed when it comes to cyber-safety so they have the best possible outcomes from using the internet.

"In addition to the education provided at schools about cyber-safety, this new booklet aims to ensure that parents are well informed when it comes to the internet and have access to user-friendly information, links, resources and useful contacts from one central point," <insert name> said.

Information in the booklet includes everything from social media, unwelcome websites, stranger danger, cyber-bullying and financial exploitation to unlawful use.

"We understand that the internet is integral to children's lives today. Parents need not be concerned if they educate themselves and their children about how to use the internet, social networking and all mobile internet devices, especially mobile phones, in a safe and sensible way. That's why we decided to put together the booklet.

"There are risks, but it's all about education for parents and their children. This booklet provides easy to read information, advice and tips for parents, so it's less overwhelming than researching all the advice available on cyber-safety on the internet."

Minister <insert name> will visit the school from <insert time> and will be answering questions from Year 6 students about the importance of cyber-safety as well as providing a copy of the booklet to all children at the school. Media are welcome.

# ends #

What:
Where:
When:

Photo opportunity: detail a photo opportunity here for media to entice them to come to your school.
(Ensure the students lined up for the photo have image release forms signed).
Parents invited 'back to the future' at <insert school name>

This <insert day of week>, parents, grandparents and carers at <insert full name of school>, <suburb> are invited to go back to school and see how education in 2014 is different from when they were at school.

The 'back to the future' event is taking place at <insert name of school>, as part of the school's annual Catholic Schools Week (CSW) celebration (9-15 March) which raises awareness and celebrates the distinctiveness of Catholic education.

The new 'students' will take part in an English, Maths and Science class, and will even be quizzed on what they learnt at the end of each lesson.

<insert name>Principal of <insert name of school>, said the annual event is always popular for both students and parents, with many parents interested to see how learning has changed over the years.

"The 'back to the future' event is a great way for parents to further understand what it is their child is learning at school, see for themselves their child's learning environment and discover how 21st century learning technologies work," <insert name> said.

"The kids get a real thrill out of seeing their parents and carers quizzed at the end of each lesson and even have the fun task of being able to hand them a specially made report card that they sign at the end of the day! It's all in good fun and the report card, which includes a photo of them in one of their lessons, gives them something special to walk away with to remember their day back at school," <she/he> said.

Catholic Schools Week aims to strengthen relationships between all those that have a stake in Catholic schools – students, staff, families, priests, parishioners, and members of the wider community – by showcasing what happens in our classrooms every day.

This is just one of many events taking place during Catholic Schools Week at <insert name of school>. For a full schedule of events, please see below:

<list full week of events at your school>

# ends #

For further information, please contact <include school contact details here>
More than 735,000 students attend a Catholic school in Australia, an increase of 1.6% from the previous year. Currently there are 611 Catholic schools in NSW and the ACT educating about 264,700 students.

- **SYDNEY**: 149 systemic schools, 18 Congregational schools and 1 special school
- **PARRAMATTA**: 78 systemic schools, 4 Congregational schools and 1 special school
- **CANBERRA AND GOULBURN**: 55 systemic schools and 3 Congregational schools
- **MAITLAND-NEWCASTLE**: 54 systemic schools and 1 special school
- **LISMORE**: 46 systemic schools and 1 Congregational school
- **BROKEN BAY**: 44 systemic schools, 7 Congregational schools and 2 special schools
- **WOLLONGONG**: 37 systemic schools, 6 Congregational schools and 1 special school
- **BATHURST**: 33 systemic schools and 1 Congregational school
- **WAGGA WAGGA**: 32 systemic schools
- **ARMIDALE**: 24 systemic schools
- **WILCANNIA-FORBES**: 18 systemic schools and 1 Congregational school.

As shown by these figures, Catholic schools make an important contribution to Australian communities. Students are encouraged to learn and develop their skills, build strong positive relationships, explore their own values, and focus on how they can support those most in need.

Since the 1960s both the Federal and State governments have been important providers of funding for the education of students in Catholic schools in NSW and the ACT.

- The Australian taxpayer and parental contributions fund Catholic systemic schools, with the State and Federal governments providing about 80 per cent of the cost. The remaining 20 per cent comes from parents in the form of school fees, building levies and other charges.
- Even after fees paid by parents are taken into account, there is still a significant ‘resource gap’ between Catholic and State schools.
- Fees charged by Catholic schools vary according to the diocese and type of school.
- Discounts generally apply for the second and third child attending systemic schools. A family’s fourth child and subsequent children do not pay school fees.
- The community profile of NSW and ACT Catholic schools is very similar to State schools in that they cater for students with special needs, Indigenous students, students from diverse linguistic backgrounds and students from rural and remote regions.
- Religious Education is an important component of the curriculum in Catholic schools. All Catholic schools are required by the Bishop of their respective diocese to implement a Religious Education program which is based on the teachings of the Catholic Church.
- Catholic schools comply with all State and Federal government regulatory requirements.
CSW student competition

Once again in 2014 there will be an opportunity for young people to tell the world what is great about our Catholic schools.

Following on from the success of last year’s competition CSW will again be offering students the chance to win some great prizes by sharing their thoughts about the things that make their Catholic school a ‘great’ school.

Final details about the medium and nature of the competition will be announced early in 2014 when the new school year commences. But it’s not too early to start thinking about why and how our Catholic schools provide high quality learning opportunities in a caring, faith-filled environment. Visit the Catholic Schools Week website www.catholicschools.nsw.edu.au or www.catholicschools.act.edu.au for more details.

Put your school in the picture!

Schools with Photoshop can use the Catholic Schools Week poster and put their own photo in the background. Download the .psd file from the Catholic Schools Week website (there are two versions, one with the .nsw web address and one with the .act web address). Click on the pink layer in the layers menu and paste your own photo on top of the pink background. You can use these posters around the school in conjunction with the hard copy CSW posters you will receive in the mail. It could also be a good exercise for students to think of a photo which depicts ‘More than a great education’ in their school, take the photo, and place it with the text. The posters could be used as a display during any Catholic Schools Week activities such as Open Days, open classrooms or parents/grandparents days. PDF files of the CSW poster and the Enrolling Now posters will also be available for download from the Catholic Schools Week website.
Advertising and publicity

The publicity campaign for Catholic Schools Week 2014 will be the biggest ever undertaken by the NSW and ACT Catholic schools community, and will make use of a variety of media.

Most of the advertisements will appear in the week before CSW 2014, and extend into the week of celebrations. They are intended to draw community attention to the strengths of Catholic schools and to direct interested people to the CSW website, where they will find out how to contact their local schools.

This advertising will complement the marketing activities and publicity from individual schools through their Open Days, information evenings and other events.

The publicity and advertising will occur on three levels:

**STATE-WIDE**

The State-wide program will include television, Ethnic and Indigenous newspapers, State-wide posters, and a special CSW website that will cover all dioceses throughout NSW and the ACT.

**DIOCESAN**

Each diocese will conduct its own local/regional publicity through suburban newspaper advertising, radio commercials, banners, etc.

**LOCAL**

Individual schools are strongly encouraged to advertise their own special activities through local publicity outlets such as newsletters, parish bulletins, letters, suburban/regional newspapers and community radio.

Details of the NSW/ACT-wide advertising program are as follows:

**TELEVISION COMMERCIAL**

A special CSW television commercial will be screened in some regional areas on the WIN/NBN and Imparja networks. The commercial will also be available on the CSW website.

**CATHOLIC PRESS**

There will be a strong focus on providing stories and information to the various Catholic media outlets. Some have indicated their intention to run special features at this time. This may also be an appropriate occasion to take out an enrolment advertisement for your school.

**SUBURBAN NEWSPAPER ADVERTISING**

Advertisements will be placed in nearly all of the suburban newspapers in the week before CSW. Every effort will also be made to promote to local papers interesting school events and activities. Schools may choose to take out their own enrolment advertisement at this time. Most local papers have been encouraged to make a feature of CSW, so be sure to submit stories as well as any advertising.

**ETHNIC/INDIGENOUS PRESS**

There will be advertisements for CSW in Ethnic and Indigenous newspapers and websites. These advertisements will direct readers to the CSW website. The targeted papers are:

- El Telegraph (Arabic)
- Sing Tao and Chinese Herald (Chinese)
- Kosmos (Greek)
- La Famma (Italian)
- The Maltese Herald (Maltese)
- Bayanihan News (Filipino)
- Noticias Y Deportes (Portuguese)
- Hieu Duong – Sunrise Daily (Vietnamese)
- The Koori Mail
- The National Indigenous Times.

**WEBSITE**

The CSW website will include comprehensive information on Catholic Schools Week and the schools. It will also have links to Catholic Education or Schools Offices in NSW and the ACT so that interested people can access their local schools quickly and easily. A PDF version of the CSW poster, as well as this booklet, will be available to view or download from the website. An online calendar will also be available to list your school’s CSW events and Open Day information.
We have created a Twitter hashtag, #CSW14AU. Schools are encouraged to tweet about any CSW event they are hosting.

**ONLINE ADVERTISING**

Advertising on targeted social networking sites will again be part of the 2014 advertising schedule.

**POSTERS**

We have once again produced CSW posters for use by schools. They will be printed in two sizes – A2 and A4. The poster for Catholic Schools Week will draw community attention to the event and will have a use-by date of 7 May.

The ‘Enrolling Now for 2014’ poster, which has a similar look and feel, can be used at any time throughout the year. There are spaces on the poster for the school’s name and contact details.

As well as displaying the posters around the school, try placing them in the parish church and in local shops, pre-schools and other appropriate community spaces. Additional posters may be available from your Diocesan Education or Schools Office.

**COMPETITION**

This year we are repeating our CSW school competition, where students are encouraged to think about the theme ‘More than a great education’ and submit an entry. Great prizes have been donated by our sponsor, Australian Catholic Superannuation and Retirement Fund. For more information, visit the website.

**OTHER**

Some dioceses are also planning their own additional local advertising, including radio advertisements on the Australian Traffic Network, posters for display in local gyms and shopping centres, bridge banners, and advertising in various parent and community-focused magazines.

Generic CSW ‘fence-wrap’ banners (banners that can run along school fences) will also be available in some dioceses. Please contact your diocesan office to see if they are available for your school.
Key contacts

CATHOLIC SCHOOLS OFFICE, ARMIDALE
Tahnee Denton
t (02) 6772 7388
e tdenton@arm.catholic.edu.au

CATHOLIC EDUCATION OFFICE, BATHURST
Peta Kingham
t (02) 6338 3000
e p.kingham@bth.catholic.edu.au

CATHOLIC SCHOOLS OFFICE, BROKEN BAY
Christine Reis
t (02) 9847 0248
e christine.reis@dbb.catholic.edu.au

CATHOLIC EDUCATION OFFICE, ACT CANBERRA-GOULBURN
Frances Neuss
t (02) 6234 5436
e frances.neuss@cg.catholic.edu.au

CATHOLIC SCHOOLS OFFICE LISMORE
Greg Colles
t (02) 6627 6254
e gcolles@lism.catholic.edu.au

CATHOLIC SCHOOLS OFFICE, MAITLAND-NEWCASTLE
Emma Blackford
t (02) 4979 1183
e eblackford@catholiccare.org.au

CATHOLIC EDUCATION DIOCESE OF PARRAMATTA
Annette Loughlin-Smith
t (02) 9840 5680
e media@parra.catholic.edu.au

CATHOLIC EDUCATION OFFICE SYDNEY
Sally McDowell/Karen Albatti
t (02) 9568 8404  t (02) 9568 8220
e sally.mcgowan@syd.catholic.edu.au
e karen.albatti@syd.catholic.edu.au
Media stories: editor@syd.catholic.edu.au

CATHOLIC SCHOOLS OFFICE, WAGGA WAGGA
Kerry Gestier
t (02) 6937 0048
e gestierk@ww.catholic.edu.au

DIOCESAN OFFICE, WILCANNIA-FORBES
Therese Newell
t (02) 6853 9300
e directors.pa@wf.catholic.edu.au

CATHOLIC EDUCATION OFFICE, WOLLONGONG
Tim Gilmour/ Elle Holder-Keeping
t (02) 4253 0938  t (02) 4253 0949
e tim.gilmour@dow.catholic.edu.au
e elle.holderkeeping@dow.catholic.edu.au
Australian Catholic Superannuation is conducting a number of comprehensive workshops in the January school holidays – when many people have time to consider their finances. We want to make sure that everyone with a superannuation account is aware of two major tax-saving “milestones” at ages 55 and 60. Keeping these milestones in mind could help save a small fortune in superannuation tax, money which could stay in your super account rather than being deducted.

With light refreshments included, this one stop planning event highlights the tax-saving secrets and the steps you need to take for maximum benefit.

There will be a session on Tips and Traps in Estate Planning by an independent expert and a Centrelink Financial Information session on pension, concession and retirement issues. This will either confirm or set you on the road to achieving the tax-saving benefits at ages 55 and 60.

The workshops are free of charge and come with no obligation – family, friends and work colleagues will be most welcome. You do not have to be a member of the Fund to attend but seating is limited, so registration is necessary.

If you would like to book, go to catholicsuper.com.au/seminars and enter your details. Alternatively, call us on 1300 658 776.