



educationally speaking

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Welcome

Thank you for your feedback on the first issue of **Educationally Speaking**, and for sending it on to your colleagues and contacts in education and business.

The first issue generated a huge response from schools keen to work more effectively with business – particularly in the area of work placement and vocational education and training. In response to this interest, this issue includes an article from a group currently working with schools and business doing just that.

The issue also includes an article on communicating with schools – which can be one of the most difficult elements of an education program. As many of us are already planning to reach schools in the new school year, I hope this article provides some timely tips to help you effectively let schools know what you’re offering in 2007.

I’d like to take this opportunity to wish you all a joyful and restful Christmas and look forward to working with you again in 2007.

Heather MacDonald
Director
Education Partnerships (Schools) Pty Ltd

Communicating with schools – a resource for business

Schools and educators on the whole rely on a different system of communication than business. A flyer in the mail or an email may only reach a small percentage of educators or may not reach your target audience at all! There are a number of reasons for this, including:

- the information coming into a school is often vetted by administration staff;
- the sheer volume of material being sent to schools can make it difficult for yours to stand out from the crowd;
- educators don’t have the time to read volumes of material;
- information may not arrive at the most appropriate times of the year to ‘talk to schools’ i.e. sent during school holidays or without enough time for educators to follow up and incorporate the information in their lesson plans; and
- information is not tailored to what educators need or does not reference specific curriculum areas.

I often hear schools and educators say “but we didn’t know about it”, so it is not that they may not be interested in your program, but that they have not received the information.

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A top-down, bottom-up approach is necessary to achieve the best result in communicating with educators and schools. In particular, I recommend the following to my clients:

- Send a letter to the Ministers and Heads of Education in your state/territory informing them of your intentions of working with schools. Occasionally, endorsement could be sought from these representatives, depending on how it fits with the agenda or trends of education at the time. Commercial ventures generally will find it more difficult to seek endorsement.
- Send a letter or email to the Professional Teachers Association and Curriculum Advisors relevant to the content of your program - seeking their support will assist you in your endeavour.
- Letters to Principals is strongly advised prior to making contact with individual educators at schools.
- Attend and present at educator workshops or conferences.
- Know which trade and specialty publications are relevant to your program and place advertising or send press releases on your product or service.

To assist business in this process, Education Partnerships offers a fully maintained database of over 1,000 education contacts including Federal and State Education Ministers and their staff, professional teacher associations, parent groups, curriculum advisors and key teachers in a wide range of subject areas.

All contact names and details are updated regularly and have opted in to receiving education-related information from Education Partnerships.

The database allows you to send highly targeted and segmented communication based on curriculum area e.g. Arts and Music, English Language, Mathematics, etc, primary or secondary schools (or both), state or territory based, as well as education focused publications, websites, journals and metro/regional media.

In addition to distributing your information, we can also help you tailor your communications to suit the intended audience.

If you would like to find out more, please contact Heather MacDonald on 0427 008 827.

Educators' Resources

a.s.p.i.r.e. school network – Australian Olympic Committee



The **a.s.p.i.r.e. school network** is the Australian Olympic Committee's (AOC) national education program for primary educators, designed to instill in young Australians an appreciation for the values, spirit and philosophy of the Olympic Movement.

The **a.s.p.i.r.e. school network** is a free, online, values-based program that provides access to Olympic themed resources including the Olympic Fact Zone, a school recognition certificate, a monthly newsletter and one Boxing Kangaroo (BK) Medallion, given to a student who demonstrates the **a.s.p.i.r.e.** values at school.

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Primary educators can access over 200 Olympic themed, cross-curriculum resources including lesson plans and games as part of the **a.s.p.i.r.e. school network**. The resources are flexible and easily customised to fit each State's curriculum framework. The resources emphasise the a.s.p.i.r.e. values, literacy and numeracy skills, ICT, active lifestyles and links with the community.

The Boxing Kangaroo, affectionately known as BK in schools across Australia, is the symbol of the **a.s.p.i.r.e. school network** and represents the a.s.p.i.r.e. values, the same values that drive the Australian Olympic Team.

In 2007, the AOC will invite Australian schools to join millions of students from all over the world and celebrate Olympic Day. And to coincide with the 2008 Olympic Games, a cross-curriculum resource and school links with China will be offered.

Next year, the best young athletes from Australia and throughout the world will compete at the fourth Australian Youth Olympic Festival (AYOF).

From the 17th – 21st of January 2007 about 1,500 athletes will converge on the Olympic venues in Sydney to compete in sixteen sports. School students have been invited to attend this free and entertaining summer school holiday activity, cheer on our future Olympic champions and participate in 'come and try' sessions.



BK visiting St Columbus Primary School, Leichhardt NSW

To find out more about the **a.s.p.i.r.e. school network** and the 2007 Australian Youth Olympic Festival, visit olympics.com.au

Business studies – Australian Business Case Studies Pty Ltd

FINANCIAL REVIEW *Case Studies* **WITH BUSINESS NEWS**

The Australian Financial Review Case Studies with Business News is an annual educational resource consisting of curriculum-based case studies and associated learning activities on leading businesses and organisations.

Written by a team of qualified teachers and supplied free of charge to 3,200 schools and TAFE Colleges, the project's aim is to provide business studies students with examples of how real companies put business theory into practice, whilst helping them to appreciate the types of work environment and career prospects within different organisations and industries.

The company behind the project, Australian Business Case Studies Pty Ltd, has forged continuing partnerships with organisations as diverse as Nike, BHP Billiton and the Australian Bureau of Statistics in order to show teachers and students how curriculum subjects such as marketing, operational management or human resources are handled in real life.

Evidence of a successful partnership with business is the project's association with The Australian Financial Review, which provides up-to-date news on featured companies, posted on the free website, www.afrbiz.com.au allowing students and teachers to follow an organisation's business progress throughout the year. Students and teachers are also encouraged to develop their own partnerships with local businesses through practical assignments.

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Today's business studies syllabus has a strong focus on case study work and the reality of Australia's dynamic business environment. The project has been warmly received by educators and its success comes from its ability to effectively engage students with discussion of organisations they encounter in their everyday life, teamed with subject matter that is mapped to the curriculum. More information about this resource is available at www.afrbiz.com.au

Education Calendar

December 2006	<ul style="list-style-type: none">3 – International Day of Disabled Persons. http://www.un.org/esa/socdev/enable/disiddp.htm
January 2007	<ul style="list-style-type: none">2007 Year of the Surf Lifesaver – Surf Life Saving Australia's (SLSA) launch of primary schools' education program. http://www.slsa.com.au/default.aspx?s=yearofthesurflifesaver17 - 21 Australian Youth Olympic Opening Ceremony and Festival Week. http://www.olympics.com.au/index.cfm?p=26729/30/31– School resumes for 1st Term 2007 in NSW, NT, Qld, SA.30 – School resumes for 1st Term 2007 in Vic.31 – School resumes for 1st Term 2007 in WA.
February 2007	<ul style="list-style-type: none">2 – School resumes for 1st Term 2007 in ACT.14 – School resumes for 1st Term 2007 in Tas.

Contact Education Partnerships

Education Partnerships (Schools) Pty Ltd develops education and communication strategies that bring together the education, corporate and government sectors in mutually beneficial partnerships.

Education Partnerships is an organisation that assists partnerships between Australia's corporate and education communities, developing strategic and effective resources to support education. Education programs have been developed for the Commonwealth Bank, Sydney Water, the Australian Olympic Committee, 2006 Melbourne Commonwealth Games, the Australian Rugby Union and the Sydney 2000 Paralympic Games.

Enquiries

To contact Education Partnerships by email, [click here](#). Alternatively you can phone Heather on 0427 008 827, or mail Education Partnerships, PO Box 307, Redlynch QLD 4870.
www.educationpartnerships.com.au

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