Statement

MacKillop Catholic College will promote its aspirations and achievements in a positive light within the wider community.

Definition

**Promotion:** is any positive means which helps to grow or develop the College’s standing within the community.

**Aspirations:** are the College’s stated goals and aims in Christian education.

**Achievements:** are the highlights attained by the College, its staff or students in academic, sporting, personal, community or cultural events.

Rationale

The promotion of the College should ensure the future success of the College by fostering public awareness of the school’s Christian environment and by building the self-esteem of the school community. At times there may be a need to manage negative publicity or perceptions about the College.

Guidelines

1. The school will be encouraged to promote its achievements at all levels, to build the self-esteem of the community.

2. It is important that we have an established framework for dealing with the media, community relations, advertising and sponsorship.

3. Any promotion, advertising or sponsorship must uphold the Christian values of the College.

4. Where negative publicity regarding MacKillop Catholic College occurs, systems will be in place to manage and return perceptions on all of the positive aspects of MacKillop Catholic College. For example, developing and maintaining links to key media personnel.