



**VASSP**  
Victorian  
Association  
of State  
Secondary  
Principals

# Communicating with your Community - Newsletters

**Presenter: Caroline Milburn**

VASSP and the VPA, along with Caroline Milburn are offering this morning workshop designed to help you improve the effectiveness of your school newsletter.

The workshop session will include:

- Identifying common problems
- Strategies to sharpen your messaging
- Practical tips on how to source ideas and target your audience
- Key elements of effective newsletters

## **Caroline Milburn**

Caroline has extensive experience as a writer, editor and communications consultant. She is a former journalist with The Age newspaper, where she had numerous senior roles, including that of education reporter. In 2017 Caroline co-founded 'Ourschool', an alumni service for state secondary schools.



**Victorian  
Principals  
Association**

### **Date**

**Monday 14 May**

### **Time**

**9.00am to 12.30pm**

### **Location**

**VPA Office**

**Unit 2, 13-21 Vale Street**

**North Melbourne 3051**

### **Cost**

**Members \$100.00 (incl. GST)**

**Non-members \$120.00 (incl. GST)**

**To book please complete the  
Registration Form.**

**Morning tea will be provided.**



Victorian Association of State Secondary Principals and Victorian Principals Association

**Tax Invoice - ABN 53 483 039 713**

## **Communicating with your Community - Newsletters**

**Monday 14 May 9.00am – 12.30pm**

- Member \$100.00 (incl. GST)**
- Non- member \$120.00 (incl. GST)**
- New VPA member within the last six months**

Name/s: .....

Position:  Principal  Assistant Principal  Leading Teacher

School: .....

Contact Ph. No: ..... Email:.....

Dietary requirements.....

- EFT payments to Commonwealth Bank:**  
**Creditor Name: VPA BSB: 063 238 Account No: 10021838**  
**All EFT payments to be accompanied by remittance advice emailed to [soconnor@vpa.org.au](mailto:soconnor@vpa.org.au)**

**Credit Card**  Visa  MasterCard **Type of Card**  Personal  School

Name on Card: .....

Credit Card Number

Expiry date

**Please ensure that a copy of the registration form is sent to your Finance area to generate the payment. The form is also to be emailed to [soconnor@vpa.org.au](mailto:soconnor@vpa.org.au)**

Please RSVP to Sue O'Connor at [soconnor@vpa.org.au](mailto:soconnor@vpa.org.au) by Monday 30 April

**A confirmation of your registration will be sent via email.**

Cancellation of attendance is required 7 days prior to workshop for reimbursement.  
Numbers are limited for effective group interaction.