



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 30 July

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 30 July, 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

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

Please RSVP to Sue O'Connor at soconnor@vpa.org.au by Friday 20 July.

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.