

## Integration Update - 6 September 2019

### Launch of new marketing campaign for the new school

As momentum builds around Scots All Saints College in preparation for the start of 2019, a new marketing campaign has been prepared by the Communication, Marketing and Enrolments (CME) Committee and Executive Team.

The focus of the new advertising material is the students, both senior and junior, engaging in a positive way with their classmates, enjoying all that the new school has to offer. On behalf of the School Board, it is my privilege to launch the new Facebook page:

[www.facebook.com/scotsallsaints/](http://www.facebook.com/scotsallsaints/) and encourage students and staff, parents and friends to connect with us from today.



The 'built-up' or 'layered' circle in the design represents the core building blocks or foundations of Scots All Saints College - centred on Christian values, inclusiveness and community-focus as a co-educational day and boarding college. The circle also represents the evolving nature of the College as it seeks to preserve the heritage and culture of two outstanding schools in Bathurst and the Central West and to build on them, to create a new regional school of choice for all students.

The new tagline, **space to be** encompasses the capability of the College to provide 'a world of opportunities' for all students through its unrivalled physical space of 150 acres across three campuses in the heart of Bathurst and Lithgow. The idea of students feeling safe, comfortable, at ease, accepted, and included as an individual in their own right with pastoral care and teaching excellence to support each student to be who they want to be – or for students to have the space to simply 'be me'.

As the imagery of the campaign is developed over coming months, we will be expanding on all elements of the learning, sport, arts and co-curricular environments, and the space that they will provide for every student to discover all they can be: socially, emotionally and physically.

The word 'space' has been chosen to celebrate not only the substantial physical space of the school campuses, but the infinite universe of possibility where students can explore their potential to be at one with themselves and others as they learn and grow in a nurturing and caring school environment.

Within the universe of the **space to be**, over the next few months the School Board and the Executive Team will be introducing and expanding on the following core elements of the cultural fabric of the new school (although not limited to and in no particular order):

- space to connect
- space to lead
- space to create
- space to thrive
- space to excel
- space to challenge
- space to believe

It is an exciting time for Scots All Saints College. I look forward to catching up with Scots and All Saints students, staff, parents and Old Boys and Old Girls at the Spring Fair this Sunday.

Kind regards,

Jeof Falls  
General Manager PCNSW