



Victorian Association of State Secondary Principals and Victorian Principals Association

Communicating with your Community – Newsletters

A workshop for Principals, Assistant Principals and School Leaders

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

Date: Monday 30 July 2018, 9.00am to 12.30pm
Morning Tea provided.

Venue: VASSP/VPA Offices, Unit 2, 13 – 21 Vale St, North Melbourne

Cost: Members \$100.00 (Inc. GST)
Non- members \$120.00 (Inc. GST)

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.



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Tax Invoice - ABN 19 201 080 428

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Member \$100.00 (Inc. GST)

Non-member \$120.00 (Inc. GST)

Name: _____

Position: _____

School: _____

Contact Number: _____ Email: _____

EFT payments to Commonwealth Bank
Creditor Name: VASSP BSB: 063 533 Account No: 00906108

All EFT payments to be accompanied by remittance advice emailed to kharvey@vassp.org.au

Please ensure that a copy of this form is sent to your accounts department to generate the payment.

Credit Card: Visa MasterCard

Name on Card: _____

Credit Card Number: _____ Expiry date: _____

Please RSVP to Kieran Harvey at kharvey@vassp.org.au by Friday 20 July 2018.

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.