Welcome

It’s another action packed year ahead to assist you develop your skills and share in the outstanding collegiality that exists amongst ADAPE members. Every Chapter will hold a two-day Conference during the year, focusing on local issues and drawing on the depth of expertise from across the Chapter. These Conferences are priced to ensure that several members from your office can attend and gain value from the variety of topics that cover the full spectrum of development and advancement.

These Conferences are part of the complement of professional development opportunities that membership of ADAPE offers including: mentoring, special interest groups, workshops, master classes and networking occasions. Details of some of these are found in the Bulletin, as others are scheduled they are posted on the Events Calendar at www.adape.org.au – remember to check there regularly.

This year we will have a series of scholarships available to assist members attend their Chapter Conferences, and we have launched the ADAPE-ACPNS Scholarship for members looking to pursue more formal study. Please make sure you apply for this support – don’t feel you won’t qualify – it is certainly worth the effort to make a submission.

Recently, I received news from Ann Badger that due to personal and work issues she was withdrawing from her role as Conference 2012 Chair. Ann had done some outstanding initial planning for the 2012 Conference and we appreciate her time to this point. We are very fortunate that another of our leading practitioners, Marilyn Rickard has agreed to step into the role and I am confident that it will be full steam ahead for an excellent 2012 Conference in Sydney on 5-7 September next year.

The support of all our sponsors helps to ensure that we continue to grow and extend our range of member services.

Please support our partners, who are working together with ADAPE for the benefit of our members.

Blackbaud Pacific Pty Ltd
– Blackbaud is ADAPE Australasia’s principal sponsor specializing in Content Management Systems (CMS) Blackbaud NetCommunity and the Raiser’s Edge fundraising database as well as web design and advice
– www.blackbaud.com.au

Lindsay Yates Printing & Mail House Services
– providing exceptional quality printed materials and mail services - www.lyp.com.au

O’Keefe and Partners

The digital imagineers company
– produces commercials, television programs and corporate documentaries – including fundraising, training, and promotional DVDs
– www.digitalimagineers.com

Leonard Holt Robb
– the LHR website www.edumarketing.com.au and LHR consultancy in web programs, advertising, design can make the difference.

Dakin Mayers & Associates
– has a proud reputation for specialist expertise, knowledge and alignment with the education sector in recruitment and executive – www.dakinmayers.com.au

In addition, we welcome the following sponsors at Chapter level:

MGM Wireless – Chapter Conference sponsor
MMG Education – NSW/ACT Chapter sponsor
Fairfax Community newspapers – Vic/Tas Chapter Sponsor
Photo Hendriks – WA Chapter Sponsor

Remember...
Remember – your membership lapsed on 31 December 2010, renew today to ensure your membership is current.

Cheers

Michele Dunn
CEO
Mentoring

There can be no greater form of professional development than one-on-one mentoring, and the opportunity to connect with an experienced professional is all part of your membership. In many cases mentoring can cost thousands of dollars, but for ADAPE members it’s part of our ongoing offerings. The readiness of ADAPE members to help each other and openly share ideas is very special and often not seen in other professions. ADAPE members are very generous with their time and expertise, and newcomers can benefit greatly from this peer to peer connection. For more information contact Jo Flack, mceo@adape.org.au or call her on +61 7 3312 4725 with any queries.

Connecting With Your Alumni through Social Media – workshop with Andrew Shaindlin

We are thrilled to bring Andrew Shaindlin of AlumniFutures to Australia for a series of 3 intensive workshops on maximizing your alumni relations through social media. Andy Shaindlin has worked in higher education since 1989, at Brown University, the University of Michigan, and the California Institute of Technology, where he served as Executive Director of the Caltech Alumni Association from 1999 until 2012. Andy has presented at dozens of conferences and has published articles, white papers and book chapters on topics in advancement, with an emphasis on appropriate use for technology. As a speaker, Shaindlin has led workshops and seminars in eight countries, from Singapore to Hungary to Norway.

Shaindlin is Chair of the Commission on Alumni Relations, an international advisory group within the Council for Advancement and Support of Education (CASIE).

Keep the dates free.
5/6 May – NSW/ACT Chapter Conference
3 May – Auckland
10 May – Perth

Direct Response Marketing with Steve Thomas

ADAFE has joined with FIA to hold a series of Members’ Only Master Classes featuring visiting speakers. The first Master Class will be presented by Steve Thomas, the Canadian guru of Direct Response Marketing.
5 April – Brisbane
6 April – Melbourne
8 April – Sydney

Check the Events Calendar for booking details.

Benchmarking
Your Reputation and Marketing

How effective is your marketing program, are you building on your institution’s actual reputation, do you merely assume you know what it is?

ADAFE has partnered with AHISA, ISNII and The Knowledge Partnership to develop a research program for evaluation and benchmarking of school reputation to inform debate and assist Councils, Boards, Management and marketers within independent schools. This will allow participating schools to assess their own position, evaluate existing marketing strategies, and develop more focused initiatives to build and manage their reputation.

The project focuses on critical issues to assist your school to manage reputation through marketing:

• Establishing a reliable baseline set of reputation metrics (performance indicators) for independent schools, what most impacts upon and drives a positive reputation, and how reputation can be best nurtured and developed in schools through marketing.

• Measuring the effectiveness of various marketing activities on the reputation of your school - what makes these effective or not effective on its reputation (effectively, an assessment of the efficacy of marketing), to assist your school to evaluate future marketing options;

• Identifying which components of reputation are perceived to be most critical to providing ‘value for money’ in your school.


Did you love Mark McCrindle in Adelaide?

If you found Mark’s insights on the generations stimulating, ADAPE members can buy Mark’s book including “The ABC of XYZ” at a discounted rate.

If you enter the code “BK2011” in the customer code section of the website https://mccrindle.cart.net.au/ his books are just $25 down from $39.