

2016 Spring Fair Meeting Notes – Thursday 3 March

6.30pm-8.30pm, Suzi B's home, Clifton Hill.

Present: Suzi B, Lauren D, Kylie L, Laurel K, Milica F, Donna M, Penny H, Ruth V, Yuki C

Apologies: Sue M, Katie F

Welcome

Minutes of previous meeting

Accepted

Poster

- Need to find image for publicity includes poster, billboard, postcard, thank you certificates, donations request letter
- Name of school needs to be big
- Brainstorming ideas for posters **Action:** All to email copy of any images
- Kylie - Kylie's partner Wil works for signage company, could be option for billboards, many signs such as toilets etc are needed
- Feedback from SF 2015 **Action:** Lauren to summarise and distribute feedback info including info on postcards/billboards/posters/social media.
- Billboards across Yarra City Council - suggested hot spots to request SF 2016 billboards:
 - Abbotsford convent
 - Darling gardens (Hoddle & Roseneath)
 - Corner Church & Elizabeth
 - Chandler Hwy & Heidelberg Rd
- Approach other schools regarding reciprocal arrangement for fair day promotion - we display their SF poster on our front fence, they display ours? Fair posters in newsletter? Possible schools:
- Little Sophia Kindergarten
- Yandell Kindergarten
- Fitzroy High
- Collingwood Alternative School (CAS)

Fete Collective

- Look into mutual publicity opportunities (billboard/posters/newsletters) with other schools in fete collective for 2016.

Networking with other schools & pre-schools

- Steiner pre-schools
- Steiner schools
- Local pre-schools & childcare centres
- Working with Communications Committee on strategy for SF marketing
- Agenda item on next SF meeting and brainstorm ideas/recommendations, these to be taken by SF rep to Communications & Marketing Committee to develop strategy for implementation.

Sub-Committees of School Council

- Communications & Marketing
- Buildings Environment & Sustainability (BES)

- Finance
- EdPol
- Community & Fundraising

Ideal to have at least three parent reps on each committee (one from Reggio, one from Steiner, one from Senior School) and also good to have an SRC rep on each committee to give students a voice in decision making. **Action:** all to consider if they are able to join one of the school sub committees.

Circus Oz

- Circus Oz is located close to the school and many students attend lessons there. Would be great to see if they would be willing to run some event at the SF. **Action:** Kylie and Ruth to approach Circus Oz and see if they would be interested in participating in the SF.

Social Media

- Need someone or a team of people to drive promotion and networking through social media. **Action:** Lauren to create PD.
- Sophisticated PR social media
- Limit communication on social media to once per week to eliminate white noise
- Fete Collective - friend all the other schools on FB
- Friendly Moving Men - **Action:** Donna to post a photo of Friendly Moving Men loading Fete Collective equipment and wish next school well with their fete.

Succession planning - Mary's knowledge

- See if Mary can introduce the new generation of SF reps to regular donors.

Food donations

- Kylie has contact at Cannings Free Range Butchers - they are happy to donate free range organic sausages, they would want to put up signage as promotion in exchange for donation.

Guiding principles of school that will be used as guide when selecting sponsors

- Need some guidelines in writing.
 - accreditation
 - levels of sponsorship - Gold, silver, bronze sponsors (monetary value)
- Balancing value of sponsorship and over commercialisation
Action: Penny & Donna to draft guidelines
- Agenda item for next meeting: Brainstorming Guiding Principles
 - Ideas to then go to Communications & Marketing Committee, Community & Fundraising Committee then to School Council

Communicating SF info

- One page of newsletter allocated to SF
- Content to be generated at each SF meeting **Action:** Ask Sue M to relay this info to Craig/Sam
- Sample newsletter content **Action:** Lauren to generate template of how info to look on newsletter
- Note in newsletter and Compass with meeting summary and link to minutes

Real Estate agents for billboards and loud auction

- Jellis Craig
- Hocking Stewart

Feedback from 2015 SF

Feedback summary:

- Community wants other ethnic food options
 - Sushi
 - north african
- Rides
- Sustainability
- Picked prize winner for feedback survey - prize winner was drawn at this meeting. **Action:** Lauren/Laurel contact prize winner.

High school & older children

- Class 5 & 6, 7 & 8 activities brainstorming:
 - Photo booth
 - Silent disco
 - big collaborative artwork - Donna
 - bicycle powered - **Action:** Ruth to investigate with organiser of SLF
 - Local radio in AMES courtyard
 - Older classes giving back by running activities for younger kids

Playgroups

- Bring into one of prep garden classrooms - breastfeeding, nappy change space? Preference is Madonna's prep classroom.

Ticket booth in prep garden

- Feedback that placement of ticket booths needs to be considered.

Timeframes

- Call out for artwork to be sent out ASAP
 - Deadline for submissions by email to fundraisingcollingwood@gmail.com to be Friday 22 April
 - Kylie and Lauren to work out brief
 - Design brief values: diversity, community, spring, creativity, natural beauty, respect, mindfulness, exploration, love, friendship, collaboration, stories, understanding

Next Meeting: 8.45am -10.15am, Friday 18 March (in School Canteen).

Meeting closed at 8.57am.