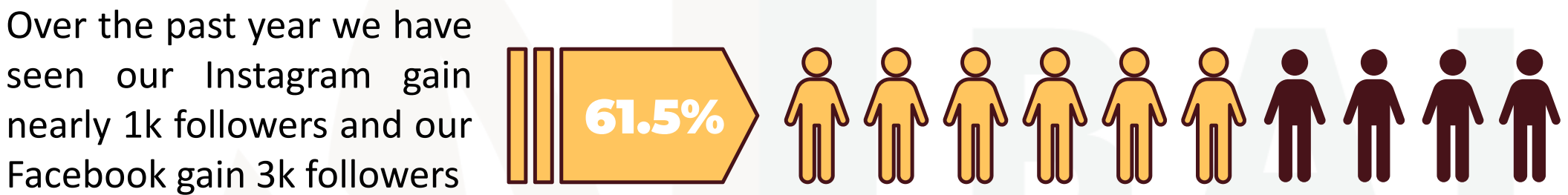


# Engagement & Reach (Social Media & Digital Channels)

This section highlights the growth of Balmoral’s digital presence, reflecting how our content strategy has strengthened school identity and fostered a stronger connection with families, students, and the wider community. Through consistent storytelling and visual engagement, we’ve extended our reach and deepened our impact across multiple communications platforms.

## Social Media Growth



## Continued Strength of Student Success



## Impact of Video Content

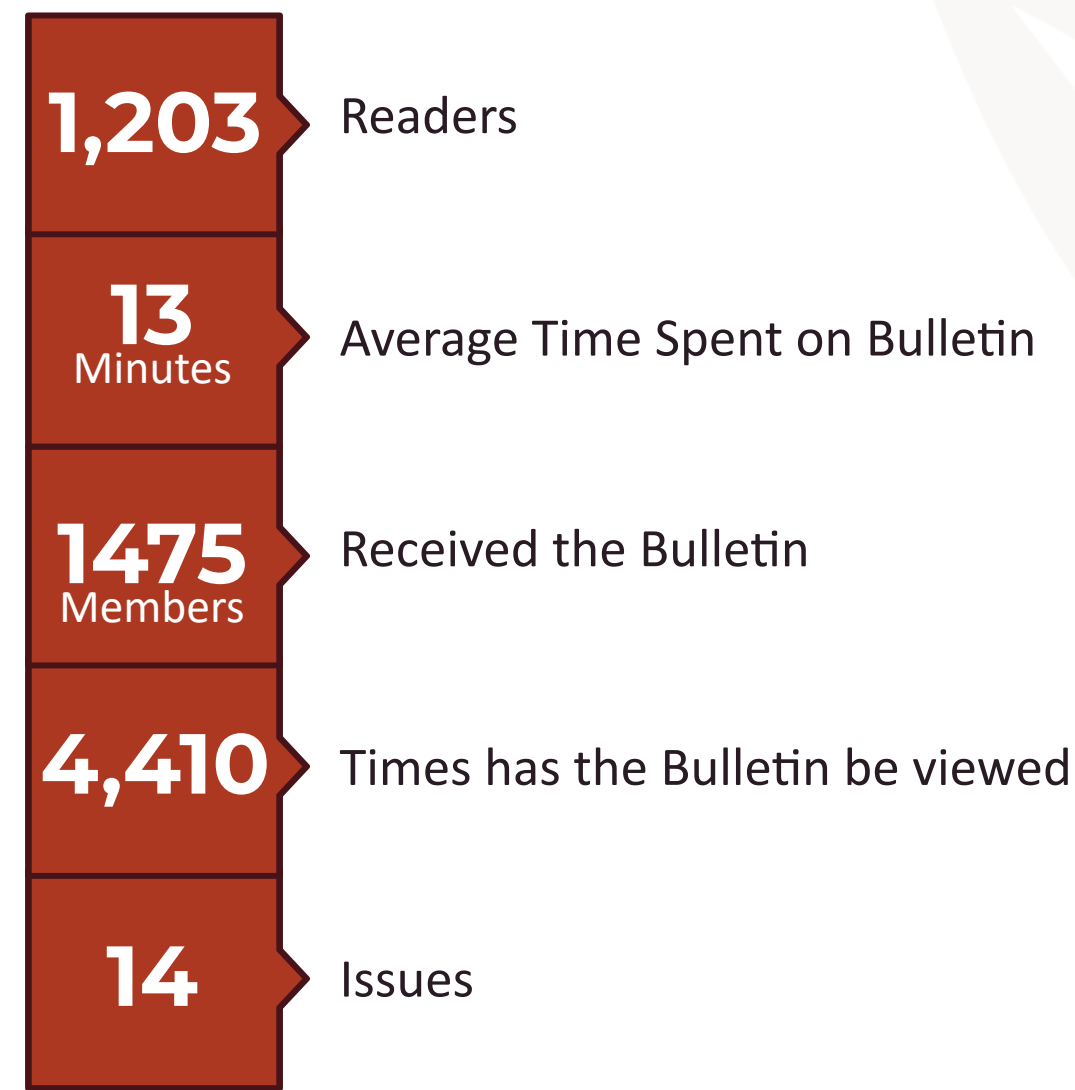
One of our top performing reels was based around our student initiative for our Food Drive with FareShare. This video received 800,000 views. Having the ability to celebrate and showcase student success like this is a powerful tool for Balmoral State High School.

# Communication & Information

Keeping our community informed is essential. This section demonstrates how timely, accessible, and visually engaging communication has helped ensure parents, carers, and staff remain connected to what’s happening at Balmoral.

From the refreshed Balmoral Bulletin to strategic email updates and Compass notices, every touch point is designed for clarity and consistency in our communication to our community.

## Statistics in 2025



# THRIVE 2025

## Our Commitment to Transformational Engagement in learning

Twelve months on, our commitment to transformational engagement at Balmoral State High School continues to shape a thriving, future-focused learning community. We've remained focused on sustaining impact across the strategic pillars of the Balmoral Blueprint—High Impact Teaching Strategies (HITS), the Engagement Accelerator, Digital Innovation, Community Engagement, and Curriculum Enactment.

# Student-Centered Initiatives

## Balmoral Bites Back

A student-led food drive supporting FareShare that united our school and local community. The campaign reached over 800,000 views on social media, spotlighting the power of student voice and purpose-driven action. This initiative provided over **500kgs** of food for our most vulnerable community members.

## Classroom Accelerator

We launched the Classroom Engagement Accelerator, a school-wide framework that empowers students to progress from participating to innovating. This initiative helps drive deeper learning, classroom ownership, and student confidence in the learning tasks they complete.



## Small Steps 4 Hannah

In partnership with the Small Steps 4 Hannah Foundation, Balmoral students raised awareness about domestic and family violence. This powerful campaign fostered empathy, education, and real conversations around respectful relationships.

## Balmoral SHS Podcast

A new platform by conducted by teachers with and for students. The Balmoral Podcast gives voice to real stories, ideas, and experiences—helping to build confidence, celebrate student diversity, and strengthen our school identity.

# Community Involvement & Partnerships

This year, we have started the process of deepening our ties with the local community — not just through events, but by actively seeking meaningful partnerships that invest in our students, staff, and the wider community.

## Growing Together Through Sponsorships

We’ve been meeting with local businesses who believe in the power of education and community. Their support will help us enhance learning spaces, fund creative programs, and provide students with real-world opportunities.

## We continue to showcase what makes Balmoral special through high-impact events:

Guest speakers, industry panels, and cultural events, Hands-on learning experiences like the Bunnings Trade Skills Day, STEM & leadership excursions like the Boeing Defence Project, Maroon Dam and the Year 7 Horizons Project.