

# Parent Ambassador Program



BUNBURY CATHEDRAL GRAMMAR SCHOOL

## Growing our connections

A focus for the School in 2020 is connections. Our students and staff benefit from the many and varied connections they develop at School. Ambassadors have been noted to be active and engaged members of the School community, and we hope to harness this positivity and encourage Ambassadors to share experiences about our School with students, other families and personal and business connections in the wider community to help raise the positive profile of our School.

## What is a Parent Ambassador?

A Parent Ambassador is a current parent, who is passionate about our School and willing to communicate to the wider community the benefits of an education at Bunbury Cathedral Grammar School.

Ambassadors will be invited to provide feedback in relation to activities or programs that are currently being run or that the School is looking to launch.

## What does a Parent Ambassador do?

Parent Ambassadors are asked to talk positively about the School, sharing their experiences with fellow parents and other associates in the wider community and to share stories about the School featured in the news, or events and achievements highlighted on the School's social pages.

Parent Ambassadors will be invited to talk with future parents. This may be as part of a tour, at an information evening, or community event. Ambassadors will also be contacted in situations where a family has requested to speak directly to a current parent about their personal experiences.

The School is constantly looking to improve and stay abreast of current education trends. Ambassadors will be invited to provide feedback on new programs, to give input into future plans and be a sounding board for communications to the wider community.

## The messaging story

As a Parent Ambassador, you will be provided with some messages to help add details to your personal experiences.

In 2020, the School is working with an external communications company to refine the messages used in external communications.

Our Value Proposition (who we are, what we do and why) looks like:

*With our exceptional staff, outstanding educational facilities and diverse community, we equip our students with the skills to connect and succeed in a global future.*

Some of the key messages are:

- Bunbury Cathedral Grammar School prepares your child for exceptional academic achievement, opening the door to a world of options and a life of purpose.
- Through strong global partnerships, our School creates unrivalled opportunities to make connections for life.
- Guided by our Anglican values and a bold vision, we prepare students for a sustainable future in a diverse world.
- Every individual is supported to develop leadership, build resilience and challenge the status quo.
- Situated in stunning bushland, with outstanding educational facilities, our students learn with imagination, discovery and creativity.

## Connect with the program

If you have questions about the program, wish to provide feedback or recommend another parent, please contact the Marketing and Community Relations Manager via [marketing@bcgs.wa.edu.au](mailto:marketing@bcgs.wa.edu.au)