

# Victorian schools nearly double sustainability showcase



Primary was engaged by Sustainability Victoria (SV) to develop and implement a communication strategy which resulted in school participation increasing by 83 percent over three years (2011-2013) in the awards program.

The annual Victorian ResourceSmart Schools Award program recognises and rewards Victorian schools, students and teachers for their initiatives and achievements in the areas of biodiversity, waste, water, energy and community leadership.

## Strategy

Primary designed a communication strategy that engaged directly with Victorian schools and key stakeholders through various communication channels.

Primary coordinated all aspects of delivery including communication, stakeholder engagement, entries, sponsorship, judging, event and evaluation.

## Outcomes

In 2013 Primary's School Engagement Centre:

- » Achieved a record 160 entries across 9 award categories
- » Increased school participation by 35 percent from a higher base level
- » Raised \$55,000 in sponsorship from external organisations
- » Delivered a successful and engaging award ceremony attended by Victorian Minister for Education and more than 350 students, teachers and stakeholders

Schools responded enthusiastically to Primary's highly engaging and professional program concept and delivery service.

Formal feedback indicated 100% of teachers found the team to be helpful and would consider entering again, while 95% said it was a prestigious Awards event with a terrific learning program and recognition.

