



Promoting your homework club

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Regular attendance of students at your Out of School Hours Learning Support Program (OSHLSP) is vital to its success. Whether the OSHLSP is run in a school or community setting there are a variety of approaches that can be used in promoting it. The approaches below can be used by both school and community settings; the ones you choose to use will depend on the specific needs of your OSHLSP. Remember, when using photos of students under eighteen years of age in promotional materials, parents will need to sign a permission form.

Promotion in Schools

- Display information about your Out of School Hours Learning Support Program (OSHLSP) on notice boards, including the one in the staff room.
- Ask to make a presentation at a staff meeting.
- Include OSHLSP information and your registration form in the school newsletter.
- Promote the OSHLSP on the school website.
- Have students who regularly attend the OSHLSP write, draw and/or photograph about what the OSHLSP means to them, place this in the school newsletter and website.
- Have a staff member and/or student speak about the OSHLSP at a school assembly.
- Provide information flyers about your OSHLSP to the staff for their use during parent/teacher interviews.
- Some schools have radio shows; see if staff or students who attend the OSHLSP can be interviewed for the program.
- Have an information session for parents about the OSHLSP; as an extra enticement provide a

The Centre for Multicultural Youth is a Victorian not-for-profit organisation supporting young people from migrant and refugee backgrounds to build better lives in Australia.

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meal with this.

- Do a fun written quiz with the school staff about the OSHLSP, offering prizes for those with the most correct answers.
- Promote the OSHLSP at general school events. For example: have a stall at the school fete, sports day or similar.
- Get noticed by school staff by providing them with morning tea or a box of chocolates at their staff meeting with information on your OSHLSP attached.
- Run a competition among the students and staff to see who can come up with a “cool” imaginative name for the OSHLSP; give a prize to the winner.
- Get information about the OSHLSP placed in orientation “show bags” given to new students at the school, in particular those transitioning from pre-school or primary school. Speak at parent/student orientation sessions to the school.
- Have a student social/quiz session at your OSHLSP probably near the end of term where each student can bring a friend from school.
- Put a display up during parent/teacher interview days or evenings.
- Put an information poster about your OSHLSP up on the window of the school bus.
- Get media students to make a short DVD about your OSHLSP; send copies home to interested families. Where relevant, have the background commentary spoken in the languages of your community. This can be an ideal way of reaching families who never visit the school or don’t speak English.
- Write snappy statements about your OSHLSP on the pavement around the school, using chalk e.g. ‘Don’t take your homework home: visit the school library today at 3.30pm’.
- In school talent quests encourage students to sing, dance or do any sort of performance that indicates why they enjoy coming to the OSHLSP.
- Try to secure representation of your homework club on the school council.

Promotion in the Community

- Place information about your OSHLSP in public venues such as libraries, pre-schools, community centres, neighbourhood houses, youth centres, migrant resource centres, shops and sporting venues.
- Get an article about the OSHLSP in the local newspaper.
- Shopping complexes sometimes allow community

organisations to have stalls promoting their programs.

Have a stall possibly displaying the student’s work.

- Join with other OSHLSP in your local community to make a joint poster to promote your services.
- Get information about your OSHLSP on Local Government websites and in their publications.
- Speak about your OSHLSP at regional network meetings of workers in the youth, family, welfare, migrant or similar sectors.
- Join “e-news” network lists related to education, children, youth or family services, then promote your OSHLSP through these.
- During school holiday programs at community and public library settings, ask to speak to students about your service.
- At community festivals and other events, have a stall promoting your service. If you want to stand out from the crowd make sure you have a gimmick or do something quirky.
- Some public libraries or other community centres have display cases you can book. Have a display about your OSHLSP in one of these.
- Create a website or Facebook page advertising your OSHLSP.
- Hand out flyers about your OSHLSP at places where large numbers of students and/or their families are likely to be, such as the railway station or bus stop.
- Hold a competition in your local community to see who can design the best poster for your OSHLSP; offer a prize to the winner.
- Link in with activities held in various “weeks” through out the year such as Youth Week, Volunteers
- Week, Education Week.
- Visit places in your local community where many “parents” are employed; get information about
- your service put on staff notice boards or speak to staff during their lunch break.
- Offer an inducement to students who regularly attend your OSHLSP, this could be everything from a certificate at the end of each term to small prizes for those with the highest attendance records over six months.

For more information:

www.cmy.net.au/Article/learning-beyond-bell