

Promoting your OSHLSP

Tips for promoting your OSHLSP

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 to advertising and promotion. The approaches below can be used by both school and community-based OSHLSPs; the ones you choose to use will depend on the specific needs of your program.

Remember, when using photos of students under eighteen years of age in promotional materials, be sure to collect permission forms signed by a parent or guardian. To maintain a strong culture of child safety, good practice dictates that informed consent must also be gain the students involved.

Promotion in schools

- ✦ Display information about your Out-of-School-Hours Learning Support Program (OSHLSP) on school notice boards, including in the school staff room.
- ✦ Ask to make a presentation at school staff meetings or school council meetings.
- ✦ Include OSHLSP information and your registration form in the school newsletter.
- ✦ Provide local schools with information packs about your OSHLSP.
- ✦ 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.
- ✦ Hold an information session for parents about the OSHLSP. Consider the need for interpreters. As an extra enticement you could provide a meal with this.
- ✦ Put a display up during parent/teacher interview days or evenings.



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- ✦ Promote the OSHLSP at general school events. For example: have a stall at the school fete, sports day or similar.
- ✦ 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.
- ✦ 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.
- ✦ Write an article about the OSHLSP for local newspapers, as well as for your organisations newsletter, if applicable.
- ✦ 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 local and regional network meetings of workers in the youth, family, welfare, and education, migrant, multicultural or similar sectors.
- ✦ Join “e-news” network lists related to education, children, youth, family, migrant, refugee, and multicultural 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.
- ✦ Hold an Open Day during school term or the school holidays. Allow families to come in and meet staff and to see what happens during your programs.
- ✦ 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 fun activity for young people to do.
- ✦ Create a website and consider having social media pages on Facebook and Instagram to advertise your OSHLSP.
- ✦ Hand out flyers about your OSHLSP at places where large numbers of students and/or their families are likely to be.



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- ✦ Link in with activities held in various “weeks” throughout the year such as Youth Week, Volunteers Week, Education Week.
- ✦ Chat to parents at your local community centre about your OSHLSP. You can also ask current families to share the program with their friends.
- ✦ Offer incentives for students to 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.
- ✦ Get an A-frame poster that you can put in a public area while your program is running. This may encourage people to enquire about the program.
- ✦ Put information on university notice boards, and send through volunteering opportunities for students to staff within the Education, Youth Work and Social Work departments.
- ✦ Provide information packs to local support services, with the opportunity for referrals to your program.
- ✦ Create a short video about your OSHLSP and post this on social media, to schools, families, and local agencies. Consider having the voice over in different community languages to make it accessible.