

# Acing the first impression: St John Fisher College's transition to a personalised digital prospectus

A FUJIFILM Business Innovation Australia digital communications success story.



*"One of the great things about having the digital prospectus is that it allows us to keep it current and up to date."*

— Britt Gurnett, Principal for St John Fisher College

Located in Brisbane's northern suburbs, St John Fisher College (SJFC), Bracken Ridge, is dedicated to delivering a curriculum designed to prepare young girls in Year 7 - 12 for a changing world.

Founded in 1981, the College prides itself on a holistic approach to education promoting spiritual, social, emotional and physical growth along with academic learning. It is a vibrant community where girls are encouraged to become fully involved in school life.

## The challenges of a physical prospectus



In line with many private schools, SJFC's engagement with prospective parents featured the use of a prospectus to tell the story of the college and inspire confidence in making the right decision to enrol their children.

A prospectus is a key articulation of the school's values showcasing the rich curricular and extra-curricular activity that parents and students seek when making such an important decision.

However, a physical prospectus can often bring several limitations. They can be expensive to print with requirements for full colour high quality photo imagery and can often be many pages. When ordered in bulk, they can take up a significant amount of storage space in offices and become dusty over time. For many schools, a prospectus can also become outdated very quickly, demanding frequent redesign, copy writing and re-printing with all the associated costs.

In addition, if a physical prospectus is not used as an immediate in-person conversation piece, it requires postage and handling which not only adds costs – but delays the prospectus' arrival.

Wanting to obtain a better understanding of parents' interest and needs, SJFC were intrigued by the adoption of a digital prospectus that could not only reduce these obstacles but add value through personalisation and customisation, engaging parents with details that truly mattered to them.

*"Prior to taking on the opportunity with FUJIFILM, we had a fairly traditional prospectus, and that was a hard copy prospectus. We had to print these out and use at promotional events. More recently, we had a downloadable PDF that sat on our website."*

– Britt Gurnett – Principal St John Fisher College



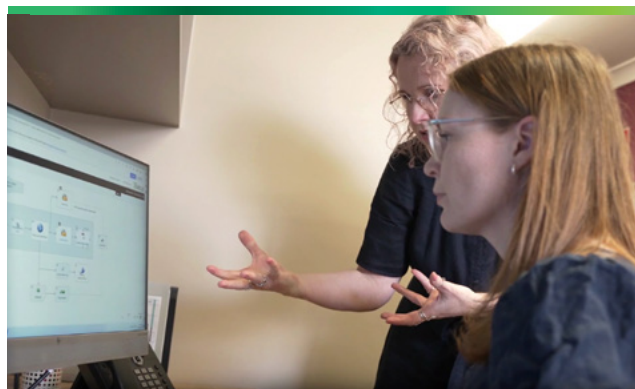
Understanding digital is the way forward for schools, SJFC worked with FUJIFILM Business Innovation Australia's Creative & Digital Communications Services team on a communication solution to elevate their prospectus into the digital realm.

SJFC worked closely with our team to develop an intimate prospectus that can be personalised for prospective parents based on areas of specific interest, while reflecting their exceptional commitment to quality.

Providing a personal touch can be a key factor when it comes to making a confident decision about how a school is going to support a child. Personalising a prospectus provides tailored information for both parents and students taking into account demographics, information preferences (e.g. sporting, culture, dance, art, etc) as well as a range of other details.

Specific information about SJFC was transferred into a digital format with engaging design and imagery, and simple, clear copy that wouldn't overload readers with information. This can easily happen with the comprehensive information about a school typically provided in a standard prospectus.

Critical to the process was making sure the flow of data was handled compliantly through the enquiry and enrolment process. Making sure the correct policies and standards of practice were incorporated into the user process was not a side thought – but an essential part of the prospectus' digital creation.



**Fact: A digital workflow that creates each personalised prospectus can also capture interest in having a guided tour of the school at a time and date that suits! This can be followed up with an email and/or SMS reminder.**

*"The way we approach personalisation is extensible, going far beyond the traditional 'insert name here' path taken by many. Based on demographic and preferences we produce a truly unique and customised experience for prospective parents and students."*

– Jason Freestone, Digital Communications Manager,  
FUJIFILM Business Innovation Australia.

## The Solution – creating intimacy through a digital touch



### Making the right first impression

The new and improved personalised prospectus for SJFC now provides accurate and targeted information for parents. In addition to factoring in their children's year of enrolment, they can select special interest areas such as Technology and Science, Learning Enhancement, Sport, Language Immersion and Cultural Events.

When parents submit this information, they promptly receive a welcome email that provides access to their personalised digital prospectus for download as a PDF. This PDF provides custom, engaging imagery, and can display select information in the language of preference for the parents, to further enhance their engagement.

Importantly, the high-quality imagery and content is both tailored and relevant, for students provides powerful cut through to not only absorb but engage with the information that really matters.

The digital record of parents inquiring about the prospectus also allows SJFC to more easily follow up with parents based on the information provided – further amplifying their marketing practices.

### Saving printing, shipping and storage

Having a digital prospectus removes the significant costs that come with printing, storing and regularly updating the physical document for SJFC.

The paper that would typically be used to print a yearly supply of prospectus documents has been removed.

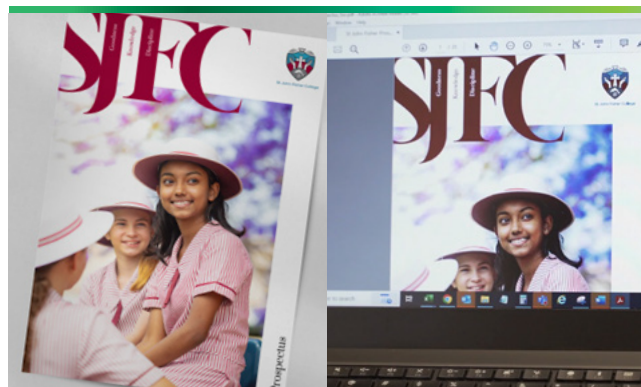
The prospectus can also be made available to more prospective parents through links and digital sharing. This gives back SJFC the time to focus on having more targeted and meaningful conversations with parents about what matters to them for the future of their children.

## About FUJIFILM Business Innovation Australia's Creative and Digital Communications Services

FUJIFILM Business Innovation Australia's Creative and Digital Communications team specialise in brand management and communications for internal and external requirements.

The team's capabilities include creative consultation, graphic design and desktop publishing, digital design and web development, brand implementation, photography and video post-production, infographics and animation.

Our Creative and Digital Communications Services can assist our customers with end-to-end design services from initial inception of an idea to execution of a project or campaign, creative consultation, graphic design and production through to final output regardless of channel, print or digital.



*"I would absolutely recommend the digital solution. It allows you to showcase the uniqueness of a school community and provide specific information to families when they're doing the hard work towards finding the right fit for their family and their student."*

— Britt Gurnett, Principle for  
St John Fisher College



We create a prospectus showcasing your school's unique offerings.



Our technology weaves families' specific information to highlight what they are looking for in your school.



And by personalising it you will create a great lasting impression.



The Prospectus Builder tool provides insights for future planning.



And creates memorable and ongoing communications with your students and their families.



## St John Fisher College

Britt Gurnett, Principle for St John Fisher College.

*"Moving across to FUJIFILM's Digital Prospectus has been a great initiative for our college. It has really allowed us to showcase every aspect of our school community, from the academic, sporting, cultural, and, of course, spiritual side. That gives a really good insight for those in the community who are school shopping to see what actually goes on at St John Fisher College in a really specific way."*

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