

Success story: Avenues Education

Unifying three campuses under one identity

How Avenues Education uses technology to make a difficult job easy

About Avenues Education

Avenues Education is a specialist, multi-site Department of Education and Early Childhood Development (DEECD) P-12 school that provides educational services to the Alfred Child and Youth Mental Health Service (ACYMHS).

www.avenuesed.vic.edu.au

About brandforce

brandforce is a web-based automated composition and publishing platform that enables you to produce 'on-brand' communications in minutes

www.brandforce.com

Avenues Education is a multi-site school providing specialist educational services to the Alfred Child & Adolescent Mental Health Service (ACAMHS).

The problem facing Edwina Richardson, Assistant Principal, and her team at Avenues Education was one that small organisations the world over face daily. Resources to promote the organisation are few, budgets are either minimal or non-existent and yet somehow the message still has to get out there.

'Branding is not a word we education people use much, explains Edwina, but as a specialist provider in child and adolescent mental health I think we consider our image more carefully than others. There's no doubt we have to work harder to promote the school and to raise our profile in the community, and with three geographically distinct campuses in the network the task of achieving consistent communications is challenging. At least, that was until we were introduced to brandforce.'

A brand new image required better management

The launch of a new umbrella brand that helped unify the three campuses into one integrated entity in early 2010 was the ideal time to introduce a new way to produce consistent brand communications.

Avenues Education turns to brandforce

As Edwina explains, 'our brand consultants, The Ball Group, recommended an online brand management service they had developed called brandforce, and although more than sceptical at first because we thought it would cost too much, the more we understood what it could do for the school, the more we became excited about the potential.

The first step was the centralisation of all relevant digital assets, like the logo, images, and illustrations in brandforce's online image bank.

Second, the design and setup of the online range of the school's newly branded collateral as programmable smart templates, which ensured that all three campuses could self-publish and produce consistent material as and when required.

Consistently professional across three campuses

Everything from brochures about new and existing student programs to student assessment reports, graduation certificates, even student generated postcards, can easily be customised, updated and produced by teachers and admin staff across all three campuses to a high and professional level that's 'on brand' every time.

The great thing, as Edwina continues, is our people don't need anything but a browser and a good broadband connection. We don't need to run any special software or purchase fonts for specific campus computers as everything is managed online from within brandforce, which means less cost, training and administration overall.

The great thing is the consistency we're now achieving in our communications, but particularly in our promotional activities: it's a marvellous advertisement for our professionalism in the community in which we operate.

USAGE STATS	users 17, templates 29, documents 85, PDFs produced 490+
BRANDFORCE APPLICATIONS USED	Publish, Catalog, Admin



Solution
PARTNER

Interested in learning more?

If so, we would love to discuss how we can help automate your design and publishing workflows to improve performance.

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