

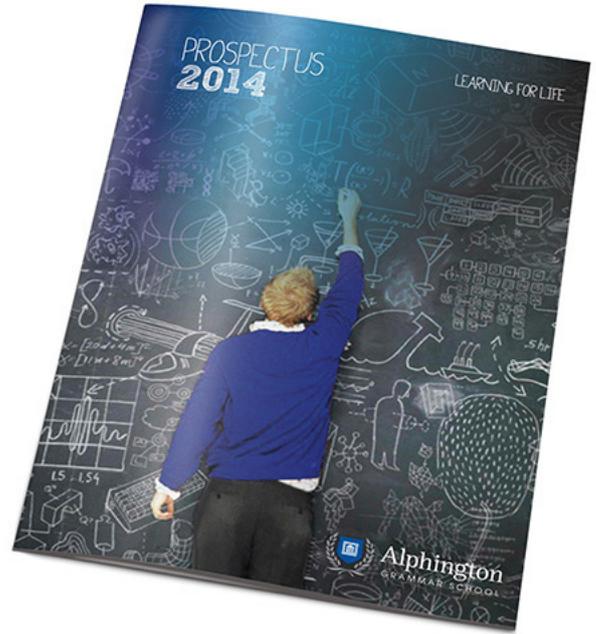
the galloping skirt

Client: Alphington Grammar School

Delivered: 12-page prospectus copy (plus brand strategy document, print ads and billboard copy).

Project overview: Alphington Grammar School (AGS) was in a state of transition. With a new principal and a 25-year anniversary around the corner, expectations of school performance were increasing.

Senior staff and Board members wished to emphasise AGS' personalised teaching environment, its culturally rich and diverse program, and its strong links to community. Working with the designer I developed a strategy document that was later rolled out into a 12-page prospectus.



The prospectus illustrated the positives of an AGS education to potential students and their families in the area, and set the tone and style for future collateral. A number of other materials were created from this copy including targeted print ads and billboards.

Writing sample:

Aspiring to excellence

Alphington Grammar School is a non-denominational, co-educational school located in the leafy heart of Melbourne's north-eastern suburbs. Our community-minded, outward-looking learning environment inspires students to reach their full potential in happy and safe surroundings.

Alphington is firmly entrenched in the area as one of the leading independent private schools. Academic excellence underpinned by a culturally rich and diverse curriculum is at the heart of our program. Personalised education in a close school community enables our students to be articulate, creative and confident: to aspire to excellence and be their best.

Great importance is placed on developing our students' understanding of what it means to be part of a strong, vibrant and diverse community. Valuing our multicultural school community and 'global thinking' is key to an Alphington education. We instill in students a strong sense of their part in the world, their history and culture, and how they can contribute in the future.

