



SEAVIEW
HIGH SCHOOL



Our Homestay Community

Presented by

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Government of South Australia
Department for Education and
Child Development

International Student Program @ Seaview HS

- Significant growth in past three years of FFP students
 - › 2014 – 37 students
 - › 2015 – 81 students
 - › 2016 – 110 students
- Leadership met with IES mid 2016 to discuss homestay recruitment strategies to support this growth
- Twice annual internal review of strategies to support current homestay families



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Resourcing & Targeted Staff Recruiting

- Manager – International Student Advisor (Teacher)
 - › Multiple languages spoken
 - › Additional level of support for homestay families (interpreter)
- SSOs – 1 x Full Time, 1 x Part Time with flexibility depending on needs
 - › Dedicated time to Homestay recruitment and management
- Principal – oversees Program



Recruitment Strategies

- Creation and distribution of promotional materials



Advertisements in local paper



Flyers for letterbox drop in surrounding suburbs



Banners outside school



Recruitment Strategies

- Establishing contacts within local community organisations



We worked with over twenty local organisations and businesses to promote homestay opportunities via flyers and posters in their clubrooms and noticeboards, information printed in newsletters, posts on Facebook groups and an invitation for staff to speak at meetings.



What else?

- Seaview High School Facebook page
- Homestay information stand at Open Day
- Letter of introduction to program in enrolment packs
- Advertising in local primary school newsletters



Strengthening our Homestay Network

Key points of communication

- 'Welcome to Seaview' email at the start of each term
- Recently introduced 'International News' newsletter
 - › Key diary dates
 - › Staff movements
 - › Ideas for things to do with students
 - › Information on school run holiday excursion



Strengthening our Homestay Network

Networking Events

- Chinese New Year celebration at start of year
- Informal gatherings led by experienced homestay families
 - › Held once per term at local cafe
 - › Information is then fed back to us about main issues of concern
- End of year celebration thanking families for their support



What works for us?

- Quality Program
- Relationships, relationships, relationships
- Quality relationships with local agents
- Strong Teacher networks
- Communication
- Timely response to all enquiries
- Key staff with knowledge and experience working with ISP



Any questions or comments?

