



# His Rostrevor

The appointment of Old Scholar Steve Olech ('91) as Rostrevor's Strategy and Marketing consultant has resulted in a marketing strategy and brand position around the theme of **HIS ROSTREVOR** which is being rolled out in Advertising, Bus Shelters and Social Media to promote Rostrevor's commitment to bringing out the strengths of every boy.

There are many elements to a Rostrevor education. It is not just one thing. The broad Academic and Co-curricular offering, underpinned by a strong focus on student wellbeing, enables the College to tailor the student experience to the individual and ensure that **HIS ROSTREVOR** experience is unique and relevant to him.

Every boy's experience is a unique one that is shaped in a partnership between the College, the boy and his family! **HIS ROSTREVOR** emphasises a journey of wellbeing and the development of a Rostrevor Boy that the community is proud of.

*“There is no better place for a boy to learn and thrive than in a purposely-crafted all boys school”*

**HIS ROSTREVOR** supports the education of boys equally across all four Strategic Pillars - Academic Excellence (HIS LEARNING), Co-Curricular (HIS JOURNEY/HIS COMMUNITY), Student Wellbeing (HIS VOICE) and Spirituality (HIS SPIRIT). Whether a Rostrevor boy has a passion for music or sport or agricultural studies or wants to develop expertise in a specific academic stream, the College aims to give every boy the voice and opportunity to shape and influence HIS ROSTREVOR experience so that it is meaningful to him and sets him on a path to personal and academic success.

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