**Case Study: Cadbury Schweppes and Newport Lakes Primary School**

Stuart Donaldson, Finance Director at Cadbury Schweppes and Bev Fegan, Principal at Newport Lakes Primary School formed a partnership through Business Working with Education’s program *Partners in Leadership*.

**In the Beginning**

“We met to talk about areas that would be good to work on. With Stuart’s strength being financial management, we talked about goals at Newport Lakes and how best we could utilise Stuart’s skills.” – *Bev Fegan*

“We met one on one and talked about how it could all work. We wanted to provide sustainable assistance to Newport Lakes, so not just coming in and doing something and then going. We really wanted to leave something behind that they could utilise in the future.” – *Stuart Donaldson*

“One of my biggest goals was marketing and promotion for the school, so Stuart brought Karina, Sandra and Justin in to help out.” – *Bev Fegan*

**School Council Meetings**

“There were four of us involved with Newport Lakes, including someone from a marketing point of view, someone from a systems/process point of view, another finance person and myself. And we took it in turns to attend the school council meetings to really find out about some of the issues that they were trying to address. A lot of what we were trying to assist with was a change in their thinking and processes around how they brainstormed and did presentations.” – *Stuart Donaldson*

“At least 2 – 3 of the Cadbury Schweppes team have been attending school council meetings ever since the initial few! It’s great that the parents know them.” – *Bev Fegan*

**Marketing and Promotion**

“We decided to run an information session for the local parents with the aim of increasing enrolments at the school.” – *Bev Fegan*

“I think it’s really been about a process for Newport Lakes, because through the school council meetings the key thing that we were picking up was that they wanted to improve the enrollments at the school. They had a number of parents who were traveling long distances to go to other primary schools and bypassing their school on the way through. So the question was, why were they bypassing the school?” – *Stuart Donaldson*

“Cadbury Schweppes offered to do some promotion for the info night, so we talked about Newport Lakes’ values and Cadbury Schweppes developed some brochures with our mission statement and values. They even sent out a photographer from their publicity company and then produced a promotional DVD to show on the info night.” – *Bev Fegan*

“We also organised some parent forums like focus groups, for Bev to talk with a group of parents about what they’d like to see at the school, and provide some feedback.” – *Stuart Donaldson*
“Some of my teachers did some work at the local kindergartens to ‘showcase’ Newport Lakes, and another teacher and I went to Cadbury Schweppes to do a brainstorm. We talked about what we wanted to get out of the information night and we found it refreshing to have someone that's not in education to ask questions, and provide a different perspective.” – Bev Fegan

“On the night I wondered whether anybody would show up. Sandra, Karina and Justin attended and brought evaluation sheets to hand out at the end. We ended up getting 50 prospective parents!” – Bev Fegan

The Partnership Experience

“The partnership with Cadbury Schweppes has been much better than what I expected because they have been so easy to get along with and we’ve all just gelled. I couldn’t speak higher of it. Every time I email them to say thank you it seems really positive from their end too. I really appreciate that, especially being in this role on my own” – Bev Fegan.

“It’s really about the ability to assist the school to achieve its goals for the future. It’s got to be strategic and sustainable and a whole learning that we’re passing onto the school. I think the positive is that there are a lot of learnings that come back to business from being a Partner in Leadership. Because some of the issues are the same, like how do you motivate your staff, staff moral, how do you train your staff and they’re all similar issues that we’re facing in business.” – Stuart Donaldson

“The Cadbury Schweppes staff have been very affirming. It was so nice to have someone in that professional capacity in their role say “that went really well” and provide that affirmation for the staff.” – Bev Fegan

“Bev was so open to us coming in and helping out and you really do need that. The important thing is that Bev is the Principal, and we’re just another pool of resource that Bev can call on. Also Bev’s talking with teachers and other people in the education sector all the time so it’s a great opportunity for her to sit down and have a coffee with someone from a different perspective. And I think every business school partnership will be different because every single school will have different issues that they’ve got to work though.” – Stuart Donaldson

“The four staff who have been involved with Newport Lakes have really enjoyed learning about how a school works, and some of the issues that teachers are facing in terms of some of the multicultural issues and the challenges of enrolment and grading. They also appreciated the opportunity to work across another section of the community rather than just working in the business world.” – Stuart Donaldson

Melbourne Cares’ Role

“I wouldn’t have been able to access business without Melbourne Cares, because I think Melbourne Cares gave us that umbrella and you could talk about it to the community with that umbrella. I think what it’s given us is a bit of enthusiasm – the school really lacked that. It’s nice in this little school to think that someone cares, and it is like that – Melbourne Cares. Someone cares about us.” – Bev Fegan

“I think Melbourne Cares can also play a key role in bringing together a pool of supporters and resources to work on a large project like the Broadmeadows project which is a regeneration project, with 17 schools merging to 10. We’ve expressed an interest to work on a larger, more complex project like a school regeneration.” – Stuart Donaldson