



# HOËRSKOOL PAREL VALLEI HIGH SCHOOL

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Headmaster / Skoolhoof: David Schenck

Dear Parents,

It seems like just yesterday that I was packing my family up for a holiday in the E Cape and here we are, already starting week 3 of the term. The school is in full stride and there is a great deal of activity on the Academic, Sporting and Cultural fronts. I am pleased with the way the term is progressing and the way in which the school is responding to the challenges of a new Headmaster and his vision.

One of the most important aspects of any organisation is its branding: the symbols that we use to identify it by. Pride in the organisation always goes back to basic insignia that we quickly and easily recognise. The famous brands of the world need no introduction and are easily identified. We feel comfortable with them because we know what they stand for. The most important insignia of all is the badge! History is littered with tales of the valour of soldiers, fighting for their colours and holding the flag high – there is no more powerful force than a group united because they believe in what the badge stands for. A picture paints a thousand words and a badge stirs a thousand emotions.

Parel Vallei has a magnificent badge. I want the world to see it, recognise it and respect it. That process starts with us because we must “be the change we want to see”. We must wear the badge in such a way that it becomes a local icon. Everyone must know what we stand for: Values that create confidence are **Pride, Respect, Commitment, Trust, Passion, Hard Work, Caring and Involvement**. All of these lie in the hearts of our Parel Vallei students. We are embarking on an exciting journey to promote these values and show them to the world.

The practical side of this journey revolves around our use of the badge and other logos and it is here where I would like to pause for a moment.

An inspection of all our uniform items has revealed that there has been creative application of our badge, PVH logo and the Bulldog resulting in a great deal of confusion. At a recent senior management meeting it was decided that there will now be strict rules applied to the use of logos and the badge. Griselda Botha is the custodian of our branding and approvals will have to go through the Marketing office. The School badge will now appear on all uniform items (including sport), the PVH logo is strictly for the use of adults and the Bulldog takes up its rightful place as the school mascot. This means that there will be adaptations to the uniform as we move along but I would like to put you all at ease and state that the process is only likely to be completed by the end of 2015 as new stock rolls in. All current uniform items are still valid with the exception of the rugby jersey. There will be a new rugby jersey for 2015.

Saturday 26 July saw the unveiling of the new rugby jersey! It was worn by the u16A team and it looked stunning. Note the badge on the left side!



These photos were taken before and after a stunning victory in cold and wet conditions. Well done boys!

I am busy discussing the uniform changes with the uniform shop and we will work together to ensure a smooth transition process that introduces a new era of PV pride and passion. Pricing and availability will be finalised later.

Speaking of pride and passion .... Saturday 26 July was a day to remember! PV sportsmen and women raised the bar by winning all 4 1<sup>st</sup> team matches and showing the way for the rest of the school. Parel Vallei was dominant on all sporting fronts winning the vast majority of all matches played – including the rugby boys who won 5 out of 7 matches! This all came on the back of a great week of hockey that saw our 1<sup>st</sup> XI boys stick 8 goals past Paarl Gym! These are encouraging signs and I am excited about the future of sport at PV.

I would also like to mention 4 of our Maths pupils Werner vd Merwe, Mark Doyle, Stefan le Roux and Charl du Toit who shone in the Maths Olympiad to emerge in the top 100 out of an original 60 000 participants. We are proud of them!

And some more breaking news – PV actors and actresses secured 14 Gold, 18 Silver and 4 Bronze medals at the drama festival in Fraserburg held over the weekend of 1 – 3 August. What a fabulous achievement – Well done to all! We will highlight more details under the Results icon on the webpage.

My challenge now is to all those children out there doing nothing to get up and get involved! PV needs you – you can make a difference.

This is a great school!