



HOËRSKOOL PAREL VALLEI HIGH SCHOOL

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Headmaster / Skoolhoof: David Schenck

Dear Parents and friends

We have reached the end of the 2nd term and the year is simply screaming past. At the start of the year I made a comment to the Matrics that their year would pass by in a flash and here we are already at the end of June.

Things change, however, just as fast as time passes and very soon we will welcome 260 new grade 8 learners to PV. There is a massive change that awaits them – an exciting change. A move to high school starts with a letter of acceptance from the school and then the preparations for the transition later in the year. Those letters have all been sent and I look forward to the arrival of the ‘New Pups’ in 2016.

It is also a time of change for the current grade 9s as they ponder over subject choices and take the first real steps in deciding what it is they want to do one day when they leave school. I wish them well with their decisions and encourage them to do what they enjoy. Parel Vallei has been growing and changing for the last 29 years and the school is now at the point where it is on the brink of establishing a culture of excellence in ALL activities and creating a ‘flavour’ all of its own. These are very exciting times for the school and I can feel it in the staff, parents and children as PV comes of age and stands as tall as all the other trees in the forest of educational excellence.

However, it is not just excellence in all spheres that counts. This might well make us respected by other schools but it does not give us our own brand. What is the glue that holds us together? What is this “Blue Thread” that I have referred to previously? In order for a school to move from good to great it has to create its own identity; its own ‘flavour’. This is not something that a headmaster forces on a school. It is not some artificial slogan or “wannabee” culture where we keep comparing ourselves to others and play catch-up. This is something we must create for ourselves that is so powerful it sets the trend for generations to come and builds a foundation that is unshakeable.

Just think of any of the major brands we find in the world today and you will find 3 words that jump out at you: **Quality, Loyalty and Trust.**

Quality: Consistency of product. When we spend our money (and time) we want to know it has not been wasted.

Loyalty: Linked to quality and consistency. We become loyal to a brand and then it is difficult to break that loyalty. This bond is unconditional and unalterable.

Trust: A hard earned characteristic that comes from years of excellence.

We identify these brands by their logos and when we own one of their products we are proud of it, look after it and are not ashamed to display it – in fact quite the opposite! Our brand is identifiable by our badge and we have therefore placed it back on the front of everything we own and it is starting to be recognized more readily. We must keep this up.

But I am still not convinced that the kids understand this concept; they have not got it... yet! Why don't they stay and support PV once their match is done? There is still something

missing and it is up to us to show them what that is. They must learn what it is like to support their school as a group in full, school colours and stand tall with pride, to sing the school song after the match and feel part of something so much bigger. Once you taste it, you will want more and then it takes on a life of its own.

This is the 'flavour', the identity, our brand I am speaking about!

When they look at our badge, what does it mean to them? Does it inspire them? What do we have to do to create our own brand? A brand that attracts children to us and makes them want to come here?



What does this badge mean to you?

Parel Vallei **must** be built on **Quality, Loyalty and Trust** so we can display our logo with pride. We are in the extremely fortunate position to have a large, bilingual, co-ed., multi-cultural school that is able to draw from top quality junior schools around us. We have to work with this and create an environment that is high quality, disciplined and fun, built on a foundation of respect, loyalty, honour, involvement and support.

We have already started this process by placing a new emphasis on the basic disciplines of appearance and sport and club involvement and now we want to take it a step further by building a culture of support. For many of our children school ends on a Friday or immediately after their sports match on Saturday. We would like to see this change so that on a sports day there is a sea of Blue and White and we knock the socks off our opposition both on and off the field. This is a matter of changing a mindset. The grade 8s know what I am talking about because they have already had 2 sports events where their attendance was expected. I was very proud of their turnout and support. Twice now we have seen the spontaneous singing of the school song after the last match on a Saturday – it gave me 'hoendervleis'!

There will be a big push next term to start a culture of support and we are going to expect the whole school to support the sports teams over the Somerset College Derby weekend (details will follow later). Please diarise the weekend of **14-15 August** and do not plan any family activities because we want all Parel Valleiers, out in full force, to support their school and their friends.

We also want your support as parents and friends of the school. Please remember to come and join us for the musical and the very first Founders Day on **14 August**. We are also on

the verge of embarking on projects that will benefit the parents, friends and learners of the school. I will be more specific in the newsletter at the start of next term but in the meantime, all I will say is that an upgrade of the clubhouse is a high priority. The PVU is moving forward with plans and is at the point where finance is now being sought for the project. If anyone is interested in getting involved please contact me and I will put you in touch with Paul Van Niekerk, the chairman of the PVU.

You will note that I seldom make mention of school achievements. All our results and achievements are on the communicator and there is a link to the school's website which is constantly being updated. I would, however, like to highlight the achievements of our 1st team boys' and girls' hockey sides and the u16 rugby team. These three teams have achieved outstanding sports results this year and have been ranked very high on the SA School Sports rankings (available on their website). The Maths Department is also worthy of a mention. PV was placed 4th out of 170 schools and in the region of 7000 entrants at the 2015 UCT Maths Competition.

Dates to diarise:

- Musical : 29/7 – 1/8
- Founders Day : 14/8
- Somerset College Derby: 15/8
- PVU dinner 15/8
- PV Golf day : 18/9

Please note that the PVU dinner on the 15th of August is for the adult PV community. It is not just for past pupils- all are welcome to this dinner. For more information, e-mail pvu@pvallei.co.za

I hope you all enjoy a wonderful mid-year break with your families. The Schencks are off to the Karoo and Eastern Cape and will return with biltong and possible cholesterol issues☹.

Stay warm and safe.

Warm PV greetings

David