Kew Primary School Communications Plan
Our School Motto: ‘Be Worthy’

Name of School: Kew Primary School

Date: 28 August 2013

1. Background:
Kew Primary School aims to develop a more inclusive, transparent and consistent approach to our communications, to build a stronger sense of community amongst parents, students, staff and the broader community.

The Communication Plan is for a period of 3 years.

The Communication Plan supports the Strategic Plan to create a positive environment which encourages co-operation, risk taking in learning, effective communication between teachers, students, peers, positive behavior and the development of self esteem.

2. Objectives:
To establish a strong sense of community amongst all key stakeholders by increasing communication and participation and building a new identity for our school by:

- Increase communication amongst parents, teachers, students, School Council, PTA and other participants at Kew Primary School;
- Strengthen parent / caregiver participation in the school so our school community can work harmoniously, holistically and creatively as a team where individual skills and abilities are celebrated;
- Increase school funding through grants, fundraising and voluntary contributions through targeted, transparent and integrated programs / activities;
- Communicate the positives of our school in the broader community.

3. Target audience:
- new and potential parents
- existing parents
- present students
- local community
- local media
- past students
- potential funding stakeholders / community organisations

4. Key messages:

Parent and community involvement

- a welcoming and friendly school
- a public school where strong parent support is highly valued
- valued partnerships with parents and the wider community
- weekly newsletters / bulletins, a School blog and student alumni
- year level newsletters once or twice per term on curriculum, learning and social activities, and new resources purchased that enhance learning
- Parents are able to contact teachers by email and make appointments to discuss any matters
- Class representatives for each class to support communication between teachers and parents and support the class room teacher
- School Assembly every Friday afternoon that includes curriculum updates, Teacher’s News,
Sports News and Results, Information on Community Events and Celebration of students’ achievements
- Welcoming social activities incl. Peppercorn School BBQ in Term 1 & 4, Fun Trivia night, Working bees, etc.
- Parent teacher interviews in last week of Term 2
- PTA flyers / newsletters to inform parents/carers of events and activities to encourage a welcoming environment and to help fundraise for particular learning or physical resources.
- School Council Sub Committees
- Grant applications to increase funding
- Buddy system for first time prep parents – paired up with an ‘experienced’ prep parent.
- Active School Council comprised of parents, teachers, Principal / Assistant Principal that meets monthly in terms times to progress school business. Parents are welcome to join School Council or attend School Council meetings to understand the running of the school.
- School Council President is available via email for any queries regarding school council.

Student Wellbeing
- CARE tree program to support Co-operation, Acceptance, Respect and Excellence.
- Buddy programs to support leadership and integration
- Effective welfare and discipline programs
- Programs that foster leadership and social responsibility
- Programs that build confidence and self esteem through restorative practice
- Year 6 leadership programs
- Cross Cultural events
- Junior School Council
- Staff are provided with latest research on bullying and resilience
- Opportunity for students to raise money for different charities throughout the year.

Facilities
- Oldest school in Kew with exciting open planned learning centre for senior students
- Well maintained grounds with hard court playing surfaces, a grassed oval and quiet seating areas
- Student vegetable garden plumbed to water tanks to support sustainability
- Modern art facilities to support a range of activities
- IPad program at years 3-6 to promote engagement in learning
- Modern and well-resourced library
- Well-maintained oval and excellent gymnasium
- Areas designated for Preps, middle school and upper school.
- Second hand uniform shop
- Health eating program in school’s canteen
- Computer pods in all general purpose rooms
- Comfortable classrooms and flexible learning spaces
- Music and performing arts centre
- School community building for after school care program (OSHCLUB)

Teaching & Learning Programs
- Vibrant programs in the Arts, Physical Education and French
- *English as a additional language*; (EAL)
- Professional learning for teachers
- Reading support program
- Differentiated learning in classrooms to support individual learning needs
- Science and humanities subjects taught through inquiry learning
- Trial of an immersion program in the Arts through the Content and Language Integrated Learning Initiative
- Excursions and incursions integrated into school’s curriculum
- Tuakana Teina – Prep reading program with Grade 6 students
• House and District athletic events, bicycle education programs and Inter-school sports
• Swimming program integrated into school’s physical education program
• Mathletics program provided to every student for use at home
• Annual camps for Grade 4 – 6 students to build independence, confidence and resilience

Extra curriculum programs and partnerships
• Drama Club
• School choir and band
• Chess club
• Music programs – Piano, violin and guitar
• Tennis programs available before school

5. Evaluation plan (Measures of Success):
   • Increase in voluntary contributions 10% year on year
   • Increase in parent and community attendance at meetings
   • Increase in grants, fundraising and sponsorship support
   • Increase in parents subscribing to newsletter
   • Increase in the number of readers of the blog
   • Number of positive stories in local media i.e. one per term
   • Increase in participation in community events
   • Number of new enrolments
   • Parent / student / staff satisfaction surveys

6. Issues/risks (SWOT)

   Strengths of our school:
   • we have highly qualified, experienced and nurturing staff
   • we have a leadership structure with the appointment of two Leading Teachers
   • we adopt a healthy eating program across the school
   • we are sensitive to the needs of children with allergies
   • we achieve strong results in NAPLAN
   • we have an effective CARE program from Prep – Grade 6
   • we are a welcoming community school
   • we have good performing arts facilities
   • we have a strong welfare and student management program
   • we offer a wide range of extra-curricular activities
   • we have successful sporting teams coached by experienced staff
   • we are a caring and nurturing learning environment
   • we have access to technology to support integrated learning
   • we have attractive classrooms and some landscaped grounds
   • we have a uniform policy supported by students and parents
   • we have developed effective support programs to boost literacy and numeracy
   • we have computers in each classroom
   • we are a happy, safe and orderly school
   • we have a strong learning culture
   • we insist on high standards in learning and behaviour
   • we take pride in our school reports and receive positive feedback from parents
   • we have a strong professional learning program for teachers
   • we have a resilience program being taught through the school
   • we have a junior school council that champions student issues and supports planning across the school
   • we are a multicultural school with a range of different backgrounds and ethnicities
   • we provide leadership opportunities for Year 6 students
Some weaknesses might be:

- improve our relations with local media
- improve the consistency in our communication with parents
- some of our school buildings and facilities need continual maintenance
- increase communication about the use of voluntary contributions
- improve individualized learning programs to cater for both ends of the spectrum i.e. Science Talent Search, Maths Olympiads, etc.

Some opportunities might be:

- improve communication of School Council outcomes within the school community
- build upon our supportive local school network including sharing resources with feeder schools
- maximise the enthusiasm of new staff with fresh ideas
- strengthen the alumni and advocacy support from former students
- increase the number of parents who pay voluntary contributions or access additional funding sources
- increase the involvement of local sponsors
- continue to gain positive media coverage through our effective relationship with local media
- provide the facility to capture donations
- provide opportunities to integrate prep parents into the school community
- increase student voice through school blog to profiles achievements, activities and junior school council news
- increase support / facilities for children with special needs
- increase programs available for gifted children
- translate correspondence to reflect multicultural school community
- consider introducing electives to cater for individual learning needs
- consider Mandarin as a language given Australia’s reliance on China (in lunchtimes / after school);
- focus on becoming a 5 star environmental school.

Some threats might be:

- time to recruit Principal could have an impact on current / new enrolments and staff retention
- lack of funding for specialist programs / facilities given building maintenance issues
- negative media coverage of our school previously
- unclear dispute resolution procedure / process.
Appendix A: School Communications Plan/Action Planner

1. Increasing communication to and from parents, teachers, students, School Council, PTA and other participants at Kew Primary School

<table>
<thead>
<tr>
<th>Communication tactics</th>
<th>Target audience</th>
<th>Frequency</th>
<th>Responsibility</th>
<th>Implementation Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give new parents a welcome kit to Kew Primary School</td>
<td>New parents / new students</td>
<td>Prior to start of school</td>
<td>Prep Coordinator Prep teachers Principal</td>
<td></td>
</tr>
<tr>
<td>Hold Prep Parent Information Night and include facility for parents to pay VC’s</td>
<td>New Parents</td>
<td>Second week of Term 1 (pack offered again)</td>
<td>Prep Coordinator Prep teachers Principal</td>
<td></td>
</tr>
<tr>
<td>New Prep Orientation days to include prep parent briefings</td>
<td>New Parents</td>
<td>Term 4 before commence (give out pack)</td>
<td>Principal Assistant Principal</td>
<td></td>
</tr>
<tr>
<td>Buddy system for Prep parents new to school</td>
<td>New Parents</td>
<td>First day of Term 1</td>
<td>Principal Assistant Principal Existing parents</td>
<td></td>
</tr>
<tr>
<td>Prep Welcome Cards</td>
<td>New Parents / New Students</td>
<td>Term 4 before commence</td>
<td>Prep teachers (Card to be developed by J.Campbell)</td>
<td></td>
</tr>
<tr>
<td>Update Website</td>
<td>Existing Parents New Parents</td>
<td>Term 3</td>
<td>J. Campbell R. Woolven</td>
<td></td>
</tr>
<tr>
<td>Friday Assembly Flyer</td>
<td>Existing Parents</td>
<td>Term 3</td>
<td>J. Campbell</td>
<td>Completed</td>
</tr>
<tr>
<td>Year Level newsletters to be send via email and website</td>
<td>Existing Parents</td>
<td>Twice per term (at start / midpoint) During Term</td>
<td>Teachers</td>
<td></td>
</tr>
<tr>
<td>- Prep, 1 &amp; 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Grades 3-6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class Rep Guidelines to be endorsed by School Council and implemented in 2014</td>
<td>Existing Parents</td>
<td>Term 3</td>
<td>N. McConnon developed Circulated to teachers / Class Reps for input</td>
<td></td>
</tr>
<tr>
<td>Class Reps briefed on responsibilities / importance of role</td>
<td>Existing Parents</td>
<td>Term 1</td>
<td>Principal Assistant Principal</td>
<td></td>
</tr>
<tr>
<td>School Council agenda / meeting updates posted on website / newsletter</td>
<td>Existing Parents</td>
<td>Term 2 - ongoing</td>
<td>School Council President</td>
<td></td>
</tr>
<tr>
<td>School Council photos on website</td>
<td>Existing Parents</td>
<td>Term 3</td>
<td>J. Tomlins / School Council</td>
<td></td>
</tr>
<tr>
<td>A blog on School Council priorities</td>
<td>Existing Parents</td>
<td>Term 1</td>
<td>J. Tomlins / School Council President</td>
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2. Strengthen parent / caregiver participation in the school so our school community can work harmoniously, holistically and creatively as a team where individual skills and abilities are celebrated.

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<tr>
<td>Encourage parent participation in PTA, SC sub committees, canteen, class room helper, etc.</td>
<td>Existing Parents</td>
<td>Ongoing</td>
<td>PTA, School Council, Teachers, Principal</td>
<td></td>
</tr>
<tr>
<td>Circulate minutes from Sub Committee meetings and PTA so all groups aware of activities</td>
<td>Existing Parents</td>
<td>Monthly</td>
<td>Convenors / PTA President</td>
<td></td>
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3. Increase school funding through grants, fundraising and voluntary contributions through targeted, transparent and integrated programs / activities.

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<tr>
<td>Increase voluntary contributions through:</td>
<td>Existing Parents</td>
<td>Term 3 and then ongoing</td>
<td>J. Tomlins Teachers School Council Rep</td>
<td></td>
</tr>
<tr>
<td>- Monthly communication in blog; Term communication in newsletter; Prep parent info evenings</td>
<td>Existing Parents</td>
<td>Term 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Barometer outlining achievement to date.</td>
<td>Existing Parents</td>
<td>Term 3 with regular updates</td>
<td>L. Avantes</td>
<td></td>
</tr>
<tr>
<td>Map out current VC process and develop a proposal for 2014</td>
<td>New / Existing Parents</td>
<td>Term 3</td>
<td>J. Coleman J. Whelen For SC approval</td>
<td>September 2013</td>
</tr>
<tr>
<td>Investigate VC categories</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Funding and Building &amp; Grounds Sub Committee to work closely re: applying for grants in line with agreed projects</td>
<td>Existing Parents / New Parents /</td>
<td>Funding &amp; Building &amp; Grounds Sub Committees</td>
<td></td>
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4. Communicate the positives of our school in the broader community.

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<tr>
<td>Secure Local Leader Press grant and obtain article in local newspaper</td>
<td>New / Existing Parents, Local Community</td>
<td>Term 3</td>
<td>Funding Sub Committee</td>
<td>Completed - August 2013</td>
</tr>
<tr>
<td>Source ANZAC Centennial Grant for war memorial and link in with community groups</td>
<td>Local Community</td>
<td>Term 3-4</td>
<td>Funding Sub Committee</td>
<td></td>
</tr>
<tr>
<td>Apply for CUA Grant and promote in community to secure most votes</td>
<td>Local Community New / Existing Parents</td>
<td>Term 3</td>
<td>Funding Sub Committee</td>
<td>Completed</td>
</tr>
<tr>
<td>Local newspaper coverage three times per year</td>
<td>Local Community New / Existing Parents</td>
<td>Ongoing</td>
<td>Funding Sub Committee Principal</td>
<td></td>
</tr>
<tr>
<td>Attend Bendigo Bank grants evening</td>
<td>Local Community</td>
<td>Term 3</td>
<td>PTA / Funding Sub Committee</td>
<td>Completed</td>
</tr>
<tr>
<td>Apply for Bendigo Bank grant</td>
<td></td>
<td></td>
<td></td>
<td>Completed</td>
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