



# COMMUNICATION PLAN

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# Introduction

Successful communication strategies are an integral part of building Edgewater Primary School's reputation and image, both within the school community and with the general public.

In all environments, communication from Edgewater Primary School should be in plain English and be:

- Professional
- Relevant
- Accurate
- Personalised
- Timely
- Consistent

Communication procedures will vary in different situations and between stakeholders; however, the ultimate aim of each communication form is to provide a clear and transparent message leading to shared understandings of expectations. A multi-channel communication strategy will ensure as much as possible to reach all stakeholders.

Stakeholders include:

- Students
- Parents and carers
- Prospective parents
- Staff
- Board members
- P&C Association
- Friends of the school
- The wider community
- Department of Education

This communication plan sets out to consciously provide:

- Strong relationships between staff, students and parents/carers
- A positive, nurturing and caring learning environment for students

## Rationale

At Edgewater Primary School we are committed to providing a safe, inclusive and supportive environment which promotes open communication, respect, fairness and positive relationships between all stakeholders.

We aim to have clear, effective and positive communication to achieve the best possible outcomes for students, teachers, and parents/carers which:

- Acknowledges the rights and responsibilities of all stakeholders.
- Creates community by building and strengthening relationships based on mutual respect and courtesy.
- Establishes positive lines of communication between home and school so that students receive continuity of education, care, support and management within the home and school settings.
- Aims to provide an opportunity for parents/carers to share their views and needs and to participate in aspects of the child's education.
- Features written communications which are accessible and inclusive.
- Manages confidential information in a manner consistent with community expectations, professional standards and legal obligations.
- Ensures processes are in place to allow for open and honest communication amongst all school community members.
- Ensures a positive, productive and harmonious school environment is maintained.

## Communication Objectives

Edgewater Primary School seeks to:

- Promote the school's vision, values and achievements.
- Provide parents/carers and the wider community with information regarding events, results and other happenings at the school in a timely manner, giving as much notice as possible.
- Provide staff with information about events, results, expectations and other happenings at the school.
- Provide a two-way channel of communication between the school and parents/carers for open discussion.
- Provide parents/carers with an avenue for communicating their concerns to teachers and an opportunity to take these further if necessary.
- Enact a two-way channel of communication between staff for expressing their concerns and opportunities.
- Provide an open channel of communication between staff and students for honest discussion and advice.
- Make it as easy as possible for families of prospective students to contact the school and receive the information they need.
- Respond quickly to written, verbal or phoned requests for information or appointments – acknowledging calls within 24 hours (work days) and scheduling an appointment or providing information within 48 hours (work days).
- Respond quickly to concerns raised by families, contacting them within 48 hours (work days).

# Pathways of Communication 1

## Parents/carers – General

Methods of providing general school operational information to parents/carers.

Channel	Details	Audience	Prime Accountability
<b>Newsletter</b>	<ul style="list-style-type: none"> <li>Available from the website with link emailed to registered subscribers</li> <li>Accessible through School Star (app)</li> <li>Paper copies available from the office</li> </ul>	<ul style="list-style-type: none"> <li>All parents/carers</li> <li>Staff</li> <li>Wider community via website</li> </ul>	Administration
<b>School Website</b>	<ul style="list-style-type: none"> <li>Current, user friendly, informative, enhanced for mobiles</li> <li>Annual reports, Business Plan, School Information booklets, etc available</li> <li>School newsletter published online</li> </ul>	<ul style="list-style-type: none"> <li>School community</li> <li>Prospective families</li> <li>Local community</li> <li>Worldwide interested people</li> <li>Staff</li> </ul>	Administration
<b>School App (School Star)</b>	<ul style="list-style-type: none"> <li>Used for real-time school information</li> <li>Newsfeed</li> <li>Two-way communication by SMS</li> <li>Reaches 100% of parent/carers</li> <li>Secure – only available to our parent community</li> <li>Department supported</li> </ul>	<ul style="list-style-type: none"> <li>Parents/carers</li> <li>Staff</li> </ul>	Administration
<b>Schools Online (Department of Education)</b>	<ul style="list-style-type: none"> <li>School details including-student numbers, contact details, attendance trends, student outcomes, NAPLAN data, annual reports</li> </ul>	<ul style="list-style-type: none"> <li>Parents/carers</li> <li>Prospective families</li> <li>Staff</li> <li>Interested people</li> </ul>	Administration Department of Education
<b>Assemblies</b>	<ul style="list-style-type: none"> <li>Fridays throughout term 8:45-9:30</li> <li>Hosted by each class in turn</li> <li>Celebrates and showcases classroom activities</li> <li>Aussie of the Month</li> </ul>	<ul style="list-style-type: none"> <li>Students</li> <li>Staff</li> <li>Parents/carers</li> <li>Families and wider community</li> </ul>	Administration Host class teacher  Chosen year level
<b>My School website</b>	<ul style="list-style-type: none"> <li>Overall school data</li> <li>Based on NAPLAN results</li> </ul>	<ul style="list-style-type: none"> <li>Parents/carers</li> <li>Families and wider community</li> <li>Prospective families</li> </ul>	Administration

Channel	Details	Audience	Prime Accountability
<b>Notice Boards</b>	<ul style="list-style-type: none"> <li>• Current events and information</li> <li>• Reflects community information</li> <li>• P&amp;C Information</li> </ul>	<ul style="list-style-type: none"> <li>• Parents/carers</li> <li>• Students</li> </ul>	Administration  P&C
<b>Hard Copy Notes</b>	<ul style="list-style-type: none"> <li>• Term Planners</li> <li>• Incursion/Excursion information and permission slips</li> <li>• Specific administrative letters/brochures/flyers</li> <li>• Invitations to special events</li> </ul>	<ul style="list-style-type: none"> <li>• Parents/carers</li> </ul>	Administration  Administration Teachers
<b>Emails/SMS – school and individual staff members</b>	<ul style="list-style-type: none"> <li>• Newsletter alert</li> <li>• Important timely school information</li> <li>• Teacher to parents/carers contact</li> <li>• Parents/carers to teacher contact</li> </ul>	<ul style="list-style-type: none"> <li>• Parents/carers</li> <li>• Staff</li> </ul>	Administration  Staff  Parents/carers
<b>LED Roadside Sign</b>	<ul style="list-style-type: none"> <li>• Current events and Information</li> </ul>	<ul style="list-style-type: none"> <li>• Parents/carers</li> <li>• Passing traffic</li> </ul>	Administration
<b>Messageyou Automatic Absence Notification</b>	<ul style="list-style-type: none"> <li>• Parents/carers notified of absence</li> <li>• Explanation requested via SMS</li> </ul>	<ul style="list-style-type: none"> <li>• Parents/carers</li> </ul>	Administration
<b>Connect</b>	<ul style="list-style-type: none"> <li>• Department supported</li> <li>• Secure – only available to our parent community</li> <li>• Used for classroom notices</li> <li>• Two-way communication by email</li> <li>• School reports and attendance details</li> <li>• Library of documents</li> </ul>	<ul style="list-style-type: none"> <li>• Parents/carers</li> </ul>	Classroom teachers

## Pathways of Communication 2

### *Parents – Committees*

Channel	Details	Audience	Prime Accountability
<b>School Board</b>	<ul style="list-style-type: none"> <li>Open meeting for community once a year</li> <li>Board updates in Newsletter</li> <li>Board members listed on website</li> </ul>	<ul style="list-style-type: none"> <li>Elected members from school and community</li> <li>Parents and community</li> </ul>	School Chair Principal
<b>P&amp;C</b>	<ul style="list-style-type: none"> <li>Open meetings for school community</li> <li>Held twice a term</li> </ul>	<ul style="list-style-type: none"> <li>Parents/carers, community</li> </ul>	P&C President

### *Parents – Student-Centred*

Channel	Details	Audience	Prime Accountability
<b>Face to Face</b>	<ul style="list-style-type: none"> <li>Parent interviews end of Term 1</li> <li>Formal and informal interviews as required</li> <li>Annual Open Classrooms and Book Fair</li> <li>Student Services case conferences as required</li> </ul>	<ul style="list-style-type: none"> <li>Parents/carers</li> <li>Teachers</li> <li>Administration</li> </ul>	Classroom teachers  Administration Teachers  Student Services Team Parents/carers
<b>Reporting to Parents</b>	<ul style="list-style-type: none"> <li>Formal reports – Semesters 1 and 2</li> <li>Portfolios of work where appropriate</li> <li>Face to face meetings</li> <li>Term 1 parent interviews</li> </ul>	<ul style="list-style-type: none"> <li>Parents/carers</li> <li>Teachers</li> <li>Administration</li> <li>Students</li> </ul>	Administration   Classroom teachers
<b>Absentee Notification</b>	<ul style="list-style-type: none"> <li>Through auto absence notification SMS</li> <li>Written note to teacher</li> <li>Verbal/phone call</li> <li>Email to school</li> </ul>	<ul style="list-style-type: none"> <li>School</li> <li>Parents/carers</li> </ul>	Parents/carers
<b>Miscellaneous</b>	<ul style="list-style-type: none"> <li>Parents as Partners Workshops</li> <li>Year 6 Graduation Ceremony</li> </ul>	<ul style="list-style-type: none"> <li>Parents/carers</li> </ul>	Administration  Year 6 Teacher/s

# Pathways of Communication 3

## *Staff to Staff*

- Edgiemail (weekly) – whole staff
- Administrivia meeting (weekly)
- Emails – specific staff and staff groups
- Staffroom noticeboard
- Staffroom whiteboard
- Pigeonholes
- Connect Community
- Staff Meetings/Phase of Learning Meetings
- Ad hoc/informal meetings – as required
- School Development Days
- SMS/app (School Star) - as required

## *Teachers to parents/carers and families*

- Connect
- Emails & SMS
- Scheduled face to face interviews
- Student communication book (when required)
- Annual Open Classroom and Book Fair
- Notes and permission slips as required
- Student reports
- School and classroom noticeboards
- School website/School Star app

## *Parents to Leadership Team*

Parents are encouraged to make an appointment with the appropriate member of the Leadership Team to assist in queries, concerns or significant issues. The table below indicates the avenues to follow before scheduling meetings with the Leadership Team.

<b>Concern</b>	<b>Details</b>	<b>Prime Accountability</b>
<b>Absentee</b>	<ul style="list-style-type: none"> <li>• Taking in-term holiday – notify the Principal in writing</li> <li>• Repeated absence</li> </ul>	1. Principal 2. Associate Principal
<b>Academic Performance</b>	<ul style="list-style-type: none"> <li>• Class Teacher/specialist teacher</li> </ul>	Teacher/s
<b>Behavioural</b>	<ul style="list-style-type: none"> <li>• Unusual class/playground behaviours</li> <li>• Change in attitude to school</li> <li>• Issues with other students</li> </ul>	Classroom teacher
<b>Emotional/Health Concerns</b>	<ul style="list-style-type: none"> <li>• Identified special need</li> <li>• Change in emotional state</li> </ul>	Classroom teacher



# Pathways of Communication 4

## ***Parent/Teacher Meetings***

These aim to:

- Inform parents of their children's progress at school.
- Inform teachers how children are coping outside school.
- Establish an on-going relationship between home and school.
- Help children understand that home and school work in partnership for their benefit.

## ***Procedure***

When a parent wishes to contact a member of staff to discuss matters relating to their child:

1. Contact the teacher via the school office, email, or by speaking directly to them.
2. Provide a brief outline of the points to be discussed.

## ***Contacting other staff***

When a parent has a concern or wishes to discuss an issue regarding a situation which they consider may affect the whole school, their child's well-being or relates to a school policy matter:

- Contact the Principal/Associate Principal via the school office

## ***Issues arising between students and families***

Parents should not approach the children of other families or their parents/carers with a school related or non-school related issue on the school grounds. Such matters must be addressed to the Principal as soon as possible.

## ***Communication breakdown***

When communication breaks down or an issue is unable to be resolved, the Department of Education has a [grievance/complaints policy](#) in place to address these concerns.

# School Email/SMS Policy

Email and SMS (Short Message Service) messaging are seen as effective forms of communication between the school and parents/carers. Edgewater Primary School expects that parents/carers and school staff will use email and SMS in a responsible manner.

By communicating via email and SMS all users agree to adhere to this policy and the expected behaviours it outlines. Users who do not comply may be requested to cease communicating in this way.

## ***Rationale***

The use of email and/or SMS allows the school, teachers and parents/carers to communicate together in a quick and efficient manner. The school app, School Star, allows for secure two-way messaging with automatic switchover to SMS so parents/carers are always able to be contacted.

## ***Purpose***

- To ensure the use of email or SMS communication between the school and parents/carers is carried out in a mutually respectful manner
- To ensure all email or SMS communication is treated in a confidential, legal and ethical manner.
- To provide processes that minimise the chance of inappropriate use, and provide clear consequences of such usage.

## ***Email/SMS Agreement:***

All users MUST adhere to all email/SMS conditions below.

- Appreciate that using email or SMS to communicate does not necessarily result in an immediate response; however, a maximum 48 hour (workdays) acknowledgement of receipt is expected. Actual response to an email query may take up to 2 more days depending on the request.
- The recipient of an email or SMS agrees to not forward, cut or paste sections of a sender's message for further publication within the school community without the approval of the sender.
- All email or SMS communication will be carried out in a professional and appropriate format and tone.
- All school staff email and SMS users will adhere to the Department of Education [Connect an Respect Engagement and Expectations](#) documents.

## Contact Information

Phone	6207 3200
Email	<a href="mailto:Edgewater.PS@education.wa.edu.au">Edgewater.PS@education.wa.edu.au</a>
School Website	<a href="http://www.edgewaterps@education.wa.edu.au">www.edgewaterps@education.wa.edu.au</a>
Department of Education	9264 4111
Website	<a href="http://www.education.wa.edu.au">www.education.wa.edu.au</a>
North Metropolitan Education Regional Office	9285 3600
Email	<a href="mailto:NorthMetropolitanERO.PublicInbox@education.wa.edu.au">NorthMetropolitanERO.PublicInbox@education.wa.edu.au</a>