



# DURACK SCHOOL

## COMMUNICATION POLICY

It is necessary to formulate and provide effective communication methods and forums for the whole school community to protect the rights of individuals involved and inform students, staff, families (current and prospective) and other members of the school community, in relation to school policies and procedures, school events, educational directions and current initiatives and projects.

Durack School has a policy of open and cooperative communication to:

- Establish and implement protocols for acceptable and necessary communications to parents in the school community, in accordance with DET privacy principles
- Promote school community awareness and involvement in events, educational directions and current initiatives and projects
- Provide information to members of the community who may be interested in becoming part of our school community, such as prospective parents
- Provide a variety of communication and information outlets for members of the school community which cater for the different preferred methods of access
- Address communication needs responsively, openly and in a timely manner to increase levels of parent satisfaction and to maintain harmonious relations in the wider community.
- Commit to positive, proactive communication between staff, students, parents and the broader school community for communication in all domains is critical to the wellbeing of the school community as a whole
- Describe the process for effectively managing communication whilst protecting the rights of all parties involved and seeking solutions in the best interest of all affected
- Constantly review and improve as required, existing communication channels between the school and home, with the intention of maximising the effectiveness of the contact and support for parents and families

### **Communication:**

#### **Communication Plan**

Durack School have a fortnightly 'Communication Plan.' All information will be communicated via Class Dojo, and where applicable shared on Durack School's Facebook page.

<b>Week 1</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
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	Calendar of events for fortnight	Other events	Inclusion Support:	Other events	Attendance reminders
<b>Week 2</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
	Principal's Message & Awards	Reminders	Curriculum	Other events	Celebration of Learning

**Class Dojo:**

The school will use Class Dojo as their main communication platform to promote family involvement and provide information about school events and activities.

**Letters Home:**

Parents and families will receive a hard copy of notices that require permission and acceptance of the event to be returned to school to inform the school of their children's direct involvement, for example, for school excursions and school concerts.

**Story Park:**

Durack School Preschool will use Story Park as their main communication platform to share student learning experiences, promote family involvement and provide information about school events and activities.

**Website:**

The school website will be used to digitally present relevant information (in text and image forms) to current and prospective parents.

The school website will be used to highlight and publicise recent and forthcoming events such as the school excursions, sporting activities or teaching and learning events.

The website coordinator will regularly update the school website and will be provided with current and necessary information from Executive Leadership and the School Board.

**Facebook:**

The school will use Facebook to communicate events and share celebrations when appropriate. Reminders of important events will be shared on Facebook.

**Face to Face:**

The communication of some information will be best accomplished by direct face to face involvement, such as school tours, parent information sessions or 3 Way Conferences

**Other Communication Methods:**

- Telephone
- Email
- Written communication (letter)
- Surveys/on-line questionnaires
- Meetings

**Media:**

Contact from the media should be directed in the first instance to the Principal. In most cases the School Board Chairperson will act as a spokesperson for the school

Photo consent forms must be considered when selecting students to be used in media footage.

**Other Communication Requirements:**

Communication from police with regard to student interviews must be directed to the Principal.

Requests from Department of Territory Families must be directed to the Principal.

Court subpoenas, requests for information from solicitors, Family Court orders and all other legal documentation and communication must be directed to the Principal.

The school logo will be used without alteration in all communication and advertising. It will be clearly applied, not obscured, stretched, or otherwise defaced. All outgoing advertising material will be approved by the Principal.

In all contact with the community, Durack School Board, Executive Leadership and all staff of the school will represent the school according to the school values.

Reference to the availability of the Annual School Strategic Plan and Annual Report will be advised in a letter to the community via 'Class Dojo' and made available to parents/carers and the school community via the school website. Hard copies will be available upon request by parents/carers to the Principal.

**Achievement Measures:**

- Evaluating the efficacy of information exchange forums for the School Executive Leadership team, School Board and school staff
- Analysing school community awareness and involvement in events, educational directions and current initiatives and projects
- Quantifying and recording the number of prospective parents who have accessed school information and communication packages eg: website access, school tours, enrolment enquiries
- Assessing the extent and assortment of school information access points and formats in terms of whether the school is catering strongly and diversely for the variety of methods by which parents (current and prospective) obtain information
- Analysing and recording the incidence of and responses to communications between parents in alignment with DoE privacy protocols and principles.

**Evaluation**

Durack Primary School staff and Durack School Board will review the effectiveness of the school's Communication Policy on a cyclical basis in accordance with DET guidelines.

Date Ratified by Durack School Board: November 2024

Review date: July 2026