Clifton Hills
PRIMARY SCHOOL

COMMUNICATIONS PLAN

Update of 2024 Plan

Ratified by School Board November 2026

ADVANCE IN KNOWLEDGE

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COMMUNICATIONS PLAN

1. Purpose of the plan

Communication at Clifton Hills Primary School is used to inform current and prospective staff, parents and families of our commitment to provide an education that caters for the requirements of each individual child. In order to do this our communication plan will provide a safe and positive environment for all and address issues in a proactive manner. Successful communication strategies are integral part of building Clifton Hills' reputation and image, both within our community and the wider public. In all environments communication from Clifton Hills Primary School should be:

- Professional
- Relevant
- Accurate
- Personalised
- Timely

Communication procedures will vary in different situations and between stakeholders, however every communication's ultimate aim is to provide a clear, transparent message leading to share understandings.

2. Background

2.1 Profile of school

- Clifton Hills Primary School has a student population of 480 students, 350 families – 158 families are out of area with 213 children.
- Currently 45% of families are not in area.
- We are not a local intake area school and therefore are required to accept enrolments out of area, if we have space.
- We have 69 staff which are comprised of experienced, dedicated teachers and support staff.
- The school population has steadily grown from 385 students to its present number. We are currently at capacity.
- Our ICSEA is 1006, which has steadily declined since 2015 from 1021. *Index of Community Socio-educational Advantage (ICSEA) is a numerical scale created by the Australian Curriculum, Assessment and Reporting Authority (ACARA) to measure the socio-educational background of students at Australian schools.*
- We are deemed as a school of choice and cater for successfully for over 50 students with a special needs' diagnosis.

2.2 Previous communications activities

Previous communications from the school used Facebook posts, emails, phone calls, fortnightly newsletters, Connect and Compass. This was distributed by staff in as needs basis.

2.3 Situation analysis

A survey undertaken in 2025 determined parents would like our communications to be streamlined, with clearer information in a timely and ongoing basis. The survey indicated parents did not value the fortnightly newsletter and preferred a brief synopsis of upcoming events.

3. School strategic objectives

This Communication Plan reflects a deliberate response to ensuring our school values are transparent and which all our communication guides us.

Our school values are;

- Organisation
- Persistence
- Resilience
- Getting Along
- Confidence

4. Communications Plan goal

Clifton Hills Primary School seeks to:

- Promote the school's vision, values, and school and student achievements.
- Provide parents and the wider community with information about events, achievements, expectations and positive stories about the school.
- Provide staff with information about events, results, expectations and other happenings at the school.
- Provide a two-way channel of positive communication between the school and parents
- Provide parents with an avenue for communicating their concerns to teachers and an opportunity to take their concerns further is necessary.
- Provide an open channel of communication between staff and students
- Provide prospective enrolling families with a professional and caring customer relations experience and receive the information they need.
- Respond quickly to written, verbal or phoned requests for information or appointments – acknowledging calls within 24 hours (workdays) and scheduling appointment or provision of information within 48 hours (workdays).
- Responding quickly to concerns raised by families, contacting them within 48 hours (workdays).

5. Target audiences

- Students
- Parents and guardians
- Prospective Parents
- Wider community
- Department of Education
- Staff
- School Board Members
- P&C Association
- Community partners

6. Strategies

Staff to Staff communication:

- Term planners;
- Weekly Jottings memo - whole staff.
- Professional Learning Committees- Staff, Phase of Learning/Specialist as well as Curriculum Meetings.
- Emails - specific staff and staff groups. .
- Communication to and from the front office.
- Twice a term newsletters
- Emails.

Teachers to Parents/Carers and Families:

- Newsletters (2 x per term).
- Emails.
- Telephone- 92347800 or the school mobile: 0475 952 862 *(Please do not use personal mobile phone numbers; use the school number)*
- Compass – events notices
- Face to Face Interviews and Case Conferences.
- Reporting to parent's conference.
- Open night.
- Principal's Morning tea.
- Cultural Forums.
- You Can Do It notifications.
- Notes and permission slips as required.
- School website.
- Facebook. Weekly Update notice and celebratory information
- Student reports.
- Notice boards outside the Early Childhood Classrooms
- Schools online.
- Assemblies.
- Term Planners; and
- Class or school newsletters / notes on Compass (class programs, upcoming events, celebrations).
- Compass Calendar – events

Parents/Carers to school:

- Emails- we will endeavour to reply within 48 hours. (work days)
- Telephone - we will endeavour to reply within 48 hours. (work days)
- informal and formal scheduled face to face meetings; and
- If you have any queries or concerns Classroom or Specialist Teachers are the first contact In order to develop and maintain positive partnerships.

Absenteeism notification via:

- Compass
- Email - teacher or office.
- Written notes.
- Verbal- Face to Face; and
- Phone call to front office.

School to Local Community:

- School Website.
- Newsletter.
- Term Planners
- Facebook.
- Local paper.
- Letters/emails to local businesses; and
- Formal and informal meetings with business owners, leaders and community groups.

School to Media:

- School website.
- Schools online.
- Emails.
- Facebook
- Telephone; and
- In terms of critical issues seek advice from the Media Unit at the Department of Education.

7. Key Messages

The overall key messages will inform all stakeholders of quality teaching, values and pastoral are, conduct and behaviour management and celebrations of student achievements.

8. Communication Channels

Parents - General Methods of providing general school operational information to parents

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Method	Details	Audience	Who
Newsletter	Available twice a term on the school website and sent out via Compass and on Facebook. Hard copies provided in office.	All parents/carers, Staff and wider community	Leadership team
Website	Provides current information such as Annual Reports, the Business Plan, School Handbook and Policy information.	School and wider community	Office Staff
Schools Online	Provides general school information and school performance data	All parents/carers, Staff and wider community	Principal
Connect	School will make student reports available on Connect in the last week of semester one and semester two.	All parents/carers	All parents/carers
Compass	School will disseminate information pertaining to school events, notices and reminders at 2:30pm. It will also be used to disseminate Conduct and Behaviour information to individual families as required.	All parents/carers	Office Staff Leadership team Teaching Staff

Facebook	School will post positive news stories and achievements about school and students.	All parents/carers, Staff and wider community	Facebook Administrators
Emails	Teachers and parents/carers communicate upon required need through Department staff or school email address	Parents/Carers and Staff	All staff
Assemblies	Assemblies are usually every second Friday - show casing student achievements and performance.	Students, staff, families and wider community	Class teacher in collaboration with the Leadership Team
Notice Boards (School and P&C)	Reflects information in the newsletter, fundraisers and community events	All parents/carers and students	Leadership team, ECE Staff and P&C Committee
Weekly Update -Facebook & Compass	School will post a weekly update to assist the learning community as a reminder for upcoming daily events	All parents/carers and students	Leadership Team & Facebook Administrators
Class Letters & Notes	Teacher to communicate through Class Compass Events page	Year K -6 Students and Parents/Carers	K-6 Teachers
Positive phone calls	Call home to advise of positive student achievements	Parent/carers	Leadership Team Teaching Staff
K- 3 Introductory Class Meetings Term 1	Welcome and Information meeting	Parents/carers	K-3 Teachers
K-6 Classroom Policies Term 1	Document explaining expectations and timetable of your child's class	Parents/carers	K – 6 Teachers
P&C	Two meetings per term plus information shared on Website and Facebook	All parents/carers, Staff and wider community	Leadership Team P&C President

Communication to Parents- Student Focus

Method	Details	Audience	Who
Face to Face Parent Information Sessions, Term 1	Student Services- case management meetings. Formal and informal interviews as required.	Parents/carers	Teaching Staff Leadership team
Reporting to Parents	Formal Reports Term 2 and 4 K- 3 Class Meeting with Parents term 1 Term 3 Open Night Term 4 Book Award Assembly Term 4 Year 6 Graduation	Parents/carers	Teachers Staff Leadership team
Notification of Tracking Sheet entries	Teaching staff notify parents if student has attained tracking sheet entries to jeopardise the end of 5-week class reward / end of term.	Parents/carers	Teaching staff
Breach of expectations notification	Behaviours that are deemed to be in breach of the Conduct and Engagement policy. Phone calls or emails home for concerns.	Parents/carers	Leadership Team
Email	Upon discretion of teacher/parent to inform of events, achievements, behaviour.	Parents/carers	K – 6 Teachers
Absentee Notification	SMS Notification via *MessageYou* Written notes/diary Verbal Email Hard copy letter	Parents/carers	K-6 Teachers Leadership team

Communication to Parents- School Staff to Parents.

Concern	Details	Audience	Who
Injury/Accident	Playground injury or medical treatment provided	Parents/carers	Office staff
Behavioural	Behaviours that are deemed to be in breach of the Conduct and engagement policy. Phone calls or emails home for concerns. Positive achievement Unacceptable class/ playground behaviours Issues with other students Behaviour letters sent home for severe cases of misbehaviour through Department Behaviour Management System. Phone calls in cases of immediate parent notification where suspension is immediate or considered	Parents/carers	Leadership Team Teaching Staff
Staff Conduct	Inappropriate behaviour/conduct	Parents/carers/students	Principal Standards and Integrity
Absentee	Taking mid-term holiday. Repeated absences Attendance concerns, letter home	Parents/carers	Leadership team Class Teachers

School Email Policy

Email is seen as an effective form of communication between the school and parents. Clifton Hills Primary School expects that parents and school staff will use email in a responsible and respectful manner. By communicating via email all users agree to adhere to this policy and expected behaviours it outlines. Users who do not comply with this policy may be requested to cease communicating in this way.

Rationale The use of email allows the school, teachers and parents to communicate together in a quick and efficient manner.

Purpose

1. To ensure the use of email communication between teachers and parents is carried out in a mutually respectful manner.
2. To ensure all email communication is treated in a confidential, legal and ethical manner.
3. To provide processes that minimise the chance of inappropriate use and provide clear consequences of such usage.

Emails sent outside a normal working day hours are not expected to be responded to or acted upon until the staff member is at work.- This includes holidays and when staff are on leave.

Email Agreement All users MUST adhere to all email conditions below.

- Appreciate using email to communicate does not result in an immediate response, however, a maximum 48 hour (2 workdays) acknowledgment of receipt is expected.
- Actual response to an email query may take up to two more days depending upon request.
- Recipient of an email agrees to not forward, cut or paste sections of a sender's email for further publication within the community without the explicit approval from the sender.
- If a recipient feels they are receiving an unreasonable number of emails, they can request that the sender desist in sending further emails and that this request will be followed.
- All email communication will be carried out in a professional and appropriate format and tone.
- All school email users will adhere to Department of Education Telecommunications Use policy for email communication.