

# EVERY SCHOOL DAY MATTERS

## Communications Toolkit Term 1



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# Overview

## About this toolkit

This communications toolkit has been put together to help schools promote the importance of regular school attendance to students and their families in Term 1 2026.

Term 1 is a critical time for setting strong attendance habits and building positive engagement through clear communication, early intervention, and celebrating success to establish expectations for the year ahead.

The first three weeks of attendance at school are strongly predictive of a student's attendance pattern for the rest of the year. Students who miss just two or more days at the start of the year are significantly more likely to experience non-attendance throughout the year. Early intervention is key!

We know that the start of a new school year is an especially busy time for everyone. This package is designed to assist you with ideas, content, and a suggested calendar to help promote positive attendance messages in your school community. These are suggestions only – the timing and content of messages is up to you.

Further attendance communications packages will be developed for Terms 2, 3 and 4.

If you have any questions about the resources, please contact Communication Services via email at: [communications@decyp.tas.gov.au](mailto:communications@decyp.tas.gov.au).

## Key message

*“Start strong, stay strong.”*

## Supporting message

Good attendance in the first weeks of school sets you/your child up for success for the entire year.

## Website resources

A range of resources to assist you are available at [Resources - Anything Is Possible](#):

- Social media
- Newsletters
- Templates
- Videos



# Suggested schedule for Term 1 attendance messaging

Please note – the below are suggestions only. Feel free to adapt to suit the needs of your individual school.

<b>Week</b>	<b>Suggested Action</b>
<b><u>Week 1-2</u></b>	<p><u>Welcome message</u> for families and link to Every School Day Matters resources. Consider using the Every School Day Matters newsletter banner available on the <u>resources page</u>.</p> <p><u>Tailored message for parents of Prep students</u></p> <p><u>Tailored message for parents of Year 7 students</u></p> <p><u>Tailored message for parents of Year 11 students</u></p> <p>Share a welcome back/attendance reminder message on your school's <u>social media</u>.</p> <p>Encourage your staff to consider adding the <u>ESDM email signature</u> to their signature block.</p>
<b><u>Week 3</u></b>	<p>Consider setting up a <u>blackboard/chalk wall or similar</u> where students can share their thoughts about school. Take some photos for sharing in later weeks.</p> <p><u>Record students</u> talking about what they are looking forward to at school this year for sharing in later weeks. Or if you prefer, take a happy snap of some students and get a written quote from them.</p> <p>You may like to consider setting an <u>attendance goal or challenge</u> with your school community and sharing it in your newsletter and/or on social media.</p> <p>Wording on setting an attendance challenge is also available in the <u>school newsletter articles</u> section at <u>Resources - Anything Is Possible</u>.</p>
<b><u>Week 4</u></b>	<p><u>Share your videos/photos</u> with students' quotes or some photos of your chalk wall/blackboard in your newsletter and on your school's social media.</p>

## **Week 5**

Pop [Every School Day Matters posters](#) up around your school.

Play one of more of the [ESDM videos](#) on your school or office foyer screen (if applicable).

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## **Week 6**

Consider a half-way through term [attendance reminder/shout out](#) (if results have improved or remained stable) in your newsletter. This could include shouting out a particular year group with strong attendance. You could also remind families/students that help is available if they need it.

Suggested [newsletter articles](#) are available at [Resources - Anything Is Possible](#).

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## **Weeks 7-8**

Share an existing [Every School Day Matters video](#) or social media tile. Include some encouraging wording around attendance in the post.

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## **Weeks 9-10**

Share some encouraging messaging in your [newsletter](#) and/or social media.

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## **Weeks 11-12**

Consider [another newsletter article/mention](#) thanking everyone for their positive approach around attendance and set the scene for it continuing in Term 2.

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# Resources by suggested week of communication

## Weeks 1-2 Resources

### Social media post

Use with a social media tile (like the example below) or video - both are available in the [resources](#) section of the Anything is Possible website or you may prefer to use a photo of your students to personalise the post.

Remember that DECYP also posts attendance messaging on its social media throughout the year which you are welcome to share on your school pages.

#### Post:



Start strong, stay strong!

We love seeing our students at school, every day.

The first weeks at school lay the foundation for future learning and help students connect with teachers and classmates – so make sure they don't miss out!

If you're struggling to get your child to school, please reach out to us. We're here to work alongside you so your child can have a strong start.

You can also find more information at [www.anything.tas.gov.au](http://www.anything.tas.gov.au)

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters

### General welcome message for school newsletters

Consider using the ESDM banner below to go with your message. This is available in the [resources](#) section of the Anything is Possible website.



## **Every school day matters**

Welcome back for another school year – we’re excited for what’s ahead!

Start the year strongly by making every school day matter.

### **There are lots of things you can do to set your child up for success:**

#### **Make sure your child goes to school, every day**

Going to school every day gives your child every chance to learn and grow and connect with their mates and teachers. It’s where bright futures start and where they’ll benefit the most.

#### **Get them excited for school**

If you show a positive attitude and excitement towards school, your child will pick up on that. The most common thing we hear from students, of all ages, is that school is where they can:

- spend time with their friends and teachers
- create new and fun experiences
- find their interests
- learn new things
- open their options – for whatever future they want (whether that’s their dream job or to travel around the world). Share these positives with your child.

#### **Talk to your child about school**

Open up a conversation with your child about what’s happening at school. It will help you to better support their interests and confidence in learning. If you show an interest in school, they’ll know that getting an education is important and valued.

#### **Celebrate the milestones – big and small!**

Celebrate milestones such as making it through the first day or week of school. And remember: all milestones look different. If it’s a big achievement for your child, it’s important to recognise it.

#### **Support is available**

We understand the real challenges that young people and families face in getting to school. If you’re facing any challenges getting your child to school, please reach out to us. We’re here to work alongside you so your child can have a strong start to the school year. Our school has a range of targeted support available to help.

You can also find resources to support your child in getting to school at

[www.anything.tas.gov.au](http://www.anything.tas.gov.au)

## Message for parents of Prep students

Consider using the ESDM banner below to go with your message. This is available in the [resources](#) section of the Anything is Possible website.



Dear *(insert class name)* parents

I'm *X*, your child's teacher

I'd like to take the opportunity to welcome your child/ *(or X insert name to personalise)* to our class.

I'm looking forward to getting to know them better and working with them as they move into the next phase of their primary school years.

We know that the transition from Kindergarten to Prep and the move to full time school is a big step – for your child and for you! We recognise that your child will be tired and need time to adjust, but we ask that you continue to send them to school. Missing just a few days early in the year can make it harder to catch up later.

Please be assured that we have strategies in place to address the transition to full time school in Prep and allow for this when planning the school day for your child.

Regular attendance is so important in setting a routine and good habits that can help set your child up for future success. Early habits can have a lasting impact. For example, research shows that school attendance rates in Prep can be an indicator of attendance rates in the later years of schooling.

Regular school attendance is also important because it gives your child the best chance to:

- spend time with their friends and teachers
- create new and fun experiences
- find their interests
- learn new things

You can also assist as a parent/carer by helping set up a regular bedtime and school day routine and speaking positively about school with your child.

We do understand that Prep can be overwhelming for some students and that there are real challenges that young people and families face in getting to school.

If you're facing any challenges getting your child to school, please reach out to me. Our school has a range of support available and I'm here to work alongside you so your child can have a strong start to the school year.

You can also find a range of information at: [www.anything.tas.gov.au](http://www.anything.tas.gov.au)

I look forward to teaching your child and helping them to achieve wonderful things in Prep in 2026!

Yours sincerely

*Teacher name*



## Message for parents of Year 7 students.



Dear (*X insert class name*) parents

I'm *X*, your child's home room teacher

I'd like to take the opportunity to welcome your child/ (*or X insert name to personalise*) to our class.

I'm looking forward to getting to know them better and working with them as they move into their secondary school years.

I know that the transition from primary school to high school is a big step. We recognise that your child will be tired and need time to adjust but we ask that you continue to send them to school. Missing just a few days early in the year can make it harder to catch up later.

Please be assured that we have strategies in place to support the transition to Year 7 and ensure your child settles in. You can also assist as a parent or carer by speaking positively about school and setting up a regular school day routine.

Regular attendance now helps build confidence and achievement later. It's so important in setting a routine and good habits that can help set your child up for future success.

It also gives your child the best chance to:

- spend time and grow connections with their friends and teachers
- create new and fun experiences
- find their interests
- learn new things

We do understand that Year 7 can be overwhelming for some students and that there are real challenges young people and families face in getting to school.

If you're facing any challenges getting your child to school, please reach out to me. Our school has a range of support available and I'm here to work alongside you so your child can have a strong start to the school year.

You can also find a range of information for you and your child at: [www.anything.tas.gov.au](http://www.anything.tas.gov.au)

I look forward to teaching your child and helping them to achieve wonderful things in Year 7 in 2026!

Yours sincerely

*Teacher name*

## Message for parents of Year 11 students



Dear (*X insert class name*) parents

I'm *X*, your child's *home room teacher/school principal*

I'd like to take the opportunity to welcome your child (*or X insert name to personalise*) to *X* College.

We are looking forward to getting to know them better and supporting them as they move into their senior secondary school years.

We know that the transition from high school to Year 11 is a big step. It's a new environment with a larger peer group and lots of new subjects, routines, and expectations. We recognise that your child will be tired and need time to adjust but we ask that they continue to come to school. Missing just a few days early in the year can make it harder to catch up later.

Please be assured that we have strategies in place to support the transition to Year 11 and ensure students settle in. You can also assist as a parent or carer by speaking positively about the transition and helping your child set up a regular school day routine.

Regular attendance now helps build confidence and achievement later. It's so important in setting a routine and good habits that can help set your child up for future success.

It also gives your child the best chance to:

- spend time and grow connections with their friends and teachers
- create new and fun experiences
- find their interests
- learn new things and get ready for what comes after college.

We do understand that Year 11 can be overwhelming for some students and that there are real challenges young people and families face in getting to school.

If you're facing any challenges getting your child to school, please reach out to us. Our college has a range of support available, and we are here to work alongside you and your child so they can have a strong start to the school year.

You can also find a range of information for you and your child at: [www.anything.tas.gov.au](http://www.anything.tas.gov.au)

We look forward to helping your child to achieve wonderful things in Year 11 in 2026!

Yours sincerely

*Teacher/principal name*

## Week 3 Resources

Set up a chalk wall or similar where students can share their thoughts about school. Take some photos for sharing in later weeks.

and/or

Record students talking about what they are looking forward to at school this year for sharing in later weeks. Or if you prefer, take a happy snap of some students and get a written quote from them.



Don't forget to ensure any students featured have media permissions.

### Video/written content ideas

Student voice snippets for social media, newsletters, seesaw:

Audience	Question	Channel
Primary School	What's your favourite day of the week at school and why?	Chalk Wall
Primary and High School	What's your favourite class/school subject or activity?	Chalk Wall Social video Newsletter quote
High School	What are you looking forward to this year?	Social video Newsletter quote (monthly?)
College	What are your goals this year?	Social video

### Wording on setting an attendance challenge (for newsletter/social media)

#### Let's kick some attendance goals!

We're setting a goal of **X...** attendance rate and we need you on the team!

We know that every school day matters and **<name of school>** want to make sure every school day counts towards our students' bright lives and positive futures. We all play a part in helping our kids get to school every day and for the month of **<month>** we are kicking attendance goals.

There's so much potential in a single school day, imagine what can happen in a whole month! Join us for (BBQ, assembly, band performance, sports day, art lessons, etc). Talk to us at school or visit [www.anything.tas.gov.au](http://www.anything.tas.gov.au)

## Week 4 Resources

### **Social media post**

Share your chalkboard photos or student interview (video or written) from Week 3 on social media and/or in your newsletter.

Social media instructions, tiles, and editable video/social media templates are available at [Resources - Anything Is Possible](#).

### **Suggested wording for post:**

We know that Every School Day Matters and regular school attendance helps set students up for success.

We asked our students to share why school matters to them and what they are looking forward to/what's their favourite thing about school this year.

You can also find practical tips to support your child at school at [www.anything.tas.gov.au](http://www.anything.tas.gov.au)

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters



## Week 5 Resources

### Posters

There are three poster designs on the [Anything Is Possible Resources page](#) for print and use around your school.



You can download [posters](#) and [poster instructions](#).

You can also create personalised posters for your school using our Canva template.

Download the [template and instructions](#).

### Videos

Play the video below on your school or office foyer screen (if applicable).

Videos are available at [Resources - Anything Is Possible](#).



## Week 6 Resources

### Newsletter attendance reminder

Include an attendance reminder or celebration of good results in your newsletter. This might be celebrating an improvement in attendance or that attendance has remained stable. It could include shouting out a particular year group with strong attendance.

You may also like to include a reminder to parents and carers that support is available, and they can reach out to the school if they are experiencing challenges in getting their child to school.

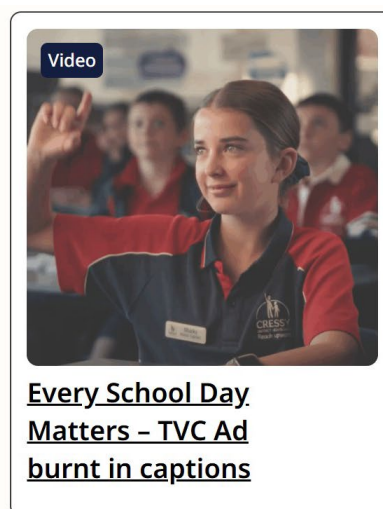
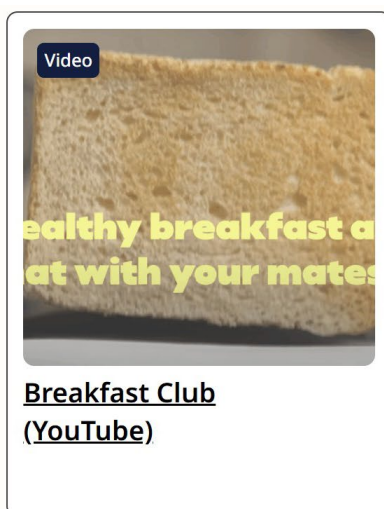
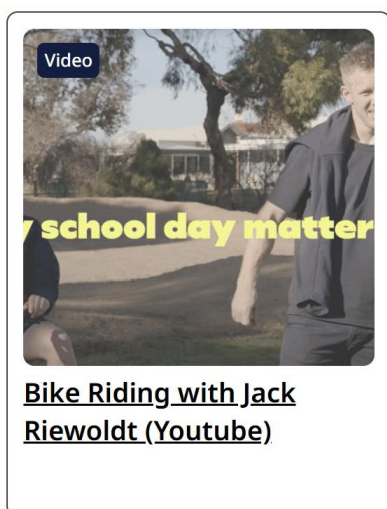
Choose an article from the [school newsletter suggested articles](#) or create your own.

## Week 7-8 Resources

### Videos

Share an existing Every School Day Matters video on your social media.

You may also like to include a link to [www.anything.tas.gov.au](http://www.anything.tas.gov.au) in your post and include the following hashtags: #BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters



You can find a range of videos on the [resources](#) section of the website including:

[Every School Day Matters - TVC Ad with burnt in captions](#)

[Every School Day Matters \(You Tube\)](#)

[Breakfast Club \(You Tube\)](#)

[Football with Jack Riewoldt \(You Tube\)](#)

[Bike Riding with Jack Riewoldt \(You Tube\)](#)

You may prefer to make your own video featuring your students and staff. There are editable Canva templates you can use for your video available via [Resources - Anything Is Possible](#), along with social media templates, instructions and tiles.

## Week 9-10 Resources

### **Newsletter wording**

**Note:** This wording could also be adapted to a message for social media and one thanking your staff if appropriate.

It's hard to believe we've nearly reached the end of Term 1.

I know that by this stage of term everyone is starting to feel tired and looking forward to the holidays but let's keep going with our great attendance.

We know that every school day counts and I'd like to thank students for showing up and making the most of every school day.

Thank you also to families and staff who are supporting our students to show up to school and achieve their best.

Creating strong school attendance habits early in the year sets students up for success for the entire year and helps build confidence, connection, and achievement. So, let's keep it going for the rest of the term and throughout the remainder of the school year!

If you're facing any challenges getting your child to school, help is available. Please reach out to us.

**You may like to finish the message with some Term 1 highlights.**



## Week 11-12 Resources

### **Newsletter snippet on attendance to include with other end of term messaging.**

Student attendance has been a real focus for our school this term.

*If attendance has improved throughout the term you may like to highlight this.*

I'd like to congratulate students on their commitment to showing up to school each day. I'd also like to thank parents and carers for all your efforts in helping your children be prepared and on time. Your support is appreciated.

We know that every school day matters and regular attendance is the best way to set students up for success. Our efforts are showing great results - let's keep it going for the rest of the year!

If you're facing any challenges getting your child to school, help is available. Please reach out to us.



# Additional attendance messaging

## For your school community

At \_\_\_\_\_, attendance is everyone's business. Below are some key messages about attendance for our school community.

**Our goal in 2026 is that as many students as possible are attending at least 90% of the time.**

When students attend school, they:

- Can build on their learning and experience academic growth
- Learn social skills like managing conflict, making friends, and forming positive relationships
- Learn emotional skills like understanding feeling and self-reflection
- Learn to appreciate different perspectives
- Build their literacy and numeracy
- Gain skills and knowledge across a wide range of topics
- Are preparing themselves for the future of work
- Increase the likelihood of finding post-school employment
- Contribute to and form part of the school community
- Find out about career and other work opportunities
- Can access the supports our school has to offer.



## For your staff

**To improve attendance, we need to understand why students are not attending.**

**Often a student who is not attending school is facing challenges that require support.**

Non-attendance (or lateness), or changes in behaviour may indicate that they are experiencing challenges such as:

- Engagement in learning (the learning does not feel interesting or relevant)
- Participation in learning (the learning does not feel accessible or inclusive)
- Friendship and peer relationships
- Relationships with teachers or other staff
- Substance use
- Short term or chronic health conditions

- Being a carer
- Mental illness

Sometimes a student may not attend school due to family challenges such as housing instability, family health or mental health issues, lack of parental trust in school, or family violence.

**As a school, it is our collective responsibility to:**

- Promote a positive culture of attendance
- Contribute to a culture where students are safe, well and learning every day
- Notice when a student is absent, or their attendance is declining
- Notice when a student's behaviour changes

If you are concerned, speak to a member of your school's leadership or School Support and Wellbeing team

- Seek to understand students' barriers to attendance, and what helps them come to school
- Help students to access the right supports so that they can attend school every day.

