

EVERY SCHOOL DAY MATTERS

Communications Toolkit Term 2



Table of Contents

<u>Overview</u>	3
About this toolkit	3
Website resources	3
<u>Suggested schedule for Term 2 attendance messaging</u>	4
<u>Resources by suggested week of communication</u>	7
Week 1 Resources	7
Social media post	7
Welcome back message for school newsletters	8
Week 2 Resources	9
Week 3 Resources	10
School event ideas	10
Posters	10
Case Study	11
Week 4 Resources	16
Week 5 Resources	17
Video content ideas	17
Week 6 Resources	19
Newsletter article	19
Videos	20
Week 7-8 Resources	21
Social Media	21
Week 9-10 Resources	23
Newsletter wording	23
<u>Additional attendance messaging</u>	24
For your school community	24
For your staff	25

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 2 2026.

Attendance messaging in Term 2 focuses on deepening understanding of why attendance matters, addressing barriers, and linking attendance to learning success while celebrating progress and strengthening family partnerships.

It's about continuing to set strong attendance habits and building positive engagement through clear communication, early intervention, and celebrating success to establish expectations for the rest of the year.

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.

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

Website resources

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

- Social media
- Newsletters
- Templates
- Videos
- Posters



Suggested schedule for Term 2 attendance messaging

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

Content for articles/social media posts etc for each week is included in the resources section of this document, beginning on page 7.

Week Suggested Action

Week 1

'Welcome back' message for families and link to Every School Day Matters resources. Consider using the Every School Day Matters newsletter banner available on the [resources page](#).

You may like to consider setting an attendance goal or challenge with your school community and sharing it in your newsletter and/or on social media.

Wording on setting an attendance challenge is also available in the [school newsletter articles](#) section at [Resources - Anything Is Possible](#).

Share a [welcome back/attendance reminder](#) message on your school's social media.

Week 2

Share the new Every School Day Matters ambassador video from the department's social media on your school's social media.

The video features 2026 Tasmanian Rhodes scholar, [Heath Dimsey](#).

Consider whether there are any ex-students or community members linked to your school who might like to be a local ambassador. You may like to invite them to come and talk to an individual class of students or a whole of school assembly.

Week 3

Consider how you can engage your school community around attendance. You may like to consider planning an event or incorporating some positive attendance messaging into an existing upcoming event.

A school event can be a great opportunity to reinforce messages about attendance. Recently Rokeby Primary, Clarendon Vale Primary and Bayview Secondary College got together to organise a fun, joint event to reinforce the Every School Day Matters message and connect students, parents, and staff from all three schools. If you'd like to do something similar, you can read the [case study](#) for some inspiration.

Or you may prefer to incorporate some Every School Day Matters messaging or activities into an event you already have planned for Term 2. Some [ideas](#) are included in the Week 3 resources section below.

Week 4

The Student Engagement and Attendance team has developed [scripts for primary](#) and [secondary](#) years to assist teachers to have positive conversations with students around attendance. You may like to print some of these to put up in your staffroom.

Week 5

Capture the voices of your students through a [video](#) and share on social media.

Week 6

Consider a half-way through term [attendance reminder/shout out](#) (if results have improved or remained stable) in your newsletter. Remind families/students that help is available if they need it. You may also like to talk about winter illness and support available on returning to school.

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

Play an [Every School Day Matters video](#) on your school or office foyer screen (if applicable). These videos are available at [Resources - Anything Is Possible](#).

Weeks 7-8

Share a positive event or milestone from the term on your social media and incorporate some Every School Day Matters messaging into your post.

Or you may prefer to share an existing Every School Day Matters video or social media tile. You can find these at Possible. Include some encouraging wording around attendance in the post.

Weeks 9-10

Share some encouraging messaging in your newsletter. Thank everyone for their positive approach around attendance and set the scene for it continuing in Term 3.



Resources by suggested week of communication

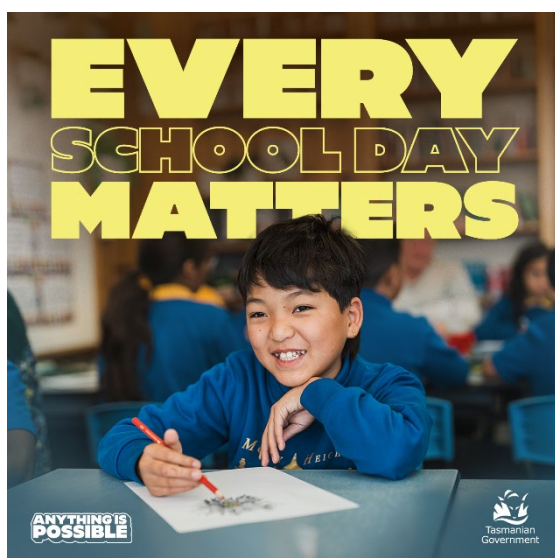
Week 1 Resources

Social media post

Use with a social media tile (like the example below) or video - both are available at [Resources - Anything Is Possible](#). 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:



We're excited to have our students back at school and are looking forward to a fantastic Term 2!

We started strong with some great attendance rates in Term 1 and want to keep this momentum going throughout Term 2 and beyond. Regular attendance helps students achieve their learning goals and stay connected with their peers and teachers.

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 is supported.

You can also find more information at www.anything.tas.gov.au

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters

Welcome back message for school newsletters

Consider using the ESDM banner below to go with your message. This is available at [Resources - Anything Is Possible.](#)



Every School Day Matters

Welcome to Term 2! We hope students and families had an enjoyable and relaxing holiday break.

We have lots of exciting things happening this term including [add upcoming highlights here.](#)

School attendance will continue to be a priority for our school this term. We started strong with some great attendance rates in Term 1 and want to keep this momentum going throughout Term 2 and beyond. This term we are aiming for an attendance rate of **XX**. Regular attendance helps students achieve their learning goals and stay connected with their peers and teachers. Missing even small amounts of time adds up—minutes and days lost can impact a student’s progress and confidence and their connections to peers and teachers.

As we move into the cooler months and sickness becomes more common it can be more challenging in getting students 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 term.

We know that challenges in getting to and from school can also impact attendance. A quick reminder also that public transport in Tasmania is currently free for everyone, including students until 1 July. This includes all public buses - Metro, Kinetic, Redline and TassieLink, as well as the Derwent Ferry.

You can find a range of resources and tips to help in getting your child to school at www.anything.tas.gov.au

We look forward to a great term ahead for our students and staff!

Week 2 Resources



A new department video features Every School Day Matters Ambassador, 2026 Tasmanian Rhodes Scholar, Heath Dimsey. Heath talks about how school and his teachers helped set him on the career path to studying mathematical chemistry at university and the opportunities it has opened up for him. The video will be shared on the department's social media during the first week of term 2 – keep an eye out and share on your own school's social media if you'd like to.

[Heath's ambassador story and video](#) are also available for students, staff, and parents to read on the Ambassadors section of [Anything is possible](#). You'll also find a story from another Ambassador, former Richmond Football Club champion, [Jack Riewoldt](#).

More ambassadors are coming in 2026!

Week 3 Resources

School event ideas

The case study below from Rokeby Primary, Clarendon Vale Primary and Bayview Secondary College is a great example of how to organise a fun event to reinforce the Every School Day Matters message for students and the wider school community.

Or you may prefer to incorporate Every School Day Matters messaging or activities into an event you already have planned for Term 2, for example parent teacher, an assembly or cross-country carnival.

Ideas could include:

- Having a staff member available at a certain time on the day for parents and carers to talk to about issues/support available (you could advertise the time and location in your newsletter or information about the event).
- Talking positively about attendance when welcoming parents and carers to a school assembly or concert.
- Printing off Every School Day Matters posters from the [Resources section of the Anything is Possible website](#) and put them up at locations where parents and carers will be gathering e.g. school hall, outside classrooms, close to sporting fields or in classrooms or corridors during parent teacher sessions.

Posters

There are three poster designs on the [Anything Is Possible Resources page](#) for you to 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](#).

Case Study:

Every School Day Matters – Clarence Plains School Community Engagement event



Aim:

To host a community school event to raise awareness around the importance of school attendance and reinforce the 'Every School Day Matters' message to parents and students. The underlying aim was looking at how schools and the community can work together to support children to attend school.

The event:

In March 2026, Bayview Secondary College and feeder primary schools Clarendon Vale Primary School and Rokeby Primary School worked together to organise a fun event to highlight the importance of school attendance.

Students, staff and families from Rokeby Primary School and Clarendon Vale Primary School joined 'walking buses,' walking together from their respective schools to nearby Bayview Secondary College. Joining the walking buses were student leaders from Bayview Secondary

College and two special guests – former Richmond Football Club champion, Jack Riewoldt, and Tasmania Devils Football Club mascot Rum'un.



On arrival at Bayview Secondary College everyone enjoyed a delicious breakfast prepared by Bayview students and had the opportunity to participate in sports activities, with Jack and Rum'un.

Parents and carers had the opportunity to connect with each other and with principals and staff from schools in an informal setting.

Every School Day Matters information was displayed on the day to reinforce messaging.

Why it worked

- Focused on positives of school attendance rather than telling people what to do.
- Took the department's 'Every School Day Matters' attendance messaging down to a local community level, making it more relatable.
- The message was delivered informally and subtly in a relaxed setting – no formal speeches.
- Fun, informal setting made students and parents/carers feel relaxed and comfortable in talking to school staff/other parents/other students.
- Schools involved worked cooperatively and delivered consistent messaging.
- Activities and food provided a focus and gathering point for everyone to come together.
- Special guests (Jack and Rum'un) were a drawcard for event participation.

The benefits:

- Highlighting attendance as a priority in all three schools, with the aim of creating a united awareness/understanding in the wider community.
- A fun and engaging morning for students, reinforcing the message that lots of fun things can happen in a school day.
- School principals and staff could make connections and chat to parents/carers in an informal setting.
- An opportunity for students, staff, and families from all three schools to get together and build closer connections.
- Gave students from feeder primary schools the opportunity to visit their potential future high school and meet staff and students, establishing positive connections and smoothing future transitions from primary to high school.
- Recognised students for positive attendance – Bayview Secondary College selected students from each year group to participate in the activities on the day. Feedback from the school is that other students were asking what they needed to do to participate in a similar event next time.
- Created leadership opportunities for Bayview Secondary College student leaders who joined walking buses from primary schools and ran activities when everyone arrived at Bayview.
- Created real life learning opportunities for Foods students at Bayview Secondary College who catered for the event.

Planning

Principals and other key staff from the three schools met several times prior to the event to plan the event and discuss timing, activities, catering etc. The event was promoted via articles in each school's newsletter.

After the event

Follow up articles were prepared for school newsletters thanking families who participated and positively reinforcing attendance messaging and highlighting support available via the school. See below for sample newsletter article. The event was also highlighted on each school's social media.

Next steps/building momentum

Schools are considering next steps to keep the momentum and positivity around school attendance.

Some options may include:

- Organising similar events involving all three schools. - community events, joint sports days, movie nights.
- Setting attendance goals as a school community or as a collective group of schools and promoting these in a positive way e.g. via school newsletter articles, school social media channels, signage, or posters at the school or even to the broader community.
- Involving local businesses or community groups e.g. by asking them to put Every School Day Matters posters in their venues, involving them in future events through sponsorship or donations, or inviting them to attend events and understand the importance of coming together as a community to support our children.
- Working with students and parents/guardians to gain feedback around barriers to attendance and gather their suggestions on how they can be overcome. This could be done informally via a suggestion box in the school foyer or at a future event.
- Identifying local ambassadors such as ex-students or prominent members of the local community who can visit the schools to talk to students and build a local narrative around school attendance.



Follow up newsletter article example - Clarendon Vale Primary

Thank you to all the students, staff and families who participated in our 'walking bus' to Bayview Secondary College last week.

We were lucky to be joined on the walk by former Richmond Football Club champion, Jack Riewoldt! The students enjoyed some great banter with Jack along the way and chatted about why showing up to school every day is important.

Jack Riewoldt's message was that whatever you want to do in life, a good education provides the foundation for success:

"Like anything worthwhile in life, you only get out what you put in. So, show up at school, work hard, have fun, and make the most of all the opportunities. Because you never know where they could lead!"

On arrival at Bayview, we were joined by Rokeby Primary and Bayview Secondary College students, staff and families and enjoyed a delicious breakfast prepared by Bayview students. Students had the opportunity to have a kick of the footy with Jack Riewoldt and Tassie Devils mascot Rum'un.

The event was a chance to build connections and reinforce the message that being at school every day gives students a range of opportunities and if you aren't there you don't know what you could be missing. A big thank you to Bayview Secondary College for hosting us!

Our schools share a common goal of supporting and improving school attendance. We want everyone to work together to support our young people in getting to school. So, we hope last week's event can be the start of something bigger and we can all be part of the same team by supporting students to show up to school every day.

Let's all work together and as a community lift our attendance rates!

We know there can be lots of challenges in getting our kids to school. If you're a parent or carer struggling to get your child to school, please remember that there is support available at school, so please reach out if you need to. **CONTACT DETAILS**

There are also a range of resources available at: www.anything.tas.gov.au

Week 4 Resources

Scripts for staff have been developed by the Student Engagement and Attendance team. They can be used by staff to have conversations with students around attendance.

You may like to print these off and put them up in your staff room. The posters are available on the [Resources section of the Anything is Possible website](#).

Creating a positive attendance culture

Interact with students in a calm and respectful tone.

It's great to see you at school today ____.

Every day we're at school, we're building new connections.

Acknowledging positive behaviour

Frequently acknowledge students meeting expectations.



____ well done on asking ____ to explain what you missed last week. That's a great way to make sure you're up to date.



Week 5 Resources

Video content ideas

Got any budding journalists at your school? To incorporate the student voice, you may like to ask students to interview each other. You can then share the video on your school's social media. A great example is this fantastic [Facebook video from Rokeby Primary School](#).



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.

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

Also consider using student voice snippets for newsletters and seesaw.

Some possible interview questions (depending on the age group) might include:

Audience	Question	Channel
Primary School	What makes you happy at school?	Social video
Primary and High School	What's your favourite class/school subject or activity and why?	Social video Newsletter quote
High School	What's been the best thing about school so far this term/year?	Social video Newsletter quote (monthly?)
College	Why does every school day matter to you?	Social video

You may also like to include the following hashtags: #BrightLivesPositiveFutures
#AnythingIsPossible #EverySchoolDayMatters

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



Week 6 Resources

Newsletter article

Consider using the ESDM banner below to go with your message. This is available via [Resources - Anything Is Possible](#).



We've reached the halfway point of Term 2. **Include highlights here.**

As I mentioned at the start of term, attendance is a real focus for our school this year. Being at school every day provides our students with the best opportunity to grow and thrive.

During these cooler months we know that illness is one of the main reasons our students miss school. We appreciate your child not coming to school when they are sick but encourage them to return as soon as they are well again so that they don't miss out. If you or your child has concerns about the transition back to school after illness, please **contact us/talk to their teacher/home group teacher** - we are here to help.

There are simple steps you can take to help protect yourself and your family from serious illnesses caused by common respiratory infections. More information about winter wellness is available at www.health.tas.gov.au/campaigns/winter-wellness.

Our overall attendance rate is currently sitting at **X** and we are aiming for **X**. I'd like to thank families and students for their efforts in prioritising attendance and getting to school on time each day.

We know there can be real challenges with getting students to school. Please remember that help is available via the school. Please reach out to us (**include contact here**) You can find a range of resources and tips to help in getting your child to school at www.anything.tas.gov.au

Videos

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

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



Week 7-8 Resources

Social media

Share a positive event or milestone from the term and incorporate some Every School Day Matters messaging into your post.

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

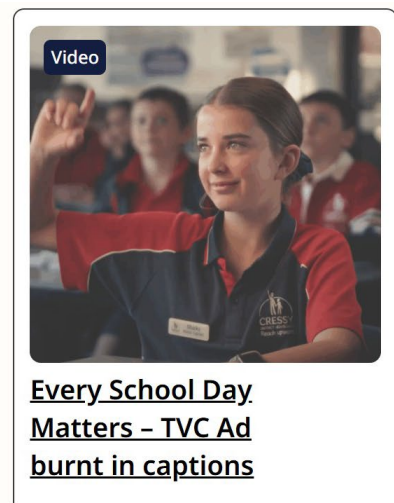
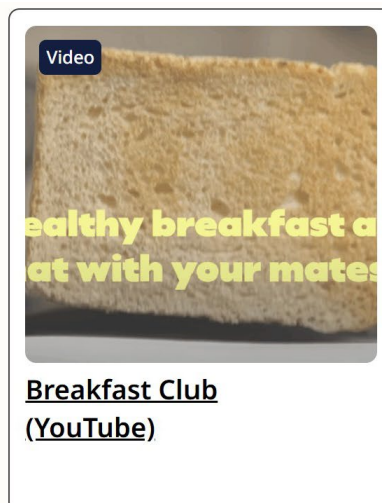
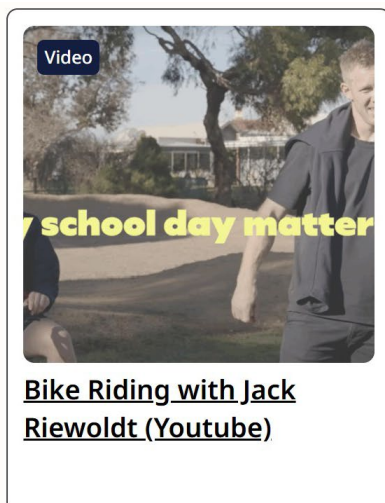
Alternatively, you may like to include a message around illness and the transition back to school.

Post on illness and transitioning back to school:

As the days get shorter and the weather gets chillier, we are moving into 'flu season. We appreciate our students not coming to school when they are sick but encourage them to return as soon as they are well again so that they don't miss out. If you or your child has concerns about the transition back to school after illness, please *contact us/talk to their teacher/home group teacher* - we are here to help.

For some tips on staying healthy this winter visit: www.health.tas.gov.au/campaigns/winter-wellness.

Or you may prefer to share an existing Every School Day Matters video on your social media.



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 \(You Tube\)](#)

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

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

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



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.

Student attendance has again been a focus for our school this term. **If attendance has improved throughout the term you may like to highlight this.** Congratulations to students on their commitment to showing up to school each day. A big thank you also to parents and carers for 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 **include contact here**

You can also find tips and resources at: www.anything.tas.gov.au

You may like to finish the message with some Term 2 highlights.



Additional attendance messaging

For your school community

At _____, attendance is everyone's business.

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

Missing even small amounts of time adds up—minutes and days lost can impact progress and confidence.

Regular attendance helps students achieve their learning goals and stay connected with their peers and teachers

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.

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.