

EVERY SCHOOL DAY MATTERS

Communications Toolkit Term 3



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Overview

About this toolkit

This communications toolkit is designed to help schools promote the importance of regular school attendance to students and their families in Term 3 2026.

It's recommended that attendance messaging in Term 3 focuses on:

- reconnecting and resetting attendance expectations
- amplifying student voice
- encouraging goal setting to finish strong, while reinforcing wellbeing and belonging through regular attendance.

This toolkit 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 or contact Heather Long at: heather.long@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
- Certificate templates



Suggested schedule for Term 3 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 to Term 3 newsletter message](#) for families with link to Every School Day Matters resources. Consider using the Every School Day Matters newsletter banner available at [Resources - Anything Is Possible](#).

Additional 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

Interview staff members for a social media video to help share the message that everyone has a part to play in supporting our students.

See [Week 2 resources](#) below for suggested questions and wording for a social media post.



Week 3

Talk to your staff around how they can support attendance and share resources. [Attendance messaging for staff](#) is available in the Week 3 resources section below.

Share the [scripts for primary](#) and [secondary](#) years with your teachers to help them have positive conversations with students around attendance. You may like to print these to put up in your staffroom or email them to staff.

Share the links to [Conversations with Ginna podcast, Episode 9](#) with staff. In this episode, Department Secretary, Ginna Webster, and Manager of Student Attendance, Emma Aorangi, chat about improving school attendance and engagement.

Share a [social media post on winter illness](#) and what to do if a child has missed school.

You may like to include [advice about the importance of hand washing](#) in your newsletter or print these posters and put them up around your school.

You can recognise and celebrate growth in students' attendance with one of our new [certificate templates and instructions](#). These are designed to recognise growth in attendance rather than rewarding students for achieving a specific attendance rate.

Week 4

Share [tips to support getting students to school](#) on your social media and/or in your school newsletter.

Print the posters available at [Resources - Anything Is Possible](#) to use around your school. Or you can create your own poster (see the Canva Template in [poster instructions](#)).

More information and links are available in the Week 4 resources section below.

Week 5

Share [encouraging messaging in your newsletter](#) at the half-way point of the term. Thank everyone for progress so far and encourage them to keep the momentum going.

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

Share another [social media post](#)

Week 6

Continue to use the [certificate templates and instructions](#) to celebrate attendance growth. These are designed to recognise growth in attendance rather than rewarding students for achieving a specific attendance rate.

If you have a screen in your office foyer or other area where families gather you may like to have the [Every School Day Matters video](#) playing.

Week 7

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

Have a look at examples of what other schools are doing to encourage and celebrate attendance. A few [examples](#) are available in the Week 7 resources section below.

Week 8

Capture the student voice by interviewing students and making a video for social media.

Suggested questions are available in the Week 8 resources section below or have a look at the examples shared in Week 7 resources for inspiration.

Or you may prefer to share an existing Every School Day Matters video. These are available at [Resources - Anything Is Possible](#).

Weeks 9-10

Share an end of term wrap up message in your [newsletter](#) and on [social media](#) thanking families for their support.

Resources by suggested week of communication

Week 1 Resources

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

Hi everyone

I hope students and families had the opportunity to have a well-earned break over the school holidays and feel refreshed and ready for a great term 3.

We have many exciting events coming up this term including *Insert events here.*

Student attendance will continue to be a priority for us for the remainder of the year.

Being at school is the best place for our students. It builds friendships and supports positive connections with our teachers and learning.

If you can, we encourage you to talk with your child about why school is important. You may like to consider helping them to set learning and attendance goals to start the term strong. *If relevant* Our attendance rates *have been strong/are showing improvement* this year – let's keep it going for the rest of the year!

We do understand that students and families can face a range of challenges when it comes to getting to school. Open communication can often help. If you're facing any barriers in 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!

You can also find information to help at: www.anything.tas.gov.au.

X, Principal

'Welcome back' 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:



Welcome to Term 3! We're excited to welcome our students back and look forward to a fun and productive term.

We love seeing our students at school every day - it's where they learn, grown and connect with their teachers and friends.

Need a hand getting your child to school? Please get in touch. We're here to work alongside you so your child can have a strong start to the term!

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

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters

Week 2 Resources

Social media questions for staff for a video (or you could use photos with quotes)

Students or a staff member could interview teachers, administration staff, groundskeeper etc. to build a sense of a whole school community and send the message that everyone has a part to play in supporting our students and creating a welcoming and positive environment.

Suggested questions

What fun things do you have planned for your students/class this term?

What are you most looking forward to this term?

What do you like about coming to school every day?

Why does every school day matter?

Post wording to go with the above videos

Our teachers love seeing students at school every day. Regular school attendance helps our students learn, grow, and thrive! If your child is struggling, reach out to us. You can also visit anything.tas.gov.au for tips and information.

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters

If you'd prefer a photo to go with the post rather than making a video you could use the below social media tile featuring teachers and students. This tile is available at [Resources - Anything Is Possible](#).



Week 3 Resources

Resources for staff

'Scripts' for conversations with students.

The Student Engagement and Attendance team has developed [Micro scripts for primary](#) and [Micro scripts for secondary](#) that can be used by staff to have conversations with students around attendance.

You may like to share these with staff or print them off and put them up in your staff room. They are available at [Resources - Anything is Possible](#).

Attendance podcast

Last term our Department Secretary, Ginna Webster, and the Department's Manager, Student Attendance, Emma Aorangi, chatted about improving school attendance and engagement in [Episode 9 of the Conversations with Ginna podcast](#). You may like to share the link with your staff.

Below is some general messaging about attendance which you may also like to share with staff.

Attendance messaging for staff

Strong relationships with our students and families are key to supporting positive attendance.

Open communication between families and schools can help overcome challenges and build trust.

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.

Social media post – winter illness

We know that in the winter months sickness is more common.

We understand returning to school after illness can sometimes be difficult.

Start with one day.

Talk to us early- we can help.

For information and advice about illness and school attendance visit:

<https://www.decyp.tas.gov.au/wellbeing/health-and-physical-care/medical-conditions/common-childhood-conditions-symptoms-treatment-and-school-attendance/>

For some tips on staying healthy this winter visit:

<https://www.health.tas.gov.au/campaigns/winter-wellness>

Hand washing information

You may like to include advice about the importance of hand washing in your newsletter or print these posters and put them up around your school: [5 easy steps for hand washing - poster](#) | [Australian Commission on Safety and Quality in Health Care](#)

Certificates

Recognise and celebrate growth in students' attendance with one of our new attendance [certificate templates](#). These are designed to recognise growth in attendance rather than rewarding students for achieving a specific attendance rate.

Week 4 Resources

Social media and/or school newsletter item

Use the 'tips' tile below with the wording below for a social media post or newsletter article. The tile is available at [Resources – Anything is possible](#).



We all have a part to play in getting our kids to school. As a parent you can help support your child by speaking positively about school and celebrating going to school every day.

These tips might help. You can find more information to support you in getting your child to school at anything.tas.gov.au

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters

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](#).

Week 5 Resources

Newsletter wording – halfway through the term

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



Hi everyone

It's hard to believe we've already reached the half-way point of third term. *Include highlights here.*

Student attendance has been a real focus for us this term, and this will continue for the remainder of the year. Our overall attendance rate is currently sitting at X and we are aiming for X.

Regular school attendance helps build strong learning habits, lasting friendships, and future opportunities. It's easy to think that a few missed days here and there won't matter, but over time they can really add up and impact your child's school journey.

We appreciate that in winter months there is a lot of illness and missing school can sometimes be unavoidable. 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. We understand returning to school after illness can sometimes be difficult.

- Start with one day
- Talk to us early- we can help.

For information and advice visit the [DECYP website](#).

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

If attendance has been challenging this term, talk with us about what might help. 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.

Let's work together to give every student the best chance to succeed.

Social media - Friendships and connections 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 own students to personalise the post.

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

Post:



Being at school every day helps build friendships and connects students with their classmates and teachers. Every school day matters.

Visit www.anything.tas.gov.au for tips on supporting your child to get to school.

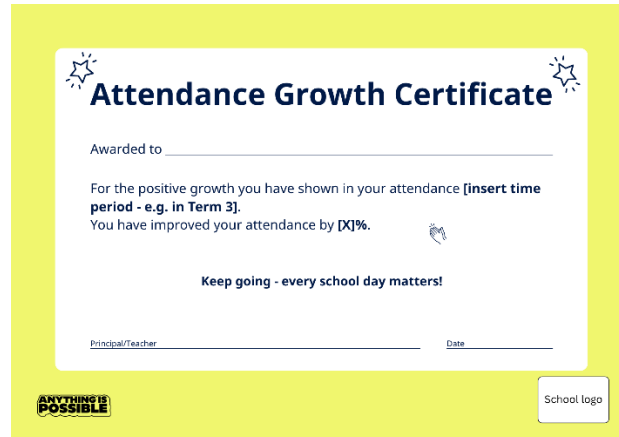
#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters



Week 6 Resources

Certificates

Continue to recognise and celebrate growth in students' attendance with one of our new attendance [certificate templates](#). These are designed to recognise growth in attendance rather than rewarding students for achieving a specific attendance rate.



Videos

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

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



Week 7 Resources

Inspiration

Have a look at examples of what other schools are doing to encourage and celebrate attendance. Here are just a few examples of how our schools are getting creative!

- [Swansea Primary School](#) celebrated 100% attendance.
- [Tasman District School's](#) Year 1/2/3 students created pictures showing why every school day matters to them. The school then shared these on their social media.
- [Devonport High School](#) shared a photo montage.
- [Lansdowne Crescent Primary](#) asked students why school matters to them and what their favourite subjects are at school.
- [West Ulverstone Primary](#) asked students who they look forward to seeing at school.

Search 'Every school day matters' on Facebook for more examples and inspiration from our schools.



Week 8 Resources

Capture the student voice by interviewing students and making a video for social media. Possible questions are below or have a look at the examples shared in Week 7 resources above for inspiration.

Audience	Question	Channel
Primary School	What's been the most fun thing about this term/year so far?	Social video
Primary and High School	What's the best/most important thing you have learnt this term/ year so far?	Social video
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.](#)



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



Bike Riding with Jack Riewoldt (Youtube)



Breakfast Club (YouTube)



Every School Day Matters – TVC Ad burnt in captions

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 \(You Tube\)](#)

[Farm School with Jack Riewoldt \(You Tube\)](#)

Week 9-10 Resources

Newsletter wording

Note: The below wording could also be adapted to a message thanking your staff.

Dear families

We've almost reached the end of another busy and productive term. There have been many highlights including *insert highlights here*.

If relevant It's been fantastic to see *improvements/growth* in our attendance rates this term.

We all have a part to play in supporting our children to get to school. I'd like to thank families for their support. Let's keep the momentum going for the rest of the year!

I'd like to wish everyone a relaxing school holiday period. We look forward to seeing our students on 19 October refreshed and ready to take on Term 4.

Regards

X, Principal

Social media

End of term/holiday post

As we head into the holidays, we'd like to thank students and their families for all their efforts in ensuring students are showing up to school and giving it their best each day.

Being at school every day gives our students the best chance to learn and thrive. *We've seen some great growth in our attendance rates this year (if relevant)*. Let's keep the momentum going for the rest of the year!

Enjoy the break. We look forward to welcoming our students back on 19 October for Term 4!

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters

Or

Term 3 highlights post

Share a selection of photos of positive events or milestones from the term and incorporate 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

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters

Additional attendance messaging

For your school community

This messaging is also available as a downloadable/editable sample:

[Our approach to attendance sample](#)

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.

