

EVERY SCHOOL DAY MATTERS

Communications Toolkit Term 4



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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 4 2026.

It's recommended that attendance messaging in Term 4 focuses on:

- Maintaining positive attendance through to the end of the year.
- Celebrating attendance growth and student achievements.
- Supporting students to finish strong and transition confidently into 2027.

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: communications@decyp.tas.gov.au or contact Heather Long: 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 4 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 6](#).

Week	Suggested Action
<u>Week 1</u>	Welcome to Term 4 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. Share a welcome back/attendance reminder message on your school's social media.
<u>Week 2</u>	Celebrate this year's growth in your school! Capture student voice by interviewing students about how attending school has helped them learn and grow. It could be a video interview or a series of photos with quotes. See Week 2 resources below for suggested questions and wording for a social media post.
<u>Weeks 3-4</u>	As the longest month of Term 4, November is full of opportunities to learn. Encourage students to stay motivated, particularly those who are getting ready for exams. It's all about staying strong through to the finishing line! Take a look at some suggestions under Week 3-4 resources.

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

Opportunities for learning and connection continue all the way up to the end of term, so continuing to attend school regularly is important.

Incorporate Every School Day Matters messaging through social media posts and in newsletter items.

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

Week 7

Celebrate growth and attendance success in your school.

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

Give a shout out to your school community with a positive social media post.

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

Week 9

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 the last term of 2026.

*There's lots to look forward to before the school year ends, including **Insert events here**.*

Every school day provides valuable opportunities for students to learn, connect and participate in school life. It builds friendships and supports positive connections with our teachers and learning.

Every day at school is a chance for students to learn, be involved and achieve their best.

We 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 finish to the school year!

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. These 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 4! We're excited to welcome our students back to school.

From classroom learning and special events, to time spent with friends, being at school every day is a chance for students to learn, be involved and achieve their best.

Let's make every school day count and finish the year strong!

Need a hand with getting to school? Check out our top tips and remember, we're here to help!

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters



Week 2 Resources

Questions for students for a video (or photos with quotes)

Interview a group of students and ask them to reflect on their 2026 school year.

Find out how they think they've grown since the start of the year as a way of building a sense of a whole school community and sending the message that there are benefits to attending school every day.

[Check out what Rokeby Primary School did earlier this year!](#)

Suggested questions

Thinking back on this year, what's something you can do this term that you couldn't in Term 1?

How has being at school helped you achieve this?

What do you like about coming to school every day? What things do you look forward to?

Why does every school day matter to you?

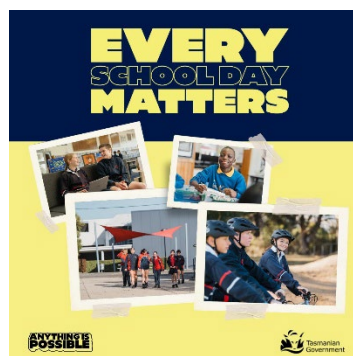
Social media post wording to accompany the above videos/photos

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

Being at school every day helps students to learn, grow, and thrive! Hear from some of our students about what they've enjoyed most about this year.

If your child is struggling to get to school, reach out to us. You can also visit anything.tas.gov.au for tips and information.

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters



This tile is available [on the Resources Page](#) through the social media tiles Canva templates – or you can create your own using an image of your students

Week 3-4 Resources

As the longest month of Term 4, November is full of opportunities to learn. Focus on positive conversations, trying to find out what supports students to attend, why students may not be attending, and using every opportunity available to support students being at school.

Week 3 – preparing for exams – resources targeting senior secondary/college students

Social media post

Exams are just around the corner. While this time can be stressful, it's important to stay calm, confident and focused.

Here are some useful tips to help you prepare: [Preparing for exams - TASC](#).

If things feel overwhelming or you need support, you're not alone. Your teachers, family and friends are all part of your team and we're ready to help you succeed. You've got this!

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters



This tile is available [on the Resources Page](#) through the social media tiles Canva templates – or you can create your own using an image of your students

Resources for 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.

Students are more likely to attend when they feel connected, supported and able to participate in learning.

When attendance changes, it is often a sign that something may be getting in the way of that connection.

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

What will today's school day bring?

A new skill? A different way of thinking? A new friendship?

Every school day offers students a chance to explore ideas, challenge themselves and build positive relationships.

Let's make the most of all the opportunities Term 4 can offer!

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters





Suggested social media tiles to suit your context – available at [Anything Is Possible Resources page](#)

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](#) or 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 Term 4. *Include highlights here.*

We are continuing to focus on student attendance. *Our attendance rate has improved by X% since this last term/this time last year.*

Even though it's the last term of the school year, 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.

If attendance for your child has been challenging, talk with us about what might help. Please reach out to us (*include contact here*).

- Start with one day.
- Talk to us early – we're here to help.

You can find a range of supportive resources and tips to help in getting your child to school at [Resources - Anything Is Possible](#).

Let's work together to give your child the best chance to succeed.

Week 6 Resources

Social media

Encourage attendance during the final weeks of the school year by sharing videos from the website. Or, if you're up for it, why not create a video featuring your own students, staff or your school's attendance celebrations.

You can find a range of options in the [Resources](#) section 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 \(You Tube\)](#)

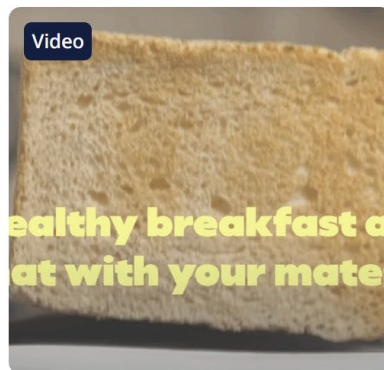
[Football with Jack Riewoldt \(You Tube\)](#)

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

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



[Bike Riding with Jack Riewoldt \(Youtube\)](#)



[Breakfast Club \(YouTube\)](#)



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

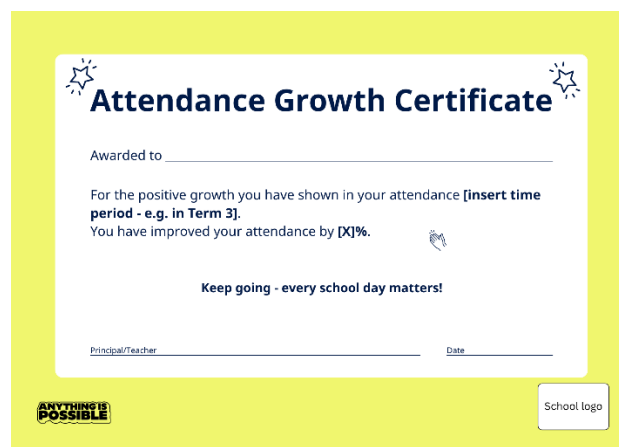
You can also share these videos on screens in classrooms and around your school.

Week 7 Resources

Certificates

Recognise and celebrate growth in students' attendance with one of our attendance [certificate templates](#). These could be incorporated into upcoming end of year celebrations.

These certificates are designed to recognise growth in attendance rather than rewarding students for achieving a specific attendance rate. Growth can be recognised and celebrated at any attendance starting point.



Social media

Take some inspiration from what other schools have done to highlight and celebrate school attendance. Check out some of these posts!

- [Campbell Street Primary 2026 \(1\)](#)
- [Campbell Street Primary \(2\)](#)
- [Exeter High 2026](#)
- [Moonah Primary 2025](#)
- [Bicheno Primary – 2024](#)
- [Lilydale District – 2024.](#)

Videos

Play the video below on your school or office foyer screen (if applicable). All videos are available at [Resources - Anything Is Possible](#).



Week 8 Resources

Social media post

We have lots to celebrate this year, but one of the highlights has been the positive ways students have approached school attendance.

We are proud of our students for showing up and being ready to learn, our families for supporting attendance, and our staff for creating welcoming classrooms where students want to be.

Together we've built strong habits that support learning, wellbeing and success. Thank you for being part of this.

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters



This tile is available [on the Resources Page](#) through the social media tiles Canva templates – or you can create your own using an image of your students

Week 9 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*.

It's been fantastic to see students continuing to engage in learning, build positive relationships and make the most of school opportunities 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 safe and relaxing holiday period. We look forward to seeing our students refreshed and ready to go again in 2027.

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).***

Enjoy the summer break. We look forward to welcoming our students back in 2027!

#BrightLivesPositiveFutures #AnythingIsPossible #EverySchoolDayMatters

Or

Term 4 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

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 is to support every student to attend as often as possible and strengthen their connection to learning, peers and school.

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.

