



**Westgarth Primary School  
Communications Working Party  
Terms of Reference**

## **1. Role/Purpose of the Communications Working Party**

The role of the Communications Working Party (“CWP”) will be to make recommendations to School Council and/or Principal (as appropriate) based on its review of existing communication channels between Westgarth Primary School (“WPS”) and the WPS community, consultation with the WPS community, review of best practice in communications (specifically those analogous to WPS’ context), and with consideration of relevant privacy legislations and regulations.

## **2. Term of the Working Party**

The CWP will be established by School Council in June 2018. These terms of reference are effective from this time and will continue until the date the CWP makes its recommendations to School Council for approval.

## **3. Membership**

The CWP will consist of:

- WPS staff member, as Convener
- 1 WPS principal class member
- Two WPS staff members, including one member of the WPS Administration team
- Three parent members
- Two co-opted members approved by School Council.

Expressions of interest will be sought from the school community before the end of June 2018, with the CWP convening formally from July 2018.

It is anticipated that membership of the CWP will be reflective of the broader WPS community. The CWP will seek nominations from members of the WPS community with specific knowledge and skills in the area of communications, but not exclusively so.

## **4. Methodology**

### *(a) Conduct an audit of existing WPS communication channels*

The CWP, in partnership with WPS Administration team, will develop a comprehensive schedule of the communication channels currently employed to communicate with the WPS community including, where possible, an analysis of the time dedicated to individual channels. Anecdotal feedback will also be sought from the WPS Administration team as to the effectiveness of each channel.

### *(b) Consult with WPS community, via focus group / town hall meeting*

The CWP will host a focus group / town hall meeting to engage with the WPS community to gauge community sentiment about what information is communicated by WPS to the WPS community, and by the WPS community to WPS, and how that information is best communicated.

This consultation process will also seek to determine what should be considered as constituting “matters of significant WPS community interest” and identify how WPS could engage with the wider WPS community on “matters of significant WPS community interest”.

### *(c) Analyse research into best-practice communications methodologies*

The CWP will consider research into best-practice communications methodologies, specifically those applicable to the context of WPS.

(d) *Consider privacy legislation and regulations*

The CWP will conduct a review of current privacy legislation and regulations which impact on communications between WPS and the WPS community.

(e) *Develop a strategic roadmap for communications*

The CWP will develop a strategic roadmap which will inform effective (maximum reach) and efficient (minimum effort) communication between WPS and the WPS community.

This strategic roadmap will also define the criteria by which “matters of significant WPS community interest” can be identified, and then provide an explicit consultation process for community engagement for “matters of significant WPS community interest”.

(f) *Develop new WPS Communications guidelines*

The CWP, in collaboration with the WPS Policy sub-committee, will develop new WPS Communications guidelines that formalise the nature of both strategic and ad hoc communications between WPS and the WPS community.

(g) *Identify a solution*

The CWP will identify a solution, or combination of solutions, that allow the recommendations of the CWP to be operationalised, while remaining cognisant of the investment – of money, time and human resources – required to implement the recommended solution.

The CWP wishes to acknowledge that its role is, specifically and exclusively, restricted to the methodology described herein resulting in a strategic roadmap, guidelines and recommendations relating to communications between WPS and the WPS community (outputs). Implementation of any or all of the CWP outputs, subject to WPS School Council approval, is an operational responsibility.

This distinction is made explicit to acknowledge that the investment required to implement any or all of the CWP outputs, subject to WPS School Council approval, might be significant.

## **5. Meetings**

All CWP meetings will be chaired by the convener or, in the absence of the convener, a member of WPS staff.

Meeting quorum will be half of the members of the CWP. Decisions will be made by consensus or, in the absence of consensus, by majority vote.

## **6. Reporting**

A report on progress will be given at each School Council meeting and feedback on interim recommendations will be sought. There will be ongoing communication with the school community regarding progress.

## **7. Timing**

The CWP will aim to deliver a strategic roadmap and guidelines and make its recommendations to WPS School Council in February 2019, at the final meeting of the 2018 School Council.

## **8. Amendment**

Terms of reference may be amended in writing by agreement by members and with approval of School Council.