

Sending Parent Communications Procedure

Catholic Identity/ Education/ Community/ Stewardship

Sources of Authority			
Authorised by	Draft	Date	June 2026
Effective Date	2026	Next Review	2028

These procedures outline the approved communication channels and processes for communicating with students and families.

The intent of this procedure is to:

- Ensure communication is clear, consistent and appropriate
- Maintain accurate records of formal communication
- Protect staff and the College through agreed processes

Step 1: Identify the context

	Scale Individual, group, class, cohort, whole school.		Sender Role (e.g. Teacher, HOLA, HOH, Deputy, Coordinator)		Audience: Student or Parent
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Step 2: Identify the type of communication

	Long format message or email Go to Step 3		Short Message E.g. Event Reminder or Parent Action Follow Up Go to Step 10		Other Marketing News, Socials, Website, PowerPoint Please email Marketing: marieke.blower@cewa.edu.au
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Step 3: Write draft

	Write Draft 1. Draft is written by initiating staff member (e.g.) Teacher, Coordinator), HOH, HOLA, Director, Deputy, etc. 2. Ensure message is clear, accurate and aligned with College tone. 3. Use template (accessible in Word, under Templates/New/More Templates/ CEWA/Excursion Email Template) or on the staffhub page. 4. Use College styleguide, (Can be found here) 5. Remove 'AI' language.
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Catholic Identity/ Education/ Community/ Stewardship

Step 4: Check approval

		NO APPROVAL REQUIRED FOR: - Teacher to Student (individual or class) - Teacher to Parent (individual or class) Go to step 5		APPROVAL IS REQUIRED FOR BROADER COMMUNICATIONS: To whole: - Learning Area - House - Year Group - Community Or a group for - Events, Sport Activities, Excursions Go to step 7
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Step 5: Complete review and proofing

	Where required draft must be reviewed by: 1. Your upline (For Teacher to Parent communication) 2. Peer Review (Admin, Pastoral)
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Step 6: Send via SEQTA Direct Message

	After your upline has reviewed and proofed the draft the message can be send via SEQTA Direct Message. Make sure: 1. Ensure message is clear, accurate and aligned with College tone. 6. Use template (accessible in Word, under Templates/New/More Templates/ CEWA/Excursion Email Template) or on the staffhub page. 7. Use College styleguide, (Can be found here) 2. Remove 'AI' language
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Step 7: Complete review and proofing

	Where required draft must be reviewed by: 1. HOLA and HOY: Deputies Office (rebecca.herring@cewa.edu.au) 2. House: Head of Wellbeing 3. Excursions and Events: Principals Office (louise.blair@cewa.edu.au) 4. Admin/Pastoral: Peer review
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Step 8: Confirm timing

	For parent communications, to a broader group, timing must be checked with the Deputy and Principals Office. This will allow spreading of coms over the week and avoids clashes and overloads. 1. The people who can help you with this are the Executive Assistant to the Deputy Principals, Executive Assistant to the Principals or the Marketing Team Leader. 2. Priority coms may require escalation and the above people can assist with that.
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Catholic Identity/ Education/ Community/ Stewardship

Step 9: Sending



After review and approval, the Deputy and Principals Office will confirm that the SEQTA Correspondence is ready to go. They will confirm who can send it and when.

For follow-ups and event reminders, please go to Step 10.

Step 10: Follow-up messages and reminders



Parent Action Required/ Follow-Up

You can use a follow up SEQTA DM when action is required or information is missing. E.g. medical information or consent. Sometimes a phone call would also work.

1. Ensure message is clear, accurate and aligned with College tone.
2. Use peer review
3. Use writing styleguide.
4. Remove 'AI' language.



SMS

We use SMS for important event reminders, and emergencies.

Please contact Rebecca, Louise, Marieke or Michelle. They can assist with the wording and timing of sending these out.

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Catholic Identity/ Education/ Community/ Stewardship

Communication Matrix

From	To	How many	Who writes the draft	Approval required and by whom	Review/ Proof required and by whom	Check timing of sending coms.	Send by who	Method. E.g. DM or Email
Teacher	Student	1	Teacher	No	No		Teacher	DM
Teacher	Student	Whole class	Teacher	No	No		Teacher	DM
Teacher	Parent	1	Teacher	No	Upline		Teacher	DM
Teacher	Parents	Whole class	Teacher	No	Upline		Teacher	DM
Learning Area	Student	Whole class(es)	Teacher/HO LA	HOLA	HOLA		HOLA/ Teacher	DM
Learning Area	Parent	Whole class(es)	Teacher/HO LA	Deputy	Deputy	Yes, check with Assistant to Deputy	HOLA/ Teacher	Email Correspondance via SEQTA
PCG Teacher	Student	1	Teacher	No	No		Teacher	DM
PCG Teacher	Student	Whole PCG	Teacher	Heads of House	Heads of House		Teacher	DM
HOH	Student	Whole House	HOH	Head of Wellbeing	Head of Wellbeing		HOH	DM
HOH	Parents	Whole House	HOH	Director of Wellbeing	Director of Wellbeing	Yes, check with Assistant to Deputy	HOH	Email Correspondance via SEQTA
HOY	Student	Whole Cohort	HOY	Deputy	Deputy		Assistant to Deputy	DM
HOY	Parents	Whole Cohort	HOY	Deputy	Deputy	Yes	Assistant to Deputy	Email Correspondance via SEQTA
Senior Leadership	Student	Whole cohorts	Senior Leadership	Deputy	Assistants to Deputy/ Exec		Senior Leadership	DM

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Senior Leadership	Parents	Whole cohorts	Senior Leadership	Deputy	Assistants to Deputy/ Exec	Yes	Assistant to Deputy	Email Correspondance via SEQTA
Deputies	Student	Whole cohorts	Deputy	Peer	Peer		Assistant to Deputy	DM
Deputies	Parents	Whole cohorts	Deputy	Peer	Peer	Yes	Assistant to Deputy	Email Correspondance via SEQTA
Principal/VP	Student	Whole cohorts	Principal/VP	No	None		Assistant to Principal	DM
Principals/VP	Parents	Whole cohorts	Principal/VP	No	None	Yes	Assistant to Principal	Email Correspondance via SEQTA
Sport Coordinators	Student	Group	Sport Coordinators	HOLA	Assistants to Deputy/ Exec		Sport Coordinator	DM
Sport Coordinators	Parents	Group	Sport Coordinators	HOLA	Assistants to Deputy/ Exec	Yes, check with Assistant to Deputy	Sport Coordinator	Email Correspondance via SEQTA
Excursion/ incursion/ event Coordinator	Student	Group	Coordinator /Teacher in charge	Vice Principal	Deputy		Assistants to Deputy/ Exec	DM
Excursion/ incursion/ event Coordinator	Parents	Group	Coordinator /Teacher in charge	Vice Principal	Deputy	Yes, check with Assistant to Deputy	Assistants to Deputy/ Exec	Email Correspondance via SEQTA
Student Leadership Coordinator	Parents	Group	Coordinator	Applicable Deputy	Assistants to Deputy/ Exec	Yes, check with Assistant to Deputy	Coordinator	Email Correspondance via SEQTA
Careers	Student	1	Coordinator Careers/ HOLA	No	None		Coordinator Careers/ HOLA	DM

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Careers	Student	Group	Coordinator Careers/ HOLA	HOLA/ Deputy	HOLA		Coordinator Careers/ HOLA	DM
Careers	Parents	Group	Coordinator Careers/ HOLA	HOLA/ Deputy	HOLA/ Deputy	Yes	Coordinator Careers/ HOLA	Email Correspondance via SEQTA
Student Services/ Admin	Parents	Group	Team leader Student Services	Deputy/ Principal	Peer	Yes	As directed by Deputy/ Principal	Email Correspondance via SEQTA
Pastoral	Parents	Group	Pastoral	Deputy	Peer	Yes	As directed by Deputy	Email Correspondance via SEQTA
Departmental (Marketing/ Enrolments/ Finance)	Parents	Group	Staff or Team leader	Team Leader or Principal	Peer	Yes	As directed by Team Leader/ Principal	Email Correspondance via SEQTA