

BEELIAR PRIMARY SCHOOL MARKETING AND COMMUNICATION PLAN

2025

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1. Purpose of the plan

Communication at Beeliar Primary School is used to inform current and prospective staff, parents and families of our commitment to a high-quality education for our students, to provide a safe and positive environment for all and address issues in a proactive manner.

In all instances communication from Beeliar Primary School should be:

- Professional
- Relevant
- Accurate
- Personalised
- Timely

Communication procedures will vary in different situations and between stakeholders, however the aim of all communication is to provide a clear, transparent message leading to shared understandings.

Stakeholders include:

- Students
- Parents and guardians
- Prospective Parents
- Staff
- School Board Members
- P&C Association
- Community partners
- Wider community
- Department of Education

This Communication Plan reflects a deliberate response to ensuring our school values are transparent and guide all our communication.

2. Background

2.1 Profile of school

Beeliar Primary School is a Level 5 Independent Public School located on Whadjuk Boodja in the suburb of Beeliar, within the City of Cockburn, Western Australia. “Beeliar” is a Noongar word meaning “river” or “water running through,” reflecting the suburb’s geography of lakes and wetlands.

The school serves over 500 students, from Kindergarten through Year 6. Additionally, around 40 students from the Fremantle Language Development Centre share the site, collaborating closely with Beeliar PS.

Approximately 9% of the student body identify as Aboriginal. The school’s ICSEA score is 1024, placing it in decile 4.

Established in 1999, Beeliar Primary became an Independent Public School in 2013. The campus features a Visual Arts Centre, Performance Arts and Music Centre (convertible into an auditorium for 400 people), a modern library, collaborative classrooms, a covered assembly area, and ICT-equipped classrooms with interactive boards, iPads, and laptops.

Specialist instruction is provided in Visual Arts, Music, Science, Physical Education, and Noongar language. Teaching approaches include Explicit Direct Instruction (EDI) and Visible Learning, with targeted support from Allied Professionals. Beeliar PS is also recognised as a Waste Wise school.

The school motto, '*Stand Tall*,' underpins its philosophy, promoting values and behaviour expectations. Its moral purpose is '*Nurturing Students who Belong, Persevere and Succeed*,' guiding the updated 2025 Business Plan.

2.2 Previous communications activities

The school has relied on multiple platforms (Connect, Facebook, Website, Compass and printed notes). Facebook achieves strong reach but other platforms have been inconsistent. The Beeliar Bulletin is the school newsletter that comes out monthly. It shares an overview of up-and-coming events, highlights from recent events and community initiatives, and a message from the principal.

Community survey feedback highlighted mixed perceptions regarding clarity, timeliness, and consistency of communication.

2.3 Situation analysis

An analysis of the 2025 School Community Culture Survey identified areas of strength and those for improvement.

Strengths:

Families feel welcome and connected.

Teachers are described as professional, caring, and enthusiastic.

The school is recognised as safe and supportive.

Areas for Improvement:

Inconsistent communication across channels, causing confusion.

Short notice of events leaves families unable to plan.

Lack of transparency in decision-making.

Families want more regular classroom updates and student progress information.

3. School strategic objectives

- Strengthen partnerships with families and the community.
- Provide transparent, consistent, and culturally responsive communication.
- Promote the achievements and progress of students.
- Ensure all families can access timely and accurate school information.

4. Marketing/communications plan goal

To create a consistent, clear, and community-friendly communication system that informs, engages, and builds trust with all stakeholders.

5. Marketing/communications plan objectives

1. Improve clarity and consistency of communication across all platforms.
2. Provide parents with timely information, with at least two weeks' notice for key events.
3. Increase parent engagement in school events and decision-making.
4. Ensure culturally inclusive communication, celebrating Noongar and wider community diversity.
5. Promote Beeliar Primary School's strengths to the wider community and prospective families.

6. Target audiences

Primary: Current parents/carers, students, staff.

Secondary: Prospective families, community partners, P&C, School Board, Department of Education, local community.

7. Strategies

- Streamline communication by clarifying the purpose of each platform.
- Support all families to engage in Compass as Beeliar PS's main communication and student enrolment platform.
- Use consistent templates for notices and updates.
- Provide regular classroom learning updates using available platforms.
- Provide professional learning for staff on effective communication with families.

8. Key messages

- Beeliar PS is a safe, caring, and inclusive school where every child is supported.
- We value partnerships with parents and community.
- We are committed to clear, timely, and transparent communication.
- Student wellbeing, learning, and cultural responsiveness are at the heart of everything we do.

9. Communications channels

Compass/ Program Kaartdijin – Student information, enrolment and attendance information, school news and calendar, events (excursions/incursions).

Facebook – Quick updates, reminders of school and P&C events, celebrations, photos of events, community engagement. Immediate and high reaching.

Beeliar PS Website – Central hub for information (policies, term planners, newsletters, events, forms, school news). Acts as the school's 'shopfront' for prospective families.

Schools Online (DoE platform) – Publicly accessible data about Beeliar PS (enrolments, NAPLAN, annual report, school profile). Supports accountability and transparency.

Connect – Department of Education's secure parent portal. Used for classroom updates, student reports, formal notices, and targeted communication from the classroom teacher.

10. Communication Procedure – School Updates and Notifications

This section forms part of the school's communication procedures. It outlines the communication schedule and methods used to inform the school community of upcoming events, activities, and key information. The intent is to ensure consistent, timely, and transparent communication across all platforms.

1. Weekly Communication

A *'What's On This Week'* update will be published every Sunday.

This update will include all scheduled school activities for the week, such as assemblies, excursions, and lunch order days. It will be published via Compass and the school's official Facebook page.

2. Term Transition Communication

Comprehensive communication outlining significant upcoming events will be distributed during the final week of each term and again in the first week of the following term.

This communication will include activities that require additional planning or preparation by families, such as interschool events, sports carnivals, concerts, and free dress days. Distribution will occur via Compass and Facebook.

3. Event Reminders

To ensure families are adequately informed, reminders for significant events (including but not limited to sports carnivals, school photos, concerts, and free dress days) will be issued as follows:

- An initial reminder two weeks prior to the event.
- A follow-up reminder one week prior to the event.
- All reminders will be issued via Compass and Facebook.

4. Monthly Bulletin Newsletter

A Monthly Bulletin Newsletter will be compiled and distributed to provide an overview of upcoming events, important dates, and relevant school information.

- The newsletter will be distributed via Compass.
- A link to the newsletter will also be made available on the school website and shared through the school's Facebook page.

11. School Publications

Along with the identified communication channels and procedures, the school has several publications that go out to the community throughout the course of the year.

Beeliar PS Business Plan – A strategic document that sets out the school's direction and focus areas for the next 3-5 years. Published on the school's website and Schools Online.

[Link: Beeliar Primary School Business Plan 2025 and beyond](#)

Beeliar Bulletin – Monthly newsletter. Notification of up-and-coming events, highlights from events and showcasing community initiatives, message from the principal.

Parent Information Booklet – Summary of information for new and prospective parents. Published on the school's website.

P&C Posters – Notification of P&C events and how to engage in P&C community initiatives. Published on Compass, Facebook and in monthly newsletter.

Annual Report – Yearly report provides a summary of the school's achievements and progress against the Business Plan. Showcases special events and programs from across the school. Released in Term 1 for the year before.

Policy Documents – Policy and procedures specific to Beeliar PS, based on Department policy and procedures. Published on the school's website, reviewed and endorsed by the School Board.

The above-mentioned publications are accessible via the school's website and updated once a review has occurred.

12. Implementation

Strategic Objective	Action	Platform	Responsibility	Time Frame
Improve consistency	Up to date Calendar accessible on Compass	Compass	Admin Team	Start of each term and updated weekly
Increase notice for events	Send reminders minimum 2 weeks prior to event	Compass, Facebook	Admin Team	Ongoing
Celebrate student success	Share achievements and showcase events	Facebook, Bulletin, Annual Report	Admin and Exec Team	Ongoing
Cultural responsiveness	Promote special events in the Noongar calendar and Noongar seasons.	Website, Facebook, Compass, Bulletin, Annual Report	RAP and HaSS Committee	Ongoing
Transparency	Publish School Board updates and strategic directions	Website, Compass, Bulletin.	Principal/Board Chair	Termly

11. Evaluation

- Future parent survey feedback to show improved satisfaction with communication.
- Increased parent attendance at events (tracked termly)
- Reduction in complaints about last-minute communication.
- Website and Facebook analytics show increased traffic and engagement.
- Positive feedback from staff on clarity of communication processes.

Endorsed by the BPS School Board – October 2025
Review Date – 2028



Beeliar Primary School

Nurturing students who Belong, Persevere and Succeed.
