

2018 Education Awards School Support Staff – Sally Bradley

At the heart of a great school are the great staff that do an outstanding job every single day. Swan View Senior High School is privileged to have many great staff, and one that makes an outstanding contribution is Sally Bradley. Sally has worked at SVSHS for 28 years, 23 of those as a library officer. In this role she made the library the heart of the school, a hub where students would learn but more importantly a place where they would come to feel a sense of belonging and connection to the school, and how could you not with Sally's welcoming and warm approach and obvious care and compassion. There was not a student who Sally did not know by name.

In 2014 Sally was asked to take on the challenge of the role of the schools public relations and partnerships coordinator [REDACTED] [REDACTED] after a moment of initial doubt, she took on the new challenge after 23 years in the library. Sally models a "can do attitude" to everything that she does and has blossomed in her new role, with her contribution to the school moving to a new level. It only takes one conversation with Sally to realise how passionate and committed she is to the Swan View vision of *"Going from Strength to Strength"* and ensuring that the community is confident in the opportunities and education that it provides to the local community. Sally is the first to put up her hand to help out, lead a new initiative or create a new opportunity for our current and prospective students. She is respected and admired by her colleagues, the students and our community.

Knowledge and Skills

Sally's official title is *School Public Relations and Partnerships Coordinator* and with one of our four school priorities being "public pride and perception" she has a pivotal role in the strategic and operational work related to this priority. Sally is a lifelong learner and committed to her own development, so when asked to take on this role in 2014 she began to research and study communications and marketing. She utilised the resources available to her through DoE's Corporate Communication, participated in PL and sought out other schools marketing teams to grow her knowledge and apply it to our school context.

In 2015 SVSHS became an IPS school and underwent a process of reimagining a new future for the school. This work including a new vision and commitment to the community as a school that does great things for all students (rather than a great school for tough kids). Sally underwent a process of reviewing the schools corporate image and developing a marketing plan and positive school brand, the reality was that there were great things happening at Swan View SHS however these were overshadowed in the community by some negative perceptions. She audited the current communication methods, school branding and sought feedback from school board members, parents, students and partner primary principals. Sally's initiative during this time of renewal was unwavering. From her communications audit she lead the redevelopment of the school website, school newsletter, promotional material, annual report and business plan to look more modern and professional as well as being user friendly for our school community. She then undertook the task of creating a social media presence for the school, a daunting task given that she had never been on social media herself. The school Facebook page was an immediate hit, with posts focused on student success, classroom learning and celebration of achievements and the community response was overwhelming. Parents responded with *"we are so proud of our kids"* and *"more, more, more it is great to see these students doing so well."*

The Principal then tasked Sally with making every parent and community "touch point" one that would enhance the reputation of the school, provide a "friendly face and point of contact" to the community and create experiences that showcased our students and the school. This is where her attention to detail could not be faulted. Every formal event (assemblies, awards nights, special events) were all designed to build community confidence and support. The branding was consistent and professional, from the invitations to the multimedia displays. Sally decided to use the best asset Swan View had to promote the school, the students. She set about planning to grow and utilise their skills for formal events and public relations activities. The students (under Sally's careful guidance) now conduct all school tours for prospective parents, welcome and host the parents and parent/teacher evenings, MC all formal events and welcome and entertain special guests, including the Prime Minister in 2017. The student council now have a "school promotion" section of their own business plan, with certain councillors having responsibility for the PR portfolio.

Sally's marketing, event management and promotional skills have seen her take on even more and she now organises the Senior School Ball, Graduation, Year 12 Assembly, Academic Achievement assemblies and Parent and Teacher Nights. Sally consults with students, senior school teams, executive, senior leadership and the wider staff to make sure these events meet the expectations and needs of the students, parents and community. Parent nights are a huge success with the online booking system indicating that 94% of available teacher interviews are booked and if you look into the library on these nights the room is buzzing, and full of students, staff, parents and agencies all talking and working together on how they can improve educational achievement for Swan View students and as parent you know you will be greeted by student hosts with a smile while they make parents a cup of tea and point them in the direction of the right teacher. School survey data indicates 86% of parents agree/strongly agree that they feel welcomed at SVSHS. Sally has harnessed the expertise and advocacy of school board members who regularly attend and contribute to formal events held at the school and in the community.

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Graduation is another of Sally's standout events, with every detail organised from the supper for VIP's to the guest speaker all carefully planned to ensure that it is an event that families and students are at the heart of the event. Feedback year after year includes "I want to congratulate you on the graduation last night, it was evident of your genuine connection, love and care for your students and a true sense of celebration with them. What I loved about the night was it had the formalities as you have to have but it was still relaxed and you could see the personalities of the students and staff coming through so it was very real". –

Imagination, Initiative and Resourcefulness

Sally believes that the sky is the limit for students and their postcode should not determine their future. This belief is the driver for her work with the Australian Business Community Network (ABCN), a partnership she has managed for the last five years. Aspirations, Women Leading and Interview for Success are programs where students engage in a range of development opportunities with corporate partners to support them to make sound personal, vocational and educational choices and without Sally this would not be possible. These programs link Swan View students to the corporate world, where they experience mentoring in the workplace, for many Swan View students this is the first time they have been to the CBD and entered buildings in Brookfield Place or West Perth.

This partnership is not one off events but ongoing programs where students develop their critical thinking, employability skills and leadership. In 2017 Swan View partnered with Bankwest, Price Waterhouse Cooper, Multiplex and Ernest and Young. A cause close to Sally's heart is growing young women leaders and in a community that is plagued with domestic violence it was for this reason that Sally launched the Focus (Women in Leadership) partnership with ABCN in 2015. This new program provided 12 Year 10 female students with the opportunity to be mentored by some of WA's most inspiring corporate women as they participated in a process of self-discovery and confidence building. Sally, always willing to model learning and professional growth, participated with the group giving it 100% and Sally talks about her own development as part of the program. The first cohort of young women through the program graduated in 2017 and the head girl talked about Focus being one of the most significant learning experiences she had at school, building her confidence and belief in herself. The Focus program is now in its fourth year and is a program that has had very important, and significant, impact on the young women from 6056 and Sally is with them every step of the way.

Female students are not the only ones to benefit from the ABCN partnership. Each year 24 year 10 students nominate and are selected to participate in the Aspirations program. This partnership brings lawyers, human resource managers, accountants and project managers to SVSHS, and then to their corporate workplaces, where they work together to support students to explore the possibilities that these organisations provide for future employment. The Business Class project with Multiplex saw Swan View students speak with employees about their career pathways and frequently tour the Perth Stadium as it was built and the EY care day saw volunteers paint the Swan View gym and undertake a "spring clean." The partnership with ABCN is one of the most important that Swan View has and its Sally's commitment and initiative that has ensured it has gone from strength to strength over the last five years.

In 2017 Sally applied for and was successful in gaining an "Innovation Grant" to enhance the training and leadership of peer support leaders. She had taken on the lead role in selecting, training and coordinating the peer support program. Sally had been part of the team to implement the peer support program since its inception in 2015 and wanted to enhance the peer and self – reflection component of the student training. The training, facilitated by Sally and a teacher, focused on students building their communication and organisational skills, with students helping students build their resiliency, decision making, problem solving and positive relationships. These cameras and the software allowed students to record themselves during training and peer support activities and use the footage as part of the debrief sessions.

With an ICSEA of 915 and over 60% of students at Swan View identified as being "socially disadvantaged" the challenge of overcoming barriers can at times seem like a momentous task. Through her role in partnerships and marketing Sally met community members who wanted to "give something back" to students at Swan View. Sally formulated a scholarship proposal and presented it to the executive team. She then managed to work with members of the community to develop the SV Scholarship program. These scholarships are not pre-existing scholarships but from members of the community. Sally met with various scholarship sponsors to develop the names, the criteria and the conditions of the scholarships. These included honouring victims of domestic violence (TARLAND), promoting women in science (Alchemist) and the pursuit of achieving your best (Strive). Although the scholarship program is in its infancy it is already making a significant difference to students lives and compliments the corporate scholarships that have been in place for some time. During the recent selection process Sally invited a community business women and board member to take part in the selection process. It proved to be an opportunity for a non-parent board member to get up close to students, hear their stories, celebrate their strengths and be affirmed of the educational opportunities that SV our students.

Service to the School Community

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Sally's coordination of the primary transition program and work with primary partner schools has seen our transition program strengthened over the last four years. Sally leads transition activities that occur throughout the school year. Sally works closely with the partner primary leadership teams to develop the "transition calendar". This calendar outlines the transition activities and opportunities for the entire year starting in term one with partner primary school and special program promotional visits. These visits are organised entirely by Sally and involve staff, students and Sally visiting 7 partner primary schools to showcase the programs, educational opportunities and scholarships available for Year 4-6 students and their parents. These promotional visits include formal and informal occasions; assemblies, on-site try outs, classroom visits and parent evenings. Each year Sally expands the transition and partnership opportunities for families and prospective students, in its second year the Twilight Tours (prospective parents) attracted over 100 people. There has been such a response to tours that another one is now planned for 2018. Students are always at the centre of transition activities and Sally also coordinates Harmony Day basketball carnivals, ACE "Brains Trust" events and the traditional term 4 orientation events including the orientation assembly and "SV Charge" for new students.

The highlight of the school calendar and partnership initiative is the annual "Showcase Assembly". This event is a logistical challenge and requires the coordination of transport of all partner primary schools' year 5&6 students to Swan View for the showcase extravaganza. The assembly provides a platform for parents and prospective parents to see Swan View students dance, sing, act, conduct hair raising experiments and basketball tricks and it wouldn't be the showcase assembly without the students and staff from the partner primary schools on their feet dancing. Now a tradition this assembly is coordinated and organised by Sally and although it wouldn't be possible without the contribution of other staff, it wouldn't be perfect without Sally.

Sally is the reason for the range, quality and success of transition opportunities available to local schools and families. In 2014 Swan View had a student enrolment of 360 students and was predicted to increase to 520 with the year 7 students starting at secondary school. Since 2015 Swan View Senior High School has had a consistent enrolment of over 600, with students enrolling from partner primary schools where previously SV had none and these numbers continue to rise. Enrolment data is presented to the board each year and this work was formally acknowledged in the 2017 DES review.

Sally's work is often acknowledged by the partner primary principals with comments such as *"Swan View has the best transition program I have ever seen in a high school"* and *"Sally's organisation and communication is outstanding. The transition calendar that she provides us with has it all and she makes working with Swan View a pleasure."*

Sally is committed to the improvement of the transition program and, each year, leads a review process seeking feedback from partner primary schools, staff, students and parents. From these reviews Sally has added a number of improvements. These have included introduction of the peer support program, targeted transition programs for students with disabilities/mental health and comprehensive case management, and individual student information for teachers to support transition. Sally now selects and trains peer support leaders, teachers, coordinates the program and conducts debriefs with the peer support leaders. Sally has provided some of our most at need families a friendly face and a point of contact for transition to secondary school. Working alongside the Education Support Deputy and Student Services team she eases anxious parents' concerns, plans individual transition opportunities and brokers opportunities for high need prospective students.

To strengthen the success of students transitioning from primary to secondary school, Sally organises visits to the partner primary schools and spends time with all of the Year 6 teachers and collates this information relating to student achievement, strengths, leadership potential and focus areas into an easy to access document for all SV staff. Staff feedback has been *"the information that Sally organises for us provides us with the best start for students, we get to know about the students their strengths and interests and that helps me to build relationships with our Year 7 students."*

In October 2014 enrolments of Year 6 students at SV for the following year was incredibly low. This had significant impact on the ability for accurate planning given the transition to the student centred funding model. To hire the best quality and most appropriate staff for the SV context is critical each year. Sally sought feedback from schools and families to determine what challenges were delaying enrolments into secondary school. From this feedback Sally reviewed the current practices and built in particular modifications; including visiting parent hub to support parents to complete paperwork, providing partner primary school fortnightly lists of confirmed enrolments for targeted follow up and harnessing internal (AIEO) and external (NGO members) to support families to complete this requirement.

In 2018 SVSHS became a DoE Innovation School for Aboriginal Achievement. With Aboriginal students being over represented in those that don't successfully transition from primary to secondary schools, Swan View set out to develop an innovation focused on improving transition rates for Aboriginal students. Sally immediately offered to be part of the Innovation team, as this is not only an area of interest but an area of passion. She has joined the Principal, regional and school staff in the development of a case for change and using ethnographic research (student voice) to determine the barriers for our students at

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our school. Sally and the team are now up to the prototype development stage and already have a range of ideas and strategies that they plan to undertake in the coming months.

As community pride and perception is a school priority, the decision was made to include questions specific to transition and primary school partnerships in the National Schools Opinion Survey (NSOS). The parent survey results are consistent each year with over 83% of parents agreeing that SVSHS's transition program meets student needs and 0% of parents disagreeing or strongly disagreeing. The transition program is multifaceted, celebrates students' strengths, focuses on relationships and connectedness to secondary school and puts individual students and families at the centre.

Sally's contribution to the school and wider community does not end with the examples that have been included in this nomination. She is also a volunteer tutor in Follow The Dream, a member of the DES review committee, co-opted member of the Positive Behaviour Support (PBS) team and this year was elected as a staff representative on the Swan View Senior High School Board.

The Swan View students, community, parents and staff are proud to put forward this nomination for Sally Bradley as 2018 School Support Staff member.