



**P&C**  
FEDERATION NSW

# Annual Report 20 24

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# Acknowledgement Of Traditional Owners

The Federation of Parents and Citizens Associations NSW acknowledges the Traditional Custodians of the lands where we work and live. We celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.



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"I look forward to working collaboratively with each of you to achieve our shared goals."

# Incoming CEO Message

I am deeply honoured to step into the role of CEO of the P&C Federation NSW starting in July 2024.

As the Member Services Manager, I had the privilege of working closely with many of you. Your dedication and passion for enhancing the school experience for our children and communities has been truly inspiring.

As we look ahead to the coming year, I am excited to continue building on the strong foundation laid by my predecessor, Jane Miller and guided by the dedicated Board led by President Yvonne Hilsz. My experience with our members and other key stakeholders has provided invaluable insights that will shape the direction of our Federation. Together, we will strive to support and empower our members, ensuring that every parent and citizen has a powerful voice in the educational journey of our students.




Thank you for your unwavering commitment and support. I look forward to working collaboratively with each of you to achieve our shared goals.

**Gemma Quinn**  
Incoming CEO

# Strategic Plan for the P&C Federation NSW

## 3 year plan to 2027

The purpose of the P&C Federation NSW is to support and amplify the parent and carer voice to champion public education for our students.

	 <b>Enable P&amp;C Associations to thrive</b>	 <b>Represent the parent and carer voice to maximise impact</b>	 <b>Ensure organisational sustainability</b>
<b>Main outcome</b>	P&C Association effectiveness is enhanced and member confidence in the Federation grows.	The voice of parents and carers is heard and valued.	The Federation is assured of operating into the future via responsible financial, governance and people practices.
<b>Priorities</b>	<ul style="list-style-type: none"> <li>• Provide accessible, comprehensive resources for P&amp;C Associations to achieve their goals</li> <li>• Improve integrity of member data, and streamline processes</li> <li>• Capture member sentiment through meaningful consultation across all channels and improve communication and services in line with demonstrated needs and preferences</li> <li>• Develop and execute a Diversity and Inclusion strategy</li> <li>• Promote and recognise excellence in P&amp;C Association work</li> </ul>	<ul style="list-style-type: none"> <li>• Activate and engage parents and carers through consultation and representation</li> <li>• Develop external advocacy competency including communications, PR and media</li> <li>• Implement Partnership Agreement &amp; nurture relationship with DoE</li> <li>• Host and promote thought leaders in public education</li> </ul>	<ul style="list-style-type: none"> <li>• Return to sustainable financial position to align with current 3 year strategic plan</li> <li>• Develop new revenue streams through additional services for members, and strategic corporate partnerships</li> <li>• Increase board effectiveness by updating the Federation's Constitution</li> <li>• Develop a people and culture plan to increase attraction and retention of staff</li> <li>• Build a strong pipeline of future board members</li> </ul>
Develop and implement a Partnership strategy that will enable outcomes			
Enablers: Raising the capability of our people   Building our culture   Invest in innovation and technology   Systems and processes   Managing risk			



"This year was the first of our 10-year partnership agreement with the Department of Education. "

# President's Message

As I reflect on my first year as President of the P&C Federation, I am filled with pride and optimism for the future. Our organisations have made substantial strides in advocating for public education and supporting P&C Associations across New South Wales.

Our achievements this year highlight our collective commitment to supporting public education and strengthening public school communities in NSW.

This year was the first of our 10-year partnership agreement with the Department of Education. This collaboration has been instrumental in enhancing our operational capacity and supporting our advocacy efforts. Working closely with Deputy Premier and Minister for Education the Honourable Prue Car, MP and Education Secretary Murat Dizdar, we have been able to advance our strategic goals and advocate effectively for our members. Celebrating P&C Day with Murat Dizdar at Botany Public School was a notable highlight, showcasing the positive impact of our collaboration.

In February 2024, our board convened for a full strategy day, a pivotal event that set the direction of the P&C Federation over the coming years. This session was invaluable in aligning our goals and ensuring that we are strategically positioned to support our members and effectively represent their interests. The strategic plan developed during this meeting will guide our efforts and help us navigate the challenges and opportunities ahead.

A cornerstone of our advocacy this year has been the Full Funding Matters campaign. This initiative aims to secure funding for public schools to the full School Resourcing Standard, ensuring equitable access to quality education for all students. The campaign has garnered widespread support, with many P&C Associations passing resolutions in favour of full funding and thousands of parents signing our petition. Our advocacy efforts have been bolstered by our appearances on several media platforms including

Channel 7 and ABC Radio, where I have had opportunity to stress the critical need for full funding.

This year has also seen the launch of our P&C Federation Road Shows, which provide an invaluable opportunity to connect with rural and regional P&C Associations that may not be able to attend our annual conference in Sydney. The first road show in Newcastle for the Hunter and Central Coast regions was a resounding success, and we are excited to expand this initiative to more communities. These events allow us to engage directly with our members, understand their unique needs, and provide tailored support.

As I reflect on this year's achievements, I also want to express my deep gratitude to Jane Miller, our CEO, who has been an incredible leader and advocate for the P&C Federation. Jane's dedication and hard work have been instrumental in our successes, and as she concludes her tenure, we owe her a great deal of thanks. Her contributions have laid a strong foundation for our continued growth and success.

Concluding my first year as President, I am inspired by what we have achieved together and excited about the future. Together, we are stronger than ever, and I am confident that our strategic initiatives will continue to drive positive change in public education. I look forward to working with all of you in the coming year to build on our successes and champion the interests of parents and carers in NSW.

**Yvonne Hilsz**  
President of the P&C Federation



"I have been continually impressed by the dedication and hard work of our team."

## CEO's Message

I am incredibly proud of the operational successes we have achieved together over the past year. This year has been filled with hard work, collaboration, and significant milestones that have strengthened our organisation and supported our members.

One of the standout achievements for me was our annual conference and awards night in 2023. This event brought together P&C Associations from across New South Wales, providing a platform for networking, learning, and celebrating the achievements of our volunteers. A huge congratulations to all of our award winners and nominees – your work is an inspiration to us all. The conference required meticulous planning and coordination, and I am grateful to our dedicated team who made it possible.

This year we also focused on enhancing our support for parents and carers through the launch of the Parent and Carer Hub. This online resource centre, developed as part of our partnership with the Department of Education, provides valuable information and support for parents and carers, empowering them to actively engage in their children's education. The success of this initiative is a testament to our collaborative efforts and our dedication to serving our members.

In addition to our parent and carer hub, our successful webinar program was another significant highlight. These webinars have provided valuable training and support for a considerable number of parents and carers, covering a wide range of topics relevant to education and parenting issues today. We have seen a great response to our webinar program, with hundreds of participants per event, and some topics attracting

thousands of registrations. We have received very positive feedback from a wide range of parents on the benefits and practical support provided by our webinar program, with many expressing gratitude for the insightful and actionable guidance they received. This enthusiastic response underscores the importance of our efforts in equipping parents and carers with the knowledge and skills they need to support their children's educational journey and well-being effectively.

Throughout all these initiatives, I have been continually impressed by the dedication and hard work of our team. Their commitment to our values and their ability to execute complex projects have been instrumental in our success. It has been an honour to work alongside such passionate and capable individuals.

As I conclude my tenure as CEO, I am confident in the future of the P&C Federation. Our strategic initiatives and strong partnerships have positioned us well for continued success. I am proud of what we have achieved together and am excited to see the positive impact of the Federation's work in the years to come. Thank you for your support and commitment to public education in NSW.

Jane Miller  
CEO of the P&C Federation



"I am proud that we are spending more on education than at any time in NSW history."

# Minister's Message

We, as a government, cannot truly improve outcomes for our students without listening to parents and carers. It is why the advice of the Parents & Citizens Association has been so important during my first year as Minister for Education and Early Learning.

Improving student outcomes is at the heart everything we do. Whether it is ensuring that there is a teacher in front of every classroom. Or whether it is the record investment in education that we delivered in the most recent budget. I am proud that we are spending more on education than at any time in NSW history.

Teachers are the most critical resource in our classroom. They are what everything we seek to achieve in education depends upon. We must ensure teachers are valued and supported.

It is why we ended the decade-long suppression of teachers' wages and delivered the most significant pay rise in a generation. It is why we have provided more job security for teachers, taking a teaching workforce that was only 60% permanent to almost 80%.

Your advice has been vital in shaping some transformative initiatives to support student wellbeing. We banned mobile phones in schools and as a result, we are now seeing students actively engage with their peers in the playground. And the new student behaviour policy and procedures are helping provide a safe and inclusive learning environment for every child in NSW.

Access to quality early childhood education can change the trajectory of young lives. It provides the best possible start in life. This is why our government is delivering the largest expansion of public preschools in NSW history. Through a record investment, we are building 100 new public preschools by 2027, co-located with public primary schools. These will be in communities where they are needed the most. With many families facing cost-of-living pressure, the NSW

Government is proud to be giving much needed fee relief to parents of pre-school aged children.

I am also proud to join with the P&C Federation in continuing to fight for full and fair funding for every public school and finally deliver the vision outlined by the Gonski Review more than a decade ago. Our government has lifted NSW's share of the Schooling Resource Student for public schools from 72% to 75%. We've done that two years earlier than the former government had planned. But we will keep working closely with the Commonwealth, to see it lift its share and fill that funding gap. I am confident that, with the Federal Government doing its bit, every student in NSW will receive the funding that meets their educational needs.

I look forward to seeing the success of the historic Partnership Agreement with the P&C Federation continuing to deliver for our students. You are the first educators of our children and we are deeply committed to listening and valuing your voices through important education reforms.

I am so appreciative of everything our local P&C Associations do to create positive and supportive environments for learners and their families. The impact of the hours you have volunteered this year cannot be underestimated. While our state confronts significant challenges, we are determined to be with you side-by-side in ensuring our beautiful schools continue to flourish.

**Prue Car**  
**Deputy Premier**  
**Minister for Education and Early Learning**





"Every day, parents and carers all over NSW show they are proud believers in public education."

# Department of Education Secretary's Message

School communities all over NSW are brimming with the warmth and dedication of our parents and carers. Their support and involvement is crucial to creating nurturing environments where young minds can thrive.

By participating in school activities, volunteering their time, or engaging in their child's learning, parents and carers are the connectors between home and life inside the gates. This is why the P&C Federation and its local associations are such important partners in our pursuit to build a world-leading public education system.

The past 12 months are characterised by a deep community spirit and strengthened collaboration to get the best academic and wellbeing outcomes for all learners. I was particularly grateful to have the Department of Education and P&C Federation's shared ambitions solidified in our very first Partnership Agreement. I am confident this 10-year commitment will see meaningful consultation and improved representation from parents and carers on everything that matters most to our schools.

The 2023–24 financial year saw the launch of our Plan for NSW Public Education, which is the department's four-year roadmap to helping every young person reach their full potential. We consulted extensively with school communities, including parents and carers, and I'm proud to have landed on a plan that puts our students' interests at the heart of every promise it makes.

Parents and carers can be assured that the plan covers the entire spectrum of learning. It offers families accessible early childhood education, an enriching primary and high school life, and gives school leavers meaningful pathways into further education or employment. The plan also puts an equity lens on a system-wide uplift, reinforces student wellbeing, backs teachers as our most important resources, and aligns itself to tried and tested practices for the best possible learning gains.

The P&C Federation has already been a valuable source of advice in bringing the plan to life, especially when it comes to ensuring every student feels welcome and involved. Collaboration was key to landing on a revised student behaviour policy for safer and inclusive classrooms, building better supports for learners with a disability, and lifting attendance rates so we can make every day count. The ongoing advice from the P&C Federation on the department's policy audit is also ensuring school communities have easy access to simple and accurate guidance whenever needed.

I want to thank the P&C Federation and its members and volunteers for your strong support to see NSW public schools stand on the same starting block as other sectors. I know the NSW Government is deep in negotiations with the Commonwealth for every school to be fully funded to meet its students' needs. Like you, I believe this will go a long way to advancing equitable and outstanding education outcomes for all.

Every day, parents and carers all over NSW show they are proud believers in public education. Nothing illustrates that belief more than the tireless efforts of local P&Cs who give up their time to keep their schools' cogs turning, organise events, raise funds, and advocate for continued student success. Thank you all for everything you've done this year to contribute to these vibrant communities, where we can all feel proud to belong.

**Murat Dizdar**  
Secretary  
NSW Department of Education

# Elected Board Members and Delegates

The 2023-2025 Board members were elected in the general election in July 2023 and the by-election in November 2023.

This election marked a change in our leadership structure, with a diverse and skilled team charged with guiding our organisation for the coming year and bringing a wealth of experience and fresh perspective. All board members have contributed to our strategic objectives and governance practices.

## Directors



**Yvonne Hilsz**  
President  
Sydney  
Electorate



**Glenn Campbell**  
Vice President  
Hunter  
Electorate



**Jason Wong**  
Secretary  
North Sydney  
Electorate



**Kristy Thomas**  
Central Coast  
Electorate



**Cassandra Jones**  
Macarthur  
Electorate



**Jason Ryan**  
Mid North Coast  
Electorate



**Liga Hegner**  
Northwest Sydney  
Electorate



**Saba Nabi**  
Riverina  
Electorate



**Aresha Quaass**  
South Coast  
Electorate



**Gabrielle Kuta**  
Southern & Central  
Tablelands  
Electorate

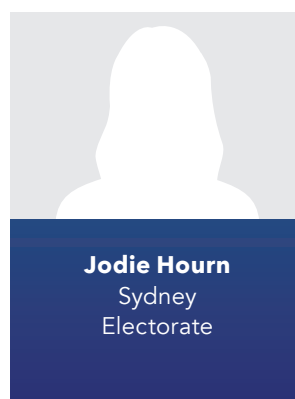
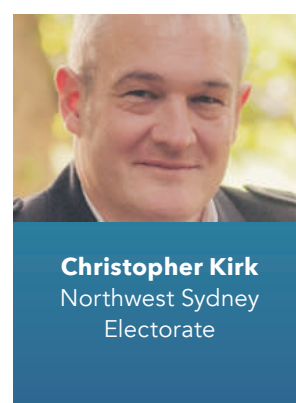
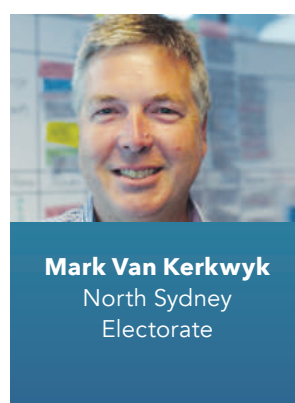
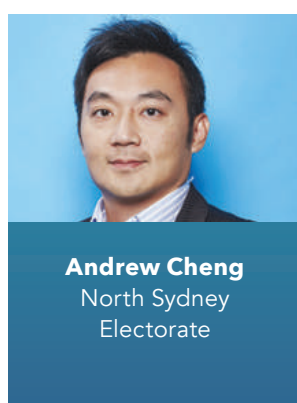
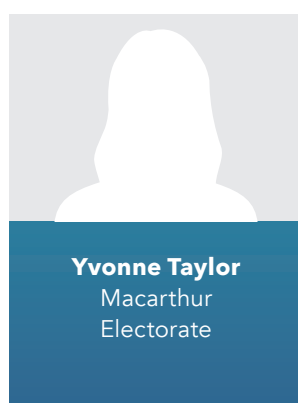
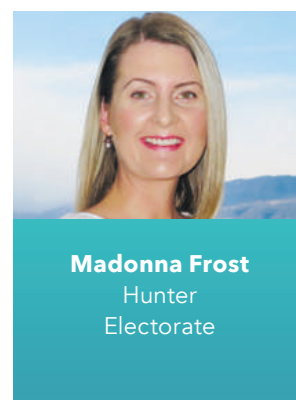
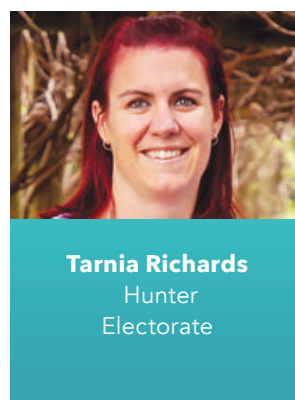
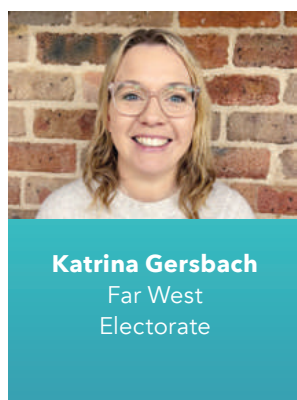
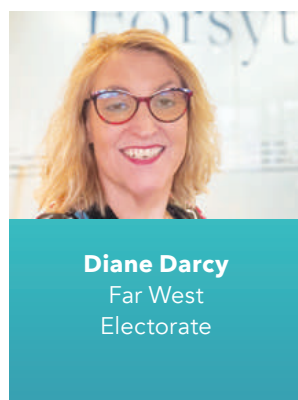


**Hema Fifita**  
Southwest Sydney  
Electorate



**Wade Marionneaux**  
West Sydney  
Electorate

## Delegates



## Sub-committees

Sub-Committee Members		
FARM (finance)	Advocacy	Governance
Glenn Campbell (Chair)	Wade Marionneaux (Chair)	Liga Hegner (Chair)
Jason Ryan	Hema Fifita	Jason Wong
Cassandra Jones	Glenn Campbell	Gabrielle Kuta
Jason Wong	Jason Ryan	Aresha Quaass
Kristy Thomas	Jason Wong	Jason Ryan
Gabrielle Kuta (observer)	Saba Nabi	Saba Nabi
	Cassandra Jones	Kristy Thomas

# Governance

## Review and Implementation of Changes to the Constitution

The constitution of the P&C Federation has been reviewed and changes recommended and implemented. These include the adoption of a new financial year, improvements to the P&C Federation election process, updates on candidate eligibility and enhancements to general governance processes. These changes are intended to streamline our operations and make our governance processes more robust and transparent.

## Review and Introduction of New Internal Governance Policies

We have introduced new internal governance policies to ensure our operations align with best practices and legal requirements. This comprehensive review involved evaluating our current policies and implementing necessary changes. The new policies are designed to enhance transparency, accountability, and efficiency and cover various aspects of our operations, including decision-making processes, conflict of interest management, and ethical guidelines, thereby strengthening our governance framework.

## Formation of Sub-Committees

Following a review of our sub-committees, we now have a Governance sub-committee, an Advocacy sub-committee, and a FARM (Finance and Risk Management) sub-committee. These sub-committees play a vital role in focusing on specific areas of governance and operations, allowing for more detailed oversight and specialised input. Their formation is part of our strategy to enhance the effectiveness and efficiency of our Board's work.

## Introduction of Portfolio Areas for Board Members

To ensure Board members can focus their time and expertise on key issues, we have introduced portfolio areas. These areas allow Board members to dedicate their efforts to specific issues such as disability, well-being, curriculum, school funding, and infrastructure. This approach ensures that we leverage the specialised skills and knowledge of our Board members, leading to more informed and effective decision-making.

## Portfolio Areas

Board member	Electorate	Policy Area
Glenn Campbell	Hunter	Arts Sport Initiatives
Gabrielle Kuta	Southern & Central Tablelands	Disability
Cassandra Jones	Macarthur	Education of Aboriginal students
Jason Wong	North Sydney	Inclusion and wellbeing
Liga Hegner	Northwest Sydney	Infrastructure
Saba Nabi	Riverina	Multicultural
Aresha Quaass	South Coast	Regional Rural and Remote
Wade Marionneaux	West Sydney	Special Religious Education and Special Education in Ethics (SRE/SEE)
Wade Marionneaux	West Sydney	School Funding
Kristy Thomas	Central Coast	Transport
Aresha Quaass	South Coast	Curriculum

## Development of a New Strategic Plan

A new strategic plan has been developed and will be detailed further in the Annual Report (refer to page 5). This plan outlines our key priorities and strategic goals for the coming years, providing a roadmap for our future initiatives and growth.

## Implementation of New Policies in Response to Legislative Changes

In response to recent legislative changes, we have implemented policies addressing Respect@Work and Psychosocial Hazards. These changes are crucial for fostering a safe and inclusive work environment.

The Respect@Work policy aims to prevent workplace harassment and promote respectful behaviour, while the Psychosocial Hazards policy focuses on identifying and mitigating workplace factors that could harm employees' mental health. Both policies are part of our commitment to ensuring the well-being of our staff and board and compliance with current legal standards.

## Onboarding of a New Managed IT Service Organisation

In the past year, we have onboarded a new Managed IT Service provider, Infoxchange. Infoxchange is an Australian not-for-profit organisation dedicated to using

technology to improve social justice outcomes. During this onboarding process, our IT systems and processes were reviewed, consolidated, and simplified, leading to increased overall IT security. This comprehensive review ensured compliance with industry standards and regulations, including adherence to the Essential Eight strategies for mitigating cybersecurity incidents. By integrating these essential security controls, we have strengthened our cyber resilience and safeguarded sensitive information. Infoxchange's expertise in IT governance has been instrumental in enhancing our IT policies and procedures, ensuring alignment with best practices and regulatory requirements.

## Our Team



**Gemma Quinn**  
Incoming  
CEO



**Jane Miller**  
Outgoing  
CEO



**Steve Edwards**  
Chief Financial  
Officer



**Lorraine White**  
Member Services  
Officer  
(to 26 April 2024)



**Patrick Doumani**  
Member Services  
& Research  
Officer



**Fiorella Recchi**  
Governance &  
Executive Officer



**James Reynolds**  
Data & Analytics  
Officer  
(to 31 May 2024)



**Larissa Ryan**  
Partnerships &  
Stakeholder  
Manager



**Thomas Talevski**  
Communications  
Coordinator



**Sam Manchester**  
Communications  
Manager



**Robert Hunt**  
Interim Member  
Services Manager



**Liam Bowden**  
Policy & Advocacy  
Officer



# Member Services



## Highlights

**2023** Conference and Awards

**2024** Rural and Regional Road Show

**2023-24** Member Survey

**Newly Incorporated**  
P&C Associations

**New Member** Portal,  
Factsheets and Guides

Average of **15 member** enquiries  
resolved per day during term

**40 presentations** at P&C  
Association meetings

## Building on our Success

The Member Services team's mission is to empower and strengthen Parent and Citizens Associations across NSW, building meaningful collaboration and engagement within their school communities. We work tirelessly to ease the administrative burden of running a P&C Association, allowing our parents and citizens to focus their precious volunteer hours on what is important to them and feel confident that they are meeting their governance requirements.

Over the course of 2023-24, the P&C Federation was able to engage with our members in a number of diverse ways.

We handled over 3500 member enquiries over phone and email, undertook our 2024 member survey, attended countless P&C meetings and events across NSW and closely informed the P&C Federation's Advocacy efforts, giving our members a direct voice to Government.

Connecting in as many ways as possible gave us opportunities to immerse ourselves in the experience of our members and ensure that a diversity of needs is captured in delivery of our member services.

## Conference and Awards

The 2023 Annual Conference was a great success, bringing together office bearers from across the state to engage in workshops, expert panels and presentations. The program, format and speakers were informed by direct feedback from attendees at previous Conferences.

Opened by Deputy Premier and Education Minister Prue Car, representatives from P&C Associations across NSW engaged in a day that elevated and celebrated volunteer efforts.

To support our engagement with our members we provided travel subsidies for rural and regional attendees, and an online offering for those who were unable to attend in person.

The Awards ceremony ended our conference on a high, with nominees attending from all over NSW.

**P&C Association of the Year**  
Emu Heights PS P&C Association

**P&C Association Members of the Year**  
Kylie Prescott, Jerrabomberra PS P&C Association, and  
Rachel Garner, Waratah PS P&C Association

**Principal of the Year**  
Chris Hunter, School Principal,  
Jerrabomberra Public School



## Rural and Regional Road Show

We made a commitment to take the 2024 Annual Conference out of Sydney and instead tour our rural and regional members, with an ambitious schedule of visiting all 11 of our state electorates with a Rural and Regional Road Show to take our message and lend our expertise to a wider group of members than ever before.

*"The content was exceptional"*

*"[We were] able to ask questions relevant to our small sized school"*

*"Networking & knowledge sharing. Great to make contact with P&C Federation staff"*

## Member Support - A Flexible Model for our Diverse Members

The Member Services team has adapted to changing member needs in recent years, providing greater professional advice to assist our P&C Associations adapt to the changing profile of their volunteers.

This has meant a new focus on reviewing, renewing and expanding our Member Resources.

Members have told us they want more support where and when suits them, and that the traditional model of phone and email support isn't always right for them. The Member Services Team undertook a meticulous review of the hundreds of documents that form part of the Member Resources available on our website, which had accumulated over decades. The wholesale review meant that we substantially rewrote dozens of resources and continue to release more every month, providing professional advice in a digestible format consisting of fact sheets and templates which are organised by theme.

*"The resources have helped us onboard new P&C officers and volunteers. We've used the Subcommittee Guide most of all - the decision tree makes things really simple for new members."* Sarah Black, Secretary, Epping North PS P&C Association.







## Reconciliation in Action - Promoting Inclusion in P&C Associations

The P&C Association has increased efforts to support P&C Associations to connect to indigenous voices in their communities and build meaningful engagement strategies across their school communities. The P&C Federation have consulted closely with the NSW Department of Education on various initiatives including key projects within the Reconciliation Action Plan team. Work was conducted to activate P&C Associations as part of the RAP program in schools to ensure collaboration and communication across school communities.

## Nanga Mai Awards

The P&C Federation was honoured to attend the 18th annual Nanga Mai Awards celebrating outstanding achievements in Aboriginal education in NSW on the 27th November. The P&C Federation was honoured to be a part of the state selection panel for the awards, and to attend the awards, presented Deputy Premier Prue Car MP and Secretary, NSW Education, Murat Dizdar. The Nanga Mai Awards celebrate the students and educators in Aboriginal education. The awards were coordinated by the department's Aboriginal Outcomes Partnership Directorate.



## OOSH Transfer Support

2023-24 saw a significant increase in demand from P&C Associations looking to commence operation of Out of School Hours Care services in their schools. Traditionally operated by other parent-run entities, OOSHs present an emerging change to the P&C Association landscape in NSW. This interest in OOSH operations is a result of the NSW Department of Education's Community Use of Shared Facilities policy, which 3 years ago removed the protection from commercial tender that parent managed OOSH providers had enjoyed for decades. We have heard our Members loud and clear - the process of transferring an OOSH to a P&C Association to maintain that tender protection is incredibly complex and time consuming. The P&C Federation have spent this year investing in our knowledge of this space, developing resources, and building professional partnerships with lawyers and accountants, to support P&C Associations with the challenges ahead.



## Member Survey

The 2023-2024 Member Survey focused on gaining a better understanding of the demographic data of individual responders and their P&C association, insight into their engagement with the Federation and a better understanding of what are the P&C association's challenges, priorities and views of the Federation and its services. This was conducted to build a strong foundation for provision of services by the P&C Federation to its members.





## Satisfaction with services

The level of satisfaction P&C Federation services has increased in every rating level. The very satisfied (highest rating) level rose to 39% of recipients up by 2% from 2022. P&C Associations reporting that they do not use Federation services fell by 2% to only 7% of the membership. This aligns with the significant improvements to member services made in the past 12 months, with investment in both advisory and information resources for P&C associations.

However, there's always room for improvement - feedback generated by the member survey has informed the 2024-25 strategy for member service provision.

Member Survey	2022	2023
Very Satisfied	37%	39%
Somewhat Satisfied	47%	49%
Somewhat to Very Dissatisfied	7%	5%
Did not use services	9%	7%

## Why do you join the P&C Federation?

Demand for P&C Member Services has increased, with evidence trend changes in the reasons for Federation membership:

### Big movers upwards

- Member benefits (up to 22% from 10% in 2022)
- Connecting to the P&C community (up to 12% from 0% in 2022)
- Advocacy in education sector (up to 4% from 1% in 2022)

### Big movers down

- Always have joined / convention (down to 10% from 21% in 2022)

A full breakdown of our member survey can be found on our website [www.pandc.org.au](http://www.pandc.org.au)



"The level of satisfaction P&C Federation services has increased in every rating level."

# Policy and Advocacy

**3,247 parents** signed the P&C Federation's petition calling on governments to fully fund public education.

Nearly **100 P&C Associations** passed a formal resolution to join the Full Funding Matters campaign.

## Full Funding for Public Schools

In 2023-24, the P&C Federation embarked on a campaign to secure full funding of public schools. Parents in public education joined the campaign through their P&C Associations, banding together to demonstrate our strong commitment to the future of education in NSW. Full Funding Matters aims to achieve funding to 100% of the Schooling Resource Standard (SRS) and beyond essential for adequately funding public schools and ensuring equitable education. Despite clear recommendations for full funding, gaps remain, particularly in public schools that cater to a higher proportion of disadvantaged students. The push for 100% SRS funding is crucial for improving student outcomes and supporting the necessary resources for Australian education.

## Submissions and Influence

We have increased our advocacy efforts in 2023/2024, with more formal submissions to Government than in 2022/2023.

Submission Title	Level	Department/ Committee	Date
Inquiry into the use of generative artificial intelligence in the Australian education system	Federal	The House Standing Committee on Employment, Education and Training	July 2023
Feedback to the inquiry into a Better and Fairer Education System	Federal	Department of Education	August 2023
Feedback on the Student Behaviour Policy	State	Department of Education	September 2023
Feedback on the draft Plan for Public Education	State	Department of Education	September 2023
E-cigarette regulation and compliance in New South Wales	State	Legislative Assembly Committee on Law and Safety	November 2023
Children and young people with disability in New South Wales educational settings	State	Portfolio Committee No. 3 – Education	February 2024
P&C Federation Feedback on the Draft Report of the Future Foundations for Giving Inquiry	Federal	Productivity Commission	February 2024
P&C Federation Feedback on Final Report of the Royal Commission into Violence, Abuse, Neglect and Exploitation of People with Disability	Federal	Royal Commissions	February 2024
Response to the Draft Report of the Future Foundations for Giving Inquiry	Federal	Productivity Commission	February 2024
2024-25 Pre-Budget Submission to NSW Treasury	State	NSW Treasury	March 2024
NSW Auditor General Inquiry – Supporting students with a disability	State	NSW Auditor General	May 2024

The P&C Federation were engaged in the 2023-24 Department of Education policy review, having active input representing the interests of parents in every policy across the department. This line-by-line review of policies was a critical part of the P&C Federation's collaboration with the department, and will influence the operations of schools in public education and the department for years to come.





## Children and young people with disability in New South Wales educational settings

This submission led to the P&C Federation being invited to present at a NSW Parliamentary inquiry. Board Member, Jason Wong, and Policy & Advocacy Officer, Liam Bowden, articulated the P&C Federation's perspective on enhancing educational opportunities for children and young people with disabilities in New South Wales. Their presentations identified challenges within the system and proposed essential modifications.

These modifications aim to provide all students with the necessary support and opportunities, ensuring their educational success and integration within mainstream settings wherever possible.

## Advocacy Efforts

During the year the P&C Federation has increased its strong advocacy presence, creating strong working relationships with the Department of Education and Minister for Education, and meeting with other Members of Parliament.

The P&C Federation has issued joint media releases with the Minister, presented at a parliamentary inquiry, met with other influential decision makers. We have also grown our media presence significantly.

The P&C Federation has spoken on ABC Radio, 2GB, 7 News, WIN News and was quoted in the Sydney Morning Herald, The Daily Telegraph, The Australian and many more.

## School Cleaning

A highlight of the P&C Federation's representation and advocacy has been our engagement in the NSW Department of Education's cleaning review panel. Throughout this process, the Federation effectively championed the views and concerns of its members, ensuring that their voices were heard and considered. The cleanliness of schools has remained a consistent priority of parents in public education, and our place on the review panel insured that the cumulative experience of parents across NSW was represented at the highest level to effect meaningful change.

512 parents, educators and students responded to a survey into cleaning in schools, informing the P&C Federation's position. In addition to representing member interests, the P&C Federation also played a crucial role in providing cabinet advice to the NSW Government, on the next steps to be taken in the review process. This involvement highlighted the Federation's commitment to advocating for its members but also demonstrated its influence in shaping education policy.

"If we think about the function of a P&C... the basics and the necessities should not be coming from our P&Cs. ...A P&C is there to build communities, not to build toilets." Yvonne Hilsz, President on 2GB





"This strategic leveraging of our advocacy efforts over the past year not only allowed us to magnify our voice and raise great awareness across the State, but has facilitated the development of key partnerships with partners aligned to our goals."





The P&C Federation effectively influenced the development of a policy that relieved teachers from the obligation to respond to communications outside of school hours, while still accommodating the unpredictable schedules of parents. This strategy was designed to ensure that while teachers are not expected to reply to emails after hours, it does not place any restrictions on parents regarding when they can send their emails. The P&C Federation's unique insight into parental needs ensured that a balanced approach could be established, which acknowledges the diverse schedules and commitments of parents. Our advocacy efforts in this area have ensured that parents can communicate with schools as needed without impacting the well-being of teachers.

## Media this Year

Media has played an instrumental role in raising awareness of the key issues the Federation has advocated for on behalf of its members over the past 12 months, including widespread coverage in major metropolitan print, radio and TV.

This strategic leveraging of our advocacy efforts over the past year not only allowed us to magnify our voice and raise great awareness across the State, but has facilitated the development of key partnerships with partners aligned to our goals. This included joint media stories with the NSW Government Education Minister and the Department of Education but also with organisations such as the Thoracic Society Australia and New Zealand and other peak bodies from all around the country.





# Partnership Agreement and Building Productive Partnerships

The P&C Federation has been actively involved in initiatives with the NSW Department of Education as part of our mutual commitment to public education outlined in the 10-year Partnership Agreement signed in 2023. The Partnership Agreement aims to elevate the voice of parents and carers in the educational landscape and enhances the capabilities of both parents and principals as we work together toward our mutual strategic objectives.

Last year, we joined with the NSW Department of Education to deliver a useful resource for P&C Associations, principals and school staff following extensive community consultation. The Building Productive Partnerships Guide was designed to cultivate robust alliances between P&C Associations and school principals across New South Wales. The guide outlines the roles and responsibilities of principals and P&C Office Bearers, offers strategies for collaboration and conflict resolution, and showcases real-world studies of effective school community relationships. The guide's first year in action has demonstrated that supporting P&C Associations and principals to collaborate effectively leads to enhanced student learning outcomes and overall wellbeing.

## P&C's relationship with the School Principal

The 2023-24 Member Survey demonstrated that P&C Associations have built strong partnerships with their school principals, working in close collaboration for the benefit of their school communities.





"[I liked] hearing about the perspectives from different parents, and sharing ideas on how to overcome barriers..."

## Parent and Carer Engagement

The Parent and Carer Engagement strategy provides a pathway for P&C Associations, parents and carers to influence Government decision makers by forming an accessible reference point for evidence-based policy. The P&C Federation engages with parents and carers via online communities, webinars, the Parent and Carer Hub, and our Parent Voice group.

**The Parent and Carer Hub** is a key channel for engagement. It is an online platform that allows parents and carers to engage beyond their traditional local communities and access much needed resources about parenting, families and education from all over New South Wales. We've worked hard to create a more engaging and user-friendly experience for all parents and carers.

**The Parent and Carer Webinar Series** is a collaborative effort with trusted experts on topics that are front-of-mind for parents. We have worked closely with the NSW Department of Education, Ministry of Health NSW, Black Dog Institute, eSafety Commissioner and other community organisations to bring parents webinars with information and resources on critical topics.

**Parent Voice Panels** facilitate direct access for the NSW Department of Education and other stakeholders to parents and carers to discuss the issues that interest them and impact their own local communities. Parents and carers can add their voice by participating in workshops, interviews, focus groups and surveys to share their perspectives and experiences.

Our parent voice participants valued the opportunity to participate, stating: "[I liked] hearing about the perspectives from different parents, and sharing ideas on how to overcome barriers..." and "[I liked] being able to share some of our frustrations. Often we don't feel heard."

## What our Parent Voice said

One example of a Parent Voice engagement with the NSW Department of Education concerned school communication with parents. The NSW Department of Education undertook small group online workshops with parents to learn more about the challenges parents face when communicating with schools.

The results highlighted what works well for promoting good communication between schools and parents including:

- Building trusted relationships
- Providing opportunities for honest two-way communications
- Allowing easy access to information
- Offering explicit guidance on how to support school learning

Parent consultation identified areas for improved communication and explored opportunities for communication about children's learning and how to support learning at home. Some of the challenges were:

- Lack of communication about areas of difficulty
- Insufficient and/or delayed information about supporting school learning at home
- Generic information in student reports and parent-teacher interviews, not tailored to individual children
- Confusion about homework

This information will be used by the NSW Department of Education and schools in developing processes and policies about classroom conversations and communication from the school to parents.



# Communications

Over the past year, the P&C Federation of NSW has made significant strides in our communications efforts, focusing on implementing best practices in marketing and communications to enhance our reach, impact and engagement with our key audiences.

## Growth and Engagement

We have made concerted efforts to refine and expand our communications strategies. These have yielded positive results, including audience growth and increased engagement across various platforms.

### 1. Social Media

Over the past year, our social media platforms have seen a notable increase in followers and engagement. By leveraging best practices in content creation and community management, we have fostered a more active and engaged online community. We have been closely monitoring post performance by content type timing of release in order to connect with our members when they demonstrate an appetite for connection. We have seen notable engagement in our posts which resonate with P&C Associations on a practical level as well as those which showcase our advocacy efforts.

### 2. Email Distribution Groups

Our email campaigns have also been a focus of our optimisation and growth strategy. We have worked to target our EDM campaigns and refine our distribution groups to better serve the most relevant content to our P&C Association members and wider audience. The adoption of personalised and targeted email strategies has led to an increase in open and click-through rates, indicating a more engaged and responsive readership.

### 3. Parent and Citizen Journal

Our termly print journal remains a vital tool in our communications arsenal. Over the past year we have worked to implement a broad thematic focus in each edition to give shape to the school year and to ensure content is relevant and unique. The journal is a unique resource for sharing in-depth articles, case studies and important updates with our members.

### 4. Website Update


Considerable work has been done in scoping and evaluating our online presence. We have been working to optimise online user experiences across our various platforms as well as delivering greater clarity on the P&C Federation's role and activities. We are looking to launch a new design in the coming months that complements this better user experience.



15 Webinars


## Stats

Website




Sessions	Users	Page Visits
104,748	59,000	818

E-Bulletins



Campaigns	Subscribers	Open Rate
18	6,612	32.1%

EDMS



Emails Sent	Delivered	Opened	Clicked	Unsubs
218	624,604	262,503	17,072	1,437



## Key Initiatives and Campaigns

This year, we have also sought to elevate our communications campaigns to bring greater attention and awareness to particular issues. In addition to our regular outputs, we have created additional collateral and strategic communication plans to showcase advocacy efforts on full school funding, our new Rural and Regional Roadshow initiative, as well as our community celebration of the annual P&C Day.

### 1. Advocacy Campaign

We launched a new major advocacy campaign, Full Funding Matters. Its aim is to raise awareness about the importance of funding public schools to the full School Resourcing Standard (SRS). This issue sits at the heart of our values as champions for public education, and the campaign has effectively activated members, parents and carers across NSW. This campaign utilised a multi-channel approach, incorporating social media, email marketing, online petitions, media appearances and community outreach to bolster our message effectively. We have seen a very positive response in community engagement and media interest throughout the campaign, which laid the groundwork for future highly visible advocacy campaigns.

### 2. Community Engagement

The first Wednesday in March is our annual celebration of P&C Day - an event dedicated to recognising the invaluable contributions of P&C Associations across NSW. This year, we enhanced our communications strategy by creating a suite of P&C Day elements for use throughout the community. We saw a considerable number of celebratory posts and events and significant levels of engagement and participation from our members. The celebration provided an excellent platform to showcase the successes of various P&C Associations and their impact on local schools.

### 3. Launching New Initiatives

To bring our services and support closer to our members, we launched the P&C Federation Rural and Regional Road Show, set to take place throughout 2024 in nine different regions of NSW. These roadshows provide hands-on assistance, training, and resources to P&C Associations, ensuring that they have the tools and knowledge needed to thrive. The initiative has been well-received, with numerous P&C Associations expressing enthusiasm for the upcoming events. The communications team has played a key role in bringing awareness of these new events as well as facilitating marketing and registrations, under a newly created roadshow suite of assets.

The communications function of the P&C Federation of NSW plays a crucial role in our mission to engage with, provide services and support for, and represent and advocate for our members. Our initiatives over the past year have not only enhanced our visibility and reach but also strengthened our connection with the community we serve. As we move forward, we remain committed to leveraging best practices in marketing and communications to further our goals and support the needs of P&C Associations across New South Wales.

"This year, we have also sought to elevate our communications campaigns to bring greater attention and awareness to particular issues."

#### Facebook



Followers	Reach	Engagement	Impressions
4900	123.2k	21,237	240,653

#### Instagram



Followers	Reach	Engagement
606	3500	1100

#### LinkedIn



Followers	Impressions	Engagement
612	16,244	821

# Thank you!

As we reflect on the past year, we are incredibly grateful for the unwavering support of our community. We sincerely thank our exceptional P&C Associations, parent and carer volunteers, partners, supporters, and especially our staff for their dedication and hard work. Together, we are working towards a brighter future for public education. Thank you for being part of this journey with us.



We gratefully acknowledge the collaboration provided by the NSW Department of Education, which supports our activities.









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