

# SCHOOLMATE



## Marketing Kit

Download SchoolMate today by visiting the App Store or Google Play and searching for SchoolMate.

To access an electronic copy of all information contained in this kit, see: [www.education.vic.gov.au/schoolmate](http://www.education.vic.gov.au/schoolmate)

Please help us spread the word about SchoolMate by sharing our stories, images and videos and encouraging parents to download the app. Thank you for your support.



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# Fact sheet

## What is SchoolMate?

SchoolMate is an app for Victorian parents to help them understand what their kids are learning and to get more involved in their education.

## Who is SchoolMate for?

Parents of Prep to Year 10 students in Victorian government schools.

## Can parents with children in Catholic and independent schools use SchoolMate?

Parents with children at Catholic schools can use SchoolMate as these schools follow the AusVELS Victorian school curriculum.

Parents with children at independent schools should check with their principal or teacher about how closely their school follows the AusVELS curriculum.

## How can I get SchoolMate?

You can download it now for free from the App Store and Google Play. Just search for 'SchoolMate'.

## Does SchoolMate work on all phones and tablets?

SchoolMate works on all iPhone 4s, 5s and 6s and iPads. It also works on Android phones and tablets.

## What does SchoolMate provide?

SchoolMate:

- shows parents a snapshot of what their children are learning in each subject, at each year level according to the Victorian curriculum (AusVELS)
- provides tips for parents about what they can do at home to help their child's learning
- suggests related apps, books, events and activities relevant to each subject area.

## Who created SchoolMate?

The Department of Education and Training's Communications Division, with lots of help from the Victorian Curriculum and Assessment Authority, educators from Victoria's professional teaching associations and parents associations.

## Will SchoolMate be updated?

Yes, and the Department would love to hear from anyone who has ideas for future updates to SchoolMate. As this is our first release, we want to know what you like and what we can improve. The Department welcomes feedback from Victorian parents, teachers and those in the education community. Please get in touch: [online.comms.unit@edumail.vic.gov.au](mailto:online.comms.unit@edumail.vic.gov.au)

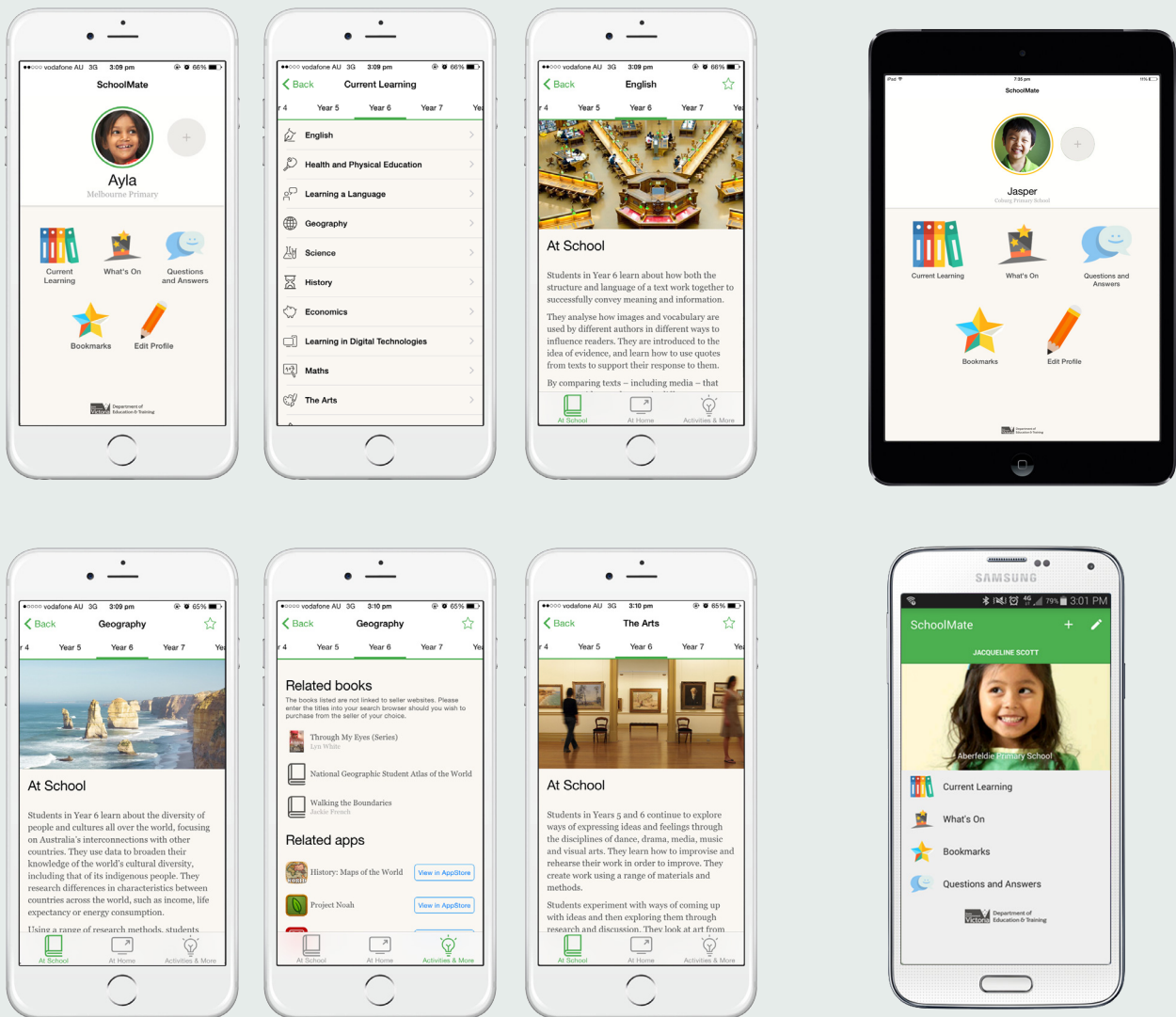


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# The app

Here are some examples of how the SchoolMate app will appear on your device.



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# Testimonials

**These people and organisations helped us test and improve SchoolMate while it was being developed. Here is what they had to say:**

## Parents Victoria

‘Communicating and supporting Victorian families with Prep to Year 10 school-aged children about the Australian Curriculum (AusVELS) is a great initiative by the Department of Education and Training. This free app allows families to view with ease the various levels of subject learning at school from their own personal smartphone device in their own time.

SchoolMate provides families with ‘at home’ ideas, suggested activities, books and other apps and also welcomes feedback from parents/students for the future. Now this is what we call Parental Engagement!’

## Victorian Mother of the Year 2014 — Samantha Jackel

‘SchoolMate is beyond all my expectations. As a parent of five children, I love being in the loop of what my children are learning at school. SchoolMate is easy to install and is a user-friendly app that enables me to keep up to date with what my children are learning. It also allows me to have insight on how I can enhance their learning at home by providing me with ideas that are related to their school subjects and topics.

I highly recommend that all parents download the app on their device or phone and track along with the education of their child/children. Bottom line — SchoolMate keeps parents beautifully connected with their children’s education.’




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# Ads

Help us promote SchoolMate by sharing our ads with your colleagues, friends, families and communities. Download these at [www.education.vic.gov.au/schoolmate](http://www.education.vic.gov.au/schoolmate)






Questions?



SchoolMate – the easy way to know more about what your child is learning at school.

Now there's a fast and easy way to find out more about what your child is learning at school from Prep to Year 10. Download the free SchoolMate app for loads of information about their studies as well as tips on what you can do at home.

Every parent should have a SchoolMate – download it now.  
[www.education.vic.gov.au/schoolmate](http://www.education.vic.gov.au/schoolmate)

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Authorised by the Victorian Government, 2 Treasury Place, Melbourne.






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# Ads



Help us promote SchoolMate by sharing our short online videos and images with your colleagues, friends, families and communities. Images are cropped to social media sizes for your convenience. Download these at [www.education.vic.gov.au/schoolmate](http://www.education.vic.gov.au/schoolmate)



Check out our SchoolMate videos at [www.education.vic.gov.au/schoolmate](http://www.education.vic.gov.au/schoolmate)



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# Suggested social media images



We encourage you to share these images in social media posts using #SchoolMate.

Facebook



Instagram



Twitter





# Suggested social media images



Facebook

We encourage you to share these images in social media posts using #SchoolMate.



Twitter

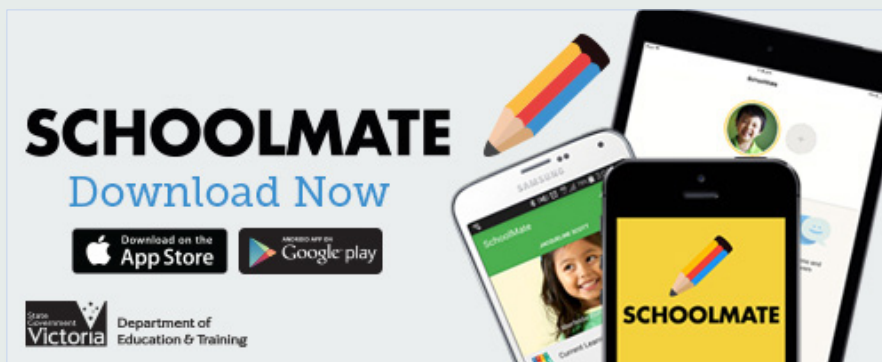


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# Suggested e-newsletter banner & signature



We encourage you to use these images.

e-Newsletter banner



Email signature



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# Suggested social media copy

Please help us promote SchoolMate via your social media channels.

**For organisations that helped us to create SchoolMate:**

**Below are some suggested posts we would encourage you to use, adapt and share.**

- We are proud to have been involved in the development of the new SchoolMate app! We provided lots of tips for parents of students learning (insert subject here). Download SchoolMate today via the App Store or Google Play #SchoolMate
- We are proud to have contributed lots of tips for parents to the new SchoolMate app. Download SchoolMate today from the App Store or Google Play #SchoolMate
- We hope Victorian parents like the information we have provided to them via the new SchoolMate app. Our organisation is full of passionate educators and teachers and we hope parents find our advice useful #SchoolMate
- We hope parents love the info we provided via SchoolMate. We have so many passionate educators and we hope parents find our advice useful #SchoolMate

**For other organisations:**

**Below are some suggested posts we would encourage you to use, adapt and share.**

- We are pleased to support the new SchoolMate app, developed by Victoria's Department of Education and Training to help parents get more involved in their kids' education. Download today! #SchoolMate
- We are pleased to support SchoolMate, the DET app that helps parents get involved in their kids' education. Download today! #SchoolMate

**Please use our hashtag #SchoolMate wherever you can.**



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# Suggested e-newsletter copy

For organisations that helped us to  
create SchoolMate

**Please help us promote SchoolMate via your e-newsletters.**

**Below is an article we encourage you to use, adapt and share.**

Our organisation is thrilled to see some of our work come to life in the new education app SchoolMate, which has just been released by Victoria's Department of Education and Training.

We worked with the Department on the information about XXX (eg. science), and are pleased to see the app is now available for download in the App Store and Google Play.

Special thanks to XXX (insert names) from our organisation who volunteered their time to work with the Department on SchoolMate.

It was a great opportunity for us to provide practical advice, tips and resources for Victorian parents about things they can do at home to further support their child's learning at school.

We would like to encourage all of our members to download SchoolMate and to support our work on this project.

SchoolMate provides parents with a roadmap to help aid their child's learning at home and at school. It:

- shows parents what their child is learning in each subject, at each year level according to the Victorian curriculum (AusVELS)
- provides parents with tips for helping their child in the best way possible
- suggests apps, books, events and activities related to each subject area and year level.

The Department will begin updating SchoolMate soon, so please let us know if you have any feedback you would like us to share with them, or you can email the SchoolMate team directly at [online.comms.unit@edumail.vic.gov.au](mailto:online.comms.unit@edumail.vic.gov.au)



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# Suggested e-newsletter copy

## For other organisations

**Below is an article we encourage you to use, adapt and share.**

Victoria's Department of Education and Training has released a new app that is designed to help parents become more engaged in their child's education.

SchoolMate provides parents with a roadmap to help aid their child's learning at home and at school. It:

- shows parents what their child is learning in each subject, at each year level according to the Victorian curriculum (AusVELS)
- provides parents with tips for helping their child in the best way possible
- suggests apps, books, events and activities related to each subject area and year level.

SchoolMate was created by the Department with input from the Victorian Curriculum and Assessment Authority and Victoria's professional teaching associations including:

- Victorian Association for the Teaching of English
- School Sport Victoria
- Australian Council for Health, Physical Education and Recreation
- Geography Teachers' Association of Victoria
- Science Teachers' Association of Victoria
- History Teachers' Association of Victoria
- Digital Learning and Teaching Victoria
- Mathematical Association of Victoria
- Art Education Victoria.

We think SchoolMate is a great resource for parents and we encourage you to visit the App Store or Google Play and download it today.

The Department will begin updating SchoolMate soon, so please let us know if you have any feedback you would like us to share with them, or you can email the SchoolMate team directly at [online.comms.unit@edumail.vic.gov.au](mailto:online.comms.unit@edumail.vic.gov.au)



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# Thank you



Australian Council for Health, Physical Education and Recreation



Art Education Victoria



Digital Learning and Teaching Victoria



Geography Teachers' Association of Victoria



History Teachers' Association of Victoria



The Mathematical Association of Victoria



Science Teachers' Association of Victoria



Victorian Association for the Teaching of English



Victorian Curriculum and Assessment Authority



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# Thank you

**SchoolMate was developed with input from the Victorian Curriculum and Assessment Authority and many professional teaching associations.**

The Department would like to thank the following organisations for providing information for SchoolMate:

- Victorian Association for the Teaching of English
- School Sport Victoria
- Australian Council for Health, Physical Education and Recreation
- Geography Teachers' Association of Victoria
- Science Teachers' Association of Victoria
- History Teachers' Association of Victoria
- Digital Learning and Teaching Victoria
- Mathematical Association of Victoria
- Art Education Victoria.

The Department would also like to thank Melbourne High School for its input.

The following organisations and individuals helped us test and improve SchoolMate during its development:

- Raising Children Network
- Parents Victoria
- Victorian Mother of the Year 2014, Samantha Jackel.

## Special thanks to

# GRIDSTONE®

Award-winning app development for a mobile world.



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