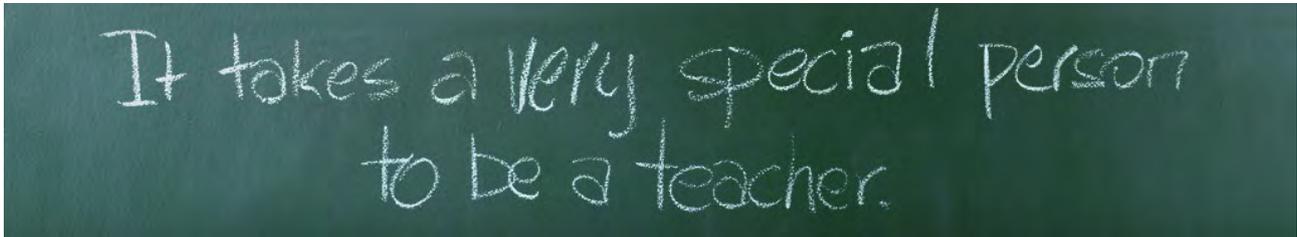


Teachers Make A Difference: report to Annual Conference 2013

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In the second half of 2012, Federation executive commissioned writer Jane Caro, and director Ray Lawrence, to write and produce two "small dramas" about the ways in which teachers in public schools make a difference to the lives of students.



The rationale behind this project is to build a successful, ongoing "halo" campaign which acts as a platform upon which the union can build harder-edged, more industrially based campaigns.

Stage One: Research

The first phase of the project was to undertake research in late 2011 / early 2012.

The scripts were then grounded in this research. It identified the major themes resonating amongst parents, the broader community and teachers themselves about the worth of teachers.



The research about parents showed that on an emotional level, parents are looking for:

- reinforcement of the sense of pride they have in their children;
- avoidance of the anxiety, sadness and shame when a child does not meet their expectations
- reinforcement of their personal sense of pride in parenting
- reassurance that they are doing the right thing for their children in the face of a lot of anxiety and uncertainty about the decisions they make.

These factors affect both their choice of schools as well as the expectations they have of teachers.

Motivations for teachers, and the personal satisfaction they derive from their work is focused strongly around the differences they make in the lives of their students and the affection and hopes they have for them.

This was expressed variously as:

- a child succeeding at school, or after school because of their efforts
- seeing a child develop a love of learning or a love for a particular area
- their influence in guiding children to be well rounded and socialised – growing up well.

Importantly, the research showed that the motivations of teachers are strongly aligned with the motivations of parents. This connection between the values of parents and teachers provided a strong platform on which to base the campaign.



“I love watching that leap from arrogant, stubborn little children in Years 9/10 to the outstanding young men and women who come and shake your hand at the end of graduation. Watching them grow and making those decisions, having that holistic impact on their lives is really heart-warming.”

- Teacher interviewed in research

“First of all you hope that your child becomes a good person, I don’t care if they succeed...they are well liked, they are not bullies, and they are not nasty...they are a normal person that can get along in society.”

- Parent interviewed in research



Stage Two: Development of the campaign

In the latter half of 2012, filming of two suites of advertisements took place.

These ads are called *First Day* and *Last Day*. There are cinema versions of each, as well as 60 second and 30 second TV versions.

View the ads here: <http://teachersmakeadifference.org.au/>
or here: <https://www.nswtf.org.au/news/fectv>

Stage Three: Launch of ads and accompanying website

At the launch, Federation president, Maurie Mulheron said:

“The critical work teachers do and the role they play in society is often lost in the politics around teaching.”

On January 11, 2013, the ads were launched.

All the ads can be viewed from the site: www.teachersmakeadifference.org.au

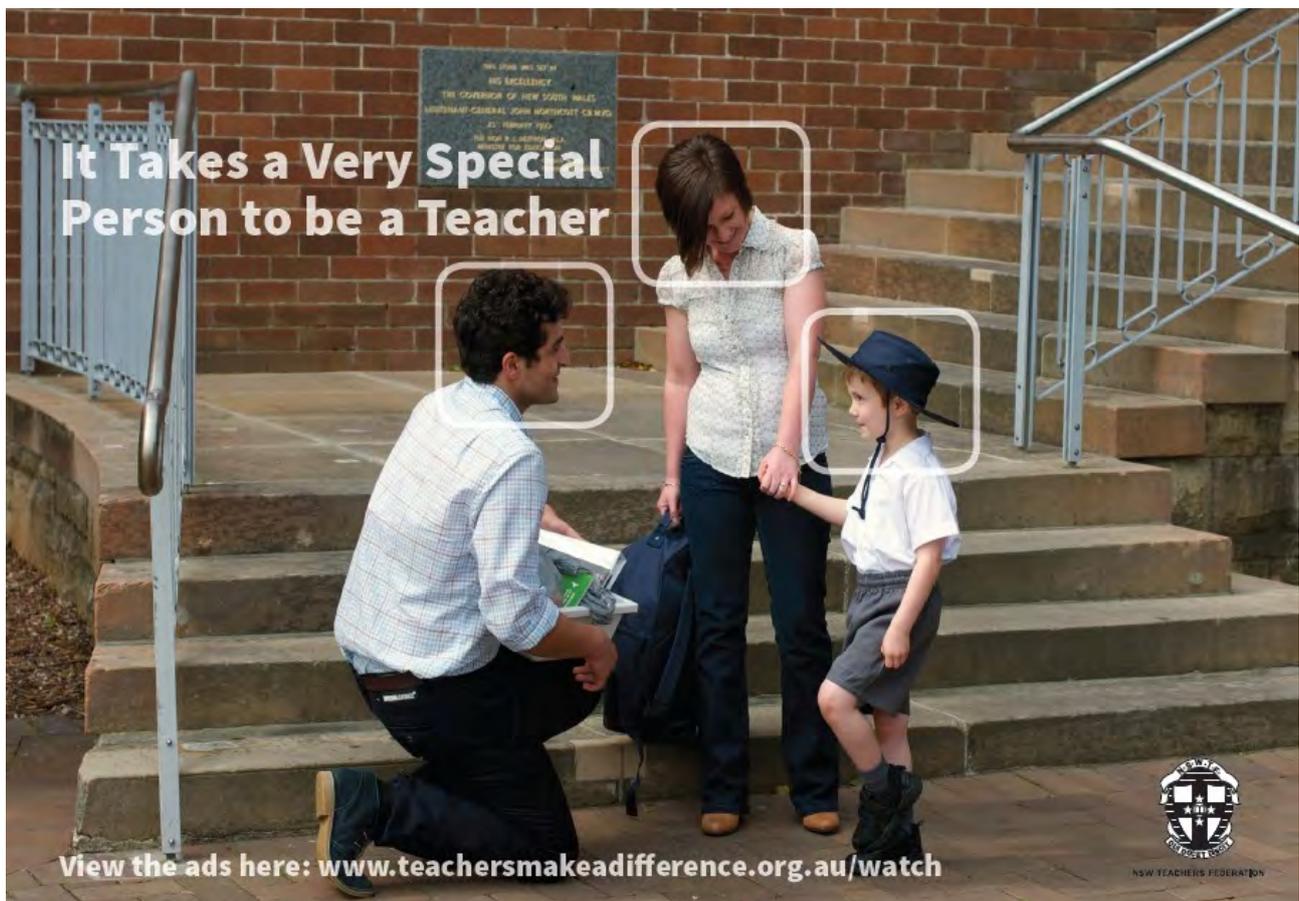
The ads were shown in cinemas and on television for two weeks during the summer holidays, after the launch on January 11.

They were shown again in regional NSW cinemas and on all northern and southern NSW regional free-to-air TV for two weeks from June 23.

These are not ads with a limited shelf-life.

Watch video of the launch: <http://bcove.me/0a5sngug>. Maurie Mulheron speaks, and then Jane Caro and Ray Lawrence discuss the campaign with Andrew O’Keefe.

The ads were accompanied by online advertising pointing to a new website called *Teachers Make A Difference*.

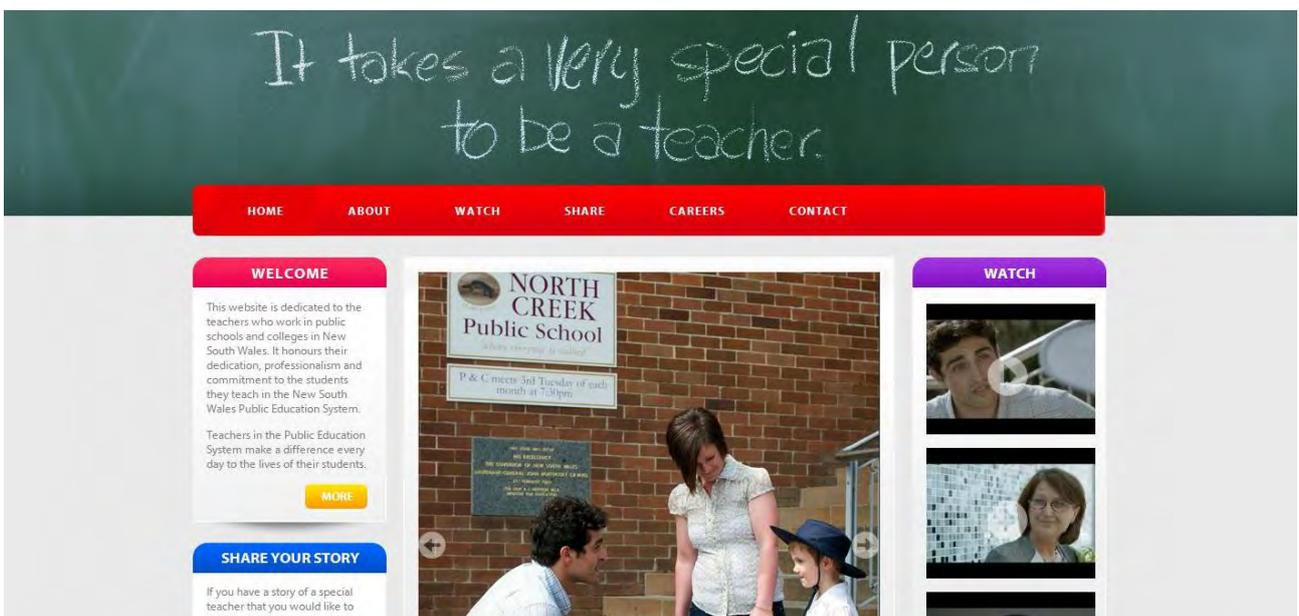




The Website

It is intended that the Teachers Make A Difference website be a dynamic tool to continue to enhance the campaign.

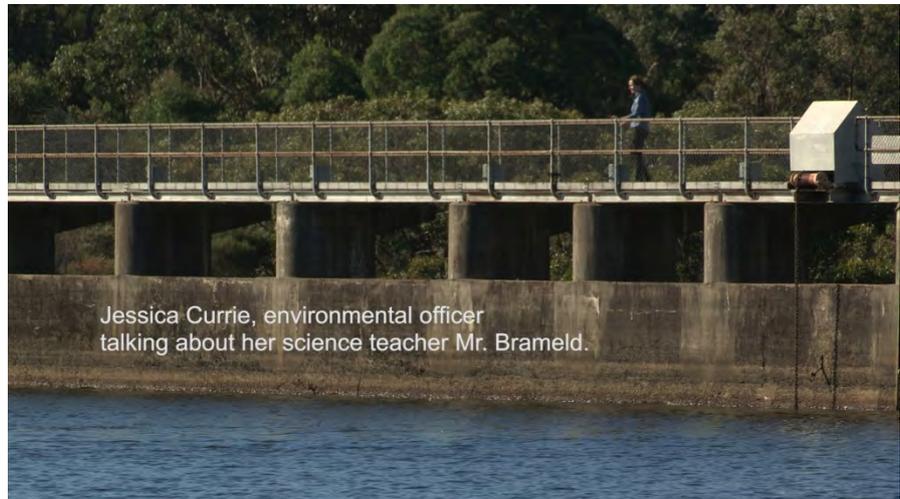
Included on the site is a button named "Share" wherein people are invited to share their (written) stories about the teachers in their lives who made a difference to them. A planned future phase is to include video stories.



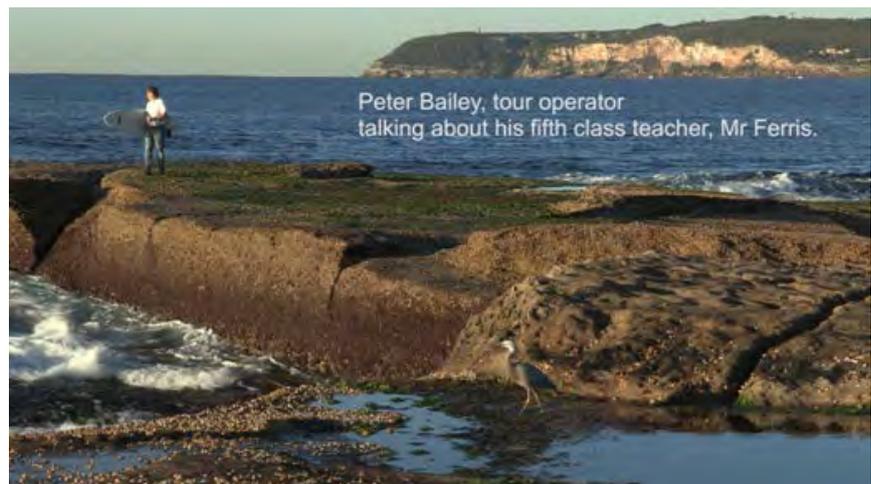
Stage Four: New Phase Launch - Real stories about teachers who made a difference

At this Conference, we are proud to launch three “testimonial videos” : three people from different walks of life, talking about their public school teachers, each of whom had a direct influence on the direction their lives took.

Jessica Currie is an environmental officer, who has written a book for Willoughby Council about the Aboriginal heritage of that area. Jessica talks about her high school science teacher, Mr Brameld, whose leadership in environmental education and Aboriginal history through the Duke of Edinburgh Award, led her to her chosen field of study and career.

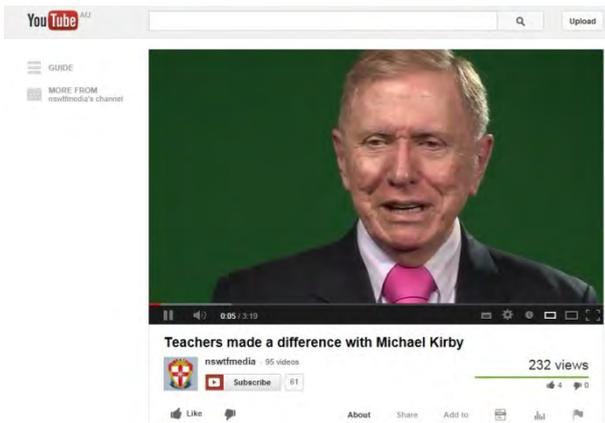


Peter Bailey, a tour operator, talks about Mr Ferris, his 5th class teacher, and how he learned to respect and value the individual aspirations and needs of each person he encounters in the course of his business.



After a distinguished career in public service, including as the Public Service Commissioner, and CEO of Medicare, Lynelle Briggs, AO attributes many of the qualities she brought to her professional life to the dedication of two English teachers at Kandos High School.





The 2012 Annual Conference video of eminent jurist, Hon Michael Kirby, AO is also part of the site. The video can be viewed here:

http://youtu.be/jlpBnKisd_w

The next phases

There are three strands to the next phase:

1. Production of further advertisements, including one for TAFE;
2. Production of further testimonial videos from people in a variety of walks of life about teachers who have made a difference for them;
3. Initiating a social media component whereby individuals will be encouraged to produce their own videos and upload and share them through the website