

# CASE STUDY

Success stories from schools & centres across Australia & New Zealand



## BYRON BAY PUBLIC SCHOOL

Donna Wooldridge, School Administration Officer

### KEY STATS

School size:  
645

App adoption date:  
March 2014

App users:  
1325

No. of notifications:  
932,656

Paper cost savings:  
Over \$130,000

When Byron Bay Public School had to cancel their kindergarten excursion unexpectedly, they needed to let parents know in a hurry. The school's Administration Officer, Donna Wooldridge, said they made the decision at 7 o'clock in the morning after some unfortunate heavy rain.

"We sent out a School Stream so the parents didn't rock up at school at a quarter to eight in the pouring rain to find out the excursion wasn't on." When the school rescheduled the trip they were also able to use the app to remind parents to be at school on time.

"With School Stream, we can choose whether to send information with an alert or just to appear in the app. We can also use urgent alerts for something that needs immediate attention. The best thing is that it's mobile so parents don't have to be at their computers to get messages."

Donna has found that introducing the app has freed-up staff time. "Before the app we were getting a lot of phone calls, whereas now

parents are using School Stream to get their information." The app saves parents time, too. "We're getting a lot of positive feedback from parents. They love getting all the notifications of what is going on and being reminded because they're all so busy.

"It's changed our relationship with parents in that it's a more open line of communication. We are able to give parents information instantly."

Currently, Byron Bay Public uses School Stream to get a range of information out to parents. "We can let parents know when events are coming up, remind them if notes are due back, and let them know if there is a delay when the kids are coming back from an excursion."

When the school's Fun Fair was coming up, the school was able to let their community know when tickets were available and

keep them updated. "If you put something up on a website, there's no guarantee that a parent is going to go and look at it."

Since Byron Bay has been using the app, School Stream has continued to evolve, introducing new features such as absentee notes, which has been a bonus for this 650-student school. "Parents are supposed to provide an absentee note when their child is away from school, but quite often the note doesn't make it out of their child's bag." With School Stream, parents can provide absentee notes from wherever they are. "They don't have to remember to bring it in when they come to the school."

"Our teachers are now starting to come to us, saying, Can you send out a School Stream about this thing that's happening for Year 6? I can see communication only getting better!"