



"exploring possibilities, achieving abilities"
www.conductiveedwa.com.au

CECWA newsletter
– issue one – TERM 2, 2009 (June) –
(email suggestions for TITLE to russ_lyd@aapt.com.au)

activity since the emergency parent forum, August 2008

An inaugural issue of CECWA community news!

So that we can share our progress as a CE community and know who to bounce ideas off of or offer suggestions in order to progress an idea...CECWA will now deliver a newsletter at the beginning of each term. A quarterly update from CECWA team leaders on:

- *What's been done / what's happened?*
- *What we're working on now / what's happening?*
- *What we could use your help with / your input on upcoming happenings!*

As a start, we asked each of CECWA's "team leaders" to report on team business so that you...our families – the CE community – can be kept alert on the progress we're making.

And there has been a lot of headway.

Every team has pulled together to get us to the point we are at today compared to August last year. Well done to all of us!! – and always a full-on 'well-done' to our kids for the progress they make.

Teams, and team leaders, include:

- Introducing CECWA's President, Lois Hall
- Strategic Planning & Business Operations: Alistair Jobling
- Equipment & Resources: Brad Dunn
- Accounts & Book Keeping: Natasha [Tash] Russell
- Administration & Resource Preparation: Lynn Bradshaw
- Fundraising: Linda Pierce
- Family Liaison & Communication AND School CE Communications: Janet Jonas-Oliver
- Recruitment: Kellie Wild
- Media & Promotions: Lydia Gallant and Miranda Nikolich
- Representing CE team – CE expertise: Laura Jones [an arrival!]

Introducing CECWA's President, Lois Hall

Those who attended our recent Gala Fundraising Night are finally coming down from the high induced by the phenomenal success of the evening. And, despite recent setbacks with our programme, positive progress is actually being made in most areas.

The school year for 2009 did get off to a very disappointing start, with parents of children who were to participate in the Parent and Child groups being informed on day one of term that their classes were cancelled until further notice, due a lack of teacher-conductors (TCs). This situation came about largely through the mismanagement of the recruitment process of teacher-conductors by DET, a procedure beyond our control. Recruitment of TCs is a lengthy, convoluted process that requires suitable candidates being found in the Northern Hemisphere and enticed here to Perth. This is a huge undertaking for them, particularly if they have families of their own to consider. So, at present, we are all waiting rather impatiently for the two TCs who have expressed interest in working for CECWA, to have their applications accepted and processed as fast as possible. Only when these TCs arrive in Perth, will we be able to reinstate the programmes that were cancelled.

After the Parent Forum in August 2008, a number of specialist teams were formed to carry out a variety of tasks. The members of these teams have been working tirelessly behind the scenes since that time. They value, and acknowledge, all the support that they have received from community members and their networks of family and friends so far, and encourage and welcome all those who have not yet had the opportunity to become involved. Support for all our endeavours, from the entire CE community, will make us a force to be reckoned with now and into the future.

Most of you are also probably aware that funding for the CE programme runs out at the end of 2009. The CECWA executive is presently engaged in serious negotiations with DET to secure ongoing funding for CE, well into the future. We certainly do not want to be back at DET's door in another three years, pleading our case again. The Conductive Education programme in WA is a success story and, because of recent media exposure, is receiving enquiries on a regular basis from desperate parents who have children with similar needs to our own kids. The questions they are asking are, 'why haven't I been referred to CE by my child's therapists' and 'how can I access CE for my child'? We are therefore committed to working towards the day when CE becomes a mainstream option for all kids with motor disorders and allied special needs, and not just a wonderfully successful programme that parents accidentally stumble across.

strategic planning & business operations: Alistair Jobling

What's been done / what's happened?

The CECWA Strategy team's focus has been as follows:

- Developing a relocation package to assist in the recruitment of teacher-conductors
- Lobbying Ministers and DET to commit to extending funding beyond 2009
- Meeting with DET
- Development of a proposed scope for DET's proposed "review of the effectiveness of Conductive Education"

Developing a relocation package to assist in the recruitment of teacher-conductors

CECWA has developed a relocation package for the advertised teacher-conductor positions worth up to \$10,000 per teacher-conductor. This attractive package comprises one-way flights for the conductor and their immediate family and contributes to visa application (including medical costs) and shipping costs.

The package does have conditions, these include that the applicant continue to provide CE services in WA for three years (a condition of their business sponsorship with DET) and that they avail themselves of up to two weeks of additional CE programmes during school holidays. These programmes will be paid for by CECWA and will be over and above the term-time CE programmes.

At the time of going to press, reports are that the package has been well received by our two TC applicants and will work to remove one of the major concerns for families considering the move to Western Australia to provide CE services.

Lobbying Ministers and DET to commit to extending funding beyond 2009

The strategy team has also been vigilant in following up ministerial contact and building executive support at DET through written correspondence and meetings.

CECWA meeting with DET

Contact has been made with former Director General of DET, Paul Albert, a great CE supporter during his time in office. Paul remains in contact with the current Director General, Sharyn O' Neill and through this contact we were invited to meet with the Associate Director of Student Support, David Price, in April 2009.

At the meeting were CECWA president Lois Hall, Lydia Gallant-Harvey, Lee-Anne Heron and Alistair Jobling; and from DET were David Price, Jeanette Hasleby and Jackie Reid. The DET took CECWA's concerns on board and expresses its concern about how they had been portrayed in recent media coverage.

The meeting was conducted in a positive and cooperative manner and gave CECWA parents and grandparents the opportunity to express how CE has transformed their children's lives and the fear we have of funding being discontinued.

strategic planning & business operations – cont...

At the time Mr Price explained that DET could not provide an open commitment to funding CE program without undertaking some form of review of the effectiveness of CE. While this was anticipated, we outlined that the absence of compelling studies and proof should not be interpreted as a lack of evidence.

In particular, it was noted that CE is generally provided by not-for-profit organisations throughout the world and there is little funding available to undertake the sort of lengthy, comprehensive study that would stand up to independent scrutiny and 'prove' these outcomes. However, there is considerable anecdotal evidence of CE's benefits including progress once children start as well as regression once students no longer have access to CE. We also explained that many of the benefits are difficult to measure including improvements in independence, self confidence and family wellbeing.

Development of a proposed scope for DET's proposed "review of the effectiveness of Conductive Education"

DET's independent study of CE success will largely be a review of existing information and studies and will be commissioned as soon as possible. DET advised that in the event that the study was not completed when parents needed to decide on enrolments for 2010 (ie. end of Term 2 2009), funding for the existing program would be extended into 2010.

CECWA has now provided input into the study scope, and suggested that DET look at the UK Government regulator (Ofsted's) reviews of CE schools. This includes interviews with parents and families, as well as reviewing the effect of CE on adults who have suffered strokes, as these participants are able to explain CE benefits.

What we're working on now / what's happening?

CECWA and DET have committed to meeting at least once every term. Term 3's meeting is currently being arranged. We are also monitoring the progress of the independent review.

for further information on strategic planning & business operations team activities and to get involved, contact:

Alistair Jobling, strategic planning & business operations, team leader
t 0414 922 769 / e alistairjobling@hotmail.com

administration & resource preparation: Lynn Bradshaw

What's been done / what's happened?

During 2008 our team assisted Yvette in compiling and laminating PODD books.

During term 1 2009, we worked to source and order t-shirts with the CE logo on them for our teachers to wear as a uniform. Once the teacher orders are finalised we will have samples of kid's shirts for parents to order. Watch the newsletter and website for further details. When the t-shirts are finalized we will then look at putting our logo on other merchandise.

What we're working on now / what's happening?

Since our Dinner Auction we have been sending out thank you letters to the hundreds of businesses and individuals who were kind enough to make donations. What a huge success it was (well done to Linda and the fundraising team on a fabulous job).

What we could use your help with / your input on upcoming happenings!

We would love to have new members join our team. If anyone can contribute in some way (big or small), or would like to share ideas or suggestions, please contact me on lynnlee10@iprimus.com.au or phone on 0432 104 024.

for further information on administration & resource preparation team activities and to get involved, contact:

Lynn Bradshaw, administration & resource preparation team leader
t 0432 104 024/ e lynnlee10@iprimus.com.au

fundraising team: Linda Pierce

What's been done / what's happened?

Following the emergency parent forum in August, we hit the ground running and kicked off the fundraising efforts with our first Cadbury Chocolate drive: from this we raised \$3,966. Since then we have had a number of Bunnings sausage sizzles, a huge Castledare family fun day and our first ever dinner auction, which have all been very successful. Thanks to everyone who has supported these events helping make our efforts worthwhile and raising much needed funds to assist the continuity of CE services in WA and to purchase specialised equipment for our kids!

Castledare Family Fun Day:	\$7,000
Bunnings Mindarie 1:	\$1,746.50
Bunnings Joondalup:	\$3,233.00 + \$5,000 donation given
Bunnings Mindarie 2:	\$2,090.70
Easter Chocolate Drive:	\$3,167.20
Inaugural Gala dinner auction:	\$48,128.21
Grand Total	\$70,365.61!!!! WOW

Melissa Marshall and Linda Pierce also attended "An Evening in the Grove" charity dinner held by a wonderful group of people who could not attend the Gala dinner auction, but still wanted to support CECWA with their own event. Held on the 4th of April the event raised \$2,000 and a great night was had by all.

What we're working on now / what's happening?

Upcoming fundraising activities include sausage sizzles at Bunnings Balcatta, Bunnings Morley scheduled in June and the Castledare Fun Day in November.

What we could use your help with / your input on upcoming happenings!

There is plenty of work to be done in the fundraising area and we are always looking for new members to join our dynamic team. Please call Linda Pierce 0439 951 972 or email lpierce@live.com.au if you are interested in joining.

If you can not commit to being a member of the team we still need your support and assistance with our fundraising projects. Some ways you can help include selling chocolates or donating some of your time to help out at a sausage sizzle.

YOUR FEEDBACK? We would also appreciate any feedback that you have regarding the Inaugural Dinner Auction. What did you like, what didn't you like? What would you like to see done differently next year (eg. Different venue, different dress standard, different food etc)

for further information on fundraising team activities and to get involved, contact:

Linda Pierce, fundraising team leader
t 0439 951 972 / e lpierce@live.com.au

family liaison & communication

AND

school CE communications: Janet Jonas-Oliver

What's been done / what's happened?

Where to start! We have had three meetings with DET and Carson Street School representatives in the first half of the year in an effort to secure long-term funding and teaching staff for CECWA's programs. The most relevant information from these meetings has been summarized below:

DET Meeting Summary

Attendees: John Exeter (Principal), Laura Jones (Teacher/Conductor), Lois Hall (President CECWA), Linda Pierce, Lydia Gallant-Harvey, Janet Jonas-Oliver, Kellie Wild, Errol D'Rozario (Mgr, Recruitment & Retention, DET)

Main points of discussion in meeting:

- Commonwealth Government is reviewing the 457 Visa process and that there may be significant changes to visa application process in the future.
- Western Australian College of Teaching (WACOT) legally require a 4 year teacher training qualification. This is non-negotiable.
- DET to check with WACOT about teaching 0-4 yr-old children qualification requirements.
- If a Teacher-Conductor (TC) comes from overseas and is NOT from a Commonwealth country where English is the first language (eg. United Kingdom, New Zealand, Canada) they must reach a Level 8 competency in the International English Language Test Scheme (IELTS).
- If a TC comes from overseas and is a citizen of New Zealand (the only mutually recognised country) they can potentially start teaching here straight away.
- DET is able to offer a secure job to TC applicants meeting required criteria ie. IELTS and 4 yr teaching qualifications.
- Immigration is involved when TC is from non-mutual recognition country delaying the process by 3-6 months.
- 457 Visa is temporary. The employer, DET, sponsors a teacher to the country and the teacher must work for the employer for 3 years. DET will sponsor permanent residency after the 3 years, a potential hook for interested parties (outside this process the wait is up to 5 years).
- WACOT and mutual recognition country TCs (ie. citizens of New Zealand) - will want to see 4 year teaching qualification, CV, academic record transcript, reference letters from last two recent employers.
- All teachers come under the Australian Qualification Framework. There is no job description form (JDF) for teachers, nor Teacher-Conductors – they are employed under the Competency Framework for Teachers (in WA).
- DET often recruits teachers from overseas – to the UK in 2010 but not 2009 as there is no teacher shortage now.
- Errol commented had he known about the specifics of our CE teacher shortage earlier he would have been in a position to help.

family liaison & communication AND school CE communications – cont...

- DET advised all teachers are interviewed over the phone and that Laura or Natalie should be included in the interview process for suitable Teacher/Conductors.
- Could sponsor TCs as permanent residents, but they will not be attached to the school system in this case.
- DET process and options to be put on CECWA web site (www.conductiveedwa.com.au) - DET to provide clear details.
- If Conductors (3 year trained) employed as untrained Teachers - salary lower. Can employ people on 418 holiday visa where they will only be here for 6 months and then must leave. They can be paid on a non-teacher agreement approx. \$18/hour, a Public Service Agreement. Classed as a Specialised Support person, but must have a qualified Teacher in the classroom. No WACOT involvement. May be good for interim purposes (eg. Laura's maternity leave). May suit some people looking to travel.
- Touched on problems with Teacher being transferred from other school into CSS into position advertised as "teacher conversant in CE Principles", without any prior experience or knowledge. Errol commented that it would have been because the situation was not fully understood and said Neil Wilson (DET staffing) would be able to help.

What we're working on now / what's happening?

We are trying to provide a steady stream of information to our families – the CE in WA community – to enhance communications including the development and circulation of this newsletter and our email alerts.

What we could use your help with / your input on upcoming happenings!

Your ongoing support and assistance in circulating information to people that have and will support our cause!

for further information on either
a) family liaison & communication, or
b) school CE communications team activities and to get involved, contact:
Janet Jonas-Oliver, team leader [for both of the above teams]
t 0437 053 357 / e janetjo@westnet.com.au

recruitment team: Kellie Wild

What's been done / what's happened?

A position for a teacher conversant in principles of CE was advertised in 2008 and someone was recruited only to have DET withdraw the position and transfer a teacher in from another school.

In February 2009 an urgent meeting was held with DET representative, Errol D'Rozario, along with several parents, Laura Jones and John Exeter to discuss Teacher Conductor recruitment for 2009 (urgent) and 2010 onwards.

DET provided advice regarding complex immigration and administration process that applicants are required to undergo. They also outlined that there is a legal requirement for any teacher-conductor (TC) to have a four-year qualification in order to meet WACOT registration. DET agreed to assist CECWA in the recruitment and immigration process for suitable TCs. Subsequently, positions were readvertised on an international website following and several expressions of interest have been received.

What we're working on now / what's happening?

Currently there are two seriously interested TCs both UK-based; however, neither have committed formally as they have many family commitments to consider. Both are currently contracted until the end of the European school year.

CECWA is working on becoming a service provider in its own right to enable it to business sponsor visas for overseas employees. However, DET funding of CE program will need to be extended beyond 2009 for this to occur.

What we could use your help with / your input on upcoming happenings!

We could use anyone with some spare time to research CECWA's ability to become a service provider and employer in its own right.

for further information on recruitment team activities and to get involved, contact:

Kellie Wild, recruitment team leader
t 0419 190 953 / e ekwild@aapt.net.au

media & promotions: Lydia Gallant and Miranda Nikolich

What's been done / what's happened?

The media team has been working to increase awareness and provide information to our loyal followers! Gaining interest in our story from ABC TV *Stateline* WA programme was the first media activity following our emergency parents' forum, which aired 10 October 2008 [transcript available on our website, www.conductiveedwa.com.au]. Our team was also helpful in creating promotional email invitations to the CE Building Grand Opening, and assisted in promotions for the Castledare Family Fun Day. We continued promotional materials development and distribution with the 'What is CE' flyer at the end of 2008, while wrap-around for the fundraising team's collection tins means we now have a common brand for CECWA out in the public eye. Behind the scenes we have also got new letterheads, thank you letterheads, and "with compliments" slips all adding to the image of CECWA.

Not to be forgotten, the amazing faces of our wonderful kids in the PowerPoint presentation developed for the Dinner Auction (soon to be available for viewing on our website) – thank you to all the busy parents who gave permission for us to use your child's image.

We have also developed this newsletter to provide you and your families with as much relevant information about what your committee has been doing to promote CECWA and secure our kids' learning programs for the future.

It our task to develop materials that build interest, awareness and a desire to donate [ultimately, to get butts on seats to fundraising events!], but always with the main aim to build awareness and a positive profile of CECWA and CE in WA for our kids.

To do this we interviewed families and researched CECWA and CE in WA, which provided background for placing the full story in front of as many people as our resources allowed. This has also included helping with letters to ministers, attending meetings with influencing parties regarding CE staff and promoting CE in WA, as well as the intensive task of writing our stories – our families' stories – for media use, giving CE the public profile and recognition necessary to further our cause.

Recent articles (see website) in local newspapers were a result of families sharing their stories through media releases to community newspapers. Thank you to all families who were generous in sharing their personal stories.

Specific activities essential to promoting and profiling CECWA and CE in WA have included:

- a thank you letter drafted for fundraising team to send out with receipt for gifts to-date in the new year
- design and print management for all event posters, flyers, tickets
- development, design and printing of "What is CE?" promotional flyer
- CECWA slogan created: "*exploring possibilities, achieving abilities*"
- building and maintaining media contacts database, including newspapers, magazines, radio and TV as well as Community news broadcasts, online event billboards / news calendars of "what's on"
- recommended and developed CECWA newsletter for distribution to all CE in WA community: Scheduled as a quarterly update from CECWA team leaders, distributed early in each school term to keep the CE community informed on activities that have been done, are being done right now and future items to work on, which will entice interested parties and/or invite anyone interested to get involved in upcoming activities.

media & promotions – cont...

- print management of letterheads, with comps slips, thank you letterheads
- promotional support for events such as CE building opening day 2008, Castledare Family Fun Day and the recent Gala Dinner Auction including:
 - o design & distribution of electronic poster and reminders for emailing event promotions
 - o posters and flyers designed for print and distributed to and for CECWA families to use in local communities to promote at grass-roots level [ie. to promote to family and friends and hang up at local shops, schools, beauty salons, work social clubs etc.
 - o tickets designed and printed
 - o PowerPoint slideshow of CE kids designed and screened at Gala [if you missed the show at Gala, see it screening on CECWA website]

All our materials used for public promotion are now uploaded to an updated CECWA website www.conductiveedwa.com.au:

- Updates included new photos, sponsor recognition, background and mission for CE and CECWA and colours changed to reflect new logo
- Online payment facility created for future fundraising activities [ticket sales & donations]
- New stories, events and promotions are uploaded each month to the “Latest NEWS” page where access to main stories is made available to all: here you can read media releases we have written as well as articles of CECWA / CE in WA in the news with media coverage since the Parent Forum in August 2008. Recent media stories include:
 - o *Southern Gazette* – 21 April 2009 - [Special School Funding Fears](#)
 - o *Joondalup Weekender* - 9 April 2009 - [Teacher shortage hits kids](#)
 - o *Joondalup Weekender* - 9 April 2009 - [Learning How To Catch Up](#)
 - o *Stirling Times* - 31 March 2009 - [Battler who fought for life now in fight for education](#)
 - o *Eastern Reporter* - 31 March 2009 - [Fight for Strugglers' Potential](#)
 - o *The West Australian* Saturday 23 March 2009, page 7 - [Kindy Door Shuts on Disabled Children](#)

What we could use your help with / your input on upcoming happenings!

We want to hear from anyone with friends and/or family with ideas worthy of making waves, please contact us and we'll work with you to develop a story. No story too big or too small – local for community papers is grass-roots...where it all starts...but big and bold statements appear to many and can move mountains with a major daily story [tell it like it is]

Please, continue to take photographs of any activities/events relevant to your child and CE in WA.

If you read through magazines, newsletters of local support groups or other and think that the media outlet may cover our story, please send through contact details and the title of the publication or broadcast outlet details – better yet, post [contact via email for postal address] an issue to the media team so that we know what it's all about. – the more eyes out watching for us will make the task of creating the news a lot easier.

Send all story suggestions, media issues and photographs to the address, below.

**for further information media & promotions team activities
and to get involved, contact:**

Lydia Gallant, media & promotions team leader
t 0410 645 018 / e russ_lyd@aapt.net.au

and finally...the arrival:

Congratulations on the arrival of Laura and Adam's boy:

Alfie George Pengelly

born at home 20 April 2009
23.16, 8lbs (3.63kgs)
54 cms long
37 cm head circumference



next issue TERM 3, 2009 (August)

**feedback and suggestions for future issues, please email:
Lydia Gallant, media & promotions team – russ_lyd@aapt.net.au**

view updated news online @ www.conductivedwa.com.au