

DIOCESE  
OF  
BALLARAT  
CATHOLIC  
EDUCATION  
LIMITED



Supporting schools and their  
parent communities with the  
mental health & wellbeing of  
young people.

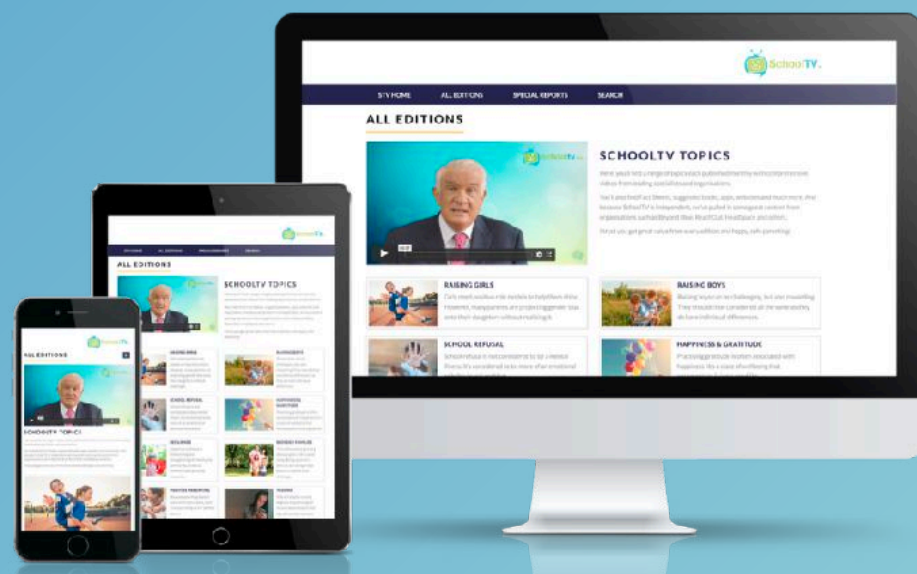


A Certified Provider for  
Office of the  
eSafety Commissioner



# Supporting schools, empowering confident families

- Independent, Foundation based
- Reaching 1.7 million parents & caregivers monthly
- 900+ Schools Subscribed
- 9 Diocese
- Multilingual Content
- Aggregated 180+ leading wellbeing organisations & specialists
- Partnered with Government (SNPHN), CAP, ABSA





# CSPD Student Wellbeing Framework

SchoolTV – Parents as partners in wellbeing



## Parents as Partners

All CSPD schools welcome parents as a key partner in their child's schooling.



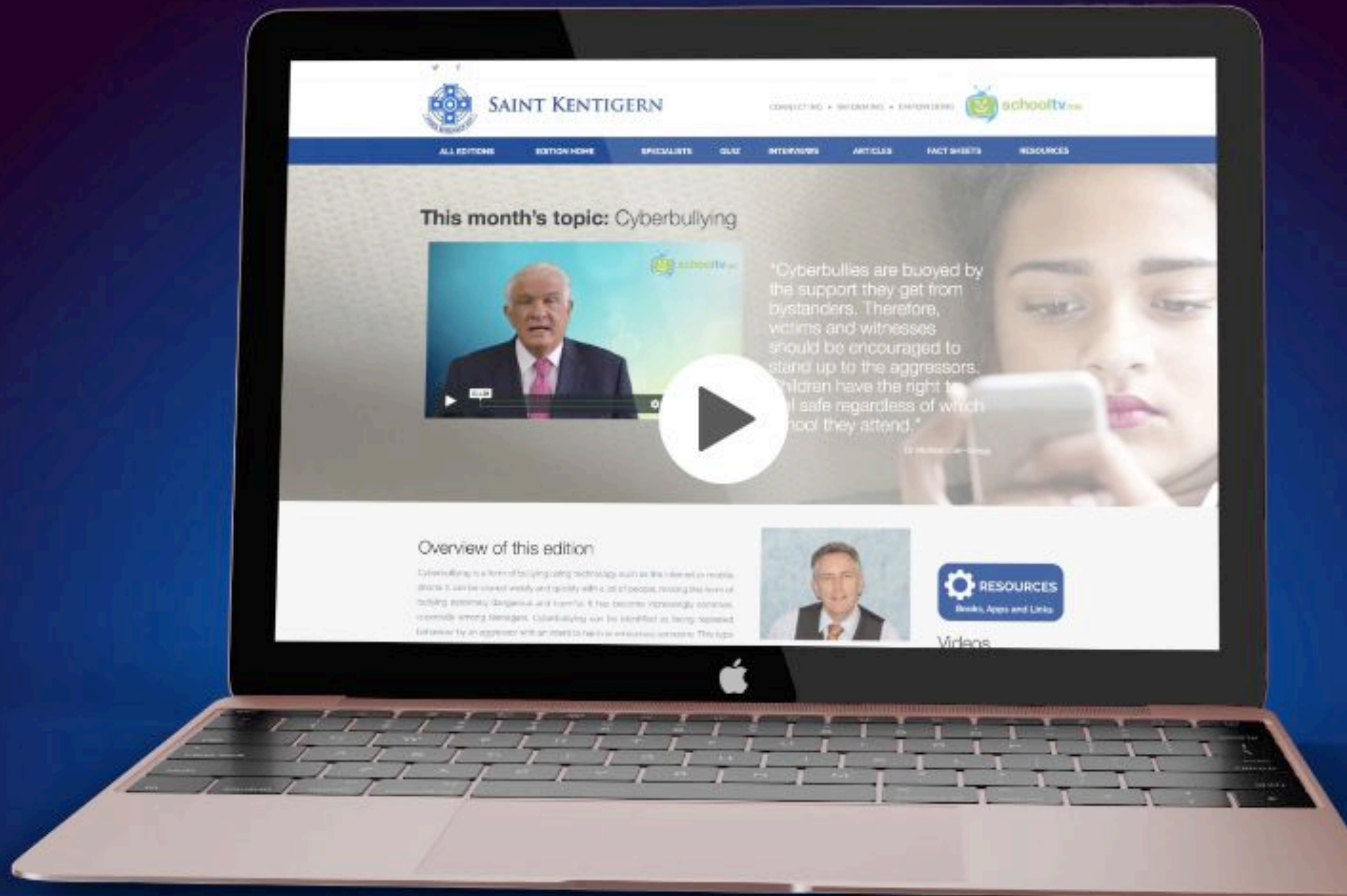


SchoolTV is a resource designed build **knowledge** and **confidence** in **parents** dealing with student mental health & wellbeing challenges.

It engages schools to embrace a culture of wellbeing

Builds greater proactive not reactive actions

Builds the vital relationship between family and school.





# Why it's working

Recognising the wellbeing of young people is a **Journey** ever changing and diverse

Giving schools to power to **customise** topics and publishing dates

**Content** that's factual, accessible, believable and enjoyable

Monthly usage that's **measurable** leading to proactive early interventions

Embracing **diversity** offering **multilingual** content.







The problem.

## A Sense of Confusion & Saturation

7 in 10 parents feel **saturated** with information and are increasingly pushing back at schools for help.

Information is seen as **fragmented**, not credible and difficult to access

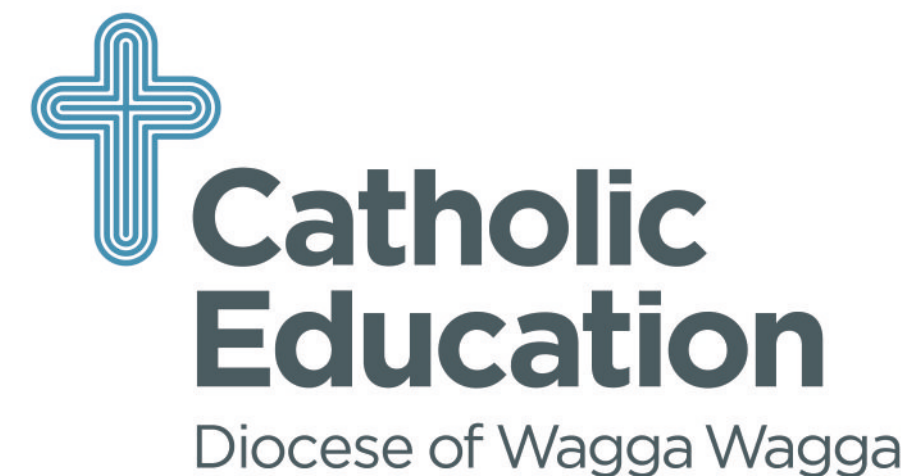
**FACT\***: 65%+ of all adult mental health conditions begin by the age of 14 but we don't focus on early intervention which is prevention.

\*STV Parent Study across 3,000 parents in Australia and New Zealand, Dr Michael Carr-Gregg, 2022.

*"I feel  
information  
saturated,  
knowledge  
poor..."*



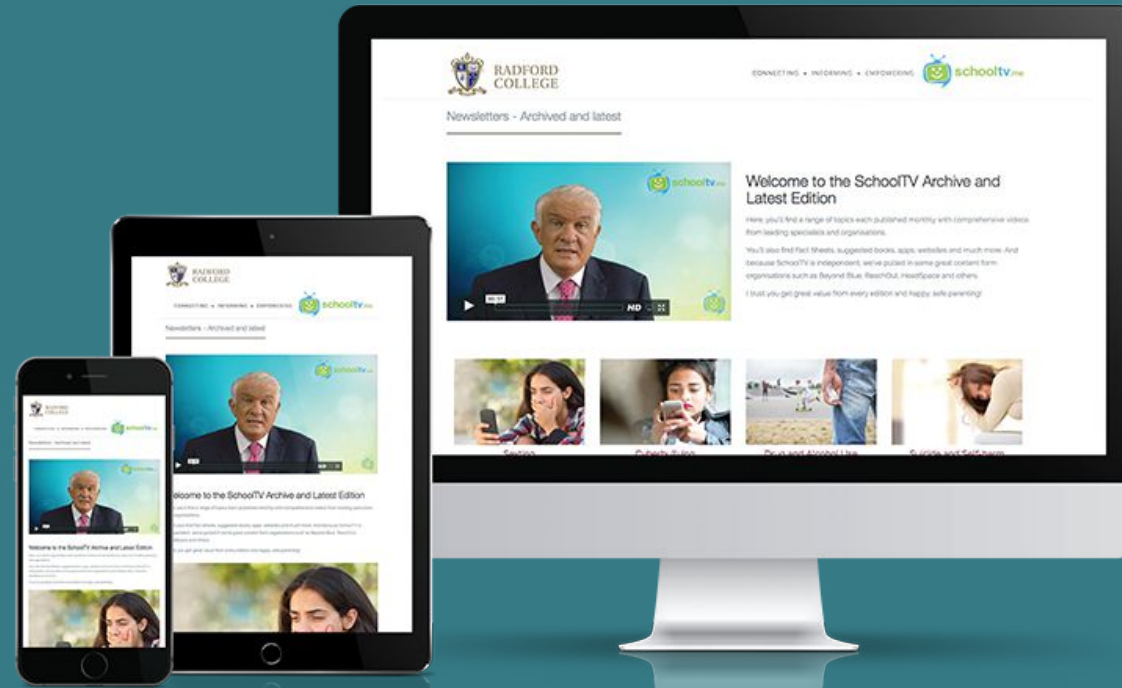
# Empowering the school and family relationship



# 6 elements driving impact in schools & parent communities

## 1. Accessible

- School branded/  
Multilingual
- Responsive design
- Content broken into  
'bit-size' pieces



## 2. Measurable



## 3. Factual

- Leading Specialists  
Interviewed
- 80+ Organisations  
integrated



## 4. Meaningful



**70+** Topic  
Editions

**32+** Special  
Reports

## 5. Customisable



- Integrate  
existing policies
- Special Reports  
& Polls

## 6. Manageable



- Publish
- Promote
- Measure



# A whole school approach to wellbeing

2 The Wellbeing Officer



1 The Parents & Caregivers



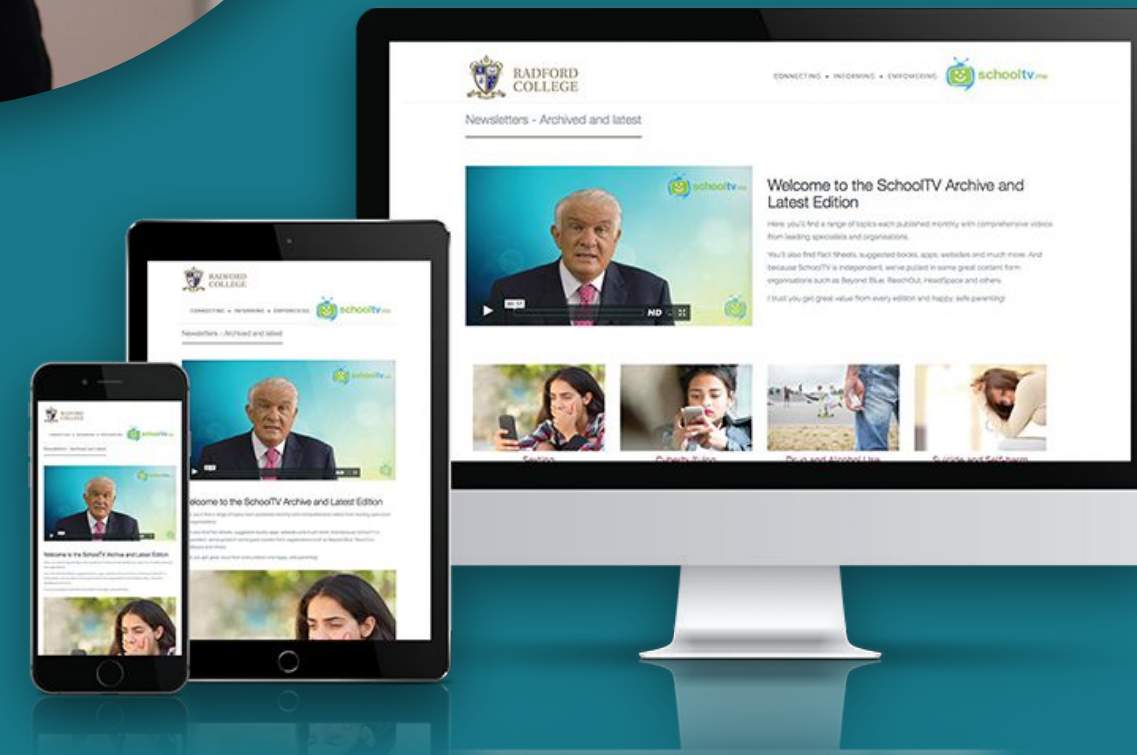
3 The Counsellor



4 The Teacher



5 The Principal





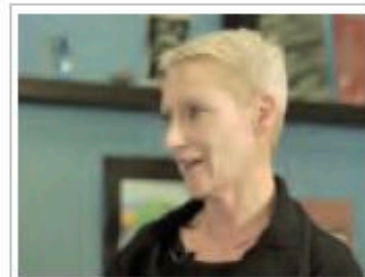
# Leading Specialists



**Prof. Ian Hickie**  
Brain and Mind Centre



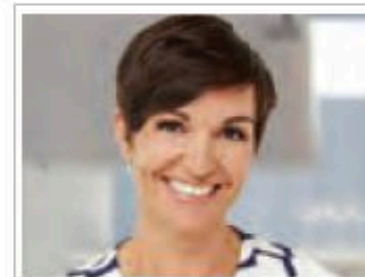
**Prof. Pat McGorry**  
Orygen



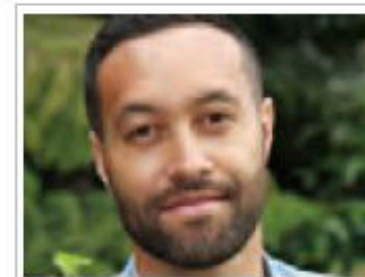
**Dr Elizabeth Scott**  
Headspace



**Dr Emma Woodward**  
NZ Institute of  
Wellbeing & Resilience



**Dr Joanna McMillan**  
Get Lean



**Paul Tupou-Vea**  
Clifftop Wellbeing



**Liz Walker**  
Culture Reframed



**Louise Glanville**  
Victorian Responsible  
Gambling



**Prof Dorothy Bruck**  
Sleep Health Foundation



**Pio Terei**  
The Parenting Place  
Personality & Author



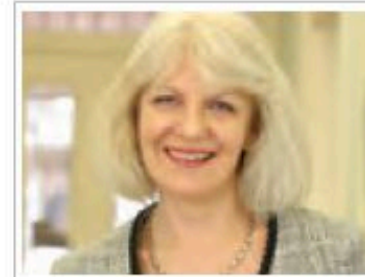
**Susan McLean**  
Cyber Safety Solutions



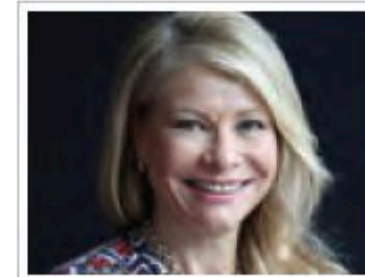
**Nigel Latta**  
Psychologist, Author  
& TV Host



**Prof Matt Sanders**  
Triple P



**Christine Morgan**  
Butterfly Foundation



**Dr Carmel Harrington**  
Sleep for Health  
Foundation



**Jane Martin**  
Obesity Policy Coalition



**Dr Craig Hassed**  
Monash University



**Dr Denise Quinlan**  
NZ Institute of  
Wellbeing & Resilience



**Lesley Podesta**  
Alannah & Madeline  
Foundation



**Julie Rae**  
Alcohol & Drug  
Foundation



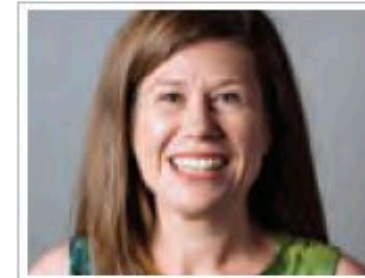
**Rev Tim Costello**  
Alliance for  
Gambling Reform



**Prof. Frances  
Kay-Lambkin**  
Drug & Alcohol Research



**Melinda  
Tankard Reist**  
Collective Shout



**Dr Addie Wooten**  
Smiling Mind



**Prof. Felice Jacka**  
Food and Mood Centre



**Anna-Louise  
Bouvier**  
Happy Body at Work



**Tom Brunzell**  
Berry Street  
Education Model



**Michele  
Chevalley Hedge**  
A Healthy View



**Prof Lea Waters**  
Psychologist, Author  
& Researcher



**Prof. Bronwyn  
Kingwell**  
Baker Heart Institute



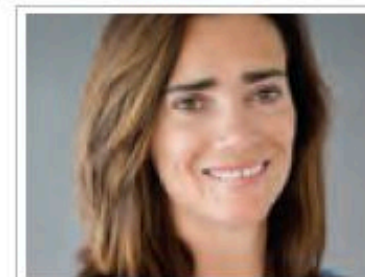
**Dr Jemaima  
Tiatia-Seath**  
University of Auckland



**John Hendry**  
Resilient Youth



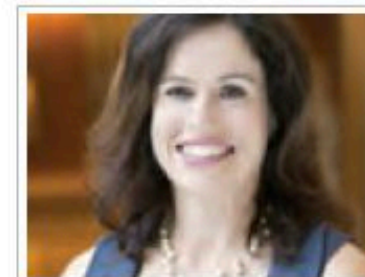
**Hugh van  
Cuylenburg**  
The Resilience Project



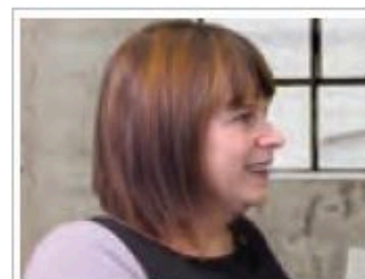
**Dr Lucy Hone**  
NZ Institute of  
Wellbeing & Resilience



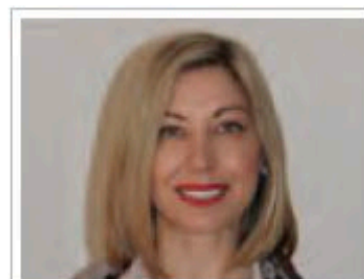
**Dr Sarah Blunden**  
Australian Centre  
for Sleep



**Thea O'Connor**  
Reshaping Body Image



**Dr Jo Mitchell**  
The Mind Room



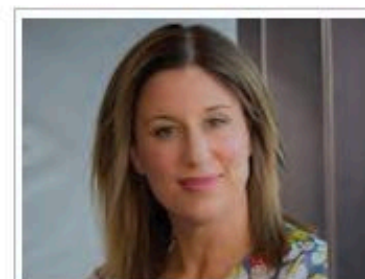
**Dr Heidi Bergmeier**  
Eating Disorders  
Victoria



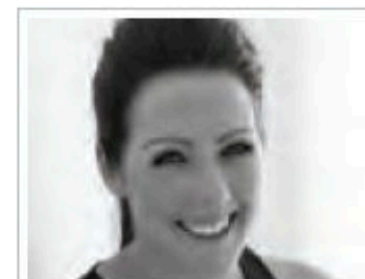
**Dr Chris Bowden**  
Victoria University  
of Wellington



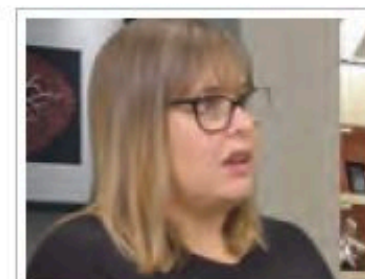
**Karen Young**  
Hey Sigmund



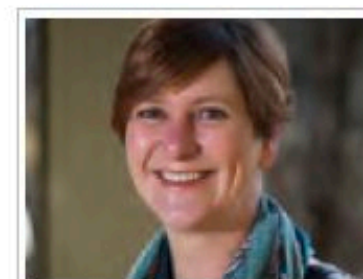
**Prof. Samantha  
Thomas**  
Deakin University



**Andrea Downie**  
Thrive Project



**Belinda Caldwell**  
CEED Victoria



**Nicola Palfrey**  
Australian Trauma, Loss  
& Grief Network



**John Cowan**  
The Parenting Place



# Trusted resources





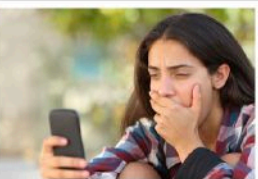
# The Editions



**IMPACT OF GAMBLING**  
Betting companies are developing instant gratification for sensation-seeking adolescents.



**ONLINE PORNOGRAPHY**  
Parents feel ill-equipped to have conversations around pornography with their kids.



**SEXTING**  
Sexting has rebound from teens and seeped into the playgrounds of primary schools.



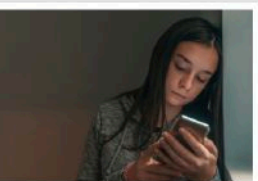
**INTERNET ADDICTION**  
Young people today don't have the maturity to use their digital devices responsibly.



**SOCIAL MEDIA & DIGITAL REPUTATION**  
What kids do and post online, the sites they visit and the things they say is permanent.



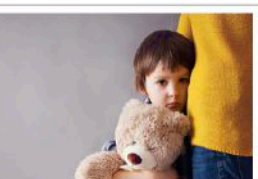
**CYBERBULLYING**  
Victims and witnesses should be encouraged to stand up to the aggressors.



**TRAUMA**  
Kids will display varying degrees of psychological trauma depending on their age, personality and past experiences.



**DRUG & ALCOHOL USE**  
One kid dies every weekend from binge drinking and 60 are hospitalised every week.



**DEPRESSION**  
Low self-esteem is often flagged as a predictor of adolescent depression.



**GRIEF & LOSS**  
Grief is like a fingerprint, it's unique to everyone, and so is the way you process it.



**SUICIDE & SELF HARM**  
Self-harm is often used by young people as a way to cope with negative experiences.



**YOUTH ANXIETY**  
Untreated anxiety disorders in children can lead to more serious issues in adulthood.



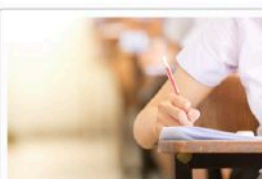
**SCHOOL REFUSAL**  
School refusal is not considered to be a mental illness. It's considered to be more of an emotional or behavioural problem.



**SCHOOL TRANSITIONS**  
Starting prep, transitioning to secondary or even starting a new school can be stressful.



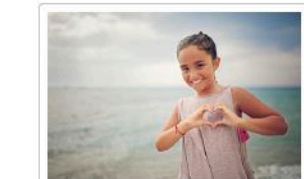
**SURVIVING FINAL YEAR**  
Final year students are considered a high-risk group for depression and anxiety.



**EXAM JITTERS**  
Students need to take responsibility for when to study and when to socialise.



**MINDFULNESS**  
Mindfulness can help children calm their minds and make the most of their life.



**BODY IMAGE**  
Children today are exposed to more discussion about body image than previous generations.



**PHYSICAL ACTIVITY & EXERCISE**  
Exercise improves cognitive function, elevates mood & improves learning.



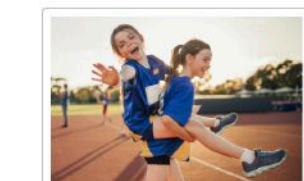
**SLEEP**  
Teenagers are the most sleep-deprived demographic, an under-recognised problem.



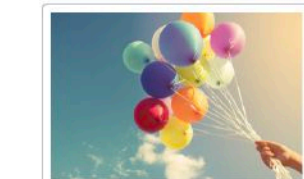
**EATING DISORDERS**  
Eating disorders are the biggest killers of any psychiatric illness for young people.



**DIET & NUTRITION**  
Diet has a direct affect on brain development, learning & academic outcomes.



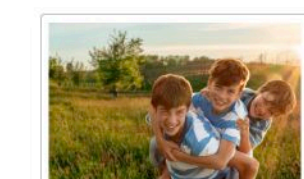
**RAISING GIRLS**  
Girls need positive role models to help them shine. However, many parents are projecting gender bias onto their daughters without realising it.



**HAPPINESS & GRATITUDE**  
Practising gratitude is often associated with happiness. It's a state of wellbeing that encompasses living a good life.



**BLENDED FAMILIES**  
This is the fastest-growing demographic in the world today. Being a parent is difficult, but being a step-parent is a whole new challenge.



**RAISING BOYS**  
Raising boys can be challenging, but also rewarding. They shouldn't be considered all the same as they do have individual differences.



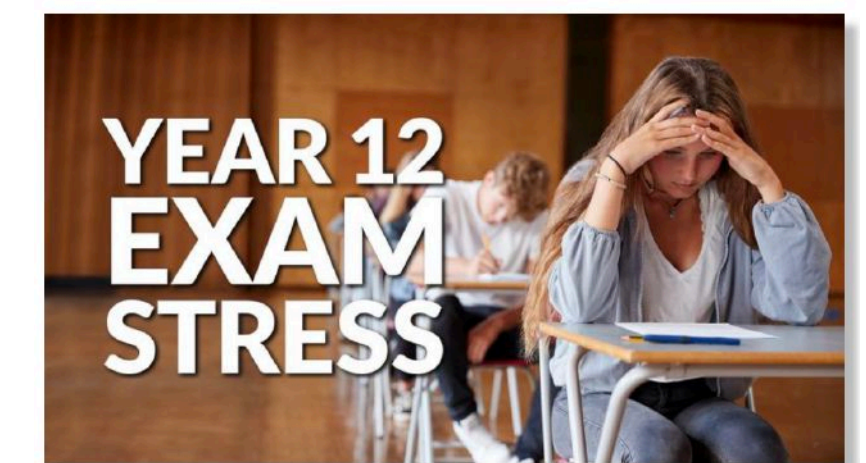
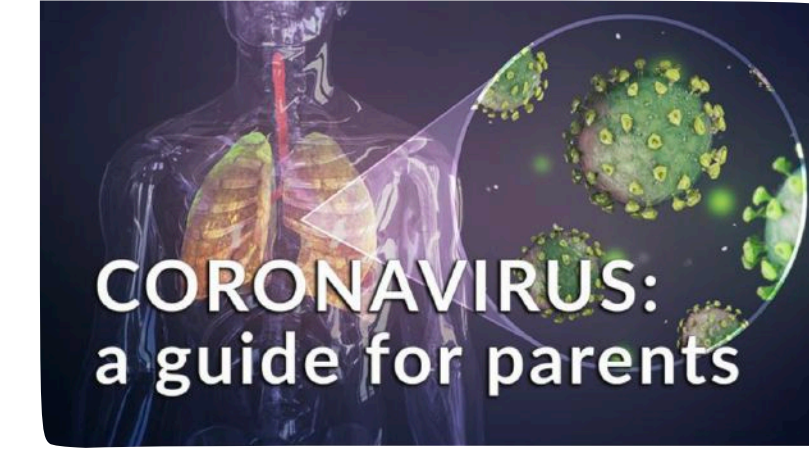
**RESILIENCE**  
Fostering resilience in children requires strengthening the family, the community, as well as children's own personal resources.



**POSITIVE PARENTING**  
Because parenting doesn't come with instructions, there is no such thing as the 'perfect parent'.



# The Special Reports





# Integrating & Linking local family resources

The ability to bring all resources together into one place

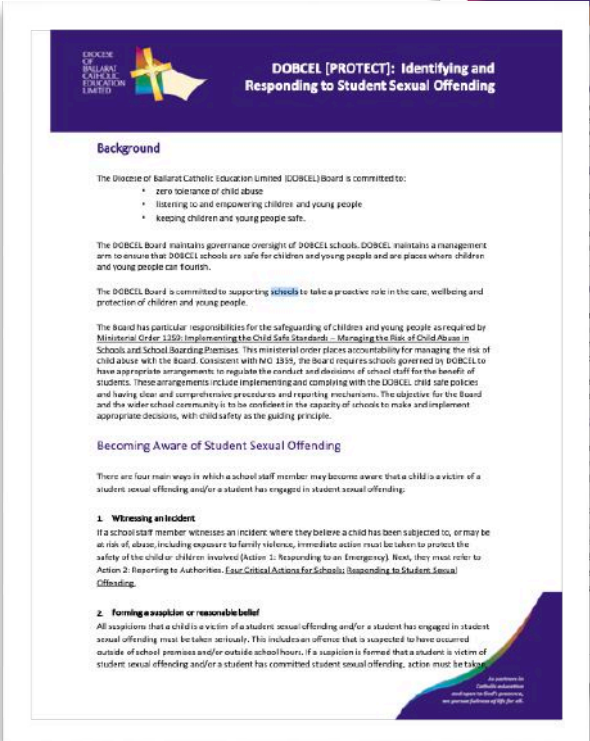
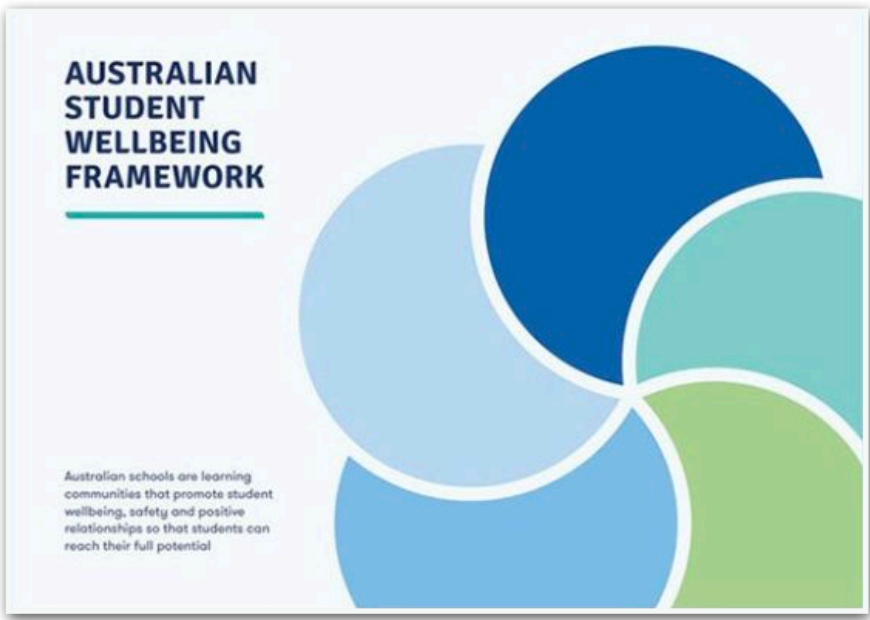
## Parent Associations



## Organisations & Services



Putting your health first






# Catholic Parents Victoria Trial

## A Free School Parent Association Landing Page For School P&C's:


- Wellbeing Content Support
- Specific Topics & Editions
- Custom Special Report
- Webinar – Dr Michael Carr-Gregg
- Diocese Content
- Surveying




CATHOLIC SCHOOL PARENTS  
QUEENSLAND

[Case Studies](#) [Latest Topic](#) [Contact](#) [Subscribe now](#)

Supporting schools,  
empowering parents  
as partners in learning  
and wellbeing





SchoolTV is proud to bring you the following wellbeing resources in partnership with Catholic School Parents Victoria (CSPV).



It's never been more challenging for parents to raise happy, healthy and resilient children. SchoolTV provides schools with an extensive range of wellbeing resources for parents, so they can work together in partnership to ensure better wellbeing for all students.

Starting a new school year comes with it's challenges especially after the extensive lockdowns and remote learning that we have all experienced here in Victoria. I encourage you to share these supportive resources with your school community to ensure all students and families get off to a great start in 2022.

Watch the videos to learn more about our partnership

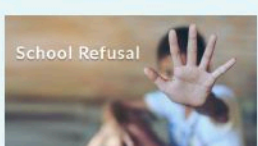
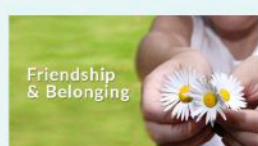




Supporting you with  
children's wellbeing

SchoolTV and CSPV have partnered to provide you with free access to a selection of valuable resources created to support parents and staff across a few selected topics that were identified as areas of interest in a recent survey.

We hope you find these resources to be helpful for your family and your school community.

Click on the images to view the topics most relevant



to you and scroll down to complete a quick survey to share your views or to inquire about SchoolTV for your school.

We would love to hear your valued feedback

Which one of these topics do you require the most help with?

☐ Understanding Adolescence

☐ Managing Overwhelm

☐ Friendship & Belonging


☐ School Refusal

[Submit](#)

What is SchoolTV?

SchoolTV is a unique online platform that focuses on addressing key issues relating to youth wellbeing.

[Learn more](#)




How does my school subscribe to SchoolTV?

If you feel this resource would be beneficial to your school community please enquire below to receive an information pack for you to share with the staff at your school.

[Enquire now](#) [Request a demo](#)

“When parents are engaged as partners and provided with practical tools and resources to support their children, this has a positive impact on children's wellbeing and learning.”

Rachel Saliba CSPV Executive Officer





# Administrator Dashboard.

## Empowering Wellbeing Teams in Schools

The Administrator Dashboard is designed to streamline content customisation, give you access to powerful data and provide your team with a suite of marketing resources to help make the process of engaging your school community in student wellbeing simple and time efficient.



### Administrator Access

The dashboard is designed to save time and help you communicate with ease to your school community. Here you will find all the functions you need to manage your SchoolTV site.

### Customise Content

The publishing topics section allows you to select the topics you would like featured on your SchoolTV site. Manage the content you are sharing with your community.

### Connecting Communities

Seamlessly share wellbeing content within newsletters, EDM's and social posts across all topics to provide staff and parents with a common language for student wellbeing.

### Measure Engagement

Access real-time analytics to view parent community insights and issues, as well as survey data.

How to  
Videos

Wellbeing  
Barometer

FAQ's

School  
Admins

Publishing  
Topics

Wellbeing  
Calendar

Marketing  
Promotion

Social  
Media

Analytics

Reporting



# Added Support Program for Diocese Partnerships

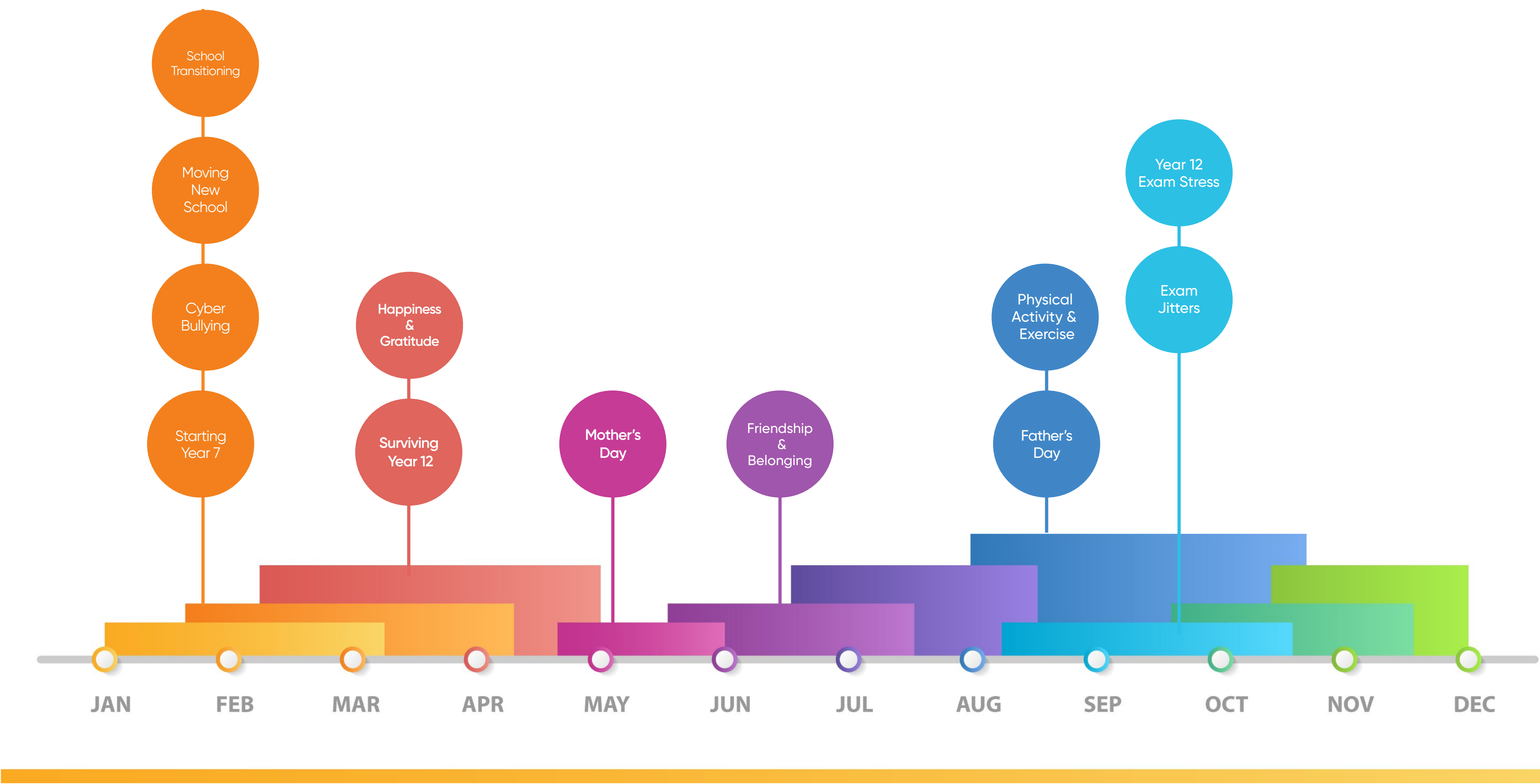
- Launch Program
- Principal Support
- Parent Association partnership
- School-wide Wellbeing Pulse
- Integration of Diocese content (optional)
- Dr Micheal Carr-Gregg access





# School Wellbeing Calendar

Empowering Schools as Publishers.  
Recognising the Seasonality of major events.





# Subscription Pricing

Standard

- School branded
- New editions annually
- Integration of school counsellor(s)
- Archive library of past editions
- Launch and marketing web page
- Supporting resources and marketing collateral
- Special video reports on major and current day events

\$3,150\* AUD  
Annually

Premium

Most popular choice

Includes all the features of a **Standard Package**

+

- Access to the **reporting analytics feature** showing data usage and other important statistics relevant to your school
- **Publishing and scheduling control** over Edition Topics and Special Reports

\$4,150\* AUD  
Annually

Multi-site

Includes all the features of a **Premium Package**

+

- The ability to customise content for **up to three campuses** with the option to purchase subscriptions for any additional campuses

\$5,150\* AUD  
Annually

Diocese

Premium Platform at Standard Pricing

+

Schools with enrolments under 300 students @ \$13 per student

+

Exclusive Diocese launch and support program

\$3,150 AUD  
Annually

Small school subscriptions are also available to schools with ≤300 students. Please contact SchoolTV to request a quote on this option.





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## School example

<https://gihs.sa.schooltv.me/>