

## Write for your audience

Research conducted by ACARA shows that parents and carers highly value school profile information on the [My School website](#).

In writing your profile, you should use plain English and avoid jargon and complex sentences.

Your school's profile information could include:

- the school's mission, values and focus
- some examples of how student success is supported (bearing in mind the privacy considerations outlined below)
- curriculum strengths, academic achievements, specialist programs, extra-curricular activities, or student involvement in sport, performing arts or community projects
- if relevant, information about religious or educational philosophy
- the role your school plays in the community
- before / after school care
- support programs, if available (including support for First Nations Australian students, students with language background other than English, students with disability)

You could give some examples of new strategies you have employed, for example:

- 'In 2019, we put in a new strategy to improve numeracy results ...'
- 'A focus on spelling in Years 3 and 4 has resulted in ...'
- 'We have introduced a successful reading program for primary school students ...'

Remember any privacy considerations, so don't name any students or teachers either by their given name or family name or any characteristic that could enable them to be identified by members of the school or local community.

## Check your submission

Quality assurance (QA) of school comments should be completed by the school prior to uploading to the Principals' Portal. You will confirm QA completion on the site by marking a check box on the comment's editor page. It is the responsibility of school principals to ensure that comments uploaded to the Principals' Portal have been approved by the relevant authority.

ACARA also undertakes QA checks on school comments, reserving the right to reject text where it exceeds the character limit or identifies students or teachers by name.

## Site functionality

The text editor allows basic formatting of comments text, including font style, spaced paragraphs with hard returns and the use of bullet points lists. The text editor page displays both the currently published school comment on My School and a free-text box for entering a new or updated comment.

Please note for security reasons, the website will time out after 15 minutes of inactivity. We suggest you prepare your school comment in a Word document and then paste the text to the school comments text box to submit for publication.

If you experience ongoing issues submitting edited comments for publication, email the comments to the address below and ACARA's portal support team will submit these comments on your behalf.

## Character limit and format

School comments may be up to 5,000 characters in length including spaces. The text editor is a basic word processing tool and comments need to be input as 'plain text' and hyperlinks will not work in your school profile comment.

## Contact Principals' Portal support

Email: [portalsupportenquiries@acara.edu.au](mailto:portalsupportenquiries@acara.edu.au)