

KHS Uniform: next steps

Thank you to everyone who participated in our survey regarding our new Kyneton High School Uniform. From more than 360 respondents, the response was overwhelmingly positive with students comprising the largest group – a great result for our student voice.

Our proposed uniform changes have also attracted positive interest from the broader community which is fantastic for our school's reputation and asserting our long and proud history of education in the Macedon Ranges.

As a result of this feedback, **final selections will be revealed at a whole of school assembly in late October.**

An order has now been placed with our new uniform supplier in preparation for fittings and orders in November ahead of the 2020 school year.

At this point, it's important to acknowledge the minority of respondents who expressed resistance to the new uniform changes and questioned the need for change.

We understand it can take time to adapt change. Suffice to say, we are a uniform school. Our uniform has largely remained the same since the 1990s and is well overdue for a refresh as part of our school's new direction. Please also take the time to read through the responses in the Q&A section titled "Why the Change" below.

Frequently Asked Questions

What next?

The final uniform designs for 2020 will be revealed at an all school assembly in late October.

Fittings will be undertaken at school in November for the 2020 school year. Orders can also be placed online through our uniform supplier Noones.

The date for fittings will be widely advertised in the school community and among feeder schools.

When will the new uniform be introduced?

The new uniform will be introduced in 2020 with all new Year 7 students required to wear the new uniform.

There will be a two-year transition from the old uniform to the new one for students in years 8 and above in 2020.

The new uniform will be in place for all year levels in 2022.

In summary:

2020 Year 7 students in new uniform

2021 Year 7 and 8 students in new uniform

2022 Year 7-12 students in new uniform

What will be the new uniform policy?

The policy for the new uniform is being developed based on the feedback provided in the school wide survey.

The new uniform policy will be circulated when final designs are revealed at the all school assembly in late October and will be available on the school website and at the General Office.

Are the girls required to wear the school dress or skirt?

No. Government policy mandates girls are given the choice to wear pants and a tailored pant will be made available for all students – including girls.

My child has a wool allergy / sensory issue and cannot wear the new school jumper.

The uniform has been designed with these issues in mind. If your child has potential sensory issues from a medically diagnosed disability or disorder the jumper can be lined at no extra cost.

Will students be able to wear the PE uniform on sports days?

The uniform policy is still being determined and there are a range of factors being considered in relation to how this policy would be implemented.

What will happen to our old uniform policy during the transition?

Students in higher year levels wearing the old uniform will still be required to adhere to the old uniform policy. Exceptions will be made for new uniform items as families gradually replace old uniform items with ones from the new range.

I've just purchased new uniform items for my child – will I have to purchase the new uniform?

No. There is a two-year transition from the old uniform to the new one.

Is there financial assistance for new uniforms?

Families may be eligible to receive financial assistance from the State Schools Relief fund. Please contact Cheryl Simmonds at the General Office to enquire about this assistance.

When will our name change take effect?

Our new name change has been announced by the Minister and is now officially in use with the Department of Education and Training. Gradually you will start to see changes in our school's letterhead, signage and other items.

My child is starting year 7 but I was planning for them to wear hand-me-downs. Will I have to purchase the new uniform?

Yes. Eligible families can access the School Camps and Excursions Fund for new uniforms in Year 7. Please talk to Cheryl Simmonds in the General Office 5421 1100 to find out if your family is eligible.

Will second-hand uniforms be available for purchase?

If your family is experiencing difficulty with the cost of new uniforms, please enquire with Cheryl Simmonds in the General Office on 5421 1100.

Will exemptions be allowed from the uniform policy during the transition?

The only exemptions that will be made are for new uniform items as families gradually replace old uniform items with ones from the new range.

Questions and Answers

Why the change to our name, logo and uniform?

These are big decisions for our school which have not been taken lightly. Our school's marketing committee has been undertaking market research and considering this change for over two years.

A number of factors influenced School Council's decision to embark on a rebrand but there were two factors weighed heavily in particular: the need reflect the positive changes taking place at our school so that our school can grow and thrive.

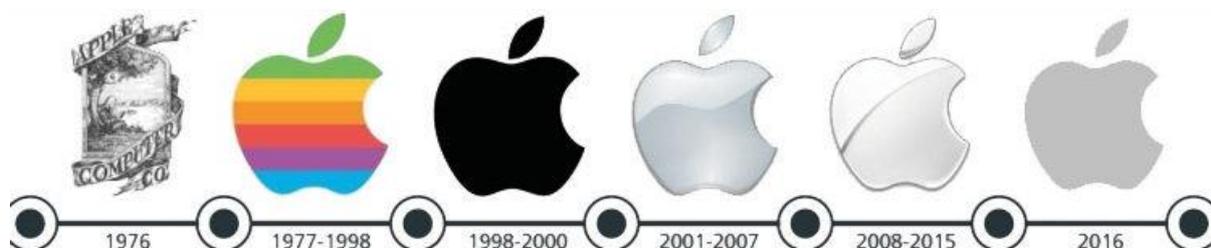
We are also keen to promote the fact that, as a local public school, we have high aspirations and offer unique educational opportunities that are equal to if not better than those provided by neighbouring schools.

The importance of growing our enrolments is significant. As a public high school we have an obligation to offer a rich and diverse school curriculum that caters to the needs and interests of all learners. Enrolment growth helps us increase opportunities for all students - particularly in the senior years.

Isn't it more important to focus on teaching and learning rather than our school's branding?

Absolutely. Excellence in teaching and learning is and always will be at the forefront of our school's purpose. Under the Executive Leadership of our Principal, Ana Rees, we have been making some important changes to our school's focus and School Council it was important to reflect these changes in our branding.

It's important to understand that a brand is not merely a logo or a uniform, it represents the values and culture of an organisation. The most successful global businesses such as Apple recognise this and that's why their branding is so powerful. Over time, Apple's branding has constantly changed as it adapts to a changing world and consumer preferences.



But we're not a business – we're a public school!

That's exactly right but importantly, just like a business, we operate in a competitive market with other schools – both public and private.

Our brand is our reputation, and it exists whether we like it or not so it's important we take charge of it.

Therefore, in order to attract new families to maintain a sustainable level of enrolments that maximise choices for our students, we need consider our branding and the way we talk about ourselves.

Additionally, our new branding gives us a new way to think about ourselves as we celebrate our success and reflect the positive changes taking place at our school.

What was wrong with our old school logo and uniform?

Surveys and research undertaken by our school and broader community revealed that our old school branding is inconsistent, sends mixed messages and suffers from poor community perceptions.

To reflect the exciting changes taking place at our school and gain the attention of prospective students and their families the evidence showed it was time for a change.

Why do we need a school uniform?

Evidence shows that school uniforms is beneficial for students and teachers for several reasons:

Equity

School uniforms promote a sense of equality among students. Non-uniform schools can become intense and competitive environments for students wanting to be seen in the "right" brands. They can also alienate and marginalise students who can't afford to wear expensive brands. A school uniform also helps minimising the risk of bullying due to these social differences.

Cost

School uniforms make it easier on families to shop for school clothes. Uniforms are usually cheaper than other clothing and not having to decide what to wear saves students' and families' precious time in the mornings.

Safety

School uniforms increase student safety. Non-students can be readily identified on school grounds and teachers have much better visibility of students on excursions. Studies also show that students in the middle years often feel safer and more confident when wearing uniforms.

School pride

Uniforms promote a sense of unity and school pride and ensures students' appearance reflects the expectations of their school community while enhancing the profile and identity of the school and its students in the wider community.