

Sharing External Communications Checklist

The following checklist guides department employees, including school-based staff, in sharing information from third parties about competitions and events which are time-bound and have a clear start and end date. Department staff should consider the checklist criteria before sharing information with a wider department audience.

What can we do?

From time-to-time the department may share information from external organisations that is valuable to students, teachers and department staff and can lead to educational opportunities and experiences which they would otherwise not have access to or be aware of.

What can't we do?

The department cannot endorse an organisation's products or services or show either real or perceived bias for one external organisation over another.

The department will not consider requests to share information exclusively and reserves the right to share information from any and all suitable organisations.

Overarching principles

- The department is not bound to share any external information and may cease to do so at any point
- The department may choose not to share information that complies with the checklist if the department's communication schedule is full or the department wishes to focus on higher priority internal messaging (example: covid, flood alerts, school closures)
- The department will nominate the best channel to communicate the information. Depending on the message this may be limited to internal channels (e.g. Yammer, update emails, Staff Newsletter, EDMs) and include the following disclaimer to indicate that it is not an endorsement:

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Internal review process

1. Refer to the checklist to identify whether you can share information about the external initiative on the department's channels. The competition or event should comply with all points on the checklist. If necessary, share the checklist with the third party and seek written assurances where necessary (especially for criteria about data, privacy and consent).
2. Seek endorsement to share from at least one other area of subject matter experts within the department (e.g. Health and Safety directorate for a non-profit initiative focused on mental wellbeing). In certain cases we recommend you consult with a specific team before sharing (contacts below):
 - **Business Engagement:** if you require any advice on using the checklist.
 - **Social Media:** if you wish to share information on a public-facing channel to ensure the most appropriate distribution.
 - **Procurement:** if the requesting organisation has a procurement contract with, or is in the process of tendering to, the department.
 - **Media Unit:** if the information is about a controversial issue or could present a risk to the department's reputation.
3. Keep a record of the decision to share and compliance with the checklist.
4. Refer to the list of priorities if there are multiple simultaneous requests to share information.

Checklist

The competition or event must:

Purpose and timeframe

- not be commercial or designed to acquire customers, profit or market share
- be time-bound and have a clear start and end date

Access

- be free of charge
- be accessible (no barriers to entry for the target audience)
- not require external dependencies (example: specific brand of technology)
- allow for users to withdraw at any time without penalty and have no disadvantage for non-participation

Alignment with departmental goals and values

- align with department [goals and values](#) (a suitable organisation that is registered with an ABN) e.g. engage and challenge students to continue to learn, contribute to students feeling known, valued and cared for in our schools
- align with curriculum, teacher professional standards or both
- not present any conflict with existing department programs or procurement contracts
- not present a risk to the department's reputation or a risk to students or school staff

Privacy, data, consent

- provide a means to seek parent or guardian or school consent for any student participation (e.g. printable consent form)
- have clear and transparent terms and conditions including measures for privacy and data security where applicable (able to be interpreted at the school or directorate level)
- not require users to sign up to a mailing list for commercial purposes (e.g. to receive promotional material). Organisations requesting an email address for a mailing list must provide users the option to opt out of marketing and promotional emails.
- not present branding, copyright or other legal implications for the department

Prioritising communications

If the department receives multiple simultaneous requests to share information, it may give priority to initiatives that meet the following criteria:

- Premier's priorities
- NSW Government-wide priorities (Funded or supported by NSW state government)
- Department-wide priorities (Secretary support)
- Executive sponsored initiative
- Federal government priorities (Funded or supported by Australian federal government)
- Proven contribution to department strategic objectives and priorities
- Strongly achieves outcomes: educational outcomes/employability skills (students) and improves teaching quality (teachers), improving Aboriginal education outcomes.
- A current contract in place with the department (procurement, sponsorship)

Contact

Business Engagement and Development

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bed@det.nsw.edu.au

Social Media

socialmedia@det.nsw.edu.au

Procurement (EDConnect)

1300 32 32 32 (Option 4)

<https://education.nsw.gov.au/inside-the-department/edconnect>

Media Unit

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