

# Whole-School Packages (Primary) - Internal One-Pager

Purpose: a 3-tier website offer that helps Principals, Deputies, and Wellbeing Leaders book larger, whole-school partnerships (not one-off incursions).

Feature	BASIC Kickstart	MEDIUM Culture Builder	DELUXE Transformation
Best for	Strong start this term; minimal lift	Yearly pathway across students, staff and parents	High-visibility, year-long culture partnership
Total incursions	2	3	5
Curriculum linked sessions	Yes	Yes	Yes
Teacher resources	Pre + post lesson plans	Pre + post + extension activities	Pre + post + extension activities
TalkNOW digital (students)	-	Included (annual access)	Included (annual access)
Teacher webinar access	1 webinar access (teacher OR parent)	Teacher webinar included	Teacher webinar included
Parent webinar access	Optional add-on	Parent webinar included	Parent webinar included
Scheduled webinar events (once/term)	-	Access included	Access included
Teacher pre-survey to shape webinar	-	Included	Included
Parent survey to shape webinar	-	Included	Included
Stand Up Project (Dr Zach) webinar	-	Optional add-on	Included
Coffee van teacher celebration (1 visit)	-	-	Included
Teacher spotlight interviews (book)	-	-	Optional feature within event
Front gate partnership sign	-	Included	Included
Comms pack (newsletter + parent letter)	Included	Included	Included
Impact snapshot after delivery	Included	Included	Included

## How to position it (talking points)

- We are selling a culture partnership: student learning + staff confidence + parent alignment + measurable insights.
- Not a one-off session - a term-by-term plan with comms and resources, designed to reduce teacher workload.
- Surveys make webinars relevant to the school community (and give leaders data for reporting).

## Recommended CTAs (website + BD)

- Book a call (primary conversion driver).
- Request a proposal (capture details and timeline).
- Download package overview (PDF lead magnet).

## Optional add-ons (simple upsells)

- Extra incursions (per year level)
- Additional parent webinar topic
- Extra coffee van day
- Student leadership extension
- Printed classroom visuals/posters pack