

6/18/13

CEO Sydney Schools Mail - Re: Parent Fact Sheet



Mark Rix [REDACTED]

Re: Parent Fact Sheet

1 message

Mark Turkington [REDACTED]

27 October 2011 06:42

Mark

I can see what YMCA is trying to achieve I wonder if it causes more worry for patents. I wonder if there is a state website that does all this if parents wants ? Hard to balance important data and escalation of anxiety

Mark

Sent from my iPhone

Best Regards,

Mark Turkington

On 26/10/2011, at 22:37, "Mark Rix" [REDACTED] wrote:

- > Good evening everyone. Sorry for yet another late email!
- >
- > Please note the YMCA email below and the accompanying attachment. Stephen
- > Said has reviewed the content provided by the YMCA in their 'Fact Sheet'
- > and has some very serious concerns. The document, intended for
- > distribution to all YMCA clients, including parents from our schools, has
- > not been sent out by the YMCA yet but I would expect that they were
- > thinking of doing so tomorrow. Stephen's professional view is that it not
- > appropriate to deliver all of that information in this format, and rather
- > than reduce alarm and anxiety, it is likely to heighten it.
- >
- > I would appreciate of your thoughts on this. We need to keep in mind that
- > it is not our communication but I am confident that they would listen to
- > our advice on this, if we offered it. From a media perspective, I would be
- > very concerned if the media got hold of this document. With little other
- > information available for them to use, they might decide to make this

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> document the story. The ABC have already been sent a copy of our letter to
 > parents about tomorrow's meetings with Stephen. There is no reason to
 > suggest that they would not be sent this one too.
 >
 > James Ellender from YMCA Communications was unavailable tonight but I
 > shall speak with him first thing in the morning.
 >
 > Today I spoke with an ABC radio journalist after she had first called St
 > Pat's Sutherland. She simply wanted to confirm that we were holding the
 > parent gathering tomorrow and what was it for. As mentioned, I believe she
 > had a copy of the letter. She had been contacted by parents from DET
 > schools saying that Catholic schools were being supported but they felt
 > that they weren't. I did not comment on this assertion but did rang my
 > equivalent at DET to give him a heads-up – remarkably, my conversation
 > with him was the first he had heard of the whole matter.
 >
 > Considering the time imperative, I would be grateful for your reflections
 > on the YMCA correspondence.
 >
 > Best wishes
 >
 > Mark
 >
 >
 >
 > [cid:image003.jpg@01CC942F.C37CEDE0]<javascript:ClickThumbnail(6)>
 > Mark Rix
 > Head of Communications, CEO Sydney
 > PO Box 217 Leichhardt NSW 2040
 > w [REDACTED] m [REDACTED]
 > f [REDACTED] t [REDACTED]
 >
 > [REDACTED]
 >
 > From: James Ellender [REDACTED]
 > Sent: Wednesday, 26 October 2011 1:51 PM
 > To: Mark Rix
 > Subject: Parent Fact Sheet
 >
 > Hi Mark,
 >
 > Understandably, we are continuing to field concerns and calls so we have
 > developed a fact sheet for parents (and to go to principals prior and was

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- > hoping you might have some time to have a brier read and let me know your
- > thoughts.
- >
- > In addition, we are running a staff information night tomorrow night.
- >
- > Really appreciate being able to bounce it off you.
- >
- > James Ellender
- > Marketing & Communications Manager
- > YMCA of Sydney
- > [cid:image001.png@01CC93E6.3A4EDDB0]<<http://www.ymca.org.au/>>
- > Level 5, 91 George St
- > Parramatta NSW 2150
- > Ph: [REDACTED] Dir: [REDACTED] Fax: [REDACTED]
- > Mob: [REDACTED]
- > Email: [REDACTED]
- > Website: <http://www.ymcasydney.org><<http://www.ymcasydney.org/>>
- > Facebook: www.facebook.com/sydneymca
- > Twitter: www.twitter.com/ymcasydney
- > You Tube: www.youtube.com/ymcasydney
- >
- > We build strong people, strong families, strong communities.
- >
- > The YMCA is committed to environmental sustainability. Please consider the
- > environment before printing this email.
- >
- > NOTICE: This communication is confidential. If you are not the intended
- > recipient of this communication please delete and destroy all copies
- > immediately. If you are the intended recipient of this communication, you
- > should not copy, disclose or distribute this communication without the
- > authority of the author. Any views expressed in this communication are
- > those of the individual sender, except where the sender specifically
- > states them to be the views of the YMCA. Except as required by law, the
- > YMCA does not represent, warrant and/or guarantee that the integrity of
- > this communication has been maintained nor that the communication is free
- > of errors, virus, interception or interference. If you have received this
- > mail in error or have any other concerns regarding this transmission,
- > please contact the author.
- >
- >
- > From: James Ellender
- > Sent: Wednesday, 26 October 2011 1:46 PM
- > To: Jaclyn Pearse; Phillip Hare

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> [REDACTED]; Liam Whitley
> Subject: YMCA Additional Information to Parents 26 10 11
>
> Phil/Jaci/Liam,
>
> Draft merged letter and fact sheet.
>
> Will discuss with Jaci.
>
> Jac – great work on the fact sheet.
>
> Regards,
>
>
> James Ellender
> Marketing & Communications Manager
> YMCA of Sydney
>
> Level 5, 91 George St
> Parramatta NSW 2150
> Ph: [REDACTED] Dir: [REDACTED] Fax: [REDACTED]
> Mob: [REDACTED]
> Email: [REDACTED]
> Website: <http://www.ymcasydney.org><<http://www.ymcasydney.org/>>
> Facebook: www.facebook.com/sydneyymca
> Twitter: www.twitter.com/ymcasydney
> You Tube: www.youtube.com/ymcasydney
>
> We build strong people, strong families, strong communities.
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- > mail in error or have any other concerns regarding this transmission,
- > please contact the author.
- >
- >
- >
- > <image001.png>
- > <YMCA Additional Information to Parents 26 10 11.docx>
- > <image002.jpg>
- > <image003.jpg>