SCHOOL ATTENDANCE IS EVERYONE’S RESPONSIBILITY

January 25\textsuperscript{th}, 2013

The importance of ensuring Territory children attend school will be reinforced by the \textit{Every Child, Every Day} campaign.

\textit{Every Child, Every Day} includes radio, television and print advertising and will feature across the Northern Territory from today.

It is part of a comprehensive approach to school enrolment, attendance and participation which includes an attendance and truancy officer program, frequent attenders programs and a variety of initiatives aimed at keeping students engaged in learning.

Minister for Education, John Elferink said it is everyone’s responsibility to ensure students get to school.

“\textit{The first factor in learning is simply getting our kids to school. If they are not at school, how can they be expected to learn?}” Mr Elferink said.

“This is something we expect from parents and guardians. Schools and teachers have a role, unions have a role and government has a role – but ultimately it is up to parents and guardians to make sure children go to school.

“The importance of education needs to be instilled in each child in the Territory and to achieve that our community needs to value learning,” Mr Elferink said.

\textbf{Media Contact:}
Judith Hughey 0409 863 383