

Using school uniforms to brand Richmond High School

The uniform selected by the school will provide parents and the community with an impression of the values of the school. By being explicit about our values, we can have a stronger brand.

This document is intended to be a “decision matrix” indicating the values associated with a choice of 3 types of uniform;

1. Full formal uniform - all pieces from the approved uniform shop
2. “Compromise” formal uniform - Sports uniform, blazer, jumper and tie from the uniform shop
3. Comfort based uniform - polo shirts, free choice of shoes and pants of the correct colour (like current primary school uniforms). No blazer

It is intended that interested people be able to rank each value in relative level of importance for them, and identify which style of uniform provides the best balance of those values for them and the school.

| Value | 1. Full formal uniform | 2. “Compromise” formal uniform | 3. Comfort based uniform |
|---------------------------------|---|--|--|
| Indicative Cost | <ul style="list-style-type: none"> • \$700, including \$200 Blazer. • Not including leather shoes. | <ul style="list-style-type: none"> • Compulsory items cost \$380 plus additional pants, shirts etc • Not including leather shoes. | <ul style="list-style-type: none"> • Compulsory items cost \$100 plus additional for pants • Can use same shoes on weekend/after school |
| Addressing equity and inclusion | <ul style="list-style-type: none"> • Commissions from sales used to support families to afford uniform. • State Relief agency • Dry cleaning costs | <ul style="list-style-type: none"> • Commissions from sales used to support families to afford uniform. • State Relief agency • Opportunity to use 2nd hand sources from day 1 • Opportunity to make uniform items at home • Pants, shirts etc likely to be cheaper from Dimmies, Kmart, Target etc • Lower initial cost – fewer families need help • Dry cleaning costs | <ul style="list-style-type: none"> • Commissions from sales used to support families to afford uniform. • State Relief agency • Opportunity to use 2nd hand sources from day 1 • Opportunity to make uniform items at home • Pants, shirts etc likely to be cheaper from Dimmies, Kmart, Target etc • Lower initial cost – fewer families need help • Items can be washed at home. |
| Comfort | <ul style="list-style-type: none"> • Active play more difficult in formal clothing including tie | <ul style="list-style-type: none"> • Active play more difficult in formal clothing including | <ul style="list-style-type: none"> • Sports style uniform encourages active play. |

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|----------------|---|---|--|
| | <ul style="list-style-type: none"> and leather shoes • Visibility while riding bike to school with blazer • Polyester fabrics available from uniform supplier more sweaty/smelly | <ul style="list-style-type: none"> tie and leather shoes • Visibility while riding bike to school with blazer • Natural fibres for shirts and pants can be chosen – less sweaty/smelly | <ul style="list-style-type: none"> • Movement is easier • Can include bike riding visibility requirement in uniform |
| Sustainability | <ul style="list-style-type: none"> • Uniform supplier has Eco credentials, including some local manufacture • Artificial fibres in many items • All items are new | <ul style="list-style-type: none"> • Uniform supplier has Eco credentials, including some local manufacture • Natural fibres for shirts and pants can be chosen – better end of life. • 2nd hand items can be used to minimise resource consumption. | <ul style="list-style-type: none"> • Uniform supplier has Eco credentials, including some local manufacture • Natural fibres for pants can be chosen • 2nd hand items can be used. |
| Image | <ul style="list-style-type: none"> • High quality education for mainstream students | <ul style="list-style-type: none"> • High quality education for mainstream students | <ul style="list-style-type: none"> • Attentive to individual student needs and inclusive of the longtime Richmond community |
| Conformity | <ul style="list-style-type: none"> • All clothing is the same | <ul style="list-style-type: none"> • Pants may be slightly different shade and cut. • Different styles of shirts – long sleeve, ¾ sleeve etc | <ul style="list-style-type: none"> • Pants likely to be slightly different shade and cut. • More opportunity for personalisation. |
| Discipline | <ul style="list-style-type: none"> • High level of control over school image • Requires diligent enforcement | <ul style="list-style-type: none"> • Lower control over school image. • Less diligent enforcement required | <ul style="list-style-type: none"> • Lower control over school image. • Less diligent enforcement required |
| Bullying | <ul style="list-style-type: none"> • Difficult for students to identify socio-economic differences • Enforcement of uniform can be experienced as bullying. | <ul style="list-style-type: none"> • Socio economic differences may be more obvious. • Peer pressure opportunities over choice of shirts/pants • Enforcement of uniform can be experienced as bullying. | <ul style="list-style-type: none"> • Socio economic differences are more obvious • Peer pressure opportunities over choice of pants/shoes. • Enforcement of uniform can be experienced as bullying. |