

A ONE-YEAR STRATEGIC PARTNERSHIP FOR SCHOOL LEADERS

Building Literacy Excellence™

with **Julie Scali**, literacy improvement specialist and author



From evidence to action.
From action to student impact.
From impact to lasting change.

BLE removes the guesswork from literacy improvement — so more students progress, fewer need intervention, and the work no longer depends on one person carrying it.

Term 1, 2027 cohort closes 25 November 2026 · Book a 15-minute fit call

Direction	Confidence	Excellence
for school leaders	for teachers	for students

IF THIS SOUNDS LIKE YOUR SCHOOL

"We've worked hard on literacy, but our student data isn't improving as we hoped."

- Teachers are working hard, but practice still varies between classrooms
- The intervention list keeps growing every year
- The work depends on you or one literacy leader
- You're not sure what to change next, or in what order

WHAT WE HEAR FROM SCHOOL LEADERS

> *"Our teaching and intervention is ad hoc."*

> *"We have so many students needing extra support."*

> *"Our teachers are overwhelmed."*

> *"There's too much inconsistency across classrooms."*

THE ISSUE BENEATH THE ISSUE

It is rarely your teachers. It is rarely the program.

Most schools work hard on what they can see: programs, resources, routines and student data. Whether that work lands depends on what sits underneath — the preconditions, shared expectations, data routines, intervention pathways and leadership structures that hold everything together.

When those layers are missing, effort stays high and impact stays variable. When they're built, the same effort compounds.

Literacy excellence is built, not added on.



MEET JULIE SCALI

Your strategic partner who understands school life

After 27 years in schools — as a classroom teacher, a Deputy Principal for eight years, a learning difficulties specialist and a system-level consultant — I know what your day looks like before you get anywhere near literacy improvement. I also know how to build a literacy system that holds anyway.

100+ schools partnered

Author, High Impact Reading Instruction and Intervention

2025 LDA Bruce Wicking Award

BLE is for your school if...

- Staff work hard, but data isn't shifting
- Practice varies between classrooms
- Too many students are still at risk
- PL hasn't fully embedded
- You want the work to outlast one leader

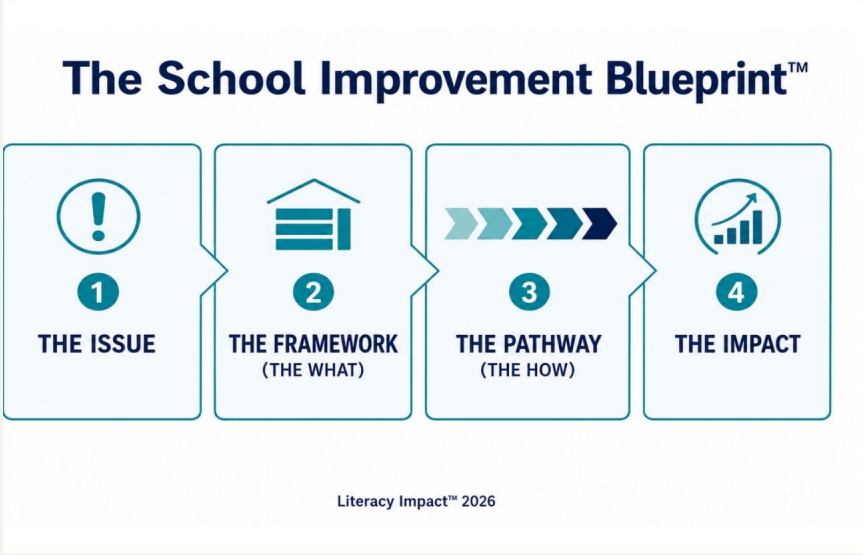
It isn't the right fit if you...

- Want a quick fix or another program
- Want someone else to own the work
- Can't protect leadership time
- Won't look honestly at practice and data

HOW IT WORKS

In one year, literacy success becomes built in.

Fewer students need rescuing. Every teacher knows what to teach and how. Reading and writing improve together. And the system holds, even on the days you're not in the room.



Everything in BLE follows the School Improvement Blueprint™: name the issue, build the framework (the what), follow the pathway (the how), and measure the impact.

FIRST 30 DAYS DIRECTION

Your Literacy Excellence Health Check™ and school data uncover the underlying issues and set the direction with clear, measurable goals, an individualised 12-Month Improvement Roadmap™ and high-impact starting points for early wins.

TERM 1

Clarity

Know exactly where impact is leaking and what to do first. Core routines running, screening underway, leadership structures in place.

TERM 2

Capability

Every teacher equipped with the knowledge and routines that lift learning: an agreed literacy block, data chats, phonics and spelling to mastery.

TERM 3

Consistency

Low-variance teaching in every classroom, with systems for diverse learning needs: intervention pathways, progress monitoring, shared writing rubrics.

TERM 4

Continuity

The work keeps going when people change: SRSD for text-level writing, a codified playbook and instructional guide, induction for new staff.

THE PROOF

What happens when the system is built

67% → 5%

Prep students at highest reading risk, within one year

Crib Point PS, Vic

50% → 1.4%

Year 7 students at significant reading risk, in five months

Monterey Secondary College, Vic

88%

Year 3 students Strong or Exceeding in NAPLAN writing (similar schools: 77%)

Crib Point PS, Vic · 2025

+29 pts

Whole-school DIBELS benchmark achievement in one year (50% → 79%)

Darlington PS, WA

SPOTLIGHT

Crib Point Primary School

ICSEA 977. Reading and phonics first, then seven months of SRSD for writing.

- Year 3 Strong writing band: 68% → 84%
- Year 3 still Developing: 25% → 9%
- Ahead of similar schools and the state average in Year 3 and Year 5 writing

"I don't think I have ever seen the quality of work produced like this before. And it's not just one student — it's the majority."

— Tina Coumbe, Principal

SPOTLIGHT

Monterey Secondary College

One of Victoria's most disadvantaged communities.

- Year 7 at or above benchmark: 29% → 84%
- Routines carried across subjects, Years 7–12
- One student's attendance: 17% → 96%

"These kids won't choral read..." became "I didn't think they could do it — but they did."

— Year 7 teacher, Monterey Secondary College, Vic

MONTEREY SECONDARY COLLEGE · YEAR 7

Oral reading accuracy in five months

DIBELS, February to July 2025



"We looked over our ASIP goals we set at the start of the year — and we have smashed them."

— Michelle Moodie, Assistant Principal, Woodroffe Primary School, NT

"We can now confidently say that our reading instruction is good — and we are looking at good quality data to refine our practice."

— Andrew Newhouse, Principal, Darlington Primary School, WA

WHAT'S INCLUDED

What your school receives

INCLUSION	DETAIL	VALUE
4 full-day leadership intensives	One per term, up to 4 leaders	$8,000
3 whole-school PL days	Full-day, whole-staff	$9,000
40 weekly strategy sessions	90 minutes: one high-impact practice and a plan for staff	$19,000
4 termly roadmap sessions	2-hour personalised planning with Julie	$6,800
12-Month Improvement Roadmap™	Customised to your school	$5,000
Literacy Excellence Health Check™	Personalised diagnostic report	$500
Classroom video feedback	Up to 4 hours observation and feedback	$3,000
Leading Literacy Impact™ modules	Self-paced, up to 4 leaders	$1,950
Monthly open office hours	Optional 90-minute drop-ins	$3,000
Books + implementation bonuses	4 copies of Julie's book + resources	$3,000
Total value		**$59,250+**

YOUR INVESTMENT

$18,500 inc GST

Per school, up to four leaders (extra leaders $478 inc GST each). Pay upfront or in four termly payments of $4,625 inc GST.

Less than a third of the value included — about **$46 per student** for a school of 400.

The 60-day decision window

If you've invested in professional learning before and not seen it stick, you're not alone. After your first 60 days, if BLE hasn't given your leadership team clear direction and value, you can leave with no further termly payments. Applies when the agreed implementation conditions are in place.

Bring the literacy concern your team most wants to solve.

Complete the expression of interest form to book a 15-minute fit call. If BLE looks right for your school, we'll book a 30-minute strategy session to map your starting point.

Don't know where to start? **Book a Literacy Clarity Call**, or email info@literacyimpact.com.au.

> **The Term 1, 2027 cohort closes 25 November 2026. Each term's cohort is limited to ten schools.**

Founder and Lead Consultant, Literacy Impact™