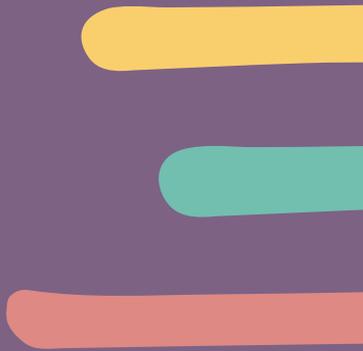




Sevensteps

Transforming writing for life

Impact Report 2023



Seven Steps to Writing Success

Australia's largest educator
of writing literacy





A word from our founder

We write to connect with others, to explore ideas, inspire change, call out injustice, support our friends and family, and share our knowledge. Writing is not just about spelling and grammar; it's about communicating.

This is why I created Seven Steps to Writing Success.

After writing 20 books and presenting around the world to aspiring authors, I realised the concepts I was teaching to adults worked perfectly for kids.

So I used my background as a secondary teacher to create a simple, curriculum-aligned framework for writing, based on best-practice pedagogy.

I knew that if I could share the secrets to great writing with the educators of the world, together we could make such a difference. And together we have.

Through it all, our purpose has remained simple: **Transforming writing for life.**

Come join us on our mission, and learn how fun and simple it is to teach great writing!

~ Jen

Seven Steps founder | International author | Churchill Fellow
Telstra Business Women's Awards finalist | 2022 Most Influential Educator Award



Since 2005, Seven Steps has been supporting schools and teachers across Australia to inspire great writing. We've reached over 2 million students ... and counting!



teachers are trained in the Seven Steps



students have been taught the Seven Steps



teachers are subscribed to Teacher Hub



improvement in student writing in 10 weeks*

* Data from a report of over 1,740 students (between Foundation to Year 9) who were taught the Seven Steps.

Our mission

Transforming writing for life

Research shows that effective literacy skills have a direct impact on a person's life, health and wellbeing. And yet, literacy results for Australian school students are falling, particularly in writing.

Seven Steps' mission is to improve literacy in Australia by working closely with schools and teachers to inspire great writing.

Improving writing skills



Creating consistency

The Seven Steps approach can be implemented across the whole school for all ability levels. Consistency drives whole-school change as teachers and students can build and sustain momentum year after year.

I can see success in the implementation of the Seven Steps across the whole school – we have seen improvement in student writing and in our writing culture.

~ Lindsay McQuattie,
Curriculum Leader



Empowering teachers

The Seven Steps approach is practical, simple and fun. Teachers leave our workshops with the tools and confidence to create a vibrant writing classroom full of ideas, laughter and great writing.

My class now cheers when I tell them it's writing time! Thank you for changing the way I teach writing.

~ Paula Atkinson,
Assistant Principal



Engaging students

Seven Steps shifts students' writing mindsets. No more groans at writing time. Instead, Seven Steps writing classrooms are interactive, collaborative and fun, buzzing with engaged and confident writers.

I've seen an astronomical rise in engagement from my students, it's been phenomenal.

~ Dawn Skiba-Grant,
Year 7 Teacher



Nurturing creativity

Creative thinking is an essential life skill. Seven Steps supports students to think like authors; to tap into their innate creativity to develop unique and engaging narrative, persuasive and informative texts.

Seven Steps has really changed my view of creative writing. I now love writing so much that I want to be an author. Thank you very much!

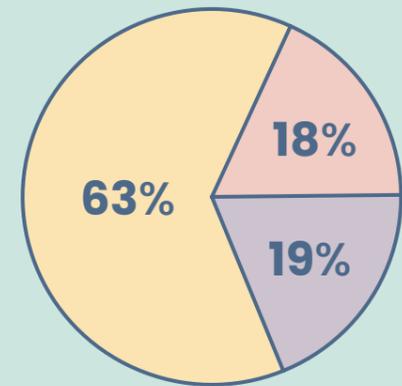
~ Amelia,
Year 6 Student

Our reach

Transforming writing Australia-wide

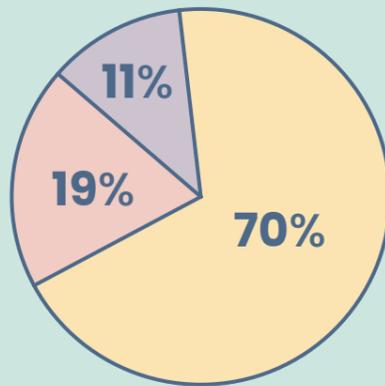
Over the last 5 years, 3,177 schools have been trained in the Seven Steps and/or have a Teacher Hub subscription.

Schools by sector

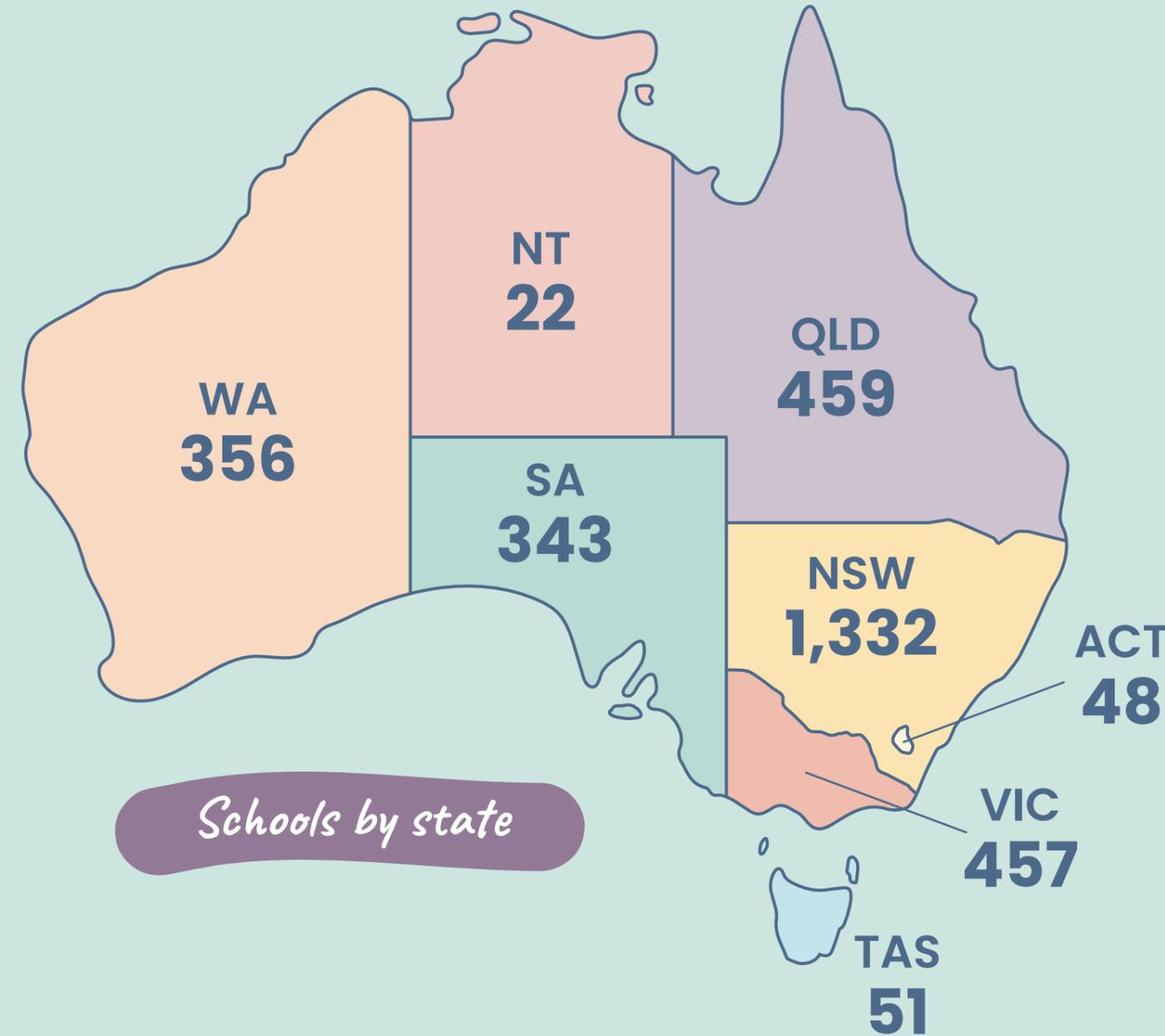


- Government
- Independent
- Catholic

Schools by type



- Primary
- Combined
- Secondary



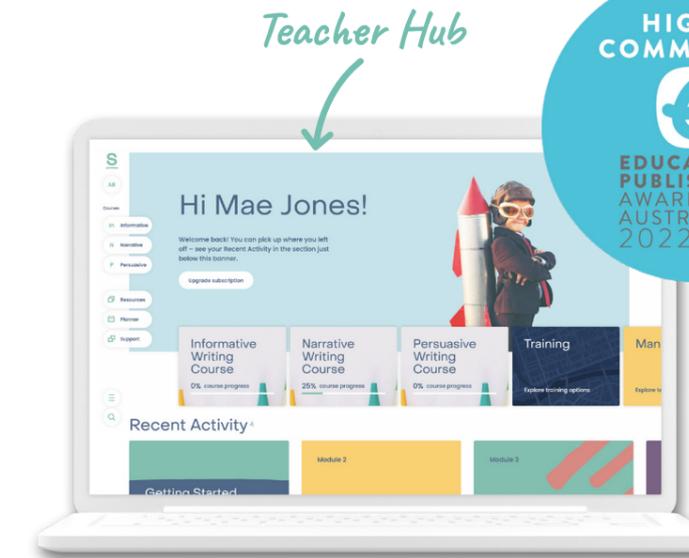
Schools by state

Rated No.1 by educators

We're honoured to have been voted **Publisher of the Year 2022** by our fellow educators and industry experts.

And we continue to be recognised for our achievements, with awards for:

- excellent customer service
- most influential educator
- our member site, Teacher Hub.



Success in schools

Read what other schools have to say about their Seven Steps journeys here:



Improving results year on year

Al Sadiq College is a K-12 Muslim Alawite school in Sydney where all students come from a non-English speaking background.

'In 2018, less than 25% of students in Years 3-6 were able to compose a 'satisfactory' piece of writing. My team and I felt it was key to not just improve student writing, but also impart a love for it. So we brought in the Seven Steps – and have seen a consistent and marked improvement in NAPLAN ever since.

Our 2022 results in writing have been the best yet! More than 50% of students in both Years 3 and 5 are sitting in the top two bands. And for the first time, many of our Year 7 students have hit the top band.

Seven Steps has allowed our students to write in sequential steps, build their vocabulary and extend their creativity.

The most surprising achievement was one of our Year 2 students submitting a creative piece of writing in the NESA Write On competition and winning a Stage 1 silver award.

Seven Steps has given our amazing students and teaching team the strategies to go for gold!

~ Mary Semaan, Head of Primary (K-6), Al Sadiq College

Turning writing into a strength

For Bunbury Primary School in WA, writing was the area of the curriculum that needed improvement.

'In 2016, our NAPLAN data in writing was not showing improvement. Our literacy team noted a lack of engagement and enthusiasm about writing across the board, and teachers were asking for more direction and support strategies.

Seven Steps to Writing Success was selected as it was highly recommended as an evidence-based writing resource that was effective and reflected our whole-school focus.

Not long after implementing it, we could see a definite improvement in our school writing data. Seven Steps has been an excellent resource and has helped us unlock student writing potential. We've seen student confidence and engagement soar, with some outstanding improvements.

We've been able to boost literacy results and turn writing into one of our strengths.'

~ Franca Dillon & Adriana Palermo, Associate Principals, Bunbury Primary School

Winner of the 2022 Australian School of the Year and 2022 Primary School of the Year (The Educator)



Our approach

What makes the Seven Steps approach so successful?

It's a simple shift in thinking.

Think about learning a sport. When you show up for your first tennis lesson, you're shown a particular technique – let's say the forehand – and you practise it over and over. Before you know it, you've built up a bit of skill and the technique goes into muscle memory – it doesn't feel so difficult.

It's the same with writing. Students need to learn and practise the skills in isolation first. Asking students to 'write a story' is like asking the new tennis student to play an entire tennis match. It's just too big and you are setting them up to fail!

If you want to learn how to write, ask a writer!

Developed by international author and former teacher Jen McVeity, Seven Steps explicitly teaches students the skills that professional authors use.

These are the skills that students need to:

- plan and structure an engaging text
- come up with unique and cohesive ideas
- hook the reader from the first sentence
- bring writing to life with descriptive language.

No gimmicks with Seven Steps, just powerful pedagogy and strategies.

~ Nic Constable, St Ambrose Catholic Primary School



What are the Seven Steps?

Step 1: Plan for Success

Step 2: Sizzling Starts

Step 3: Tightening Tension

Step 4: Dynamic Dialogue

Step 5: Show, Don't Tell

Step 6: Ban the Boring

Step 7: Exciting Endings /
Endings with Impact

The building blocks for great writing

Seven Steps breaks down writing into manageable chunks, so students aren't overwhelmed by writing a whole piece straight away. Instead, students gain confidence with each Step they learn, practising each technique in isolation using fun, collaborative activities.

After practising the individual techniques, they then learn how to put them all together to write complete texts, becoming independent, creative and engaging writers.

It has changed the way I teach writing. I now see the evidence that it makes an enormous difference to the way my students write.

~ Rita Renwick, Year 6 Literacy Teacher, St Simon Peter Catholic Primary School

The Five Secrets to teaching great writing

Based on best-practice pedagogy and supported by years of educational research, these 'Five Secrets' underpin the Seven Steps approach.



Transforming writing Step-by-Step

With Seven Steps, your school will have the training and resources to support you every step of your writing improvement journey.

LEARN the theory

Get your school started with:

- Workshop One: Seven Steps to Transform Writing
- Teacher Hub writing courses

Then take it further with:

- Applying the Seven Steps with Beginner Writers (Online Workshop)
- Workshop Two: Putting it All Together

TEACH the concepts

Follow our implementation guide to introduce each Step, using:

- Teacher Hub Essentials (online subscription)
- Tool Kit (teaching manuals)

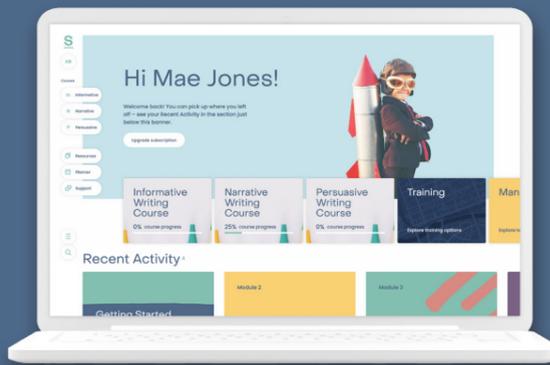
APPLY the new skills

Give your students plenty of practice applying their new skills with fun activities, using:

- Teacher Hub Essentials (online subscription)
- Tool Kit (teaching manuals)

ASSESS progress

Use the assessment tools in Track Your Success (included in your Teacher Hub subscription) to assess student progress and identify where to focus next.



Teacher Hub
Tool Kit



LEARN
the theory



ASSESS
progress

GROW

Build on each skill using the
Learn → Teach → Apply → Assess
cycle of teaching for each Step.



TEACH
the concepts



APPLY
the new skills

Our impact

Far-reaching benefits

The Seven Steps approach improves writing results. But our impact extends well beyond better writing. With Seven Steps, you'll also see ...



Engaged students

Boosted student confidence

Buzzing writing lessons

A common language

Reinvigorated teaching

Enhanced communication

Improved behaviour

Student pride

Collaborative classrooms

A boost in creativity

Improving student writing in just 10 weeks!

Teachers across Australia tested their students before and after 10 weeks of implementation of the Seven Steps, then shared the data with us for analysis. Here are the results* from 1,740 Foundation to Year 9 students.

68% of students improved by more than 1 entire band



34% by 1 band

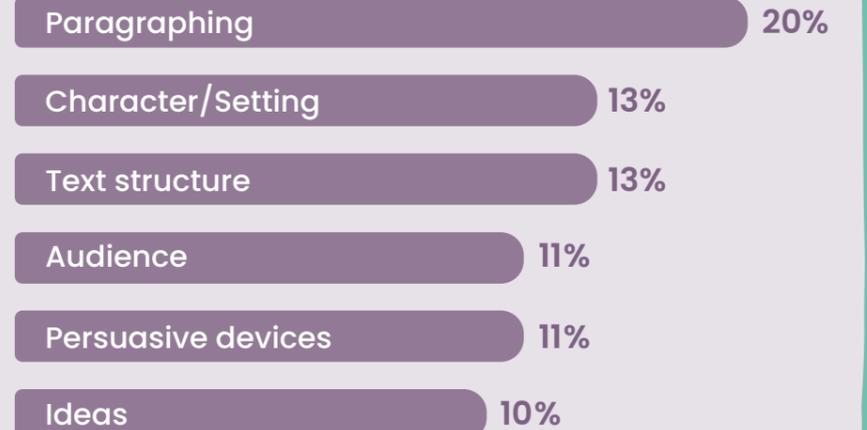


21% by 2 bands



13% by 3+ bands

NAPLAN marking criteria that saw the greatest improvement:



In just 10 weeks, the majority of students taught the Seven Steps improved by the equivalent of 2 years in writing ability.

2 years

*Click [here](#) to access the full report.

Together, we can transform writing for life.



Inspire

Create a culture of
collaboration, learning
and great writing

Trust

Teach with confidence
using award-winning
resources

Belong

Join our supportive
community of over 45,000
Seven Steps teachers

Grow

Achieve amazing
outcomes for your students,
teachers and school

sevenstepswriting.com
school@sevenstepswriting.com



Ready to get started?

Call us on (03) 9521 8439

