



# GEMS Winchester School Dubai



## UAE National Anthem Communication & Induction Protocol

**Person(s) Responsible:** Executive Leadership Team

**Approved by ELT:** August 2026

**Date of Next Review:** June 2027

### Contents

1. [Purpose](#)
2. [Communication Principles](#)
3. [Core Messages](#)
4. [Communication with Staff](#)
5. [New Staff Induction](#)
6. [Communication with Students](#)
7. [Early Years Communication](#)
8. [Communication with Parents & Carers](#)
9. [Parent & Visitor Conduct](#)
10. [Communication with Contractors & Suppliers](#)
11. [Visitor Communication](#)
12. [Institutional Events](#)
13. [Students of Determination](#)
14. [Emergency and Exceptional Circumstances](#)
15. [Communication during Distance/Remote Learning](#)
16. [Annual Communication Schedule](#)
17. [Monitoring](#)

## 1. Purpose

This document outlines how GEMS Winchester School Dubai (WSD) will communicate expectations relating to the observance of the UAE National Anthem to:

- Students;
- Academic staff;
- Non-academic staff;
- Parents and carers;
- Visitors;
- Contractors; and
- Suppliers.

It also sets out the induction requirements for staff joining WSD during the academic year.

This document meets the requirements of the KHDA Standards for UAE National Anthem Observance Policy (June 2026). It has been written in line with this policy, as well as the additional Guidance on the Implementation of the UAE National Anthem Observance Policy (June 2026). The document should be read alongside the WSD UAE National Anthem Assembly Plan.

[Click here to return to the Contents page](#)

## 2. Communication Principles

Communication relating to the UAE National Anthem will be:

- Clear;
- Respectful;
- Consistent;
- Age-appropriate;
- Accessible;
- Inclusive; and
- Reinforced regularly.

All stakeholders should understand both:

1. The significance of the UAE National Anthem; and
2. The conduct expected when it is played.

[Click here to return to the Contents page](#)

## 3. Core Messages

The following messages will be communicated consistently across the WSD community.

### **Significance**

The UAE National Anthem is an important symbol of:

- National identity;
- Unity;

- Pride;
- Belonging;
- Respect; and
- Civic responsibility.

Observance provides the WSD community with a shared opportunity to demonstrate respect for the UAE and its national identity.

### **Daily Observance**

The UAE National Anthem will be played on every operational school day. It will be played:

- As part of a group assembly; and
- Through the school's PA system where a cohort is not attending an assembly on that day.

### **Weekly Assembly**

Every student will have the opportunity to participate in a shared physical gathering for the anthem at least once each week.

Daily PA observance does not replace this requirement.

### **Conduct**

When the anthem is played, individuals must:

- Stand respectfully where physically able;
- Remain still;
- Give their full attention;
- Face the UAE flag where displayed;
- Refrain from talking;
- Refrain from using mobile devices; and
- Avoid distracting behaviour.

Students are encouraged to sing along.

### **Inclusion**

Students of Determination will be supported to participate in a manner appropriate to their individual needs. Reasonable adjustments will be provided where required.

[Click here to return to the Contents page](#)

## **4. Communication with Staff**

At the beginning of each academic year, all academic and non-academic staff will receive communication explaining:

- The significance of the UAE National Anthem;
- The school's daily observance arrangements;
- The weekly assembly requirement;
- The WSD Assembly Plan;

- Expected staff conduct;
- Expected student conduct;
- Supervision responsibilities;
- Arrangements for Students of Determination;
- Institutional event requirements;
- Emergency and exceptional circumstances procedures; and
- The role staff play in modelling respectful observance.

Communication may take place through:

- Whole-school staff induction;
- Staff briefings;
- Email;
- Staff handbooks;
- Digital staff platforms;
- Departmental or phase meetings; and
- Relevant training materials.

Staff communication records will be retained.

[Click here to return to the Contents page](#)

## 5. New Staff Induction

All new staff joining WSD at any point during the academic year will be inducted on UAE National Anthem observance expectations within their first week in post.

The induction will include:

- The significance of the anthem;
- Daily observance requirements;
- Weekly assembly requirements;
- The school's selected assembly model;
- Expected conduct;
- Staff supervisory responsibilities;
- Inclusive arrangements;
- Reasonable adjustments;
- Event requirements;
- Expectations relating to parents and visitors; and
- Arrangements during emergencies or exceptional circumstances.

[Click here to return to the Contents page](#)

## 6. Communication with Students

At the beginning of each academic year, students will be explicitly taught or reminded about:

- Why the UAE National Anthem is observed;
- When it will be played;
- The weekly assembly arrangements;

- How they are expected to behave;
- How to show respect;
- The significance of the UAE flag; and
- The importance of respecting the observance even where students come from different nationalities and backgrounds.

Communication will be age-appropriate.

Methods may include:

- Assemblies;
- Tutor/form time;
- Class discussions;
- Student handbooks;
- Digital communications;
- Visual displays; and
- Reminders immediately before observance where appropriate.

Student expectations will be reinforced throughout the year where required.

Routine informal activities, including parent-teacher meetings, individual classroom visits, bake sales and routine internal activities, **are not treated as institutional events** for the purpose of this requirement.

[Click here to return to the Contents page](#)

## 7. Early Years Communication

For Early Years children, staff will use age-appropriate language and routines.

Children will be encouraged to:

- Listen calmly;
- Participate respectfully;
- Recognise the UAE flag;
- Develop familiarity with the anthem; and
- Understand that the anthem is an important part of school life in the UAE.

Formal standing and accurate singing will not be treated as the measure of compliance for young children.

[Click here to return to the Contents page](#)

## 8. Communication with Parents and Carers

At the start of each academic year, WSD will communicate the National Anthem observance expectations to parents and carers.

The communication will explain:

- The purpose and significance of National Anthem observance;
- That the anthem is played every operational school day;
- That students participate in a weekly physical group assembly;
- Expected student conduct;
- Arrangements for Students of Determination;
- Expected parent and visitor conduct when present during the anthem; and
- That the school's arrangements are based on KHDA requirements.

Communication may be shared through:

- Parent email;
- The school website;
- Parent handbook;
- School app or digital platform;
- Newsletters; and
- Other appropriate channels.

[Click here to return to the Contents page](#)

## 9. Parent & Visitor Conduct

Parents and visitors who are present when the anthem is played will be expected to:

- Stand respectfully where physically able;
- Remain still;
- Give their full attention;
- Refrain from conversation;
- Refrain from using mobile devices; and
- Avoid activity that could distract from respectful observance.

Visitors will be supported to understand these expectations through appropriate signage, staff guidance or other visible communication.

[Click here to return to the Contents page](#)

## 10. Communication with Contractors and Suppliers

Relevant contractors, suppliers and regular service providers will be informed that when the National Anthem is played on the WSD campus, they are expected to:

- Pause their normal activity where safe to do so;
- Stand respectfully where physically able;
- Remain still;

- Refrain from conversation and mobile phone use; and
- Give the anthem their full attention.

Where relevant, expectations will be included within:

- Contractor induction;
- Supplier communication;
- Visitor procedures;
- Security briefings; or
- Site access information.

[Click here to return to the Contents page](#)

## 11. Visitor Communication

WSD will take reasonable steps to ensure visitors understand expected conduct. This may include:

- Entrance signage;
- Reception signage;
- Digital display screens;
- Visitor badges or information cards;
- Verbal reminders from reception/security staff;
- Event programmes; and
- Pre-event communication.

The key visitor message will be:

When the UAE National Anthem is played, please stand respectfully where physically able, remain still and give the anthem your full attention. Please refrain from using mobile phones or engaging in conversation.

[Click here to return to the Contents page](#)

## 12. Institutional Events

Event organisers must ensure that attendees are aware that the UAE National Anthem will be played at the start of relevant institutional events. This includes:

- Eid Al Etihad / UAE National Day events;
- Flag Day;
- Commemoration Day;
- School performances;
- Choir performances with invitees;
- Open days;
- Sports days;
- International Day;
- Graduation ceremonies; and
- Virtual or hybrid versions of these events.

Where appropriate, event communication will include a brief reminder of expected conduct.

The UAE National Anthem must be played at the start of each institutional event, even where multiple events take place during the same week.

[Click here to return to the Contents page](#)

### 13. Students of Determination

Communication with students, parents and staff will make clear that reasonable adjustments may be made for Students of Determination. Students may require adjustments because of:

- Disability;
- Mobility needs;
- Health conditions;
- Sensory sensitivities;
- Additional learning needs; or
- Another identified individual need.

Adjustments will support inclusive participation and will not be treated as non-compliance.

Relevant staff will be informed of individual arrangements on a need-to-know basis.

[Click here to return to the Contents page](#)

### 14. Emergency and Exceptional Circumstances

Staff will understand that safety takes precedence over routine observance. Where an emergency, evacuation, lockdown, severe operational disruption or other exceptional circumstance prevents observance:

- Emergency procedures will be followed;
- The reason will be recorded;
- No attempt will be made to continue observance where doing so would compromise safety; and
- Normal arrangements will resume at the earliest safe opportunity.

[Click here to return to the Contents page](#)

### 15. Communication during Distance/Remote Learning

During periods of full or temporary distance learning, staff, students and parents will be informed that:

- The anthem will be played at the start of the first scheduled synchronous period each operational school day;
- Students are expected to observe it respectfully;
- The weekly physical assembly requirement is suspended during full distance learning; and
- Normal arrangements resume when in-person education restarts.

[Click here to return to the Contents page](#)

## 16. Annual Communication Schedule

The following minimum communication schedule will apply.

| Stakeholder           | Communication Type      | When?                  | Responsibility  |
|-----------------------|-------------------------|------------------------|-----------------|
| All Staff             | Annual briefing         | Start of academic year | ELT             |
| New Staff             | Individual induction    | Within 1 week          | HR              |
| Students              | Assembly/Tutor Time     | Start of academic year | Heads of School |
| Parents               | Written Communication   | Start of academic year | ELT             |
| Contractors/Suppliers | Written Communication   | Ongoing                | MSO             |
| Visitors              | Verbal guidance         | Ongoing                | Reception       |
| Event Attendees       | Event-specific reminder | Before event           | Event Lead      |

[Click here to return to the Contents page](#)

## 17. Monitoring

The Executive Leadership Team will periodically check that:

- Annual staff communication has taken place;
- Parents and students have received communication;
- New staff are inducted within their first week;
- Visitor signage remains visible and accurate;
- Event organisers understand their responsibilities;
- Relevant contractors and suppliers have been informed; and
- Communication reflects current school arrangements.

Any identified gap will be addressed promptly.

WSD will retain appropriate records demonstrating communication and induction. These may include:

- Staff emails;
- Presentation materials;
- Staff briefing records;
- Induction records;
- Student assembly materials;
- Parent communications;
- Website or app communications;
- Contractor communications;
- Visitor signage;
- Event programmes; and
- Other appropriate evidence.

Records will be available to KHDA upon request.

[Click here to return to the Contents page](#)