



Boarding Schools Expo

Australia

OUR IMPACT REPORT

2023

We acknowledge that the land on which we work and live is the traditional land of the Wiradjuri and Wangaaypuwan peoples of the Wiradjuri Nation. We pay our respects to Elders past and present and extend that respect to all First Nations people.



Our Story

19 years ago we started out with one event in Dubbo.

15 boarding schools from Sydney and regional NSW put their faith in this 'new' model and turned up.

So did 60 rural and remote families. Some driving up to 400 km to meet with and discuss their child's education opportunities.

From there, Boarding Schools Expo Australia (BSEA) has grown. We've welcomed close to 13,000 children and their families to 60 face-to-face events over the past 19 years, including two virtual expos and the Australian Boarding Schools Summit.

We've had gaps in proceedings due to crippling drought and, of course, the pandemic.

Time stands still for no one and this is particularly true of the digital mediums we now use. Back in 2005 social media didn't exist, people still faxed each other funny memes, communication was dial up...internet available broadly but certainly not throughout many areas of rural and remote Australia.

The opportunities were just being explored.

Here at BSEA we've grown alongside digital mediums of marketing and we've embraced new technologies and strategies.

With that in mind, in 2023 we have proudly presented the second Australian Boarding Schools Summit as part of our virtual 'Boarding Expo 365'. We partnered with 23 schools to bring Australian families the Boarding Summit discussing the topics they're most interested in and that help them throughout their boarding school years.

We want to represent every boarding school in Australia and we want to bring families to the table at the earliest stage to help them plan the best opportunities for their child/ren.

Enjoy our 2023 Impact Report and find out where we're headed.



HOW MANY CHILDREN THROUGH
THE DOORS IN 2023?

1,069

**WITH 446 FAMILIES
VISITED OUR EXPO
EVENTS TO MEET
THEIR FUTURE
BOARDING SCHOOL**

In 2023 across our face to face events in Dubbo, Wagga Wagga, Narrabri and our pop-up afternoon in Griffith, we welcomed 446 families (and just over 1000 children) keen to start or continue conversations with schools about their boarding options.

Of these, 72% were first-time visitors to one of our events.

Our exit surveys continually demonstrate how important the Boarding Schools Expos are for rural and regional families. The stats continue to indicate that after attending an Expo, around 80% of families are considering schools they hadn't previously thought of or even short-listed.

These numbers prove beyond doubt that schools attendance and responsiveness to the needs of families plays a major role.

We've had 417 registrations for our Boarding Summit (at the time of printing) and those numbers continue to grow. The virtual ensures that families are comfortable to explore their options at the earliest possible stage and keep returning as often as they like.

It's a vital platform for those that live too far away from an in-person event, or are not ready to have that conversation just yet.

These numbers really do speak for themselves – we know it's important to be there face-to-face, and 2024 will see the team at Boarding Schools Expo Australia provide even more opportunities for you to meet families from right across Australia.

Amanda Ferrari
Director BSEA

2024 Expo Events

Two Day Expo Events

Dubbo, NSW - 10/11 May

Mildura, VIC - 18/19 May

Wagga Wagga, NSW - 21/22 June

Tamworth, NSW - 26/27 July

Half Day Pop Up

Moree, NSW - 25 July

Two Day Pop Up

Mildura, VIC - 18/19 May

Mount Isa, QLD - 1/2 December*

Australian Boarding School Summit

Boarding Expo 365

Stream anytime, anywhere.

*running in conjunction with 'Sports for Bush Kids' week & working with Mount Isa BOTA ICPA

72%

OF FAMILIES WHO VISITED
AN EXPO THIS YEAR WERE
FIRST TIME VISITORS

109km

AVERAGE DISTANCE
TRAVELLED TO ATTEND
(500KM WAS THE FURTHERST)





KATE KOVACS

**DIRECTOR OF BOARDING
2022**

Loreto Normanhurst, NSW

Kate Kovacs has served the Loreto Normanhurst community in her role as Director of Boarding since 2010, and prior to that as Deputy Director of Boarding, Head of House and teacher since 1992. During this time, Kate has become known to the community for her unwavering commitment to delivering a safe, nurturing and exciting experience for Loreto boarders. Her progressive vision has seen an evolution in Loreto Boarding, and her prioritisation of boarding families and community-mindedness has cemented Loreto Boarding as 'the heart of the school,' as it is fondly known.

Why did you participate in BSEA events this year, and particularly the new online format?

The Boarding Schools Expo provides a fabulous opportunity for us to meet and talk with prospective Boarding families face-to-face. In this relaxed environment we can help families discover the benefits of boarding at Loreto Normanhurst for their daughters.

It is great for prospective parents to be able to meet our staff and have them answer any questions they may have in a personalised way. We also love it when our current boarding families pop in to catch up and say hello.

We understand that it is not always practical for families to attend the Boarding Expos with time and proximity being a barrier for many. We were keen to participate in the Virtual Boarding Expo to bring the Boarding Expo experience to life for those who could not otherwise attend.

What is the current boarding situation at Loreto – challenges?

Loreto Normanhurst is one of the largest all girls boarding school in NSW. Over 80% of our boarding students are from rural and regional NSW, with others from the Sydney basin, interstate and overseas. As we anticipate the construction of our new boarding school, which will open in 2025, we will be growing the number of boarders from 180 to over 200.

We are excited to welcome 19 new Year 7 boarders for 2023- and these girls are all currently participating in our 2023 Orientation Program.

We pride ourselves on our pastoral and academic care programs, our flexible boarding model and our weekend recreation program, which allows us to support and grow a thriving community of boarders at Loreto Normanhurst.

What are your goals by being involved with BSEA?

Our goal is to drive awareness of the benefits of boarding at Loreto Normanhurst with families around Australia who are looking at a boarding school for their daughters. Through our involvement at expo, we want to support families by providing them the input and information they need as they make this important decision.

What was your highlight from this year's events?

The highlight is always when our current local families "drop in" at Expo to say hello and then stay to chat to interested families – they are so positive about their Loreto experience and make the experience seem so real for those considering our school.

Do you have any advice for other boarding schools wondering if these events are for them?

We highly recommend involvement in the Boarding Schools Expos.



"The expo is an invaluable point of engagement for current and prospective Boarding families with our school."



We're Spreading Our Wings

It's been 19 years since Meg Bennett founded Boarding Schools Expo Australia in its original format as Boarding Schools Expo NSW.

Over the years the Expo travelled to southern Queensland, and into Victoria.

Now, we're spreading our wings.

2022 saw us host our first ever event in Mount Isa, QLD and we're heading back in 2024 working with the Mount Isa BOTA ICPA and the P&F of Mount Isa School of the Air.

In our planning for 2024 we've been really eager to offer our Victorian, Queensland, South Australian and Northern Territory schools events that will target potential families for their boarding communities.

In doing that we've committed to more face-to-face Expo events than ever before and we're looking to you, the schools, to hit the road with us.

We can't wait to welcome you all - to our schools that have been exhibiting with us for years, and to our new Exhibitors.

**“A CHANCE TO SEE
OTHER SCHOOLS THAT I
HADN'T CONSIDERED”**

Becoming a recurring theme at expos.

Read some of our profile stories from exhibiting schools, new and old, and find out just what it is that brings schools on board and keeps them coming back.



ANDREW THORNE

DIRECTOR OF BOARDING 2022

Blackheath & Thornburgh College, Charters Towers QLD

My wife Jen, who is the boarding mum, and I are both teachers and have a strong focus on supporting your daughters and sons academically – through specific support and direction in prep time in boarding, as well as by advocating and communicating with their teachers in school.

As parents of children who boarded we have a strong understanding of the need for clear and open communication with all our boarding families. Along with the whole boarding team we have a passion for the pastoral care and development of young people and we warmly welcome you and your family to boarding at Blackheath & Thornburgh College.

Why did you participate in Boarding Schools Expo Australia events?

BSEA events provide a specific dedicated marketplace for families looking for boarding for their children. Expos facilitate specific interest in boarding schools compared to agricultural shows and field days.

What is the current boarding situation at Blackheath & Thornburgh College – challenges?

Blackheath & Thornburgh College currently has 140 boarders and is proud of the high quality close-knit, caring boarding and pastoral care that we offer all of our students.

As with all of society, the greatest challenges in recent years have been in dealing with Covid and the health and well being effects that have resulted, particularly given the widespread locations of all our families.

Our professional, caring staff and engaged families have meant that this challenge has been overcome at each turn, as reflected in the positive outlook and good health of our boarders.

What are your goals by being involved with BSEA?

Being involved with BSEA will enable parents and families to assess the strengths and niche advantages of BTC while they are looking at all the boarding schools available to them and their specific needs.

Dedicated Queensland expo events are a new concept for BSEA, what's the main advantage as you see it to being involved?

Dedicated Queensland expo events provide an ideal forum for Blackheath & Thornburgh College to meet new families and prospective students.

With our home in Charters Towers in north Queensland the majority of our boarders are from around Queensland.

Do you have any advice for other boarding schools wondering if these events are for them?

As Blackheath & Thornburgh College is new to Boarding Expo events we are looking forward to the connections we will be able to make with other boarding schools and lessons learned from others in the same industry.

We are also enthusiastic about being involved in events with a specific dedicated audience looking for what we have to offer.

"BSEA provides an effective arena where families can be matched to the right boarding school for them."

48% of families that visited in 2023 did not attend boarding school

NO STANDING AFFILIATION WITH ANY SCHOOL



Our Formats

Expo

two day event + powered booth
\$3,800 incl GST (early bird pricing)

Pop-Up Expo

two day event + exhibitors bring their own media walls & banners to create a space
\$3,200 incl GST (early bird pricing)
special introductory offer

Pop-Up

half day event + BYO media/walls (as in pop-up expo)
\$3,200 incl GST (early bird pricing)

Australian Boarding School Summit

as part of our online virtual expo
Boarding Expo 365

gold partnerships:

package includes virtual booth, signage + numerous additional features

one off registration + set up fee:

gold partner annual subscription:

\$1,500 incl GST

(early bird pricing)

silver partnerships:

package includes logo displayed on

landing page + extras

\$550 incl GST



JO GRINHAM

FORMER REGISTRAR
2022

The King's School, NSW

Why do you participate in BSEA events?

We participate in the BSEA to promote, network and create brand awareness for our School.

It is a wonderful way to connect with country families and enjoy conversation face to face. We want to be the kind of school that listens and supports our regional families. They are the foundation of our school.

It is also a terrific way to meet other staff from other schools, share news, ideas and stories.

What is the current boarding situation at TKS – challenges?

We are fortunate that our Boarding program is full and thriving now, but we will always try to make room for a gorgeous country boarder!

No doubt there have been challenges for families after a few years of drought, floods, mice plagues and COVID. However, with the generous support of our School Council, we always encourage families to reach out and talk to us about Scholarships and Bursaries.

For our international students, the current challenges are related to Visa issues but we are working together to help them return.

What are your goals by being involved with BSEA?

Our main goal this year has been to tell the story of the fabulous primary boarding program at The King's School, Tudor House.

For children to develop their 'Boarding Wings' in such an exciting and nurturing environment is a message that we have all enjoyed sharing.

The co-ed Year 3-6 boarding program at Tudor House, gifts children with the opportunity to develop independence, be risk takers, learn through inquiry, grow in confidence and be ready for their Senior School journey.

For our boys transitioning to the Senior Campus at North Parramatta, they glide in confidently and are natural leaders within the Year 7 Gowan Brae boarding house.

What was your highlight from this year's events?

Reconnecting with our rural community has been the absolute highlight!

Catching up with old friends, having visits from current families and meeting future hopefuls has been magic.

Watching Amanda and her team exploring new ideas and opportunities has also been very exciting.

Introducing the new Head of Tudor House, Adam Larby has been helpful for those families who are thinking about primary boarding.

One highlight was when Adam's beautiful daughter shared the stand with the team in Mudgee and she did her school so very proud.

Do you have any advice for other boarding schools wondering if these events are for them?

My advice would be ... come along and meet the BSEA family. We are a friendly bunch and have a lot of fun over the few days together.

"Sharing your school's story in the various country locations is very powerful."

The country families are always so grateful for us being there in person and they LOVE the goodie bags and information to take home and digest.



Boarding Expo 365 Australia

Here at BSEA we've grown alongside digital mediums of marketing and we've embraced new technologies. With that in mind, in 2024 we will continue our virtual platform, Boarding Expo 365 incorporating the Australian Boarding Schools Summit for families of current boarders and prospective families.



Chat with Schools
Representatives from the
comfort of your home



Save brochures and
videos to your virtual
showbag



Join experts at our
'Boarding Summit'.



Visit as often as you
like 365 days of the
year

Last year was very busy with the first year of the virtual expo and this year we're proud to present 23 Gold Partner schools from Victoria, NSW, ACT, Queensland and NT who have ensured that we are able to produce the Australian Boarding Schools Summit as part of this platform.

Why not register as a school visitor and discover Boarding Expo 365 for yourself?

Just as back in 2005 when 60 families showed up at the first ever Expo event in Dubbo, we're watching families register and become familiar with the virtual offering, and we acknowledge that they are supporting the schools who are committed to reaching them where they live, making their journey towards boarding school that little bit easier.

419
families
registered

AS AT 6 OCTOBER 2023

744
children
included

AS AT 6 OCTOBER 2023

It's truly 'Destination Boarding...from wherever you call home'



It's never too early to start the conversation...

We're not just satisfied with bringing the boarding schools to families wherever they call home.

No. We want to absolutely arm them with everything they ever wanted to know about boarding schools and how they shape the lives of children, and indeed the entire family unit.

We are bringing you our LIVE ONLINE '[Boarding Schools Summit 2023 \(ABBS\)](#)'. By registering to 'attend' our online Expo you'll automatically receive an invitation to attend online Friday 13 October, 2023.

Check out the Program on our website to discover the topics up for discussion with our invited panelists – they're experts in their fields and whether that's education, psychology, nutrition, grief or parenting...they'll bring something to your kitchen table that will broaden the road to boarding school for you.

Find out more about our Boarding Schools Summit 2023 including the Agenda for 13 October.

We believe it's never too early to start the conversation with your child's future boarding school and the ABSS will ignite the spark families may need.



"We also stopped and spoke to schools that we hadn't considered and furthermore, were able to cross some schools off our list all together."

THE ROBERTS FAMILY

DUBBO EXPO VISITORS - 2022 & 2023

We're a family of 5 with children aged 11, 8 and 7. We are located 40km west of Dubbo and run a mixed cropping/livestock farm and a pharmacy. All of which keep us on our toes!

Can you share with us why you're considering boarding school as an option for your children?

For us it's about the opportunities that boarding school presents. There is the option of an hour long bus trip to Dubbo for high school however, we would prefer for this time to be spent on extra curricular activities, leisure or homework. In addition, with the ages and stages of our children it then becomes a logistical nightmare to get some children to the bus early whilst the others are in town too early for their school drop off.

From your visit to the Boarding Schools Expo, what were the highlights for you?

Our highlight was speaking to the directors of boarding in person. These interactions and building of relationships enabled a connection and a feel for what sort of people were leaders in these houses that our children would come to call 'home'.

Would you mind telling us the benefits of having so many boarding schools under one roof closer to where you call home?

It enabled a shortlist and to be able to 'speed interview' schools that we thought could be an option.

Have you found our website a useful resource for your family as you research boarding school options?

Yes we have! As we continued to refine our shortlist. I kept going back to the website to compare stats on the schools in question.

529

**BOYS ATTENDED NSW
EXPOS THIS YEAR**

540

**GIRLS ATTENDED NSW
EXPOS THIS YEAR**



DESTINATION BOARDING - The Podcast

BSEA is a multi-faceted marketing platform that exists to build the brand of 'boarding'.

2023 has seen even more development of the virtual expo, our Australian Boarding Schools Summit bringing families into the conversation about boarding school in the 2020's, and now, a podcast.

Destination Boarding (The Podcast) has been created to share stories about boarding school life from a student and family's point of view.

We talk all things boarding, from packing those bags for the first time, to waving the kids goodbye, what to expect from life as a boarder and beyond!

We connect with graduates, young and old, who attended an array of boarding schools across Australia and talk about how it shaped them into the people they are today.

We're talking to the schools themselves – how they help families build communities away from the places they call home and get the best out of every boarder.

It's for families considering their options, and for families already on the road, it simply shares the good news about boarding school.

WE'RE ALMOST AT

3,500

DOWNLOADS SINCE LAUNCHING

At the time of writing we had just launched Season 4 and are slowly building an audience. It all takes time.

You can listen wherever you stream your podcasts.



ANTHONY BEGG

DIRECTOR OF BOARDING
2022 RESPONSE

Saint Ignatius College Riverview, NSW

Why did you participate in BSEA events this year?

BSEA provides a wonderful opportunity to connect with regional families in a welcoming and comfortable environment. It's also very helpful for us, as a school, to plan our community events around the Boarding Expos, so we can reconnect with our families and alumni in those areas.

What's it like being under one roof with dozens of other boarding schools?

Having many boarding schools presenting in one place is great for families, because there are so many incredible schools that all have their unique points of difference that parents are looking for. Choosing a boarding school for their children is a significant emotional and financial decision, so providing an occasion where they can connect with the schools they are considering is really important. Families start to get a 'feel' for the people who are going to care for their children.

Is there value for you, as a member of the boarding schools profession, to be able to network with people from the same 'industry'?

I've found that all the school representatives are very warm and welcoming. The expos create opportunities – in between parent conversations – for boarding leaders to discuss the current climate of boarding and what we are all doing to engage our students and families. It is a tight network of people who are passionate and understand the 'lifestyle' that is boarding.

How do you share the story of Riverview at an event like ours?

Our school has over 140 years of tradition, with its humble beginnings starting as a boarding school with just 12 students. Today we have almost 300 boarding students cared for by key staff members, a number of whom attend the expos so parents can meet and chat with the people who will be caring for their children and ask questions directly to them. We have also had Riverview parents and students from the area attend our boarding expos to share their first-hand experience to perspective families.

What would you say to schools who feel it may be a risk to be 'in the room' with their competition?

The expos are not about competing with other schools but rather offering families a welcoming space to find out what is 'real' about your school. Each school has its strengths and being present at the expos provides an opportunity for families to investigate further if there is an alignment of values. The key is understanding your school's identity and having an intimate understanding of your culture, so you can share these with families who attend the expos.



**Expo Ages
Breakdown**

20%

0-6 YEARS

45%

7-11 YEARS

35%

12-16 YEARS



Marketing

TV Advertising

Prime Sthn NSW (7 & 7Mate)
 Prime Central West
 Prime Tamworth North West (7) Interviews
 to camera with Prime and Win
 Win Television

Radio Advertising

ABC North West 2WEB
 2DU
 Triple M
 Hit 106.9
 2TM
 Hit 93.5

Sponsorships

Gold Sponsor ICPA NSW
 Partnership ICPA NSW & QLD
 Various Rural Sporting Clubs

Podcasts & Interviews

Graziher
 Destination Boarding
 Buy From The Bush

Comment for Copy & Interviews

Buy From the Bush
 Interviews with 2WEB, 2DU and ABC
 Graziher

Billboards

Various campaigns across expo
 regions

Digital Advertising*

The Land
 Queensland Country Life
 Stock & Land
 Farm Weekly
 Weekly Times
 Graziher
 Buy From The Bush
 Bush Journal
 Facebook and Instagram extensive

Boarding School Guides

QLD Country Life Boarding School Lift out
 The Land Boarding School Expo Guide
 Graziher Boarding School Guide
 Social Media Advertising
 Buy From the Bush
 North West Courier, NSW
 QLD Country Life Boarding School Expo Guide
 QLD North Queensland Register Boarding
 School expo Guide

Print Advertising*

The Land Newspaper
 Bush Journal
 QLD Country Life
 NW Courier Education Guide
 Graziher
 North West Weekly
 Pedals (ICPA) National
 Top Wire (ICPA) NSW

*All the rural and regional weekly's within our exhibiting locations



NICOLE PAPASIDERO

REGISTRAR
2022 RESPONSE

Canberra Girls Grammar School

I have the enviable role of inviting prospective families to join our special CGGS community, walking them through their child's enrolment journey, and building relationships with our families along the way.

I work with a small, dedicated team, and we love nothing more than seeing our new students walk through the doors on that first day, full of anticipation about the opportunities that lie ahead for them. If or when our families have to leave our school for any length of time, it is also my goal that they feel as welcome to return as they did to begin.

Why did you participate in BSEA events this year, and particularly the new format Boarding Expo 365?

CGGS has attended the BSEA for a number of years now, and we have found it to be a fabulous way for rural families to investigate the first-class offerings of Australian Boarding Schools, right in their home towns.

The fact that families can engage with multiple school representatives, and ask questions in a relaxed and welcoming setting, is key to finding the right fit for them.

And Boarding 365 is such a great initiative! We all want to be everywhere at once, but interstate and international travel is not always feasible – this platform allows us to be visible and available to prospective families literally every day of the year!

What is the current boarding situation at CGGS – challenges?

Our heritage-listed Boarding House has capacity for up to 80 full-time boarders, and we are excited to be slowly rebuilding our numbers to pre-pandemic levels.

We have full-time and short-term boarders from Years 7 to

12 from all over Australia, and are very fortunate to be welcoming new international students next year. COVID created many challenges for us and all schools – but, like everyone, we are hoping that the worst is behind us.

What are your goals by being involved with BSEA?

By representing at BSEA, CGGS aims to meet as many families as possible who mightn't otherwise have heard of us, or considered us as an option. By giving families the chance to meet our team, they get a glimpse into the culture and values of CGGS.

We also want everyone we meet to feel very welcome to visit us for a personal tour and see for themselves why we speak so highly of it.

What was your highlight from this year's events?

So many highlights!

First and foremost, it was definitely meeting new families and talking to them about what they want in a school. It was also really lovely to have past students call by, introduce their families, and tell us about their positive experiences at our school. But equally as rewarding was

catching up with the staff from all the other schools; meeting at regular intervals on the BSEA 'roadshow' is a fantastic way to build a network of support. I love that there is no sense of competition between the schools, just the sense that we are all there for the same reason – to allow families to find the best boarding school to suit their child.

Being from the Riverina myself, I really loved seeing some familiar faces from my home region, and afternoon tea with our current and future families in the Wagga region after the Expo was the very best way to end the weekend.

Do you have any advice for other boarding schools wondering if these events are for them?

Just get on board!

It is such a well-organised event, exceptionally well-promoted, and you get real value for money when you consider the exposure potential.

The BSEA team are a really approachable, friendly bunch of people, and they are there to help you at every step.

Two words: Highly recommended.

"Choosing a school, especially a boarding school, can be a monumental decision for families – and I honestly believe there is a school of best fit for every child."

446

FAMILIES ATTENDED
OUR NSW EXPOS
THIS YEAR

BEV OXLEY

REGISTRAR AND LEADER OF
COMMUNITY CONNECTIONS
2022 RESPONSE

St Stanislaus' College, NSW

As the College Registrar and Leader of Community Connections Bev aims to inform, connect and engage with staff, students, parents and community members.

This role takes responsibility for the effective planning, development and management of strategies to increase enrolments at the College and also works to widen the scope of the College outside the current community of staff, students and parents, to reconnect with Old Boys and to engage with new and prospective families.

Why did you participate in BSEA events?

To reconnect with the wider community, raise awareness of Stannies within communities and support the Expos which we attended: Wagga Wagga, Dubbo and Tamworth.

What is the current boarding situation at Stannies?

The College currently offers full boarding, five night weekly boarding and four night weekly boarding.

What are your goals by being involved with BSEA?

To raise awareness of Stannies and connect with communities and families by sharing what the College can offer students in their secondary education journey.

What was your highlight from this year's events?

Connecting with visiting families and with staff from other schools. It was great to chat with families about all-boys education offerings at Stannies, about where we are located and how we can assist families with educating their boys. I even had the opportunity to respond to questions such as "do you like working at an all-boys school"!

Do you have any advice for other smaller boarding schools wondering if these events are for them?

The College has not attended the Boarding Schools Expo's for a number of years and made the decision this year to return and commit to a three year attendance. This decision was made with lots of questions in mind – is it worth it, how does it work, what do we get when we get there, how will our stand be set up.

My advice is to give it a go and commit. The first year is about building presence and letting families know that the school exists and is an option for them. Connections which you feel you may not have made or missed at the Expo, suddenly appear later!

Stannies is very excited to be part of the 2023 Expo's and beyond.



"The connections made with staff from other schools are invaluable – staff have reached out to me following the Expo's offering support, advice and feedback. "



Our Reach

1st September 22 – 31st Aug 23



3,943

EMAIL
SUBSCRIBERS



460,681

PAGES VIEWED



1,771

FACEBOOK
PAGE LIKES



15,078

BLOG POST VIEWS
'The Ultimate Packing List for
Boarding School'

87,705

EMAILS SENT

130,831

UNIQUE VISITORS

241,352

FACEBOOK
CAMPAIGN REACH
(UP BY 156.%)

5,534

BLOG POST VIEWS
'Boarding School vs Day
School', Dr Justin Coulson

5,185

EMAIL CLICKS

157,683

VISITOR SESSIONS

879

INSTAGRAM
FOLLOWERS

3,754

CHECKLIST VIEWS
Choosing a Boarding School

40.7%

AVG EMAIL
OPEN RATE

82.8%

FIRST TIME VISITORS

62,205

INSTAGRAM
CAMPAIGN REACH
(UP BY 176.2%)

3,500

PODCAST LISTENS
31 EPISODES



85%

Australian boarding school students are from rural, regional or remote areas

THE STANLEY FAMILY

TAMWORTH EXPO VISITORS 2022

We are a family of 4 – Ellah 9, Marcus 12, Katie and Todd, currently living on a small property at Woodville just north of Maitland.

"The ability to engage in a deeper conversation with an individual school of preference prior to an organised visit and or a formal interview process."

Todd is originally from Narromine in central west NSW and his family has been in the area since 1930 with farming and commercial businesses. He has spent most of his working career in the construction and engineering sector and is currently working for the local council delivering all their buildings and above ground infrastructure.

Katie who grew up in Sydney, has spent a large portion of her life heavily associated with show jumping and has a career in large scale agricultural events.

Marcus competes on his motorbike and rides socially, mountain biking is growing in his list of activities and has more recently dipped his toe into horse riding.

Ellah is a horse rider participating in her local pony club, along with music and dance.

Can you share with us why you're considering boarding school as an option for your children?

We are lucky enough to have a great local school with strong academic principles however we are looking for a greater level of engagement with our son that we believe only a boarding situation provides.

What were the benefits of having so many boarding schools under one roof closer to where you call home?

Aids in a deeper level of interrogation when you are narrowing down your options prior to one off school visits and prior to a an actual waiting list application.

Is our website a useful resource for your family as you research boarding school options?

Absolutely, this helps refine the key schools that would like to engage with.

ANNABEL IRVIN AND JANE MORRIS

MARKETING AND COMMUNITY ENGAGEMENT AND DEAN OF BOARDING
2022

Stuartholme School, QLD



Why did you participate in BSEA events this year, and particularly the new online format?

We decided to participate in the reinvigorated Boarding Schools Expo events this year as it aligned close to our regional engagement plan and allowed us to visit our wonderful families in these communities.

What is the current boarding situation at Stuartholme - challenges?

As with every school Stuartholme has their challenges but are fortunate to work with a dedicated team of staff professionals and have a very supportive parent community to overcome these when they arise.

Covid years have provided completely new environments that we had to navigate and support young children in boarding environments, however have taught us the importance of being part of a community and binding together when things get tough.

Stuartholme also embarked on a boarding house renovation during this time and as with most building projects

we have had a few roadblocks but will be excited to see this completed by the start of 2024.

What are your goals by being involved with BSEA?

By being involved in BSEA we hope to continue to meet new families, engage with communities and visit new regions across Australia.

What was your highlight from this years' events?

BSEA provided a well-attended forum platform which allowed us to connect with families that we may have never met if not in attendance at the event.

It was also a great environment to network and learn from other boarding schools.

Do you have any advice for other boarding schools wondering if these events are for them?

BSEA events bring a group of like-minded people to one place at the same time, all speaking about their boarding journeys, new or old so nothing can really go wrong.



Register now!

Contact Amanda:

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info@boardingexpo.com.au

Visit our website:

<https://www.boardingexpo.com.au>



**"IT'S NEVER TOO EARLY TO
START THE CONVERSATION"**