



THE BOARDING
SCHOOL COLLECTIVE

Impact *Report*

2025





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.

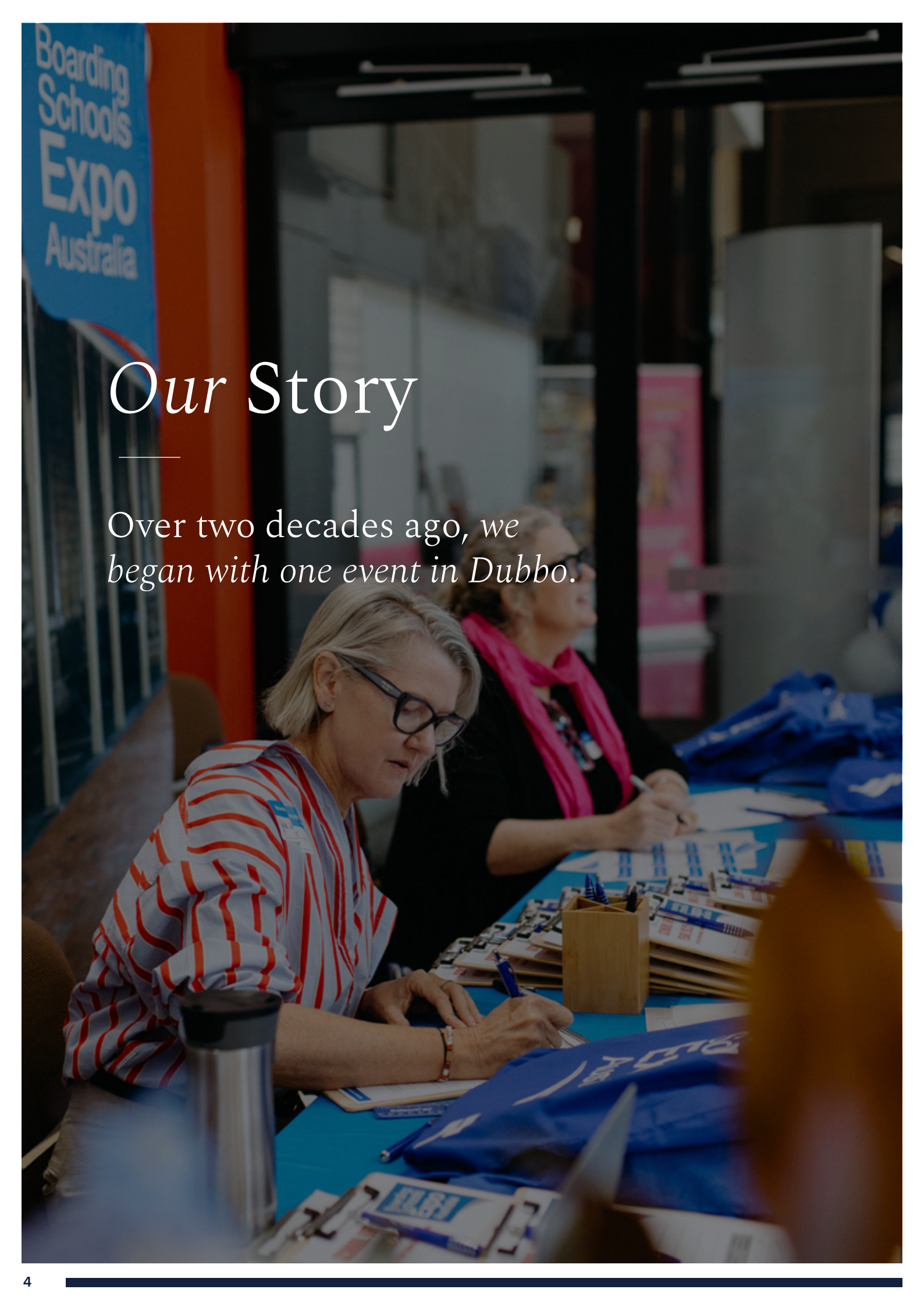


Contents

Our Story	4
Our Purpose	6
Director's Message	8
Honour Roll	9
Story from a Boarding School – Hurlstone Agricultural High School	10
Family story – Katie Brown	12
Our Marketing	14
Boarding School story – Marist College Ashgrove	15
Family story – Robert Bevern	16
Boarding School story – The Cathedral College, Rockhampton QLD	18
Our Reach	20
Top 10 Tips towards a successful Expo	24
Our formats	26



THE BOARDING
SCHOOL COLLECTIVE



Our Story

Over two decades ago, we
began with one event in Dubbo.

Fifteen 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 more than 400 kilometres to explore the possibilities of boarding for their children.

From that small but powerful beginning, The *Boarding School Collective* has grown into something extraordinary. Over **21 years**, we have welcomed **close to 17,000 children and 7,500 families** through our doors. We've delivered **69 events including 3 online**, making us **the only face-to-face, relationship-first boarding school expo for regional and remote families in Australia.**

21 YEARS STRONG

Almost a generation on, our purpose has never changed: to bring boarding schools to the bush so that every family - no matter how far away they live - can step into a welcoming, intentional space where boarding is not just a dream, but a real and attainable option.

HUMAN TO HUMAN

At the heart of what we do is connection. Our expos are about people, not pamphlets - warmth, storytelling, and genuine human contact. Families don't wander in by chance; they come with intent, curiosity, and often, a mix of excitement and nerves. Schools meet them where they are - in their own communities - and together, they build the kind of trust that can only be formed face-to-face.

We exist not only for families who choose boarding school but also for those who have no other option. For some of our more remote families, boarding school isn't a preference - it's the only pathway to education. That's why we continue to hold events in places like Mount Isa - with our third expo scheduled there in 2026 - in Emerald, Queensland, and Dubbo, NSW (where it all began and families travel up to 1000km to join us) where our commitment remains strong. We are here for every family, from those exploring choice to those navigating necessity.

We've weathered droughts, floods, pandemics, and the economic squeeze of rising costs. Through it all, families continue to come. They come because these events matter - because they open doors and despite what may be going on around us, the conversations about educational opportunities persist.

Our podcast *Letters from Home* continues that mission, giving rural families and schools a platform to share their truths: the joy, the challenge, and the reality of educating bush kids away from home. These are the stories that counter tired narratives of elitism and privilege, shining a light instead on resilience, opportunity, and the legacy of educating generations of rural, regional, and remote children.

OPENING DOORS TO BOARDING

For 21 years, we've stood alongside families as they take their first steps into boarding. We exist so that every parent sees it as possible, and every child sees it as theirs.

And we're just getting started.

Our Purpose

At The Boarding School Collective, our purpose is simple yet powerful: to open doors to boarding for every family, no matter where they live.

For 21 years, we've stood alongside rural, regional, remote and overseas families as they navigate one of the biggest decisions in their children's lives. We believe that with knowledge and connection comes agency and strength - and it's our role to ensure families feel informed, supported, and confident, from the first stages of research through to the boarding journey itself.

We are here to bring schools and families together - human to human, story to story - so that boarding schools are not only visible, but truly accessible.

Always guided by our values of **Transparency, Living Boldly & Vibrantly, Authenticity, and Kindness**, we create spaces where families can explore possibilities, ask questions, and make decisions that shape futures.

Because every parent deserves to see boarding as possible. And every child deserves to see it as theirs.

In 2025 78% were visiting an expo for the first time in 2025

In 2025 43% did NOT attend boarding school themselves



“I found the expo to be extremely insightful to hear from the leaders of Boarding and in many cases the Principal of the school. It gave a real sense of the schools intangible qualities and a feel for which school might align closely with my family’s values.”

CLAIRE T, NSW





Director's Message

As we look back on the past year, I am struck by how much our work continues to grow and evolve - while always staying grounded in the values that began this journey more than 20 years ago.

In the past twelve months, our team has travelled thousands of kilometres to bring boarding school conversations directly to families where they live. From major regional centres to smaller pop-up events, we've continued to open doors to educational opportunities for rural, regional, and remote families. Alongside our in-person Expos, we've expanded online resources and conversations, ensuring that distance or circumstance is never a barrier to reliable, transparent information.

This year we've welcomed new voices into the conversation - through our podcast, live Q&A panels, and family stories - providing parents with authentic insights from people who have lived the boarding journey themselves. These moments of honesty and connection remind us that boarding school decisions are deeply personal, and no two family journeys are the same.

We've also weathered the challenges that inevitably come with rural life - from droughts floods and rising costs to the ongoing impacts of distance. Yet, with each challenge, our community has shown strength, empathy, and generosity. Our role has been to keep

those kitchen-table conversations alive, to ensure families feel informed, supported, and empowered in their decision-making.

Looking ahead, we're entering a new chapter. After more than two decades as the Boarding Schools Expo, we have re-branded to become **The Boarding School Collective**. This new identity reflects the heart of what we do: we are more than events, more than a directory - we are a community of families, schools, and supporters working together to make boarding accessible, transparent, and inclusive.

With this change comes renewed energy: a flagship scholarship program, refreshed digital platforms, and new ways for families and schools to connect. Our mission remains the same - to lead with authenticity, lived experience, and care - but our vision is expanding to meet the needs of the next generation.

Thank you for being part of this journey. The story of boarding in Australia is one we write together, and I couldn't be prouder of where we are heading.

Amanda Ferrari, Director

Honour Roll 2025

Abbotsleigh NSW	Red Bend Catholic College NSW
Anglican Church Grammar School (Churchie) QLD	Rockhampton Girls Grammar School QLD
Ascham School NSW	Saint Ignatius' College Riverview NSW
Assumption College Kilmore VIC	Scotch College Melbourne VIC
Barker College NSW	Scotch Oakburn College TAS
Blackheath & Thornburgh College QLD	Scots All Saints College NSW
Brisbane Grammar School QLD	SCOTS PGC College QLD Shore NSW
Calrossy Anglican School NSW	St Catherine's School Sydney NSW
Canberra Girls Grammar School ACT	St Catherine's School Toorak VIC
Canberra Grammar School ACT	St Francis de Sales Regional College NSW
Concordia Lutheran College QLD	St Gregory's College NSW
Cranbrook School NSW	St Hilda's School QLD
Downlands College QLD	St Joseph's College NSW
Fairholme College QLD	St Margaret's Anglican Girls School QLD
Farrer Memorial Agricultural High School NSW	St Patrick's College Ballarat VIC
Frensham NSW	St Paul's International College NSW
Genazzano FCJ College VIC	St Peters Lutheran College QLD
Hurlstone Agricultural High School NSW	St Scholastica's College, Glebe NSW
Ipswich Grammar School QLD	St Stanislaus' College, Bathurst NSW
Ipswich Girls' Grammar School QLD	St Vincent's College NSW Stuartholme School QLD
John Paul College QLD	Tara Anglican School for Girls NSW
Kambala NSW	Tec-NQ QLD
Kincoppal Rose Bay NSW	The Armidale School NSW
Kinross Wolaroi School NSW	The Cathedral College, Rockhampton QLD
Knox Grammar School NSW	The Cathedral School, Townsville QLD
Loreto Normanhurst NSW	The Glennie School QLD
Macquarie Anglican Grammar School NSW	The King's School NSW
Marist College Ashgrove QLD	The McDonald College NSW
Melbourne Girls Grammar School VIC	The Rockhampton Grammar School QLD
Methodist Ladies' College VIC	The Scots College NSW
Mount Erin Boarding NSW	The Scots School Albury NSW/VIC
NEGS (New England Girls' School)	Toorak College VIC
NSW Newington College NSW	Toowoomba Grammar School QLD
PLC Armidale NSW	Wenona NSW
PLC Sydney (Presbyterian Ladies' College Sydney) NSW	Wesley College VIC
Pymble Ladies' College NSW	Whitsunday Anglican School QLD
Ravenswood School for Girls NSW	Yanco Agricultural High School NSW

School story

Hurlstone Agricultural High School, Sydney NSW

SAILASH KRISHAN, DEPUTY PRINCIPAL

Why meeting families in their own communities matters?

Meeting families in their own communities creates an immediate sense of trust and connection. Parents and students feel more comfortable discussing their hopes and concerns in a familiar setting, rather than in the sometimes intimidating environment of a school setting. For Hurlstone, it allows us to better understand the unique circumstances of rural, regional, and remote families, and to demonstrate that we genuinely value the challenges they face. It's a reminder that boarding is not just about academics — it's about relationships, wellbeing, and shared understanding. When we travel to their communities, we demonstrate our commitment to the goals and desires of their families in supporting education off community, it provides a connection that is long lasting - families can talk confidently and with meaning with us about their communities and situation.

How in-person expos have helped you build new relationships

In-person expos have been invaluable in building authentic relationships with families who might otherwise feel too far removed from Sydney. They allow us to engage in meaningful, face-to-face conversations, which often become the first step in a family's boarding journey with us. These events have also connected us with local networks, community leaders, and even alumni who return to share their own Hurlstone stories.

That sense of continuity strengthens our ties with regional communities and reassures families that they are joining a long tradition of students from the country finding a second home at Hurlstone. The opportunity to build connections with other boarding schools is also important and valuable. We are able to share experiences and lessons learned in the shared goal of a better education for our rural students.

What stands out about the unique environment of our events

The atmosphere at the Boarding Schools Expos is unlike any other. It feels welcoming, supportive, and tailored to the needs of regional families. The setup encourages open conversations rather than “sales pitches,” which is critical in boarding — families want reassurance, not persuasion. The events also allow parents and students to compare schools in one place, but in a way that still feels personal and respectful. There's a strong sense of shared purpose across all the schools present: supporting families to make the best decision for their children.

The support of the organisers in making sure that families have connections with schools that meet their unique needs is very valuable - they are truly invested in supporting the connection of families to their 'boarding tribes'.

A story or example of a family you first met at an expo and how that connection developed

One memorable example is of a family we first met at the Dubbo Expo a few years ago. They were initially hesitant about sending their daughter to boarding school, concerned about the distance and the transition. Meeting us at the expo gave them the chance to ask questions face-to-face and to hear stories about how Hurlstone supports country students. Over the months that followed, we stayed in touch, arranged a school tour, and introduced them to current boarding families from their area.

We had the opportunity to get to know their specific needs in the lead up to starting and ensure we could provide opportunities to keep her connected to her talents and gifts. Their daughter is now thriving at Hurlstone, both academically and personally, and her parents often remark that it all started with that first relaxed conversation at the expo. They have continued to spread the word about their positive experience and an avalanche has ensued, helping connect our great school to great families who will become part of our Hurlstone family.



Family story

Katie Brown, Burketown, QLD



What led your family to start thinking about boarding school as an option?

Our family has lived and worked on remote cattle stations across Australia since before our boys were born. We are currently located in the Gulf of Carpentaria in far northwest Queensland. Our closest high school to yr10 is in Normanton which is 262km west or 3.5hrs drive, there is no boarding facility's available there, so our closest boarding option is a state run hostel in Mount Isa, a six hour one-way drive south.

Boarding was our only possibility for senior schooling after completing school of the air for both boys' primary education. The one choice we did have was the location of the boarding school we would select. We are often asked why we didn't send the boys to a North Queensland school. Our reason was family support; we don't have any direct family in these towns and that was a nonnegotiable in our decision. If I had to send my kids away from me at 12 years old, I wanted to have someone close by who could be there, well before I could in an emergency or be able to support the boys in our absence. Boarding is just a reality of our lifestyle and location.

How did having multiple schools under one roof help you get clarity on what might be the right fit for your child?

I think when you walk into a boarding expo event you are there for one purpose and one purpose only. You are focused and committed to feeling out all options under one roof. You also have the ability to consider options that you may never have before. I enjoyed the conversations and being wowed by schools who we would never have considered. Even if you have chosen a school, the schools that wow you are ones you remember and recommend to other families who are considering boarding. By the time you leave the event you certainly have an idea of what schools you will be considering, and feel are the right fit for your child.

What difference did it make to start the boarding school conversation close to home, rather than having to travel further afield?

Being in your hometown or local area with others from your community makes the experience a lot more comfortable. You can catch up with other families in the same situation who are considering their options also. This is a great opportunity to chat with the schools but

also other boarding families and hear their experiences with their schools. Sometimes you may learn information that can be helpful for your younger children who you haven't started considering yet for boarding. Hearing from schools and what they offer and how they support their boarders can be a lightbulb moment with any of your kids when you think "that would suit them so much", "they would love that", that's what they are going to need".

Did attending the event change how you felt about the boarding decision? If so, how?

Considering we had picked and committed to our school, I was really surprised how impressed I was with the other schools at the Boarding Expo. Even the co-ed schools were impressive, even though we strongly believe in single sex schools. It did challenge our thinking, mainly when it came to our second child and the differences between our two children. Different co-curricular programs, boarding facilities, the school's beliefs/culture and the genuine interest in your family from the exhibitors, especially if they understood where we live geographically were all key points that were "wow" moments. If someone knows whereabouts you are roughly located, it is a big credibly bonus in the bush!

What would you say to other families – or to schools – about the value of attending a local boarding expo?

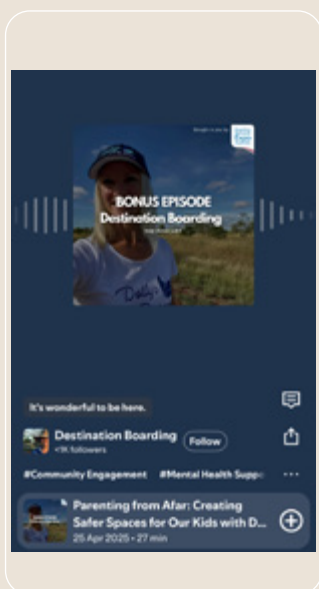
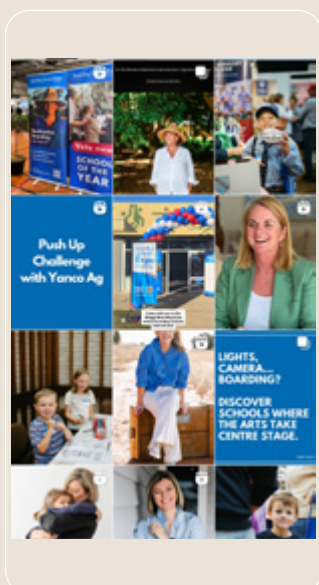
For very remote and rural families it can be an exhausting trek, not to mention a costly endeavour to travel to schools to inspect. Often you make a short list from what you have found online or have been recommended by other boarding families. This really narrows your options to a few schools, often in the same town; because that's what you have been told to do or is best. However, each child is so different and what suits your neighbour's child or a cousin, might not be right your family.

Having so many schools come to our local area, under one roof, in a welcoming environment, where you have time to browse and chat is invaluable to any family considering a boarding school for your child. You're able to meet schools and their key boarding stake holders as well as collect information that you can take home to reflect in private; with a direct and known contact if you need to reach out for more info. This makes the short-listing process so much easier and the trip away to visit schools a lot more slimline.

Our marketing

Our marketing focus is **multi-channel, intentional and community-driven**. We don't take a scattergun approach. Instead, we meet the next generation of boarding families where they already are - on the road, in their communities, in their inboxes, and on their screens.

Because we know our audience. We are our audience.



HOW WE CONNECT

- **Radio** – Strategic advertising across rural and regional stations with proven reach into farming and remote communities.
- **Print Media** – Campaigns in rural newspapers, local community papers and carefully selected targeted publications with a strong rural readership.
- **Media Commentary** – Articles, interviews and expert commentary ensuring boarding remains visible in rural and regional conversations.
- **Signage & Local Presence** – Posters, flyers and banners in trusted community spaces, ensuring families encounter us in their everyday lives.
- **Social Media** – Consistent and engaging campaigns across Facebook, Instagram and LinkedIn, designed to inform families and amplify schools.
- **Email Marketing (EDM)** – Our dedicated subscriber base of 4,000+ families receives regular, targeted updates. With an average 54% open rate and strong click-through engagement, our EDMs deliver results well above industry standards – keeping schools front-of-mind and extending your reach directly into family inboxes.
- **Podcasting** – Our own podcast, *Letters from Home*, alongside targeted advertising on popular rural-focused shows that speak directly to our audience.
- **Rural Influencer Collaborations** – Partnerships with leading voices in rural and agricultural spaces, extending our message into highly engaged online communities.
- **Community Organisations** – Active relationships with trusted networks such as ICPA, CWA and regional associations, keeping us connected at grassroots level.
- **Community Sponsorships** – Support for rural sporting and school-based initiatives, ensuring our brand is visible in the spaces families already value.

THE RESULT

A marketing approach that is both broad and targeted - reaching families through multiple trusted channels, while keeping our messaging consistent: *boarding is possible, boarding is theirs.*

*In 2025 **93%** of respondents to our
Exit Survey are **now considering**
different schools to those that they
had previously considered*



School story

Marist College, Ashgrove QLD

Ty Casey Deputy Head of Boarding



Why meeting families in their own communities matters?

It is important to meet rural, regional and remote families in their own setting because it shows respect for their context and helps build genuine relationships. Travel can be a barrier for these families, and meeting them locally demonstrates commitment and equity.

It also opens the connection for families to feel welcomed into the school community, making their first visit for a tour or experience more comfortable through an already established personal connection. This approach allows schools to better understand the unique challenges, strengths and community dynamics that shape students' lives, leading to more relevant and supportive learning partnerships.

How have our in-person expos helped your school build relationships with families who may not otherwise have considered boarding?

By meeting families face-to-face in their own communities, we are able to provide a warm introduction and answer questions in a way that feels personal and accessible. These conversations often open the door for families to see boarding as a genuine option, where previously it may not have been on their radar. The expos also create an opportunity for families to compare like-for-like schools, including differences between states, in a setting where they feel comfortable asking questions and gathering information. This not only helps parents make more informed choices, but also positions our school as transparent, approachable, and committed to finding the right fit for each child.

Importantly, the expos reduce the barriers of distance and unfamiliarity, making families feel welcomed, supported, and confident that their child will be part of a caring and connected boarding community.

What stands out to you about the nature of our events – where every attending family is there with genuine intent, and the environment is safe, welcoming and deeply purposeful?

What stands out about the nature of your events is the genuine intent that every attending family brings with them. There is a shared understanding that these gatherings are not just casual conversations but meaningful opportunities to explore the best educational pathway for their children.

The environment feels safe, welcoming and deeply purposeful, which encourages families to ask honest questions, share their hopes and concerns, and connect with staff on a personal level.

The events also create a valuable opportunity for boarding schools to connect with one another and develop networks, which is vital in our industry to ensure ongoing collaboration, shared learning, and a stronger collective presence for boarding education. It would also be great to have visibility of community engagement before, during and after the event, particularly in terms of advertising and promotion, so that the positive impact and reach of these gatherings can be fully understood.

Can you share an example of a student or family you first met at one of our events, and how that relationship progressed?

An example that comes to mind is not tied to a single current family, but rather to the broader success we have seen from families we first connected with at your events. Having boarders attend previously has proven to be very successful, as their lived experiences resonate strongly with prospective families and make the idea of boarding more relatable and achievable. We have also found that engaging with Old Boys at these events is particularly impactful. Their stories of personal growth, lifelong friendships and career pathways highlight the enduring benefits of boarding, giving families confidence that the investment extends well beyond school years. These authentic voices often become the catalyst for families to take the next step in visiting the school or enrolling their child, showing how the relationships begun at your events can progress into long-term connections with the boarding community.

Family story

Bevern Family, Dubbo NSW



I can not endorse the Expo enough and can only say to families that may be interested, to go and have a look and speak with as many schools as possible. In regard to the schools, it is a fantastic way for parents and children to ask questions of numerous schools in a relaxed atmosphere, without the burden of travelling distances to get to them.

What led your family to start thinking about boarding school as an option?

Our family had never contemplated boarding school at all, in fact, we had already enrolled our daughter Lilli into St John's College in Dubbo. Additionally, we never thought we would be able to afford a private boarding school

It was by chance, that my wife and I saw advertising for the Boarding School Expo and decided to go and have a look to see what options may be available if our original school didn't end up being the right school for Lilli.

We were aware that High Schools in the Dubbo area had issues with a lack of teachers and had heard stories of students not wanting to be at school and disrupting the learning of other children, so wanted to be prepared with other options.

How did having multiple schools under one roof help you get clarity on what might be the right fit for your child?

To be honest, it was quite overwhelming walking into the expo, looking around the room and seeing so many schools there. Upon walking into the expo, my wife and I had no idea what we were looking for and how to go about it. We spoke to numerous people, who were all lovely and gave us sound advice, to work out whether we wanted a single sex or co-ed school, Sydney or Regional based and if we were looking for a more academic or sporting school.

Once we were able to understand what we wanted for our daughter Lilli, we were able to more confidently walk through the expo, asking appropriate questions to understand how each school operated.

We found it fantastic that we were able to compare schools on the spot within minutes of each other, instead of having to travel to all of these schools over a matter of weeks and forgetting intricate details of each school.

As we met more schools, we found we had further questions, which again was a benefit of having all of the schools under one roof as we were able to go back to a number of the earlier schools we had spoken with and seek the additional information.

In fact, prior to attending the Expo, my wife and I had never heard of St Catherine's School, which we ultimately chose for our daughter to attend.

What difference did it make to start the boarding school conversation close to home, rather than having to travel further afield?

As a family who had no idea what we were actually looking for in a school, it was of great benefit to be able to walk around the expo in our home town, instead of picking several school randomly and travelling to view them.

It was also nice to see several local families that we knew walking around, making it feel a little less daunting. I have no doubt it was less daunting than walking straight into a school for a tour, prior to meeting anyone attached to the school.

Did attending the event change how you felt about the boarding decision? If so, how?

When we attended the 2023 Expo in Dubbo, my family had been in Dubbo for 8 years at that point, coming from Sydney prior. As such, my wife and I knew of a number of boarding schools that were at the Expo but we were amazed at the number of schools that we had never heard of, some that were fairly close to where we had lived.

We didn't have any expectations or connection to a particular school, except for those that we had previously heard of and a few where we knew that children of friend's had attended.

Attending the event additionally showed us how each school cared for their students and started to make us feel a little more comfortable with possibly sending our daughter to a boarding school.

Funnily enough, our daughter started the Expo by refusing to get out of the car, stating that we weren't going to send her away. By the end of walking through the Expo, she was asking questions herself of each school about how they ran their boarding houses, as well as what sports and studies they offered. It was a perfect way to allow us to narrow down the selection to a few schools that we were able to later go and visit.

What would you say to other families – or to schools – about the value of attending a local boarding expo?

We never thought that our children would go to boarding school but by attending the Expo, it opened our eyes to a world of opportunities that they wouldn't receive if they continued their schooling in the Dubbo area. This is not only academic but sporting opportunities as well.

I can not endorse the Expo enough and can only say to families that may be interested, to go and have a look and speak with as many schools as possible. In regard to the schools, it is a fantastic way for parents and children to ask questions of numerous schools in a relaxed atmosphere, without the burden of travelling distances to get to them.



School story

The Cathedral College, Rockhampton QLD

**PAULINE CROW,
COMMUNICATIONS MANAGER**

Why meeting families in their own communities matters?

Meeting young people and their families of Queensland's Central Highlands was a wonderful privilege for The Cathedral College – a Catholic Co-educational, Boarding school in the Diocese of Rockhampton – made possible through Boarding School Expo Pop up stall in Emerald earlier this year.

Gathering on their home ground, their love for life and learning was evident. They shone with pride and shared their hopes and dreams for their future. It was in this gathering that seeds of connection, understanding and appreciation were sown, the hallmarks of a wonderful relationship.

What stands out to you about the nature of our events – where every attending family is there with genuine intent, and the environment is safe, welcoming and deeply purposeful?

The beauty of Boarding School Expo is the structured, focussed format drawing students, parents and schools

together in a safe and trusted environment allowing connections, understanding and rapport to grow.

It is in this supportive environment that conversations about finding the right education and boarding fit for each child flourished. At Boarding School Expo, families gained valuable insights into the holistic, faith-based education that The Cathedral College offers, ensuring every child has the opportunity to succeed and thrive in an enriching environment.

Can you share an example of a student or family you first met at one of our events, and how that relationship progressed?

Simple meet and greet conversations at Boarding School Expo have blossomed, yielding interest, interviews, enrolments and good faith in our College. Thank you Boarding School Expo!



“Being able to speak to many schools at once allowed us to easily compare them and see what best suited our family. We didn’t have to spend all year traipsing around the country to a dozen different schools for open days etc – we could develop our shortlist and go from there.”

SARAH M, QLD





Our Reach

We connect with families at the most critical point of their decision-making journey, providing trusted, targeted access to boarding school information across Australia and overseas.

Our audiences are decision-makers. Parents do not attend our events by chance; they arrive with intent, curiosity, and clear questions regarding their children's future. These are not casual enquiries. They are families who are actively researching and comparing schools at the most critical stage of their decision-making journey.

HOW WE REACH THEM

Each expo is supported by a national, multi-channel campaign designed to maximise visibility and engagement. Our approach incorporates:

- Print, television, and radio advertising in regional and rural outlets
- Targeted social and digital campaigns reaching parents across Australia
- Partnerships with ICPA, CWA, and recognised social media influencers
- Our podcast, Letters from Home, which shares stories and experiences directly into family homes

In addition, our website attracts thousands of parents annually, while our social media and email channels ensure ongoing engagement with families before, during, and after events.

EXTENDING OUR PRESENCE

Our digital platforms enable visibility beyond the events themselves. A Premium Profile on our website operates as a year-round digital storefront, offering:

- A dedicated school page with direct links to websites, video content, and enquiry forms
- Inclusion in searchable listings for families unable to attend expos
- Exposure through event follow-up communications distributed to families

WHY OUR REACH MATTERS

Rural, regional, and remote families remain among the most difficult demographics to access through mainstream advertising. Over the past two decades, we have established trust within these communities, positioning ourselves as a safe, authentic, and reliable gateway to boarding school information.

Collectively, our reach to more than **84,790 interactions with a broad variety of stakeholders, schools and highly engaged families across Australia and overseas each month**. This reach is intentionally focused, targeting a niche yet influential demographic: rural, regional, remote, and overseas families who are actively considering boarding school.

While our audience size may not reflect the breadth of broad-market campaigns, the quality and intent of engagement within this group are unparalleled. Although LinkedIn has recently been adopted as a channel for engaging with schools and sector partners, families primarily connect with us through face-to-face events, our website, social media, email communications, and trusted community networks.



209,000

WEBSITE NEW USERS THIS
PAST 12 MONTHS



2,200

FOLLOWERS,
AVERAGE REACH 45,000/MONTH



1,614

FOLLOWERS,
30,967 IMPRESSIONS/MONTH



607

IMPRESSIONS/MONTH
(A NEW SPACE FOR US)
189 FOLLOWERS



250+

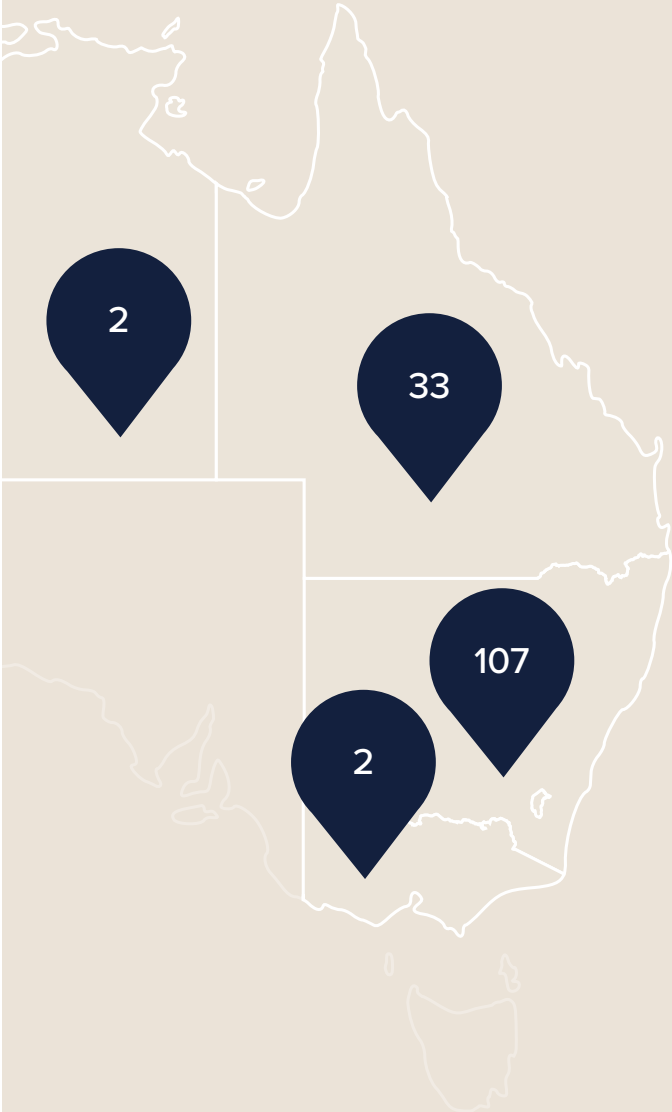
PODCAST DOWNLOADS/EPISODE
AND GROWING



4,108

EMAIL SUBSCRIBERS,
53.6% OPEN RATE
(LAST 12 MONTHS)

Where our families come from



STATE	NUMBER OF TOWNS
New South Wales (NSW)	107
Queensland (QLD)	33
Northern Territory (NT)	2
Victoria (VIC)	2

160km was the average distance travelled to attend an expo in 2025

1500KM WAS THE FURTHEREST DISTANCE TRAVELLED (ONE WAY) TO ATTEND AN EXPO IN 2025

In the past 12 months, families have attended our events from **144 towns across four states**. This demonstrates the extensive reach and appeal of our programs, connecting with communities both near and far.

NEW SOUTH WALES (NSW)

Albury, Baradine, Barellan, Barraba, Bingara, Binya, Blayney, Boggabri, Boorowa, Bourke, Burren Junction, Canowindra, Carinda, Carrathool, Cobar, Collie, Collingullie, Come-by-Chance, Condobolin, Coolah, Coolamon, Coonabarabran, Coonamble, Cootamundra, Cremorne Point, Crookwell, Cumnock, Delungra, Dubbo, Dunedoo, Edgeroi, Erigolia, Erinvale, Eugowra, Finley, Forbes, Geurie, Gilgandra, Gilgooma, Goolgowi, Griffith, Gulargambone, Gundagai, Gunnedah, Gurley, Hillston, Holbrook, Inverell, Jacks Creek, Koorringal, Leeton, Lightning Ridge, Mangoplah, Manildra, Manly, Mendooran, Merriwagga, Millthorpe, Milvale, Molong, Moree, Mount Hope, Mt Harris, Mudgee, Mungindi, Nangus, Narrabri, Narromine, Nelungaloo, Newcastle, North Bourke, Nyngan, Oberon, Orange, Parkes, Rankins Springs, Rawsonville, Rowena, Spring Plains, Sydney, Tamworth, Tarcutta, Temora, Tenandra, Tharabogang, Tooraweenah, Tottenham, Trangie, Trundle, Tumbarumba, Tumut, Uranquinty, Wagga Wagga, Walgett, Warburn, Warren, Wee Waa, Weemelah, Wellington, West Wyalong, Whitton, Wongarbon, Yenda, Yeoval, Yoogali, Young.

NORTHERN TERRITORY (NT)

Katherine, Lake Nash.

QUEENSLAND (QLD)

Alpha, Barcaldine, Birdsville, Blackwater, Burketown, Camooweal, Capella, Clermont, Cloncurry, Collinsville, Comet, Dajarra, Dysart, Emerald, Girraween, Hope Island, Jericho, Julia Creek, Kynuna, Longreach, Middlemount, Mount Isa, Muttaborra, Normanton, Rolleston, Springsure, Sunset, Tambo, Tieri, Windorah, Winton.

VICTORIA (VIC)

Barham, Shepparton.

Why exhibit with us

For 21 years, The Boarding School Collective has served as the bridge between boarding schools and families from rural, regional, remote, and overseas communities. We do not just open doors for families – we open doors for schools, creating intentional, face-to-face opportunities to connect with the right families at the right time.

We are the only relationship-first, face-to-face expo of this kind in Australia. Families do not attend by chance; they arrive with purpose, actively seeking information, clarity, and connection. When schools engage with them in person, decisions can be influenced.

WHY SCHOOLS EXHIBIT WITH US

- **Minds can be changed** – Families attend curious and leave inspired. More than 90% of attendees make different choices after participating in an Expo.
- **Nothing beats being there** – Face-to-face interactions cut through the noise. Parents remember genuine conversations, not just brochures or online ads.
- **The right families, the right time** – Every family attending is actively exploring options. These are not cold leads—they are ready to engage.
- **Build trust beyond the brochure** – Schools can share values, culture, and community in person, creating emotional connections that cannot be replicated online.
- **Bringing the regions to you** – We connect schools with families where they live. Through strategic locations, targeted marketing, and a trusted reputation, we bring the regions directly to schools.

OUR EDGE

- **21 Years Strong** – Nearly a generation of opening doors to boarding; proven, consistent, and trusted.
- **Human to Human** – Nothing replaces the impact of a real conversation, shared story, or handshake.

LEADERSHIP THAT MATTERS

Every expo is led by someone who understands what is at stake. Amanda Ferrari, Director of The Boarding School Collective, is a country woman and a boarding school parent who has lived this journey. Having sent three children to boarding school from western NSW, she understands firsthand the challenges, hopes, and questions families bring.

With close to three decades of experience navigating rural and remote education, Amanda has built trusted relationships with schools, external agencies, and families. Her leadership ensures events are not just exhibitions, but safe, intentional spaces where meaningful conversations take place and decisions are made. Families trust her because she understands their world; schools trust her because she delivers the right families, in the right places, at the right time.

THE RESULT

Exhibiting with us does more than promote a school – it creates engagement at a pivotal moment in families' decision-making journeys. It is where trust begins, choices are made, and lasting relationships are built.

That is the power of being there.



Top 10 Tips

towards a successful Expo

-
- One** **Ensure that you bring one of your friendliest, most approachable and relaxed members of your boarding team as one of your Expo representatives.**
- Families want to talk to someone who works in the boarding house or who is closely aligned to the boarders.
-
- Two** **Only use your computers & phones when absolutely necessary.**
- Sitting behind a 'desk' (table) with your laptop open does not make you very approachable. If you're too busy to attend, (and let's face it sometimes you will be), then consider sending someone else. Alternatively, take a break from your booth if you need to work on your computer. One of our staff members is always willing to step in for you if you're on your own.
-
- Three** **Have your systems ready to capture the details of families you meet.**
- Follow up with them once you get back to school. Your investment in the boarding Expos is considerable - one successful conversion to an enrolment will make it all worthwhile.
-
- Four** **Have you considered 'ditching' the trestle table?**
- Creating an open, inviting space? The most successful exhibitors have no table and are ready to welcome families into their space.
-
- Five** **Share your involvement at our Expos with your own school community including alumni.**
- Your involvement speaks directly to your commitment to rural and regional families. It's important and it's valued. Your families will want to know that you are going to be in their 'neck of the woods' they're proud of your involvement and will share the news.
-





In 2025 86% of respondents to our Exit Survey were able to make a shortlist of schools to visit

Six

Include our Expo events on your own Regional Tour Calendars' website page.

Again, ensure that alumni and current families know you're going to be there, or know that your commitment to rural and regional families continues.

Seven

Family First - ask the families questions about themselves before telling them of the amazing opportunities at your school.

For example, where are you from? Where is that located? What school do you go to? How many kids are in your class? How much rain have you had this year (if they're farmers)? Do you travel far to get to school?

Eight

Smiles and eyes. It's not easy being in your position, some families don't make eye contact and some are very nervous.

All you can do is smile warmly and connect with your eyes as they walk past.

Nine

Engage with the child/ren.

Speak with the child/ren, ask them what their favourite activity is. If there are children milling about waiting for parents as they speak with other schools try opening a conversation with them. You'd be surprised how many kids drag their parents back to a school because they liked the person on the booth.

Ten

Leave your burdens at the door.

It's not always a good day. Sometimes we don't feel up to it. But try your best to shake it off and put on your winning performance - our families will appreciate it and your school might just engage a future shining light for the boarding house.

Our formats

Expos

Two day event + powered booth.

**Includes Premium Profile Listing valued at \$450.*

2026 DATES:

Dubbo, NSW	15-16 May 2026
Wagga Wagga, NSW	29-30 May 2026
Tamworth, NSW	24-25 July 2026

PRICING:

Early Bird Fee: **\$4,200 incl. GST**

Cut Off COB Wednesday 12 November 2025

Full Rego Fee: \$4,750 incl. GST

Pop-up Expos

Full or half day event + exhibitors bring media walls & banners to create a space.

**Includes Premium Profile Listing valued at \$450.*

2026 DATES:

Moree Pop-up (Half Day)	23 July 2026
Mount Isa Pop-up (Full Day)	7 December 2026

PRICING:

Early Bird Fee: **\$3,400 incl. GST**

Cut Off COB Wednesday 12 November 2025

Full Rego Fee: \$3,740 incl. GST

2026 Expo Guidebook

The 2026 Expo Guidebook is a powerful way to extend your school's reach beyond the Expo floor. Distributed digitally to all pre-registered families and in print to all attending families at every event, it showcases exhibiting schools alongside expert articles and practical resources. Advertising here ensures families engage with your message before, during and long after the Expo - maximising visibility and impact.

All Exhibiting Schools receive a FREE listing: Your school name, school type (single sex, co-ed, religious affiliation etc), and which Expos you will be attending.

PRICING:

Advertising rates available:

1. Quarter Page **\$450 incl. GST**
2. Half Page (includes quarter page advertorial) **\$900 incl. GST**
3. Full Page (includes half page advertorial) **\$1,800 incl. GST**

PLEASE NOTE:

**Only available to Exhibiting Schools.*

Cut off for 2026 Expo Guidebook advertising space:

COB Wednesday 12 November, 2025

Assets Due: COB 30th November, 2025



"I have loved being a part of the boarding expo it has opened my eyes to what is available and has definitely changed my previous perception of boarding school."

KAITIE N. NSW



From our schools

“Chance to meet prospective families from everywhere, catch up with current and ex-families and connect with other schools.”

GUS COMI
YANCO AGRICULTURAL HIGH SCHOOL, YANCO NSW

“Being able to come to regional areas to connect with families who may find it difficult to get to Sydney and we appreciate being able to promote boarding as a whole.”

MYFANWY STANFIELD
ASCHAM, SYDNEY NSW

“It’s wonderful to meet prospective families at the Expo, then welcome them to our school for a visit and eventually to see those same families enrol and attend.”

BRIAN SULLIVAN
KNOX GRAMMAR, SYDNEY NSW

“The Live Q&A was excellent. We loved meeting prospective families and also connecting with other boarding schools - the collaboration is fantastic.”

PIPPA MORRIS
SCOTS PGC COLLEGE, WARWICK QLD

“We love coming together in an atmosphere of support for all families who are looking for a suitable school to suit them.”

GRACEMERE MATAIA
ST MARGARET’S ANGLICAN GIRLS SCHOOL, BRISBANE QLD



FOR MORE INFORMATION
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