



Boarding Schools Expo

Australia

DESTINATION BOARDING: OUR IMPACT

2022

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

17 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 over 11,000 children and their families to 56 face-to-face events over the past 18 years.

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.

With that in mind, in 2022 we have proudly launched our virtual platform, 'Boarding Expo 365'. It's been a very busy start up, we've had 28 schools from Victoria, NSW, ACT, Queensland and NT show their faith in our dream and subscribe.

We know that the virtual medium will grow, and it is with this absolute commitment to reaching families across Australia wherever they live, that we will continue to encourage boarding schools to list with 'Boarding Expo 365'.

We want to represent every boarding school in Australia and we want to bring families to the table at the earliest stage.

Enjoy this publication and find out where we've headed.



HOW MANY CHILDREN THIS
YEAR?

1,173

**WITH 480 FAMILIES
VISITED OUR EXPO
EVENTS TO MEET
THEIR FUTURE
BOARDING SCHOOL**

In 2022 across our face to face events in Dubbo, Wagga Wagga, Tamworth and our pop-up afternoon in Moree, we welcomed 480 families (and almost 1,200 children) keen to start or continue conversations with schools about their boarding options.

Of these, 79% 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 show that after attending an Expo, around 80% of families are considering schools they hadn't previously thought of or even short-listed.

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

We've had around 150 registrations for our virtual Expo (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 a face to face event, or are not ready to have that conversation just yet.

These numbers really do speak for themselves – it's just so important to be there face to face, and 2023 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



ANDREW THORNE

DIRECTOR OF BOARDING

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 BSEA 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 BTC - 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."



KATE KOVACS

DIRECTOR OF BOARDING

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 the biggest 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 18 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 under new ownership we're spreading our wings.

2022 will see us host our first ever event in Mount Isa, QLD and partner with the largest rock eisteddfod in the far north west region, APEX Rock Pop Mime. A showcase of primary school aged talent from across this vast region.

In our planning for 2023 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.

"WE'VE RUN OUT OF SHOWBAGS"

Music to Amanda's ears and her favourite comment at any live event...heard a few times during 2022's 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.



2023 Expo Events

Two Day Expo Events

Dubbo, NSW – 5/6 May
Wagga Wagga, NSW – 26/27 May
Roma, QLD – 16/17 June
Mildura, VIC – 14/15 July
Narrabri, NSW – 21/22 July
Mount Isa, QLD 13/14 October

Pop Up Half Day Events

Griffith, NSW – 25 May
Horsham, VIC – 13 July

And of course, our online virtual Boarding Expo 365.



Our Formats Explained

EXPO

[two day event) +
(p)owered 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]
\$3,500 incl GST
(Early Bird Pricing)

POP-UP

[half(day event) + (BYO) as
in pop-up expo]
\$3,200 incl GST
(Early Bird Pricing)

VIRTUAL EXPO

[boardingexpo365(online) + (cre)ate
your virtual booth]
\$2,420 incl GST
(+rego fee for new exhibitors)

79%

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



GRANT WATSON

ELDER STATESMAN

Scotch College, VIC

As a long standing member of the Scotch community, having worked for many years with the school in a variety of capacities I value, and am a strong advocate, of Scotch Boarding.

We are the school home to over 160 boys from diverse geographical backgrounds. Ensuring our boys enjoy their school life and that Scotch College Melbourne maintains its heritage and reputation as one of Melbourne's finest boarding schools is important to me.

Why did you participate in BSEA events?

The BSEA events enable us to touch base with our current parents who reside in the area, to speak with interested parents who might be contemplating boarding for their son in the future, and to spend time with colleagues from other schools.

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

Parents often come to the expo to see what various boarding schools have on offer and to share with other like-minded parents who are also exploring boarding schools for their children.

Parents often come to the expo to see what various boarding schools have on offer and to share with other like-minded parents who are also exploring boarding schools for their children.

We normally like to host our current parents at an additional event as an extension of the Expo.

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

Networking is always of benefit and boarding is no different. We all share similar experiences and all of us are focussed on enhancing the welfare and positive experience of our students in our schools.

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

Our storyboards give an insight, our staff are Scotch "elders" and current boarding staff who know and love the school, and often the expos are a great way for our old boys, our Alumni to catch up and reminisce or indeed act as advocates for the wonderful lifestyle and opportunity our boys experience.

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

We are all from caring schools who present incredible educational and life-enhancing opportunities.

Choice is imperative and it is all about the student, and the school that parents feel best suits them.



"The advantage of a one stop, all together event is the ease and convenience for parents."



SUZANNE COULTER

HEAD OF BOARDING

Ipswich Girls Grammar School

"It has been challenging in recent years to attend large events like these and the enthusiasm shown by families we spoke with was uplifting."

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

The expos and Boarding 365 ensure we are responding to a targeted market. Boarding Expo 365 enables us to put IGGS and IJGS Boarding in front of families that cannot attend an expo or are not aware of the option of "Country Boarding in the City" – people can literally log on at any time and explore our School.

Ipswich is a special town in that we are so close to the advantages of many big cities, including Brisbane, The Gold Coast, Sunshine Coast and Toowoomba. Our boarders can easily access cultural activities like taking in a live show or musical performance in Brisbane, and are equally well placed to spend a day at the beach or mountains. In our own backyard we have much to explore with walking trails, shopping centres and so much more on our doorstep. Ipswich itself is quiet and away from the hustle and bustle of big city life. It truly gives the feel of a small country town and the advantages of big city life.

What is the current boarding situation at IGGS - challenges?

The boarding family at IGGS is a lovely mix of students from rural areas, those who live close by but choose to board to make accessing sport, performing arts or academic opportunities easier, and international students.

The diverse nature of our community means our boarders are exposed to many different world views and opinions, helping to make them informed global citizens. For the past three years boarding enrolments have dropped.

Restrictions around Covid and the closure of state and international borders did make it challenging in the boarding space. IGGS has an exceptional student well-being program, led by our Dean of Students Rebecca Sullivan. In cooperation with Rebecca, our School psychologist and boarding staff we were able to support our students through the challenges of Covid lockdowns, and extended periods of time away from their families.

With relaxation of restrictions, 2023 is seeing an increase in our boarding numbers. During 2022, our boarding facility, Cribb House, has undergone major refurbishment. Rooms and common spaces have all been upgraded, and a fantastic outdoor area has been added with a barbecue and views overlooking the Scenic Rim.

What are your goals by being involved with BSEA?

We want to build brand awareness – we found we have found that many people, including those who have lived in Ipswich all of their lives did not know that IGGS offered boarding!

We have a proud history of boarding, dating back to the School's opening in 1892. We are also looking to increase enrolments from rural students that are not too far away from us geographically.

We want families to know they do not need to send their children to Brisbane, Sydney or other far off destinations for them to get a great education, be exposed to a dynamic range of extra-curricular opportunities and enjoy a friendly, supportive boarding community.

IGGS has four excellence programs – Academic Excellence, Emerging Artists' Program, Sporting Excellence, and Young Innovators and Entrepreneurs Program.

Boarding at IGGS means students are supported to meet their commitments to these programs, while balancing their academic work load and social life.

BSEA provides the perfect platform to connect with these families face to face and share all the our wonderful School has to offer.

What was your highlight from this years' event at Moree?

It was great to get out and meet people face to face and really connect with them.

People were excited to learn about the Ipswich community and the option of being close to a major city with a country feel. Many families we spoke with also said our fee structure was appealing. Other stall holders were friendly and welcoming, and we enjoyed spending time with other people working in the boarding space.

We are new to BSEA events and picked up some great tips and tricks from other more regular exhibitors!

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

These events are targeted towards families that are seeking a residential option for their children's education; every attendee is actively considering their boarding school options.

This targeted audience means we see a greater level of engagement at the event, and genuine enquiries after the event. IGGS enjoyed our involvement at the expo this year and encourage other schools to try them for themselves.

We will certainly be back next year!



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 2022 we have proudly launched our virtual platform, Boarding Expo 365.



Chat with Schools
Representatives from the
comfort of your home



Save brochures and
videos to your virtual
showbag



Join experts at our
inaugural 'Boarding
Summit'



Visit as often as you
like 365 days of the
year

It's been a very busy start up and we're proud to present 30 schools from Victoria, NSW, ACT, Queensland and NT show their faith in our dream and subscribe to exhibit.

We know that the virtual medium will grow, and it is with this absolute commitment to reaching families across Australia wherever they live, that we will continue to encourage boarding schools to list with 'Boarding Expo 365'.

Amanda has been offering 'discovery calls' to schools over the past few months - 15 minutes with Amanda via zoom and it will all make sense.

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.

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 2022 (ABBS)'. By registering to 'attend' our online Expo you'll automatically receive an invitation to attend online Friday 21 October 2022.

We've engaged renowned regional Australian journalist and author, Jennifer Cowley OAM to host four panels with guests including Richard Stokes, (Australian Boarding Schools Association), Alana Moller (Federal President ICPA), Hon Fiona Nash (Regional Education Commissioner), Waverley Stanley (Founding Director Yalari Foundation), leading education specialists, nutrition specialists Chartwell's Catering, boarding students themselves, parents and many more.

Find out more about our Boarding Schools Summit 2022 including the Agenda for 21 October.

We believe it's never too early to start the conversation with your child's future boarding school and the inaugural 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

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.

597

**BOYS ATTENDED NSW
EXPOS THIS YEAR**

576

**GIRLS ATTENDED NSW
EXPOS THIS YEAR**



JO GRINHAM

REGISTRAR

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.





DESTINATION BOARDING - The Podcast

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

2022 has seen the development of a virtual expo, the first ever 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

2,000

DOWNLOADS SINCE LAUNCHING

At the time of writing we had just launched Season 2 and are slowly building an audience. It all takes time.

You can listen wherever you stream your podcasts.



ANTHONY BEGG

DIRECTOR OF BOARDING

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

17%
0-6 YEARS

48%
7-11 YEARS

35%
12-16 YEARS



"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."

NICOLE PAPASIDERO

REGISTRAR

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.

Marketing

TV Advertising

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

Radio Advertising

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

Sponsorships

Gold Sponsor ICPA Queensland
Gold Sponsor ICPA NSW
Gold Sponsor ICPA Federal
Partnership ICPA NSW & QLD
Major Sponsor APEX Rock Pop Mime Mount Isa
Various Rural Sporting Clubs

Billboards

Gundagai Sth
Wagga Wagga
Tamworth
Goondiwindi
Tomingley
Dubbo
Dubbo Sth
Wellington

Podcasts & Interviews

Graziher
Central Station
Destination Boarding
Interview with Laughter Dirt & Music

Print Advertising*

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

Digital Advertising*

The Land
Queensland Country Life
Stock & Land
Farm Weekly
Weekly Times
Graziher
Central Station
Buy From The Bush
Country Style
Bush Journal

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

Comment for Copy & Interviews

Country Style Magazine
Buy From the Bush
Interviews with 2WEB, 2DU and ABC

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

480

FAMILIES
ATTENDED OUR
NSW EXPOS THIS
YEAR

BEV OXLEY

REGISTRAR AND LEADER OF
COMMUNITY CONNECTIONS

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. "



SAILASH KRISHAN

DEPUTY PRINCIPAL

Hurlstone Agricultural High School,
Glenfield NSW

Why did you participate in BSEA events?

We are a unique setting – public education, agriculture, boarding, selective and co-educational located in Metropolitan Sydney. We are able to provide rural, regional and remote students a city experience on a working farm.

What is the current boarding situation at Hurlstone - challenges?

Knocking down and rebuilding. Building up our numbers – up to 180 students.

What are your goals by being involved with BSEA?

Maintaining relationships with other boarding schools and making new connections with rural communities.

What was your highlight from this year's events?

Being able to attend all expos held in NSW and to meet our rural communities

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

BSEA is a one stop shop in regards to maintaining relationship with other boarding schools and meeting rural and regional parents and potential students.

“

All very friendly and helpful. We travelled over 900km to attend as we wanted to meet people face to face, especially after everything online after COVID. It was so helpful being able to speak face to face with schools. It was well worth coming to start our boarding school journey. Thanks so much for this opportunity.

”

BM, DUBBO
EXPO 2022





Our Reach

1st September 21 – 31st Aug 22



3,247

EMAIL
SUBSCRIBERS



299,622

PAGES VIEWED



1,462

FACEBOOK PAGE
LIKES



19,262

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

18,952

EMAIL SENT
(8 Campaigns)

63,112

UNIQUE VISITORS

88,591

FACEBOOK
CAMPAIGN REACH

7,160

BLOG POST VIEWS
(‘Boarding School vs Day
School’, Dr Justin Coulson)

569

EMAIL CLICKS

77,442

VISITOR SESSIONS

677

INSTAGRAM
FOLLOWERS

2,989

CHECKLIST VIEWS
Choosing a Boarding School

44%

AVG EMAIL OPEN
RATE

8,552 people viewed our
campaigns 14,330 times

81.33%

FIRST TIME
VISITORS

21,546

INSTAGRAM
CAMPAIGN REACH

1,367

PODCAST LISTENS
5 EPISODES



1,173

**children
attended our
NSW expos
this year**

THE STANLEY FAMILY

TAMWORTH EXPO VISITORS

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

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:

0427 888 777

info@boardingexpo.com.au

Visit our website:

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



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