

2024 Data, Finance and Online Update for Schools

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Issues from ACARA data

- 49,000 additional Full-time students across Australia 2022 – 2023
 - Government still educate 64% of all students
 - Catholics educate 18.43%
 - Independent schools educate 17.49 %
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- Total increase 2022 – 2023 = 1.21%
 - Government rose 0.34%
 - Catholic education increased 1.71%
 - Independent schools increased 3.98%

Learnings from 2023 ACARA data

	AUSTRALIA									
	Full Time Equivalent Enrolments									
	2019	2020	2021	2022	2023	2023%	2019-2023	2020-2023	2021-2023	2022-2023
Catholic	713,755	724,312	734,539	742,691	755,373	18.43%	5.83%	4.29%	2.84%	1.71%
Combined	104,714	110,878	117,674	123,947	130,875	3.19%	24.98%	18.04%	11.22%	5.59%
Primary	353,719	353,093	353,489	354,225	356,362	8.69%	0.75%	0.93%	0.81%	0.60%
Secondary	252,553	257,353	260,242	261,244	264,530	6.45%	4.74%	2.79%	1.65%	1.26%
Special	2,769	2,989	3,133	3,275	3,606	0.09%	30.23%	20.65%	15.10%	10.09%
Government	2,600,282	2,639,361	2,633,330	2,618,283	2,627,224	64.09%	1.04%	-0.46%	-0.23%	0.34%
Combined	191,239	195,338	196,800	199,930	201,309	4.91%	5.27%	3.06%	2.29%	0.69%
Primary	1,497,931	1,499,929	1,487,242	1,457,832	1,457,140	35.54%	-2.72%	-2.85%	-2.02%	-0.05%
Secondary	878,251	910,948	915,801	925,601	932,557	22.75%	6.18%	2.37%	1.83%	0.75%
Special	32,861	33,146	33,487	34,920	36,218	0.88%	10.21%	9.27%	8.15%	3.72%
Independent	628,059	644,230	667,356	689,395	716,848	17.49%	14.14%	11.27%	7.42%	3.98%
Combined	547,946	561,472	582,205	602,612	624,222	15.23%	13.92%	11.18%	7.22%	3.59%
Primary	27,908	27,668	28,791	27,961	29,035	0.71%	4.04%	4.94%	0.85%	3.84%
Secondary	40,674	41,615	42,978	44,213	46,813	1.14%	15.09%	12.49%	8.92%	5.88%
Special	11,530	13,474	13,383	14,610	16,778	0.41%	45.51%	24.52%	25.36%	14.84%
Grand Total	3,942,096	4,007,903	4,035,225	4,050,369	4,099,444	100.00%	3.99%	2.28%	1.59%	1.21%

Issues I see of relevance at present

- Huge growth in Independent schools over the last few years
 - 2019 – 2022 was 8.81% increase
 - 2019 – 2023 was 14.14% increase Total students rose 3.99%
- Is this sustainable or was this the good fortune of COVID, and will it start to reverse as harder economic times hit?
- Will Victoria feel the squeeze first due to additional taxes imposed by Government on Independents schools with fees over \$15K?
- *Quote – “From 1 July 2024, non-government schools with an income per student of more than \$15,000 will be subject to payroll tax.”*

The Co-ed issue

TABLE 1 INDEPENDENT SCHOOLS
SUM OF TOTAL ENROLMENTS

	Boys	Girls	Co-Ed	Grand Total
ACT	16.90%	8.12%	74.98%	100.00%
NSW	14.89%	14.25%	70.86%	100.00%
NT	0.00%	0.00%	100.00%	100.00%
QLD	7.32%	6.74%	85.94%	100.00%
SA	5.18%	5.63%	89.19%	100.00%
TAS	9.86%	10.83%	79.31%	100.00%
VIC	4.31%	9.19%	86.51%	100.00%
WA	6.76%	9.46%	83.78%	100.00%
Grand Total	9.08%	10.04%	80.88%	100.00%

The Co-ed issue

- Victoria has been heading this way for many years (40+).
- Originally 20 AGS and APS boy's schools in Melbourne, Geelong and Kilmore.
- Now only 8 all-boys schools now and Full!
- 12 APS / AGS Co-Ed schools, some now with multi campuses.
- These 12 schools have over 12,000 girls now attending (around 30%).
- Is Sydney now heading this way with Cranbrook and Newington starting a phase in of girls in 2026?

Keep in touch



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2024 Online Update

Quick Reminders and Resources

<https://spectrumanalysis.com.au/blog/2024-data-finance-and-online-update-for-schools>



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Writers Victoria (WV)

Small Press Network (SPN)

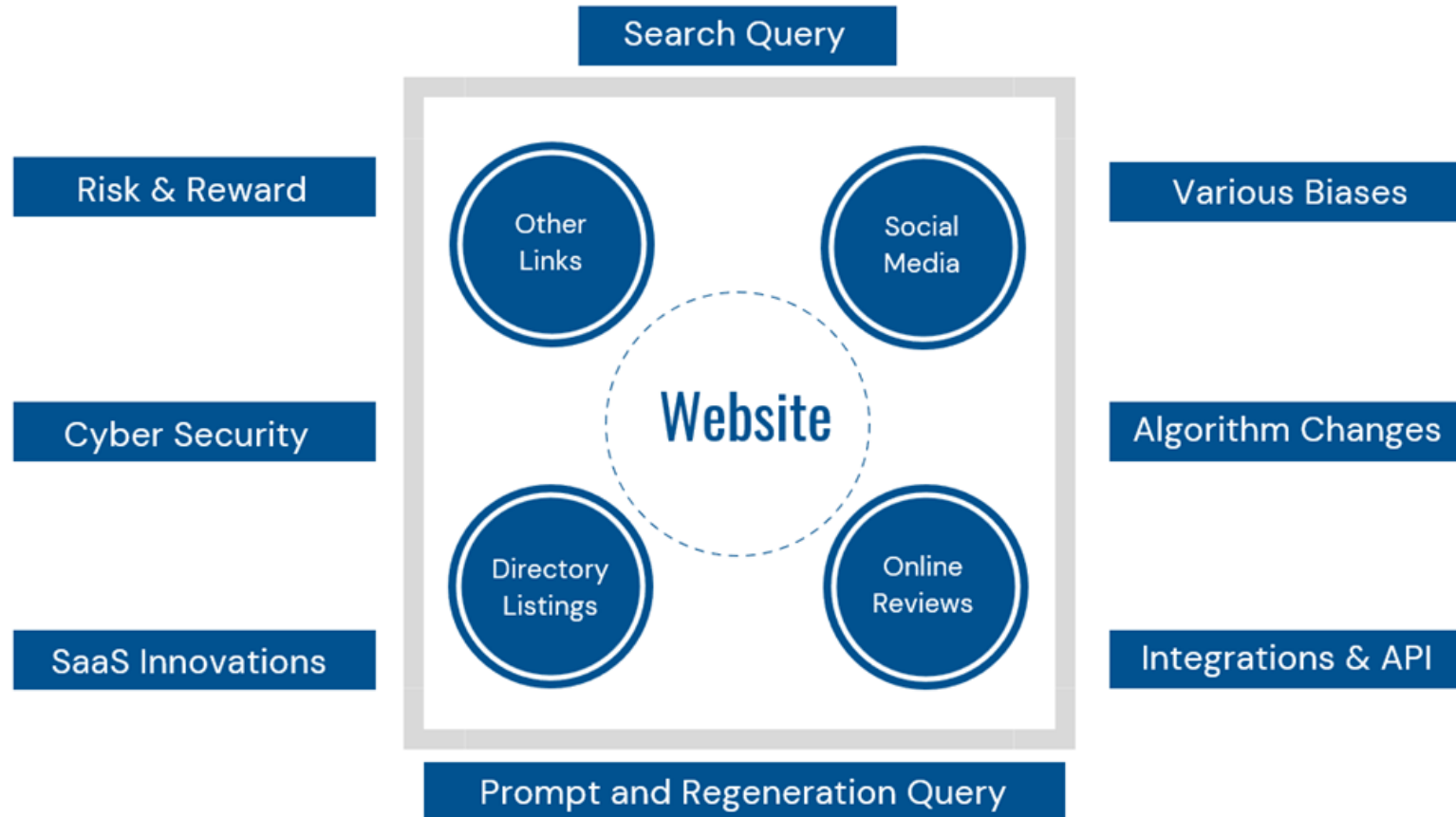
Educate Plus (EdPlus)

Digital Resources

- From SERPs to CHERPs Face 2 Face Magazine Educate Plus 2023 pages 12-14
<https://www.educateplus.edu.au/about-us/face2face>
- Existing Terminology and Artificial Intelligence Terminology
<https://sueellson.com/blog/existing-terminology-and-artificial-intelligence-terminology>
- 'TikTok Beats Google as the Top Search Engine for Gen Z'
<https://segmentify.com/blog/tiktok-as-search-engine-vs-google>

Digital Landscape

ONLINE PRESENCE



Reminders

- **Website** – only 'owned' online asset
- **Email / SMS list** – only 'owned' people asset
- **Goal is to have website content indexed** and if you link to your social media posts, some of your social content will be indexed in search results and potentially chat results
- **Experiment** with Microsoft Copilot (via Bing), Google Gemini and Chat GPT as a minimum – compare the results for your school

LinkedIn

- Aim for 80% of Year 11 (or Year 12) students to list your School in their Education Section of their LinkedIn Profile before departure
- Create a Newsletter on LinkedIn – will automatically invite all new Followers to Subscribe
- Update your About School Page – there are several new sections and a free Lead Generation Form
- Posting weekly on LinkedIn will double your engagement
- You need to ask Followers to click the Notification Bell 🔔 and choose 'All new posts' so they can see your content (start by asking Staff to do this)

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