

WHY PARENTS CHOOSE INDEPENDENT SCHOOLS

2021 RESEARCH

ONLINE SURVEY



The overwhelming majority of parents listed educational excellence as the primary factor in their decision to choose an Independent school.

TOP REASONS PARENTS CHOOSE INDEPENDENT SCHOOLS

1

EDUCATIONAL EXCELLENCE

2

GOOD TEACHERS

3

GOOD FACILITIES

4

SUPPORTIVE, CARING ENVIRONMENT

WHAT PARENTS THINK...



85%

VALUED CHOOSING SCHOOLS IN LINE WITH THEIR VALUES AND BELIEFS



79%

AGREED INDEPENDENT SCHOOLS MEET THE NEEDS OF INDIVIDUAL CHILDREN

PARENTS' OVERALL SATISFACTION...



87%

WOULD RECOMMEND AN INDEPENDENT SCHOOL TO FRIENDS AND FAMILY



80%

NOT LIKELY TO CHANGE THE TYPE OF SCHOOL THEIR CHILD(REN) ATTEND

HOW PARENTS DECIDE...

- 1 WORD OF MOUTH FROM FRIENDS OR OTHER PARENTS
- 2 INTERACTION WITH TEACHERS AND STAFF
- 2 SCHOOL OPEN DAY
- 4 PERSONAL EXPERIENCE



Over 50% of parents see being prepared for employment as the long term goal of education.

”

OUTCOMES PARENTS WANT...

FROM PRIMARY EDUCATION

- 1 READING, WRITING AND NUMERACY SKILLS
- 2 A LOVE OF LEARNING AND CURIOSITY
- 3 CONFIDENCE AND HIGH SELF ESTEEM

FROM SECONDARY EDUCATION

- 1 CONFIDENCE AND HIGH SELF ESTEEM
- 2 TO THINK FOR THEMSELVES
- 3 HIGH ACADEMIC PERFORMANCE

WWW.ISA.EDU.AU

INDEPENDENT SCHOOLS AUSTRALIA — THE NATIONAL PEAK BODY FOR THE AUSTRALIAN INDEPENDENT SCHOOL SECTOR

INDEPENDENT SCHOOLS AUSTRALIA

