



CAMPAIGN TOOLKIT

SCHOOL CHOICE COUNTS



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Why This Election Matters

Dear Principals, Teachers, Parents, and School Communities,

This federal election will be a critical moment for Independent schools, teachers and students, and the families who choose them.

There are growing calls from politicians and commentators who advocate that funding for non-government schools should be reduced or even removed, and decisions made in the coming months will shape the future of education funding, family choice, and the opportunities available to the 716,000 students whose families choose an Independent school.

Independent school parents, like many in the wider community, may not be aware that every Australian student, no matter which school they attend, receives some funding from government. For Independent school students, that contribution is reduced based on the actual income – the Capacity to Contribute – of a school's parent body.

Families, who are also taxpayers, contribute the difference through fees, often making real sacrifices to send their children to their chosen school. Changes to government funding policies risk higher fees, reduced support for vulnerable students and fewer choices for families.

Protecting fair funding benefits every child and ensures a brighter future for all students, and the whole education sector.

To ensure our voices are heard, Independent Schools Australia (ISA), and the state and territory Associations of Independent Schools, have launched the **School Choice Counts campaign**. This initiative will support students, parents, and school communities coming together to protect fair funding and secure the right of every family to choose the best education for their children.

The **School Choice Counts Toolkit** has been designed as a resource for principals, teachers, and parents — equipping you with the tools to spread the word, engage with your school community, and advocate for what matters most: our students.

Here's what's in the toolkit and how you can use it:

- **For Schools:** Resources to inform your community, including printable posters, fact sheets, and templates for reaching out to parents and local MPs.
- **For Parents:** Step-by-step guides to writing to politicians, social media graphics, and customisable letters to ensure every voice is heard.
- **For Everyone:** Shareable materials to promote school choice and fair funding through social media, newsletters, and community events.

This campaign is already making waves, with coverage in The Australian and other major media outlets highlighting the growing enrolments and vital role of Independent schools. But we need your help to build momentum. Every email, every post, and every conversation makes a difference.

Please use this toolkit to engage with your community and encourage parents to get involved. Together, we can ensure Independent schools remain accessible, inclusive, and valued as a cornerstone of Australia's education system.

If you have any questions or need support, don't hesitate to reach out at schoolchoicecounts@isa.edu.au.

Thank you for your leadership, passion, and commitment to our students and their families. With your help, we can make a lasting difference.

Warm regards,

Graham Catt Chief Executive Officer
Independent Schools Australia

HOW TO TAKE ACTION

Everybody can help School Choice Counts have a positive impact.

I AM A PARENT AND I WANT TO...

- Post a message about School Choice Counts on social media **Page 21**
- Post a graphic tile about School Choice Counts on social media **Page 22**
- Write a concerned letter to my local MP or candidate **Page 29**
- Learn more about why School Choice Counts matters **Page 07**
- Read/print a fact sheet about Independent schools and threats to funding **Page 16**

I AM A SCHOOL PRINCIPAL AND I WANT TO...

- Write a letter to the school community about threats to funding **Page 12**
- Display posters about School Choice Counts **Page 14**
- Post a message about School Choice Counts on social media **Page 20**
- Post a graphic tile about School Choice Counts on social media **Page 24**
- Write a concerned letter to the local MP or candidate **Page 29**
- Read/print a fact sheet about Independent schools and threats to funding **Page 16**

INTRODUCTION



1

Did You Know

Currently every student in Australia receives some form of government funding, but there are those who advocate for funding to be stripped from non-government schools. This is despite families, who are also taxpayers, making significant sacrifices to send their children to non-government schools. Cuts to government funding risks higher fees, reduced support for vulnerable students and fewer choices for families. Protecting fair funding benefits every child and ensures a brighter future for all students and the whole education sector.

About School Choice Counts

Our Children Aren't Political Footballs!

Every child, regardless of their school, deserves access to a high-quality education.

Fairness in funding and support for Independent schools students is essential to maintaining a diverse and inclusive education system that serves all Australians.

Families should not be vilified for making choices that align with their values and aspirations.

"School Choice Counts" is an opportunity for politicians to work with the Independent school sector and not against it.

It's not just good politics – it's good policy.

Together we can build a stronger, more inclusive education system for all Australian school students.

Because School Choice Counts.

What's in the Toolkit and How to Use it?

To help us be as impactful as possible, we need your support to spread the word about School Choice Counts.

This toolkit provides schools with information and campaign materials that can be used to promote the campaign to local MPs and candidates, your school community and beyond through letters, social media or wherever your ideas take you.

The following materials have been provided to help School Choice Counts make a positive difference:

- School Choice Counts key priorities
- Communication materials to promote and support School Choice Counts
- Key statistics about why School Choice Counts is important
- Where to get further information

How You Can Help

Be Loud on Social Media:

Follow Independent Schools Australia and our member organisations on Facebook, X and LinkedIn to join the conversation. Tag our social media channels while sharing your content: **@IndependentSchoolsAustralia**

Use our campaign hashtag **#SchoolChoiceCounts** on your posts so we can re-share your message.

While posting your content, we encourage you to prompt your users to visit schoolchoicecounts.isa.edu.au

Contact Your Local MP or Candidate:

There's a federal election coming up...

Write to your local member or candidate and tell them that our children aren't political footballs!

Together, We Can Make a Difference.

Every email, post and conversation counts. By getting involved, you're not just supporting Independent schools – you're standing up for fairness, diversity and the right of every family to choose the best education for their child.

About Independent Schools Australia

Independent Schools Australia is the national peak body for Independent schooling in Australia. ISA represents the sector on national issues and engages with the Australian Government, national agencies, media, key stakeholders and the wider Australian community.

Working with the eight state and territory Associations of Independent Schools, Independent Schools Australia represents more than 716,800 students, over 1,216 schools and a workforce of nearly 122,000 people.

Independent schools are long-established partners in Australia's education system, alongside government and Catholic schools. They make a valuable contribution to society and the learning and wellbeing of Australian children.

Types of Resources in this Toolkit

Informative Materials: These resources provide factual insights about Independent schools and funding challenges, ideal for parents and communities seeking understanding without advocacy.

Advocacy Materials: These resources empower engagement with decision-makers through tools like MP contact guides, letter templates, and policy-focused messages to support school choice and funding.

KEY PRIORITIES FOR SCHOOL CHOICE COUNTS

1. Protecting Family Choice

Independent schools empower families to choose an education that aligns with their values, beliefs and child's needs. Many families make significant sacrifices to make this choice – particularly as cost-of-living pressures grow.

To keep this choice accessible:

- We call for **stable, predictable federal funding** that keeps school fees affordable.
- We urge all parties to rule out funding cuts that could limit family choice.

2. Ending the Blame Game

We believe every Australian child deserves access to a high-quality education that meets their unique needs and supports their future success – regardless of the school they choose or the sector it's in.

We should be united in this goal, but too often politics pits school sectors against each other.

To help focus on students and families to end this division, we need:

- A commitment to **cross-sector collaboration** to address shared challenges.
- A national campaign to promote understanding of how Australia's education system works and the critical role of all school sectors.

3. Supporting Vulnerable Students

Independent schools educate over 157,000 students with a disability, 19,000 Aboriginal and Torres Strait Islander students and thousands of disadvantaged young Australians.

To ensure these students thrive:

- We advocate for fair and **adequate funding** for schools serving vulnerable communities.
- We need to ensure there's a 'safety net' to ensure our most disadvantaged students, and the schools that support them, receive the resources they need.

4. Investing in Cross-Sector Innovation

Innovation in education benefits every student. To encourage sharing of new approaches that can deliver great student outcomes, support wellbeing and address our teacher workforce challenges we propose:

- A **\$50 million cross-sector innovation** fund to share and scale solutions to our current and future challenges.
- Support for collaboration between Independent, government, and Catholic schools.

5. Building Choice into the Future

Demand for Independent schools is growing, with enrolments projected to rise by over 120,000 students in the next decade. Currently families and school communities contribute 90% of all capital funding. Government funding for the entire non-government sector is less than \$250 million annually compared to \$1.5 billion for government schools in NSW alone.

To help meet this future demand we need:

- Increased funding for the **Capital Grants Program** to help schools expand their capacity.
- Adjusted regional loadings that will support schools in rural and remote areas.

RESOURCES FOR SCHOOLS



2

Informative Letter Template

A customisable letter template for school principals to advocate for fair funding and school choice by writing to their local MP or election candidate. The letter explains how government funding helps make these schools accessible and asks for the recipient's position on maintaining fair funding during the election.

[CLICK HERE TO DOWNLOAD RESOURCE](#)

[School Name]
[School Address]
[City, State, Postcode]

[Date]

[MP's Full Name or Election Candidate's Name]
[Electorate Office Address]
[City, State, Postcode]

Dear [MP/Candidate's Name],

Highlighting the Role and Contributions of Independent Schools

I am writing on behalf of [School Name] to provide information about the vital role Independent schools play in our education system and to raise awareness about the funding challenges we face. Our school is one of several in your electorate, where we educate (XXX) children serving a school community of approximately (xxx) once you include parents, teachers and friends of the school.

Independent schools educate over **716,000 students nationwide**, offering families diverse educational options that reflect their values and aspirations. These schools enrich our community by fostering inclusion and supporting students from a range of backgrounds, including:

- **60% from low- to middle-income families.**
- **19,000 Aboriginal and Torres Strait Islander students.**
- **157,000 students with disability.**

Government funding is essential to making Independent education affordable for families, particularly as costs continue to rise due to inflation and increased demands for resources. However, Independent schools receive significantly less government funding than public schools. On average, Independent school students receive **\$10,000 less in government funding per year** than their public school counterparts.

The funding model is structured so that government contributions are adjusted based on families' **Capacity to Contribute**, ensuring fairness. However, cuts or reductions to this support would strain families and jeopardise the quality of education we provide.

I would greatly appreciate knowing your position on these critical issues, as well as any steps you are taking to support Independent schools during this election. Thank you for taking the time to consider our concerns. I look forward to hearing from you and learning how you plan to address these important matters

Yours sincerely,

[Your Full Name]
[Optional: Your Role in the School Community, e.g., Parent of a Year 5 Student]
[Your Contact Details, if desired]

Advocacy-Focused Letter Template

A customisable letter template for school principals to advocate for fair funding and school choice by writing to their local MP or election candidate. This version takes a more direct approach, urging MPs or candidates to commit to protecting funding for Independent schools so families can continue to choose these options without financial strain.

[CLICK HERE TO DOWNLOAD RESOURCE](#)

[School Name]
[School Address]
[City, State, Postcode]

[Date]

[MP's Full Name or Election Candidate's Name]
[Electorate Office Address]
[City, State, Postcode]

Dear [MP/Candidate's Name],

Protecting Family Choice for Independent School Students

I am writing to you on behalf of [School Name] to express our deep concern about the potential impact of funding changes on our students and families. As you may know, our school is one of several in your electorate, where we educate (XXX) children serving a school community of approximately (xxx) once you include parents, teachers and friends of the school.

Independent schools are integral to Australia's education system, supporting families from all walks of life:

- **60% of our families are from low- to middle-income households.**
- **157,000 students with disability** receive tailored education in Independent schools.
- We provide vital educational opportunities to **19,000 Aboriginal and Torres Strait Islander students.**

Unfortunately, the growing calls to reduce or remove government funding for Independent schools students are deeply concerning. Cuts to funding would force families to shoulder unsustainable fee increases, particularly during a cost-of-living crisis. Such actions would jeopardize school choice and place an enormous strain on Australia's already stretched public school system.

Independent schools receive less government funding than public schools—nearly **\$10,000 less per student annually**—and the Capacity to Contribute model ensures that wealthier school communities receive even less support. This system is fair, but further reductions risk undermining the essential support that families rely on.

We urge you to commit to:

- Protecting fair and stable funding for all students, including those in Independent schools.
- Supporting policies that uphold family choice in education.
- Ensuring funding policies do not leave any student or family worse off.

We would greatly appreciate knowing your position on these critical issues, as well as any steps you are taking to support Independent schools during this election. Thank you for taking the time to consider our concerns. I look forward to hearing from you and learning how you plan to address these important matters.

Please let us know how we can assist you in advocating for equitable education policies.

Thank you for your time and attention to this critical issue.

Yours sincerely,

[Your Full Name]
[Optional: Your Role in the School Community, e.g., Parent of a Year 5 Student]
[Your Contact Details, if desired]

Informative Template Letter for Schools to Parents

The more people we have behind us, the better the chance of ensuring fair funding for Independent schools. School principals can use this letter as a template to reach out to their school community to encourage them to support the cause.

[CLICK HERE TO DOWNLOAD RESOURCE](#)

Dear Parents, Guardians and School Community,

As we approach the upcoming federal election, we want to share some important information about the potential impact it may have on our school and the Independent school sector as a whole. Decisions made during this election could directly affect funding and the ability of families to choose schools that align with their values and aspirations.

Independent schools like ours play a vital role in offering diverse and high-quality educational opportunities. These schools are funded through a combination of government support and the significant contributions of families and communities. Ensuring stable and fair funding is essential to maintaining the high standards of education we strive to provide.

Raising awareness about these issues is an important step in protecting the diversity and accessibility of education for all families. To support this effort, we are participating in the *School Choice Counts* campaign, which highlights the value of Independent schools and the importance of fair funding.

If you would like to learn more or become involved, we have resources available to help you take action and share your voice. These resources include information on the campaign, guidance on engaging with decision-makers and ways to support our shared mission of ensuring choice and quality in education.

Your support is invaluable in making a difference, not just for our school, but for Independent schools across Australia. Should you have any questions or wish to explore the resources further, please don't hesitate to reach out to me or the school office.

Thank you for your continued partnership and dedication to our school community.

Warm regards,

[Principal's Name]

Principal
School Name

Advocacy Letter Template for Schools to\ Parents

A strongly worded template for school principals to rally their community in support of fair funding and school choice. It highlights the risks to Independent schools and encourages parents to join the School Choice Counts campaign.

[CLICK HERE TO DOWNLOAD RESOURCE](#)

Dear Parents, Guardians and School Community,

We are reaching out at a critical moment for the future of our school and Independent schools across Australia. The upcoming federal election poses significant risks to the funding that supports our students and the right of families to choose an education that reflects their values and aspirations.

Independent schools like ours are more than just educational institutions – they are communities built on the principles of diversity, inclusion and excellence. Yet these principles are under threat. Funding cuts being proposed could have devastating consequences:

- **Higher fees**, making it harder for families to afford their preferred education.
- **Reduced resources**, impacting the quality of programs and support available to students.
- **Fewer opportunities**, particularly for vulnerable students, including those with disabilities and from disadvantaged backgrounds.

We cannot allow these risks to undermine the future of our school and the students we teach. This is why we are actively participating in the *School Choice Counts* campaign, which advocates for fair funding and the protection of every family's right to choose the best education for their children.

We need your voice. By raising awareness and engaging in this campaign, you can help ensure Independent schools continue to provide high-quality education to students across the nation. Resources are available to guide you, whether you wish to contact politicians, share information within our community or simply stay informed.

The time to act is now. Let us stand together to protect the values and opportunities that make Independent schools a vital part of Australia's education system. If you have questions or would like to get involved, please don't hesitate to reach out to me or the school office.

Your support is crucial in safeguarding the future of our school and all Independent schools in Australia.

Warm regards,

[Principal's Name]

Principal
School Name

Printable Posters for Schools

A collection of printable posters designed to support the School Choice Counts campaign. Featuring messages on fair funding, school values and community advocacy, these posters help schools engage their communities and highlight the importance of Independent education.

[CLICK HERE TO DOWNLOAD RESOURCE](#)

Poster Specifications

- A3
- Full colour RGB
- Single sided
- Print & digital PDF

Applications:

- School notice boards
- Classroom walls or doors
- Reception areas
- Parent pick-up and drop-off zones
- School newsletters (printed or digital)
- Community centres or libraries
- Local cafes and shops
- Sports club notice boards
- Parent-teacher meeting spaces
- School event entrances or registration tables



Printable Posters for Schools

A collection of printable posters designed to support the School Choice Counts campaign. Featuring bold icons instead of photography, these posters deliver messages on fair funding, school values, and community advocacy. The designs help schools engage their communities and emphasise the importance of Independent education.

[CLICK HERE TO DOWNLOAD RESOURCE](#)

Poster Specifications

- A3
- Full colour RGB
- Single sided
- Print & digital PDF

Applications:

- School notice boards
- Classroom walls or doors
- Reception areas
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- School newsletters (printed or digital)
- Community centres or libraries
- Local cafes and shops
- Sports club notice boards
- Parent-teacher meeting spaces
- School event entrances or registration tables



Fact Sheet

This fact sheet highlights the critical role of Independent schools in Australia, showcasing key statistics on government funding, family contributions and enrolment growth. It also outlines Independent Schools Australia's five key policy priorities for securing fair funding, supporting vulnerable students and protecting school choice.


CLICK HERE TO DOWNLOAD RESOURCE

Poster Specifications

- A3 or A4
- Full colour RGB
- Single sided or double sided
- Print & digital PDF

Applications:

- School notice boards
- Classroom walls or doors
- Reception areas
- Parent pick-up and drop-off zones
- School newsletters (printed or digital)
- Community centres or libraries
- Local cafes and shops
- Sports club notice boards
- Parent-teacher meeting spaces
- School event entrances or registration tables



SCHOOL CHOICE COUNTS

Fair Funding at a Glance

Cuts to government funding risk higher fees, reduced support for vulnerable students and fewer choices for families. Protecting fair funding benefits every sector and ensures a brighter future for all students and the education sector.

Government Funding Per Student

Independent school families contribute significantly more to their children's education, with communities funding nearly 90% of capital works.

\$12,160

Average government funding per Independent school student.

\$22,510

Average government funding per public school student.

\$9 billion

Annual contribution by families to Independent schools which eases the burden on taxpayers.

The Value of Independent Schools

Independent schools offer diverse learning environments, including faith-based, multicultural and specialised programs. Along with Catholic and government schools, they are critical to ensuring a balanced, inclusive education system for all Australian children.

716,848

Students enrolled in Independent schools. That's 18% of all Australian school students.

140,000

Students enrolled in regional and remote area Independent schools.

19,000

Aboriginal and Torres Strait Islander students supported in Independent schools.

157,000

Students with a disability receive tailored education in Independent schools.

Protect family choice and support our students

schoolchoicecounts.isa.edu.au

E: schoolchoicecounts@isa.edu.au T: +61 2 6282 3488

Authorised by Graham Catt
Chief Executive Officer, Independent Schools Australia



SCHOOL CHOICE COUNTS

Enrolments in Independent schools are growing by **1.6% annually**. They are projected to become the largest non-government school sector by **2027**.

Independent School Australia's Key Policy Priorities

ISA has 5 Key Policy asks we are putting to MPs and candidates. Details of the policies can be found on the School Choice Counts website.

Policy 1: Protecting Family Choice

Secure federal funding for our students to keep education affordable for middle and low-income families amid economic challenges.

Policy 2: Ending the Blame Game

Call for unified education policies that benefit public, Independent and Catholic schools, focusing on supporting all students equally.

Policy 3: Supporting Our Most Vulnerable Students

Ensure funding supports Indigenous and disadvantaged students, providing equal opportunities and helping them thrive despite economic difficulties.

Policy 4: Investing in Cross-Sector Innovation

Fund cross-sector innovation to share successful strategies among all schools, improving educational outcomes for every child, regardless of background.

Policy 5: Building Choice into the Future

Advocate for investment in Independent schools, especially in rural areas, to provide quality education and safe learning environments for all children.

Protect family choice and support our students

schoolchoicecounts.isa.edu.au

E: schoolchoicecounts@isa.edu.au T: +61 2 6282 3488

Authorised by Graham Catt
Chief Executive Officer, Independent Schools Australia

How Government Funding Works

This fact sheet explains how government funding supports diverse school choices in Australia. It covers base funding, additional support for disadvantaged students, family contributions, and funding gaps. Fair, stable funding ensures families aren't disadvantaged for choosing independent schools that align with their values, supporting every student's right to thrive.

[CLICK HERE TO DOWNLOAD RESOURCE](#)

Poster Specifications

- A3 or A4
- Full colour RGB
- Single sided
- Digital PDF

Applications:

- School notice boards
- Classroom walls or doors
- Reception areas
- Parent pick-up and drop-off zones
- School newsletters (printed or digital)
- Community centres or libraries
- Local cafes and shops
- Sports club notice boards
- Parent-teacher meeting spaces
- School event entrances or registration tables



SCHOOL CHOICE COUNTS

HOW GOVERNMENT FUNDING WORKS

Independent schools play a vital role in Australia's diverse education landscape, providing families with meaningful choices that align with their values and aspirations. Here's how government funding supports students across all school sectors, and where families step in to bridge the gap.

Step 1

Establishing Base Funding – The Schooling Resource Standard (SRS)

The Australian Government sets a standard funding amount per student to cover the basic cost of education. This base rate is the foundation of all school funding.

\$13,557* per primary student

\$17,036* per secondary student.

*funding is indexed each year to reflect inflation and rising education costs.

Step 2

Loadings for Educational Disadvantage

Extra funding is allocated to support students with greater needs. These loadings account for:

- School size
- Socio-educational disadvantage
- English language proficiency
- Disability
- Aboriginal and Torres Strait Islander background
- Regional, remote or small school status

Step 3

Capacity to Contribute (CTC) – Adjusting for Family Income

Independent school funding is reduced based on the average family income. That means schools in wealthier areas get less. Public schools receive full funding regardless of family income.

Step 4

Bridging the Gap – Family Contributions

Any shortfall in government funding must be covered by families through school fees, fundraising and donations.

Base Funding Split

Government Schools



Independent Schools



Why This Matters

Independent school families are taxpayers too. Fair and stable funding ensures they aren't penalised for choosing an education that reflects their values. Protecting family choice means supporting every student's right to thrive.

Protect family choice and support our students

schoolchoicecounts.isa.edu.au

E: schoolchoicecounts@isa.edu.au

T: +61 2 6282 3488

Authorised by Graham Catt
Chief Executive Officer, Independent Schools Australia

DIY POSTS FOR SCHOOLS AND PARENTS



3

DIY Social Media Posts

A Guide for Parents

You can choose between posts with prepopulated images, or use your own. This section provides guidance for creating personalised posts, making the campaign more inclusive and relatable.

Example post:

Celebrating Personal Stories

Share a short story or caption about why you chose the school and how it has positively impacted your child's experience, fostering a sense of community and shared values.

1

Caption

We chose [School Name] because it reflects our family's values and gives our child the best opportunity to succeed. Independent schools are about so much more than education – they're about shaping futures and supporting families like ours.

We're proud to be part of the **#SchoolChoiceCounts** campaign to ensure that schools like ours continue to offer the best for our children. Let's celebrate our choice and stand behind the future of our children.

2

Call to Action

Use the hashtag **#SchoolChoiceCounts** and tag your school in your posts.

3

Photo and Video Ideas

Post an image of your child – whether it's a school performance, sports day or just enjoying their time at school. Images should capture the joy and growth of your child within the school environment.

4



Steven Lee

We chose [School Name] because it reflects our family's values and gives our child the best opportunity to succeed. Independent...



NOTE:

These are example posts. Please ensure you fill in placeholders such as [School Name] and other highlighted text in pink to personalise your content. Use the provided caption suggestions as a guide to reflect your unique story or school's message.

DIY Social Media Posts

A Guide for Schools

The pre-made posts below are provided as an example. You can use them as they are, but if they're not quite right then please add your own flair! Personalise them for your own school by using photos and stories from your archives or recent events. This will make your posts more personal and relatable – and therefore more effective – for your school community.

Example post:

Celebrating School Stories

Share a short story or caption about your school and how it supports students. It's about celebrating achievements to create a sense of community and shared values, to demonstrate why maintaining school funding is important.

1

Caption

Every family deserves the freedom to choose the education that fits their child's needs. At [School Name], we're proud to support [XXX] students from diverse backgrounds who thrive in our inclusive, nurturing community. Join us in protecting school choice – because every child deserves the best opportunities.

2

#SchoolChoiceCounts

Call to Action

Use the hashtag **#SchoolChoiceCounts** and tag your school in their posts.

3

Photo and Video Ideas

Share photos or videos of students achieving in your school. This could be big achievements like sports or awards, or could be everyday activities like classroom work. Be sure to include the hashtag:

4

#SchoolChoiceCounts



Jane Smith

Every family deserves the freedom to choose the education that fits their child's needs. At [School Name], we're proud to support [XXX] students...



NOTE:

These are example posts. Please ensure you fill in placeholders such as [School Name] and other highlighted text in pink to personalise your content. Use the provided caption suggestions as a guide to reflect your unique story or school's message.

For Schools

These posts have been created to make it easy for your school to post on its social media channels. They are ready to go. All you need to do is replace the pink placeholder text with the right details. There are a few options provided, but you can change them up or create your own. Just remember to include the hashtag **#SchoolChoiceCounts**.

Post Suggestion 1:

Every family deserves the freedom to choose the education that fits their child's needs. At **[School Name]**, we're proud to support **[XXX]** students from diverse backgrounds who thrive in our inclusive, nurturing community. Join us in protecting school choice – because every child deserves the best opportunities.

#SchoolChoiceCounts

Post Suggestion 2:

Education is about children, not politics. That's why **[School Name]** stands with families to protect their right to choose. Together, we can ensure fair funding and strong futures for all Australian students.

#SchoolChoiceCounts

Post Suggestion 3:

Did you know that over 150,000 students with a disability and nearly 20,000 Indigenous students are thriving in Independent schools across Australia? For many families, choosing an Independent school is about giving their children the best chance to succeed, no matter their background.

Yet some are pushing to cut government support for these schools, putting that success at risk. Where does your MP stand?

Find out more at www.isa.edu.au/schoolchoicecounts

For Parents

These posts have been created to make it easy for parents to support their school through their own social media accounts. They are ready to go. All you need to do is replace the pink placeholder text with your school details. There are a few options provided, but you can change them up or create your own. Just remember to include the hashtag **#SchoolChoiceCounts**.

NOTE:

These are example posts. Please ensure you fill in placeholders such as **[School Name]** and other **highlighted text in pink** to personalise your content. Use the provided caption suggestions as a guide to reflect your unique story or school's message.

Post Suggestion 1:

We chose **[School Name]** because it reflects our family's values and provides our child with the support they need to thrive. Let's stand together to protect every family's right to choose the education that works for them.

#SchoolChoiceCounts

Post Suggestion 2:

Education is about our children, not politics. Families like ours work hard to provide the best for our kids. Join us in protecting school choice – because every child deserves the chance to succeed.

#SchoolChoiceCounts

Social Media Image Posts for Schools and Parents

Share these image posts on your social media channels. Don't forget to include the hashtag and to tag Independent Schools Australia too.

@IndependentSchoolsAustralia

#SchoolChoiceCounts

CLICK HERE TO DOWNLOAD RESOURCE

General Support

716,000 students are enrolled in Independent schools.

Let's protect their future.



Fair Funding

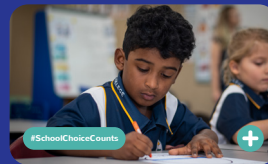


Every child deserves fair school funding
Independent schools matter.

Together for Education

Together, Independent, Catholic and government schools deliver a stronger education system.

Let's support them all.



Our Children Aren't Political Footballs



Our Children **Aren't** Political Footballs!
Tell Politicians: Our Children aren't political footballs!

Thriving Students



Did you **know**?

More than 150,000 students with a disability are thriving in Independent schools across Australia.

School Values

Independent schools **reflect** the values and aspirations of their families.



Supporting Vulnerable Students



Independent schools provide education for Australia's **most vulnerable** students

This includes 140,000 in regional areas and 15,500 in Special Assistance Schools.

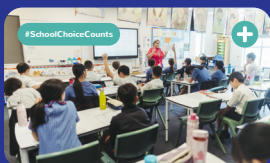
Celebrating Families

We chose our school because it reflects our **family's values**.

Join us in ensuring Independent schools get the support they deserve.



Future-Focused



Independent schools are the **fastest-growing** education sector in **Australia**, with enrolments rising **1.6%** annually.

Call to Action

Every voice matters.
Protect family choice and support our students.

Learn more at www.isa.edu.au/schoolchoicecounts



Social Media Icon Posts for Schools and Parents

Share these icon based posts on your social media channels. Don't forget to include the hashtag and to tag Independent Schools Australia too.

@IndependentSchoolsAustralia

#SchoolChoiceCounts

CLICK HERE TO DOWNLOAD RESOURCE

General Support Icon



Fair Funding Icon



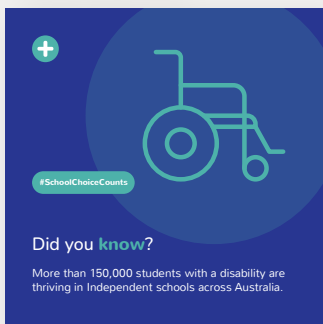
Together for Education Icon



Our Children Aren't Political Footballs Icon



Thriving Students Icon



School Values Icon



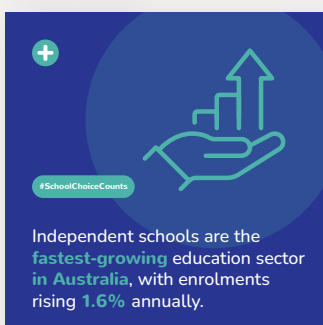
Supporting Vulnerable Students Icon



Celebrating Families Icon



Future-Focused



Call to Action Icon



Advocacy Social Media Image Posts for Schools and Parents

These image posts are a little more political. Please share them on your social media channels. Don't forget to include the hashtag and to tag Independent Schools Australia too.

@IndependentSchoolsAustralia

#SchoolChoiceCounts

[CLICK HERE TO DOWNLOAD RESOURCE](#)

Protect Our Children



Stand Up for Schools



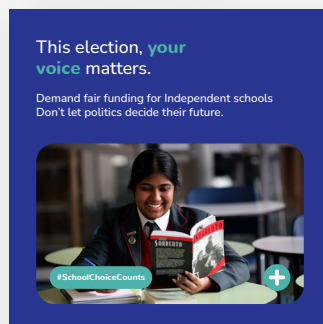
Funding for All



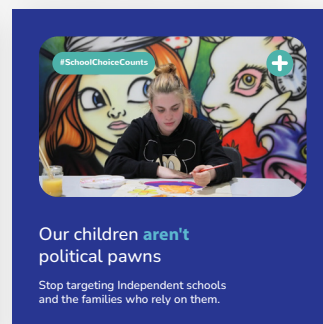
Our Children Aren't Political Footballs



A Call for Action Your Voice



Our Children Aren't Political Pawns



Advocacy Social Media Icon Posts for Schools and Parents

These icon based posts are a little more political. Please share them on your social media channels. Don't forget to include the hashtag and to tag Independent Schools Australia too.

@IndependentSchoolsAustralia

#SchoolChoiceCounts

[CLICK HERE TO DOWNLOAD RESOURCE](#)

Protect Our Children Icon



Stand Up for our students Icon



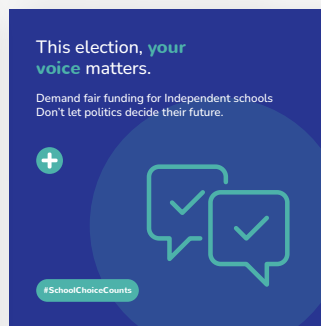
Funding for All Icon



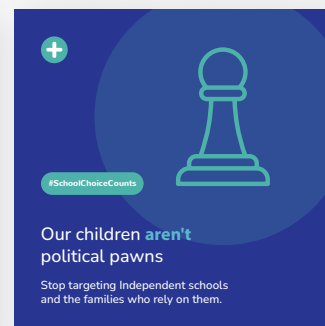
Our Children Aren't Political Footballs Icon



A Call for Action Your Voice Icon



Our Children Aren't Political Pawns Icon



RESOURCES FOR PARENTS



4

Write to Your MP: A Step-by-Step Guide

This guide helps you contact your local MP or election candidate to advocate for fair funding and school choice. It includes steps to find your MP, personalise a template letter, and send your message effectively.

CLICK HERE TO DOWNLOAD RESOURCE

Poster Specifications

- A3 or A4
- Full colour RGB
- Single sided
- Digital PDF

Applications:

- School notice boards
- Classroom walls or doors
- Reception areas
- Parent pick-up and drop-off zones
- School newsletters (printed or digital)
- Community centres or libraries
- Local cafes and shops
- Sports club notice boards
- Parent-teacher meeting spaces
- School event entrances or registration tables



SCHOOL CHOICE COUNTS

Write to Your MP A Step-by-Step Guide

Making your voice heard is simple! Follow these steps to identify your local Member of Parliament (MP) or election candidate, personalise the letter template and let your voice be heard!



STEP 1 Find Your MP

1. Visit the **Electorate Search Tool** on the ISA website to locate your electorate and MP.
2. Search for their contact details – including their electorate office and email address – using your preferred search engine and note it down.



STEP 3 Send Your Letter

Email:

1. Copy and paste your customised letter into the body of an email or attach it as a document.
2. Send the email to your MP's official address (noted down in Step 1).

Post:

3. Print your letter and mail it to your MP's electorate office. Make sure to include your return address on the letter to receive a reply.



STEP 2 Personalise the Template Letter

1. Download the Parent Letter or Stronger-Worded Parent Letter template for MPs from the **resources** page.
2. Fill in your personal details at the top of the letter (name, address, date, etc.).
3. Replace placeholders (e.g., "[MP/Candidate's Name]" and "[School Name]") with the appropriate information.
4. If desired, add a personal story or reason why school choice and funding are important to you and your family.



STEP 4 Share Your Efforts

1. Let your school community know you've contacted your MP to inspire others to take action.
2. Share your experience with the school office or campaign organisers to help track the impact of the **School Choice Counts** campaign.



By following these steps, you'll play a key role in supporting fair funding and school choice for all families. Every letter makes a difference—thank you for adding your voice to this important cause!

Protect Family Choice and support our students

schoolchoicecounts.isa.edu.au

E: schoolchoicecounts@isa.edu.au

T: +61 2 6282 3488

Authorised by Graham Catt
Chief Executive Officer, Independent Schools Australia

Template Letter for Parents to MPs

A customisable template for parents to advocate for fair funding and school choice by writing to their local MP or election candidate. It underscores the value of Independent schools and encourages MPs to share their position on education matters.

[CLICK HERE TO DOWNLOAD RESOURCE](#)

[Your Full Name]
[Your Address]
[City, State, Postcode]

[Date]

[MP's Full Name or Election Candidate's Name]
[Electorate Office Address]
[City, State, Postcode]

Dear [MP/Candidate's Name],

I am writing to you as a parent and a member of the [School Name] community to express my strong support for fair funding and continued choice in education.

Independent schools play a vital role in Australia's education system, complementing public schools by offering diversity and tailored opportunities for students from all backgrounds. 60% of Independent school students come from low/middle-income families, 19,000 students are from Aboriginal and Torres Strait Islander backgrounds, and 157,000 students with a disability receive education in Independent schools.

Families who choose Independent schools already make considerable sacrifices, and any reduction in government funding would place additional strain on parents and communities alike.

Every child deserves access to a high-quality education, no matter which school they attend. Ensuring fair and stable funding for Independent schools supports not only families like mine but also the broader education system.

I urge you to commit to:

- Ensuring predictable and stable federal funding for Independent schools students.
- Supporting vulnerable students, including those with a disability and from disadvantaged backgrounds.
- Recognising and preserving the right of families to choose the education that best suits their values and their children's needs.

I would greatly appreciate knowing your position on these critical issues, as well as any steps you are taking to support Independent schools during this election.

Thank you for taking the time to consider my concerns. I look forward to hearing from you and learning how you plan to address these important matters.

Yours sincerely,

[Your Full Name]
[Optional: Your Role in the School Community, e.g., Parent of a Year 5 Student]
[Your Contact Details, if desired]

Customisable Open Letter From Parents to MPs

School Choice Counts encourages school communities to voice concerns about threats to Independent school funding. Staff and parents can use the template letter below to send a strong message to politicians.

Find your local MP using Independent Schools Australia's Electorate Search Tool at isa.edu.au/electorate-search.

CLICK HERE TO DOWNLOAD RESOURCE

[Your Full Name]
[Your Address]
[City, State, Postcode]

[Date]

[MP's Full Name or Election Candidate's Name]
[Electorate Office Address]
[City, State, Postcode]

Dear [MP/Candidate's Name],

I am writing to express my serious concern about the future of Independent schools in Australia, including [School Name], where my child is enrolled. As a parent, I believe it is essential to protect fair funding and the right families have to choose an education that reflects their values and aspirations.

Independent schools are not a luxury – they are a vital part of our nation's education system. They serve 716,000 students, including 60% from low and middle-income families, 19,000 Aboriginal and Torres Strait Islander students and 157,000 students with disabilities. These schools provide diverse, high-quality educational opportunities that benefit students from all walks of life.

However, I am alarmed by the growing threats of cuts to government support for Independent schools. Such cuts would have devastating consequences:

- **Reduced resources**, impacting programs and support for vulnerable students.
- **Higher fees**, forcing many families to reconsider their educational choices.
- **Loss of choice**, undermining the diversity and inclusivity that make our education system strong.
- **Increased burden** on the public education system.

This is not just a school issue – it is a national issue. Families like mine already make significant financial sacrifices to provide the best education for our children. Funding cuts would unfairly punish parents and jeopardise the future of students across Australia.

I urge you to take a clear stand and publicly commit to the following:

- Ensuring **stable and predictable federal funding** for Independent schools to keep fees affordable and protect choice.
- Providing fair and adequate support for **vulnerable students**, including those with disabilities, Indigenous students and those in regional and remote areas.
- Recognising and safeguarding the right of families to choose an education that aligns with their values and their children's needs.

The decisions you make during this election will have a profound impact on the future of our education system. As my representative, I ask you to ensure that Independent schools receive the support they need to continue delivering high-quality education for all students.

I would appreciate a response outlining your position on these critical issues and the steps you are taking to support Independent schools during this election.

Thank you for your time and consideration. I look forward to your reply.

Yours sincerely,

[Your Full Name]
[Optional: Your Role in the School Community, e.g., Parent of a Year 5 Student]
[Your Contact Details, if desired]

SCHOOL CHOICE COUNTS

