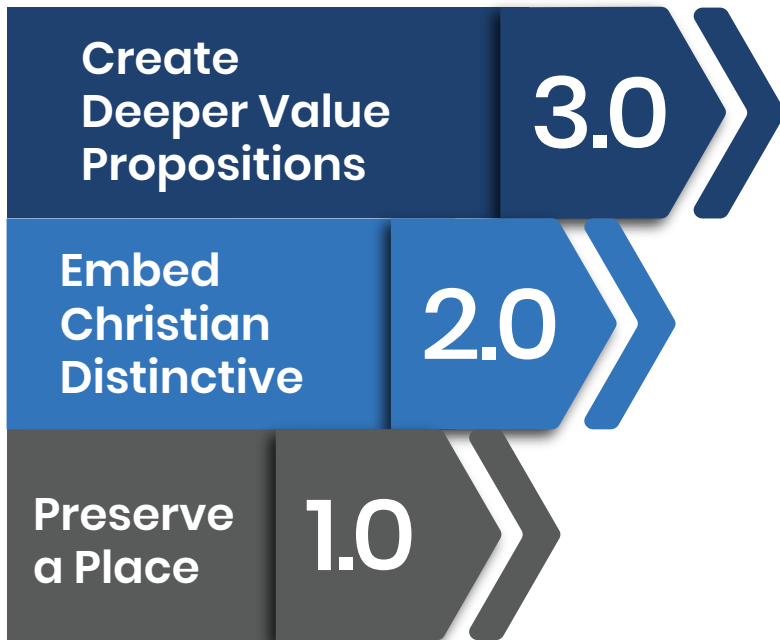


# 2023

## YEAR IN REVIEW

*Excellence in Education | Values for Life | Hope for Eternity*



# Some Stats



CELEBRATING

**21 years**

of establishing a space for Christian Education and advocating politically



LEARNING

**229** participants in Governance Training  
**473** leaders trained at 31 events



CSA MEMBERSHIP

**150** member schools on  
**180** sites and working with  
**7** Tertiary Partners



MEMBER COMMUNITY

**12,613** staff  
**78,872** students, (My School 2023)



STAFF/LOCATIONS

**6** States & Territories  
**20** staff, or 16.69 FTE

## Our Strategies



Preserve

**DISTINCT**  
*character*

### FOCUS

- Research Engagement
- Diversification
- Bring together thought leaders at events in Asia Pacific & Globally
- Financial Stewardship

### STRATEGIC PRIORITIES

- Maintain & develop international & national partnerships
- Attract broad participation in projects
- Promotion of modes & models of schooling
- International contributors at State and National events
- Global Connect (CSGC)/NHI participation in Australian and international events
- Long Term Sustainability

### KEY PERFORMANCE INDICATORS

- Partnerships formed with NCLS, Christian Schools Community Profile 2023 iteration
- CSCP (61 schools, 6238 students)
- 2 videos generated (Indigenous Education & Special Needs)
- State & Ntl events utilised international guests (eg. Trevor Cooling, Andy Wolfe, Jon Eckert, Lynn Swaner, Craig Groeschel)
- CSGC 3 international guests at NLS, Uganda Trip (16 schools), NHI Partnership
- Surplus \$319K (improvement of \$303K)



Protect

**DELIBERATE**  
*approach*

### FOCUS

- Engage in political campaigns
- Response to media requests and topic issues
- Expand advocacy staff
- Broaden advocacy approaches

### STRATEGIC PRIORITIES

- Focus on protection of schools with regard to Religious Freedom, Discrimination Law and Conversion Practices Ban
- Relevant and timely responses to media, and membership awareness of topical issues
- Appointed assistant in support of advocacy
- Harnessing of relationships
- Content Creation

### KEY PERFORMANCE INDICATORS

- 13 Submissions made, 4 issues based campaigns launched
- 13 Media Releases, 103 Briefings Published
- Appointment made late 2023 for assistance at Federal level
- Partnerships developed with AACS, ACS, faith-based bodies such as Islamic Schools
- 'My Christian School' website and socials; 'Celebrate Christian Schools' website; 4 videos produced



Promote

**DEVELOPMENTAL**  
*focus*

### FOCUS

- SRS Resources
- Systematic packaging of resources as training packs
- Develop Emerging Leaders & Female Leaders' Programs
- Refining Communications

### STRATEGIC PRIORITIES

- Support of members in NSW/ACT, and interstate connections developed
- LMS Development
- Enhance existing leadership for women (FLAME); Roll-out of Middle Leaders Training: Step Up
- Timing and volume of emails re-evaluated
- Social Media Plan

### KEY PERFORMANCE INDICATORS

- 48 schools serviced, 453 enquiries attended to, 41 email updates released, SRS road trip
- Creation of platform and preparation for rollout in 2024. The launch of Step Up
- Flame hosted 3 events, with 223 participants
- 'Step Up' pilot launched with 52 participants held in 2 States
- Improved opening rate to 65% (up 12%), digital audit completed and Youtube channel launched
- Improvement in social media engagement. Instagram +20%, LinkedIn +17%, Facebook +6%

# Highlights



## RELIGIOUS FREEDOM

**13** submissions to Federal & State Govt

**4** issues-based campaigns launched



## ADVOCACY

**8,536**

advocacy emails sent

**16,115**

MyChristianSchool users



## MEDIA

**103**

briefings published for members, plus

**13**

Media Releases



## CAREERS

**2,207**

staff found new careers in Christian schools



## EVENTS

**125**

events held across the year, with

**8,809**

participants in attendance



## Progress

**DIRECTIONAL**  
*outward*

### FOCUS

- Greater segmentation engagement
- Completion of God's Big Story KLA's & CCPs
- Develop CSA Architecture Christian School Tool (ASIT)
- Provide members with better access to PD & certification

### STRATEGIC PRIORITIES

- The Collective expansion to accommodate zones for non-teaching staff
- Publication of materials within GBS
- Continued development of ASIT
- Promotion of schools to utilise the tool
- Multimedia & hybrid approaches utilised at a State and National level

### KEY PERFORMANCE INDICATORS

- 4 new 'Collective' networks. Members: Early Learning: 32; Marketing/Comms: 104; EA/PA: 158; Risk: 91
- Publication of CCP Asia and Australia's Engagement with Asia, KLA Health and Physical Education
- CSA ASIT 2nd Edition released
- 5 ASIT school reviews completed
- 125 events offered: in-person, hybrid, online & on-demand, with 8809 participants in 2023. Participants in 360 Reviews: 121; Governance Training: 229.



## Perform

**DELIVERABLE**  
*commitments*

### FOCUS

- Increased use of technology
- Publication of research
- Greater perceived benefit of schooling through story-telling
- Influential advocacy - cement the place of schooling.

### STRATEGIC PRIORITIES

- Intentional approach towards utilising digital alternatives and developing new platforms
- Communication of findings from research
- Collaboration and Communication
- Establish a platform to communicate Australia's educational roots being in Christian Schools.

### KEY PERFORMANCE INDICATORS

- Digital business cards; Development of LMS; Launch of Hubs (SRS, Formation); Website collaboration (THINQ); Website Development (NHI, Global Connect, search mechanisms)
- Publications: NCLS Infographic; CSCP: Why Parents Choose Christian Schools
- My Christian School website launch, in collaboration with AACCS and ACS, (32,029 views by 16,115 users)
- 'Celebrate Christian Schools' website created; 4 Videos produced on the History of Schooling in Australia



## A word from the CEO

**DR. DANIEL PAMPUCH**

A strength of CSA is the body of research that has been undertaken over the past 7 years. Research has included:

- » Relational Schools (2017 & 2019), exploring the impact of belonging upon student wellbeing and achievement;
- » People Bench Christian Schools Workforce Health & Wellbeing (2019-2020), which looked at the retention and performance of staff;
- » Cardus (2020), explored the contribution Christian schools made to the Common Good;
- » Flourishing Schools in conjunction with ACSI (2020) focused on the elements of a Christian school that brought about effective discipleship; and
- » Christian Schools Community Profile (2021 & 2023), explored parents' perception of Christian schools.
- » This year, the National Church Life Survey (2023), explored attitudes and choices of church-attending parents.

The capstone of this research will be with the Human Flourishing Program at Harvard (2024-2025) exploring the elements that support student flourishing. Data is to be gathered in 2024, with a publication and presentation in 2025.

Available Now...



# Schooling Matters

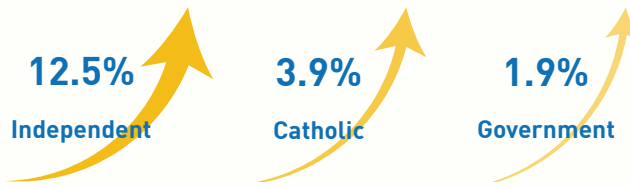
Perceptions of Christian Church Attenders about Australian Schooling



**83%**  
of Independent schools have a religious affiliation

ISA Independent Schools Council of Australia. (2022). Snapshot 2020. Available at [https://isa.edu.au/wp-content/uploads/2023/05/ISA\\_SNAPSHOT\\_2023\\_WEB\\_FINAL.pdf](https://isa.edu.au/wp-content/uploads/2023/05/ISA_SNAPSHOT_2023_WEB_FINAL.pdf)

## Student Enrolment Growth by School Sector 2018-2022



## Most important FACTORS chosen by church attenders when considering choosing a



### Primary School

- 59% Quality school leadership and teaching
- 39% A caring and nurturing environment
- 37% Religious education
- 33% Values important to the child's family
- 33% School discipline

### Secondary School

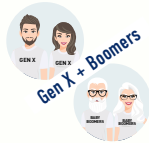
- 60% Quality school leadership and teaching
- 32% Religious education
- 32% School discipline
- 32% Values important to the child's family
- 25% Academic reputation

## Church attenders according to AGE when considering choosing a Primary School

### School Discipline as a key factor



27%



35%

### Convenient Location as a key factor



25%



13%

### Quality of facilities as a key factor



12%

Gen Z: 15-29

Millenials (Gen Y): 30-49

Gen X: 50-69

Head to [csa.edu.au/research](https://csa.edu.au/research) for this download and more!