



Australian Education Union - Federal Office

Ground Floor, 120 Clarendon Street, Southbank, Victoria, 3006
Phone : +61 (0)3 9693 1800 Fax : +61 (0)3 9693 1805
Email : aeu@aeufederal.org.au Website : www.aeufederal.org.au

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Private schools waste over \$2 million on advertising

According to Nielsen Media Research, elite private schools in New South Wales and Victoria have spent more than \$2 million dollars on advertising in the past twelve months.

Ms Pat Byrne, President of the Australian Education Union says, "Some private schools are wasting taxpayers' dollars on marketing and advertising rather than spending it on their students' education.

"Under the current, unfair, federal funding model, precious dollars needed by public schools are going to elite private schools to be used for shameless self promotion.

"Less than one-third of federal government funding goes to Australia's public schools, which educate more than two-thirds of Australian students.

"While public schools battle to upgrade facilities and provide basic opportunities for students, wealthy private schools have increased advertising expenditure by about 24%, on average, in the last two years.

"This is hardly an appropriate use of public money," said Ms Byrne. "What we have here are businesses marketing themselves through print, radio and billboard advertising, with government assistance, and already claiming that any future reduction in funding will be passed on through increased fees.

"These figures are conservative – they do not include local newspaper advertisements, direct marketing or staff costs.

"With the federal election just days away we are urging parents to make their votes count. Millions of parents across the country have the power to make public education a national priority," said Ms Byrne.

For further information, please contact:

Pat Byrne
AEU Federal President
0411 693 244

Meaghan Telford
Media
0409 510 879

NSW	
01 Sep 2002 - 31 Aug 2003	
Reduced Funding Schools	Total Advertising Expenditure
Abbotsleigh Girls	6,000
Ascham School	7,000
Barker College	49,000
Frensham	6,000
Kambala Church Of Eng Girl Sch	6,000
Kings School The	13,000
Knox Grammar School	5,000
MLC School	28,000
Newington College	15,000
Pittwater House Schools	9,000
Presbyterian Ladies College Sydney	17,000
Pymble Ladies College	19,000
Queenwood School For Girls	4,000
Ravenswood School For Girls	4,000
Reddam House	8,000
Scots PGC College	10,000
St Andrews Cathedral School	16,000
St Catherines School Sydney	1,000
Sydney Grammar School	23,000
Tara Anglican School For Girls	4,000
Trinity Grammar School Sydney	12,000
Tudor House School	10,000
Total	272,000
Guaranteed Funding Schools	
All Saints College Bathurst	4,000
All Saints Grammar School	10,000
American International School	1,000
Armidale School The	12,000
Calrossy School	21,000
Central Coast Grammar School	6,000
Danebank	2,000
Emanuel School The	4,000
Hunter Valley Grammar School	21,000
Illawarra Grammar School	60,000
Kincoppal-Rose Bay	17,000
Kinross Woleroi School	8,000
McDonald College	46,000
Meriden School	11,000
New England Girls School	3,000

Newcastle Grammar School	18,000
Presbyterian Ladies College Armidale	16,000
Scots School The	24,000
St Aloysius College	3,000
St Josephs College Hunters Hill	12,000
Total	299,000
Total NSW Schools	571,000

VIC	
01 Sep 2002 - 31 Aug 2003	
Reduced Funding Schools	Total Advertising Expenditur e
Camberwell Grammar School	2,000
Carey Baptist Grammar School	105,000
Caulfield Grammar School	96,000
Eltham College	4,000
Fintona Girls School	7,000
Firbank Anglican School	9,000
Geelong College	8,000
Geelong Grammar School	57,000
Haileybury College	17,000
Ivanhoe Grammar School	24,000
Kilvington Baptist Girl School	5,000
Korowa Anglican Girls School	28,000
Lauriston Girls School	28,000
Melbourne Girls Grammar School	5,000
Melbourne Grammar School	14,000
Mentone Girls Grammar School	7,000
Methodist Ladies College VIC	71,000
Peninsula School	1,000
Presbyterian Ladies College Melbourne	24,000
Ruyton Girls School	30,000
Scotch College Melbourne	16,000
St Catherines School Melb	22,000
St Leonard's College	40,000
St Michaels Grammar School	109,000
Toorak College	25,000
Trinity Grammar School Kew	1,000
Wesley College Melbourne	146,000
Woodleigh School	2,000
Total	903,000

Funding Guaranteed Schools	
Ballarat Grammar School	8,000
Billanook College	3,000
Christ Church Grammar School	2,000
Gippsland Grammar School	14,000
Goulburn V Grammar School	1,000
Goulburn Valley Grammar School	1,000
Huntingtower School	1,000
Ivanhoe Girls Grammar School	10,000
Kingswood College	4,000
Knox Grammar School	25,000
Lowther Hall Grammer School	6,000
Penleigh & Essendon Grmmr Schl	5,000
Preshil School	3,000
Shelford Anglican Girls School	6,000
St Margarets Anglican Grl Schl	3,000
Strathcoma Baptist Girls Grmmr	10,000
Taylors College	7,000
Tintern Schools	5,000
Westbourne Grammar School	12,000
Xavier College	27,000
Yarra Valley Grammar School	5,000
	Total 158,000
Total Victorian Schools	1,061,000
Total Reduced Funding Schools - NSW & Vic	1,175,000
Total Funding Guaranteed Schools - NSW & Vic	457,000
Total all schools - NSW & Vic	1,632,000

NSW	
07 Sep 2003 - 29 Aug 2004	
Reduced Funding Schools	Total Advertising Expenditure
Abbotsleigh Girls	3,000
Ascham School	9,000
Barker College	85,000
Cranbrook School Sydney	8,000
Frensham	17,000
Kings School The	10,000
Knox Grammar School	5,000
MLC School	38,000
Newington College	27,000

Pittwater House Schools	11,000
Presbyterian Ladies College Sydney	26,000
Pymble Ladies College	45,000
Queenwood School For Girls	4,000
Ravenswood School For Girls	3,000
Reddam House	26,000
Scots PGC College	21,000
St Andrews Cathedral School	4,000
Sydney Grammar School	22,000
Tara Anglican School For Girls	13,000
Trinity Grammar School Sydney	4,000
Trinity PreSchool Kindergarten	1,000
Tudor House School	9,000
Total	391,000
Funding Guaranteed Schools	
All Saints College	2,000
All Saints College Bathurst	24,000
Armidale School The	10,000
Calrossy School	65,000
Central Coast Grammar School	6,000
Emanuel School The	4,000
Hills Grammar School	4,000
Hunter Valley Grammar School	15,000
Illawarra Grammar School	31,000
International Grammar School	3,000
Kincoppal-Rose Bay	15,000
Kinross Wolaroi School	27,000
McDonald College	19,000
Meriden School	14,000
New England Girls School	13,000
Newcastle Grammar School	29,000
Presbyterian Ladies College Armidale	18,000
Scots School Albury The	1,000
Scots School Bathurst	13,000
Scots School The	21,000
St Josephs College Hunters Hill	12,000
St Lukes Anglican School	2,000
Total	348,000
Total NSW Schools	739,000
VIC	
07 Sep 2003 - 29 Aug 2004	
Reduced Funding Schools	Total Advertising Expenditure
Camberwell Grammar School	2,000
Carey Baptist College	8,000

Carey Baptist Grammar School	216,000
Caulfield Grammar School	133,000
Eltham College	16,000
Fintona Girls School	14,000
Firbank Anglican School	3,000
Geelong College	13,000
Geelong Grammar School	59,000
Haileybury College	19,000
Ivanhoe Grammar School	49,000
Korowa Anglican Girls School	78,000
Lauriston Girls School	104,000
Melbourne Girls Grammar School	25,000
Melbourne Grammar School	7,000
Mentone Girls Grammar School	11,000
Mentone Grammar School	12,000
Methodist Ladies College VIC	37,000
Peninsula School	1,000
Presbyterian Ladies College Melbourne	35,000
Ruyton Girls School	20,000
Scotch College Melbourne	17,000
St Catherines School Melb	12,000
St Leonard's College	13,000
Toorak College	11,000
Trinity Anglican School	6,000
Trinity Grammar School Kew	1,000
Wesley College Melbourne	124,000
Woodleigh School	2,000
Total	1,048,000
Funding Guaranteed Schools	
Ballarat & Clarendon College	28,000
Ballarat Grammar School	28,000
Bialik College	1,000
Gippsland Grammar School	14,000
Goulburn Valley Grammar School	3,000
Huntingtower School	2,000
Ivanhoe Girls Grammar School	12,000
Knox Grammar School	28,000
Lowther Hall Grammer School	15,000
Penleigh & Essendon Grammar School	1,000
Preshil School	9,000
Shelford Anglican Girls School	13,000
Strathcona Baptist Girls Grammar	24,000
Tintern Schools	10,000
Westbourne Grammar School	24,000
Xavier College	14,000
Yarra Valley Grammar School	7,000
Total	233,000

Total Victorian Schools	1,281,000
Total Reduced Funding Schools - NSW & Vic	1,439,000
Total Funding Guaranteed Schools - NSW & Vic	581,000
Total all schools - NSW & Vic	2,020,000

The above table contains estimates of all advertising expenditure by the listed schools and may include recruitment, tender and quotes advertising.

Increases in expenditure between 2002-2003 and 2003-2004 would have been impacted by rate increases and (in some cases) increased coverage of regional press.

This information was prepared by the AEU based on data supplied by Nielsen Media Research.