



## 2009 Independent Schools Parent Survey Results

In 2009, Access Management Corporation (AMC) conducted satisfaction and attitudinal surveys with more than 6,000 parents across Australia and New Zealand. As a cohort, the parents of 2009 rated the following as the top 3 performance areas and the bottom 3 performance areas by schools:

### **Top Performance Areas** (Average of all respondents rated out of 5)

1. Learning environment (Score of 4.11 out of 5)
2. Leadership and direction (Score of 4.07 out of 5)
3. Values and culture (Score of 3.97 out of 5)

### **Bottom Performance Areas** (Average of all respondents rated out of 5)

1. Learning and extension (Score of 3.37 out of 5)
2. Student transition (Score of 3.49 out of 5)
3. Homework (Score of 3.65 out of 5)

These results raise important questions for all independent schools. Do you know the attitudes of parents and other key stakeholders at your school? Are you complying with all the accreditation requirements for independent schools? Could your accreditation and planning process be improved with a more efficient, user friendly, high quality program for engaging with your school's stakeholders?

As you know, registered non-government schools are required by law to prepare an annual report on a range of performance measures and policies. One of the common requirements is to report on the satisfaction of parents, students and staff. Access Management Corporation (AMC) has specialised in helping independent schools address this reporting requirement with their School Results Survey (SRS). The SRS is an online tool designed specifically to assist independent schools in meeting their strategic planning and accreditation obligations. Used throughout schools in Australia and New Zealand it is simple to use, cost effective and provides high quality data and reports. Most importantly, it takes minimal time to administer and is a very valuable marketing and feedback tool.

In response to the very positive feedback from independent schools during 2009, the SRS has been further developed to encompass not only a **parent** survey but also **staff** and **student** survey options.

As a **special offer**, schools that conduct all three surveys in 2010 will only pay **\$990 (incl GST)**. This includes the online survey distribution, administration of responses, collation and provision of comprehensive and summary reports. Additional report options will be available at a minimal fee. For further information or to undertake a tour of the School Results Surveys, please contact:

**Jenny Eager (Senior HR & Education Consultant)**  
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### Recent testimonials:

*As part of our commitment to keeping in touch with the views of our parents, Mercedes College was searching for an efficient way of eliciting feedback. We were alerted to AMC's School Results Survey and decided that this system was what we were looking for. It is easy to use and the survey gave us general as well as tailored responses which enabled us to delve into all areas of our operation. Some 67% of our parent body responded. Feedback from parents who completed the survey was positive not only for the fact that we had undergone the process but for the process itself.*

*The way the results were reported back to us not only gave us a concise summary of the topics surveyed but also included the detailed parental responses which provided material for further deep analysis. I would strongly recommend the SRS to any school serious about gaining parental feedback and using it for ongoing school improvement.*

**Peter Daw**  
Principal - Mercedes College SA

*Loreto College is a dynamic R – 12 school that routinely evaluates its global strategies in the light of flexible educational directions and community expectations. AMC's School Results Survey has facilitated the gathering of a broad range of responses from our parent community in an efficient and timely fashion. The survey was simply presented, easy to complete and, as AMC was responsible, the impact on the school was minimal. We were able to include customised questions based on our strategic plan which ensured that the responses were pertinent to our particular needs. The report was detailed and has provided us with information that is crucial to our future direction.*

*Staff at AMC were obliging, responsive and keen to facilitate the process; the regular updates on the number of surveys completed were welcomed.*

**Ann-Maree Tippins**  
Learning Technologies Coordinator R-12 - Loreto College, SA

*At Great Southern Grammar, we are developing a strategic focus designed to meet the needs of our community. The AMC School Results Survey provided an opportunity to gather data about our perceived performance in a range of pre-determined areas. The custom statements allowed us to investigate issues unique to our school.*

*The process was easy to follow and was not time consuming for any one person. The technology used is seamless and provides regular updates to maintain the interest levels. Parents were keen to be involved and a spin-off included the necessity to accurately maintain and expand our data base of e-mail addresses.*

**Mike Giles**  
Deputy Principal - Great Southern Grammar WA

*As part of the College's strategic planning process we engaged Access Management Corporation (AMC) to undertake a comprehensive School Results Survey (SRS) of our parents. We were delighted with the professional and comprehensive service provided. The final report was thorough, engaging and clear and provided us with an excellent platform to continue planning for the future needs of our College community.*

*The ability to personalise a number of key areas was also very important for us. We were able to measure not only how we compare with other schools, but also evaluate some of the special features unique to La Salle College. We will certainly engage the services of AMC again and look forward to establishing relevant longitudinal data for our College.*

**Wayne Bull**  
Principal - La Salle College Middle Swan, WA

*The School Results Survey (SRS) was... easy to use... inexpensive... high response rate... easy to read report... highly recommended...*

**Jamie Dorrington**  
Headmaster - Saint Stephen's College, QLD

*Blackheath and Thornburgh College recently elected to employ the services and facilities provided by the Schools Results Survey (SRS) to gain knowledge relevant to client satisfaction and have been very impressed by the process. One of the many mandatory accreditation requirements faced by schools today is ensuring that parent feedback is gathered regularly and then accurately reported. This can be a very time consuming drain on limited manpower resources for many schools.*

*The SRS is an extremely easy to use process for reducing the time necessary to gather this information. It is very simple to administer and initiate and provides an excellent range of questions that can be used, with the opportunity to customise and add further specific school-related questions if necessary. The distribution and daily reporting is accurate and timely and the final report is comprehensive and extremely useful for strategic planning. It is our intention to employ this process on an annual basis and we recommend the program to all schools.*

**Brian Hewitt**  
Principal/CEO - Blackheath and Thornburgh College, QLD