

Alliance Opportunities

2021





Independent Schools Queensland aligns itself with other organisations which are also determined to make a difference.

ISQ's Alliance Partnerships are built on trust, commitment and responsibility. They are partners with principle.

Our Story

For more than 50 years, Independent Schools Queensland (ISQ) has remained dedicated to developing, supporting and promoting independent schooling in the state.

Today, ISQ boasts 100 percent membership from the state's 228 independent schools and has maintained its early ties with independent Catholic schools, counting five among its current members.

ISQ has been unwavering in its commitment to promote, improve, foster and encourage independent schooling in Queensland. The issues ISQ advocates on behalf of member schools include: the right to equitable funding; protection of school autonomy; support for professional learning; and recognition of the sector's contribution to the state.

Independent Schools Queensland (ISQ) is the peak body representing Queensland's independent schooling sector.

Our 228 member schools are a vital part of the state's education system. Together, these schools educate more than 134,000 students in Queensland.

228

**MEMBER
SCHOOLS**

>15%

**QUEENSLAND
SCHOOL
ENROLMENTS**

134,000+

**ENROLLED
STUDENTS**



Alliance Partnership

ISQ can provide recognition, acknowledgement and promotion of an Alliance Partner to its over-220 member schools, the 33,500 full-time teaching and non-teaching staff and 100,000+ families who make up Queensland independent schools communities.

Organisations provide not-for-profits like Independent Schools Queensland with financial support, and in return we provide our Alliance Partners with brand visibility, recognition of your generosity and greater reach.

And the effect can be significant:

- 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality
- 61% of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause

Source: 2013 Cone Communications/Echo Global CSR Study

An Alliance Partnership with ISQ is a genuine relationship based on aligned values and agreed objectives. They are a strategic way to build brand recognition and increase sales. That's why ISQ works hard to ensure its packages provide maximum impact to our Alliance Partners as well as our members.

Independent Schools Queensland offers five levels of partnership to Alliance Partners:

Platinum | Gold Plus | Gold | Silver | Bronze

At ISQ, we understand that with more engagement comes more value. That's why our Alliance Partner packages provide promotional opportunities to not only build brand awareness, but also loyalty through presence and mentions by key stakeholders at ISQ events.

In 2021, ISQ has more than 300 events planned, helping you to target the right people at the right time. We offer premium branding space on ISQ's website (About ISQ > Alliance Partners), with a summary about the organisation and a hyperlink to your website. It's an alternative marketing channel to reach teaching and non-teaching staff, parents of school-aged children, and corporate high-flyers.

With an Alliance Partnership, you can count on ISQ to provide tangible results.

About 
Member Schools

228

MEMBER
SCHOOLS

37

LOCAL
GOVERNMENT
AREAS

28

PRIMARY
ONLY

43

SECONDARY
ONLY

153

COMBINED
PRIMARY &
SECONDARY

4

SPECIAL

16

GIRLS ONLY

9

BOYS ONLY

203

CO-EDUCATIONAL



Reach

EVENTS



90 face-to-face events at ISQ's Professional Learning Centre, and 90 online events



>14,000 education professionals accessed ISQ's online learning platform



>73,000 users engage with ISQ's online platforms each year

Alliance Benefits

Other opportunities may be available on an individual activity basis.

PLATINUM

GOLD PLUS

Two networking luncheons (Brisbane or regional) per year – Alliance Partner to supply keynote speakers

One networking luncheon (Brisbane or regional) per year – Alliance Partner to supply keynote speakers

Networking opportunities and attendance, where appropriate, at all key ISQ events including conferences and AGM, think tanks and parliamentary forums

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Acknowledgement on the opening screen at ISQ Professional Learning Centre

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Trade display and banner at key ISQ events – excluding AGM (negotiable)

Trade display and banner at key ISQ events – excluding AGM (negotiable)

Logo on all corporate publications including ISQ's *Briefings*

Logo on corporate publications including ISQ's *Briefings*

Full-page advertisement in the *ISQ State Forum* program

Three-quarter page advertisement in the *ISQ State Forum* program

Attendance by two representatives at AGM & Dinner

Attendance by two representatives at AGM & Dinner

Attendance by two representatives at the *ISQ State Forum* (excluding flights & accommodation)

Attendance by two representatives at the *ISQ State Forum* (excluding flights & accommodation)

Mailout opportunities for expanded reach

Mailout opportunities for expanded reach

Web link and logo displayed on ISQ website (About > Alliance Partners)

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ENGAGEMENT



40 Weekly eMailing updates and **10** Briefings research papers distributed annually



2 video and up to **10** face-to-face Strategic Briefings from the Executive Director



1 Annual Report produced in digital and print format for members annually



ISQ staff make **100's** of face-to-face visits to member schools

COVERAGE



500+ tweets/retweets to **3,100** followers. Corporate LinkedIn followers of **4,700**



33,500 full-time employees at member schools across Queensland



190+ media releases/statements/opinion pieces distributed annually



2,300+ media mentions, published opinion articles and Letters to the Editor

GOLD

SILVER

BRONZE

Networking opportunities and attendance at key ISQ events, including conferences, AGM and breakfasts

Acknowledgement on the opening screen at ISQ Professional Learning Centre

Trade display and banner at key ISQ events (excluding AGM)

Logo on ISQ *Briefings* publication

Half-page advertisement in the *ISQ State Forum* program

Attendance by two representatives at AGM & Dinner

Attendance by two representatives at the *ISQ State Forum* (excluding flights & accommodation)

Mailout opportunities for expanded reach

Web link and logo displayed on ISQ website (About > Alliance Partners)

Networking opportunities and attendance at key ISQ events, including conferences and AGM

Acknowledgement on the opening screen at ISQ Professional Learning Centre

Trade display and banner at key ISQ events (excluding AGM)

Logo on ISQ *Briefings* publication

Quarter-page advertisement in the *ISQ State Forum* program

Attendance by one representative at AGM & Dinner

Attendance by one representative at the *ISQ State Forum* (excluding flights & accommodation)

Mailout opportunities for expanded reach

Web link and logo displayed on ISQ website (About > Alliance Partners)

Acknowledgement on the opening screen at ISQ Professional Learning Centre

Trade display and banner at key ISQ events (excluding AGM)

Logo on ISQ *Briefings* publication

Quarter-page advertisement in the *ISQ State Forum* program

Attendance by one representative at AGM

Attendance by one representative at the *ISQ State Forum* (excluding flights & accommodation)

Mailout opportunities for expanded reach

Web link and logo displayed on ISQ website (About > Alliance Partners)

TO DISCUSS ALLIANCE OPPORTUNITIES

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SCHOOL IMAGES

Mueller College (cover)

Immanuel Lutheran College (inside cover)

Calvary Christian College

APRIL 2021

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**Independent Schools
Queensland**

choice & diversity

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