



Edstart

ASBA 

Association of School
Business Administrators
Platinum Partner

School fees

What your families are expecting for 2023

Agenda

- 1 Parent voice: fee expectations for 2023
- 2 Parent voice: sacrifices and enrolments
- 3 School flexibility and support
- 4 Proactive management of fee increases



About Edstart

We are Australia's leading technology and financial services company providing payment services for education



Our history is centred around providing care for families

Increased flexibility and choice, allowing families to align school fee payments with their budget



We have evolved to provide holistic support to schools

Receive upfront payments for all families, providing stable and predictable cash flow.

Working with schools across the country

Edstart is managing fees at over 600 schools, education providers and universities, supporting families in every state and territory across Australia.



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1 **Parent voice: fee expectations for 2023**

2 Parent voice: sacrifices and enrolments

3 School flexibility and support

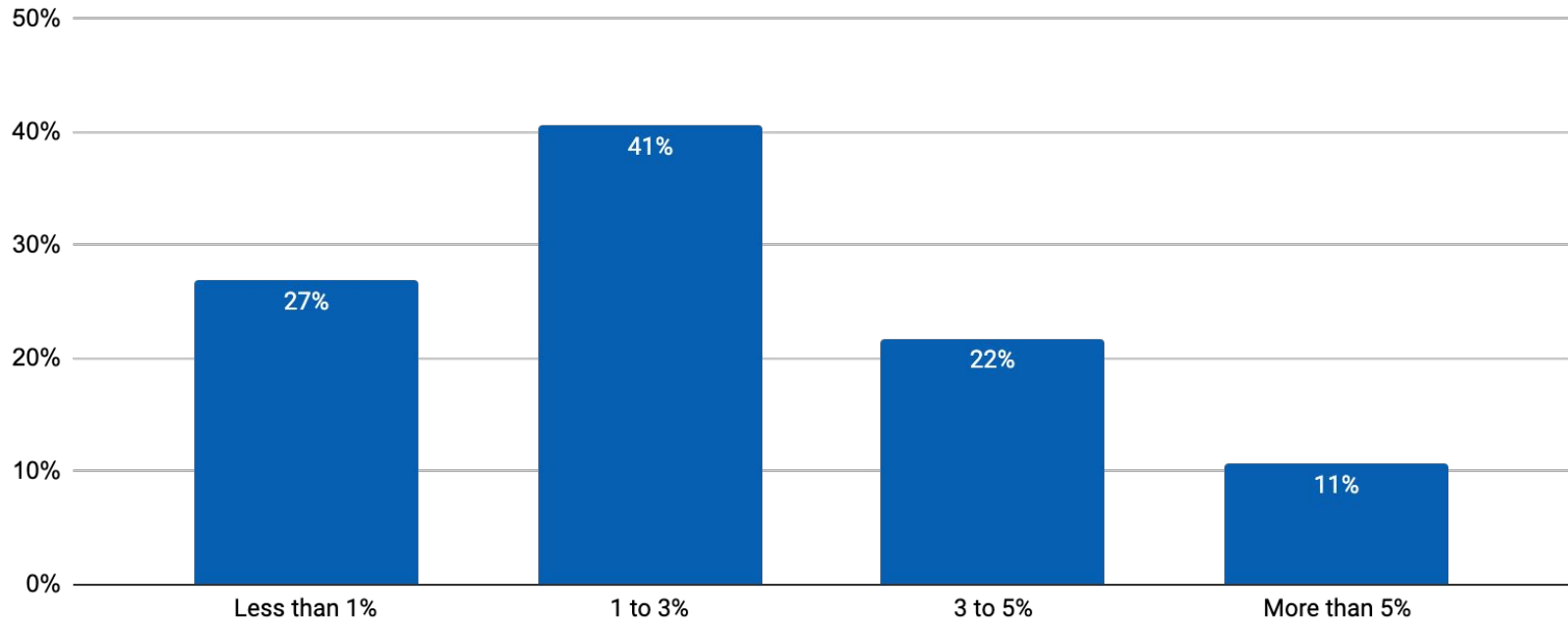
4 Proactive management of fee increases



What parents are expecting

Given high levels of inflation impacting costs including the cost of running a school, what is your expectation on the change in school fees next year?

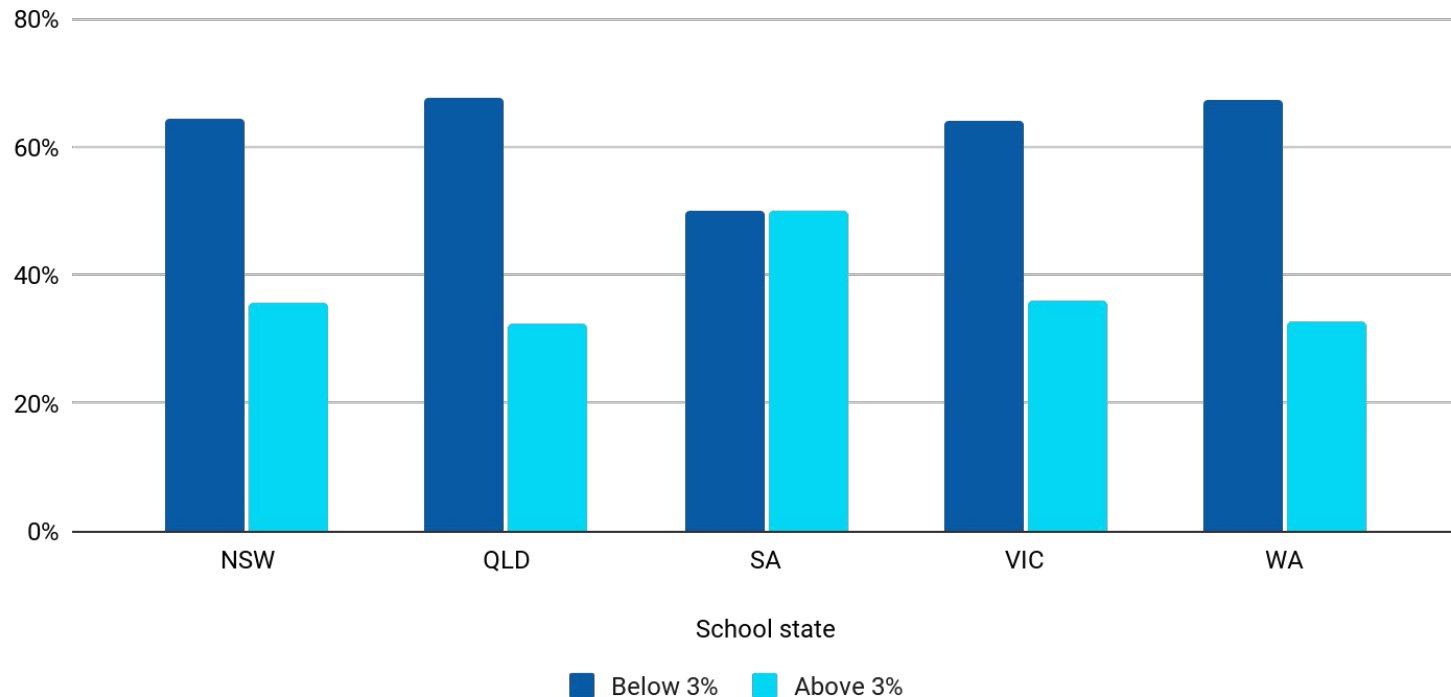
Parents' expectations for school fee increases



Source: Edstart survey of 1,100 families, August 2022

What parents are expecting

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What parents are expecting

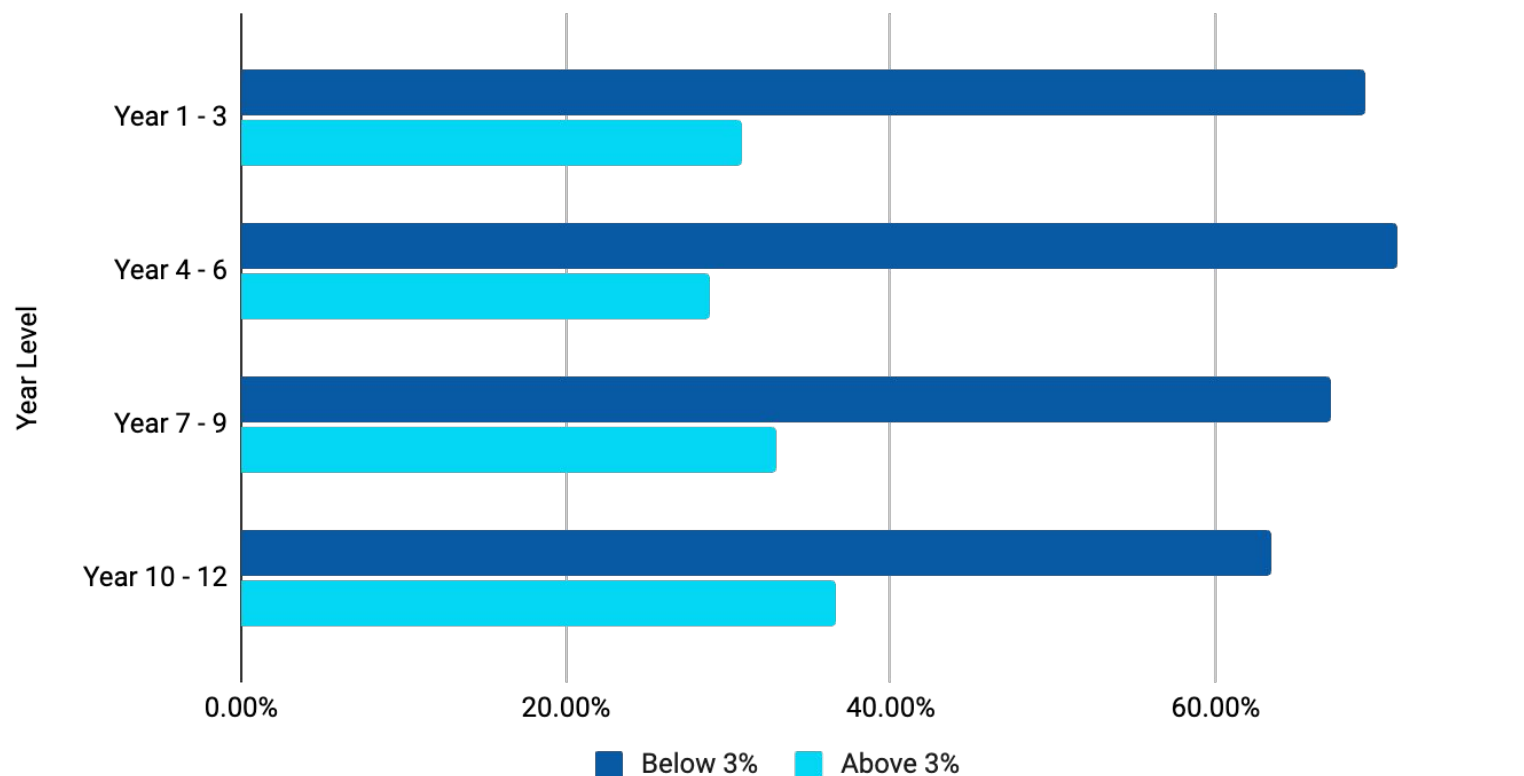
By school fee levels



Source: Edstart survey of 1,100 families, August 2022

What parents are expecting

By year level of children



Source: Edstart survey of 1,100 families, August 2022

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2 **Parent voice: sacrifices and enrolments**

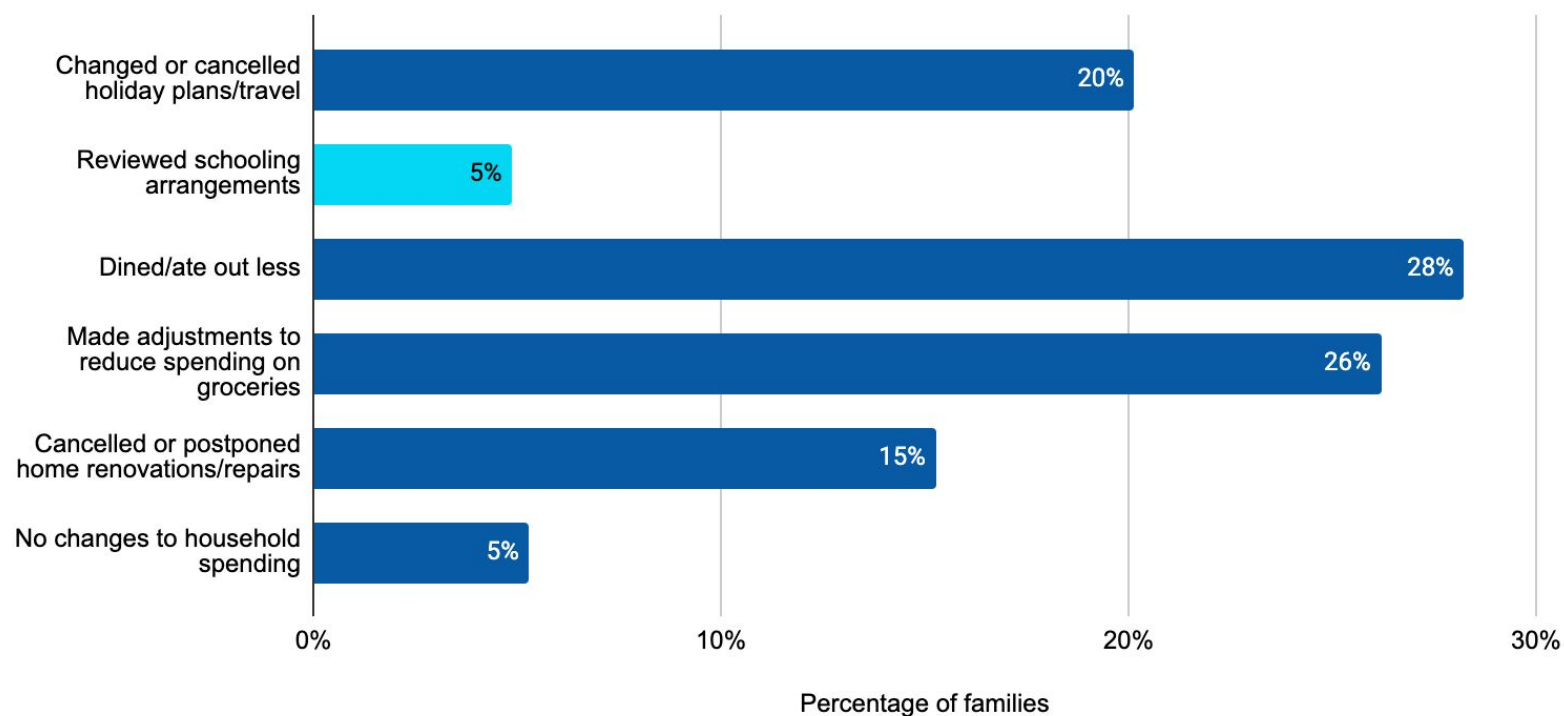
3 School flexibility and support

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What goes unseen?

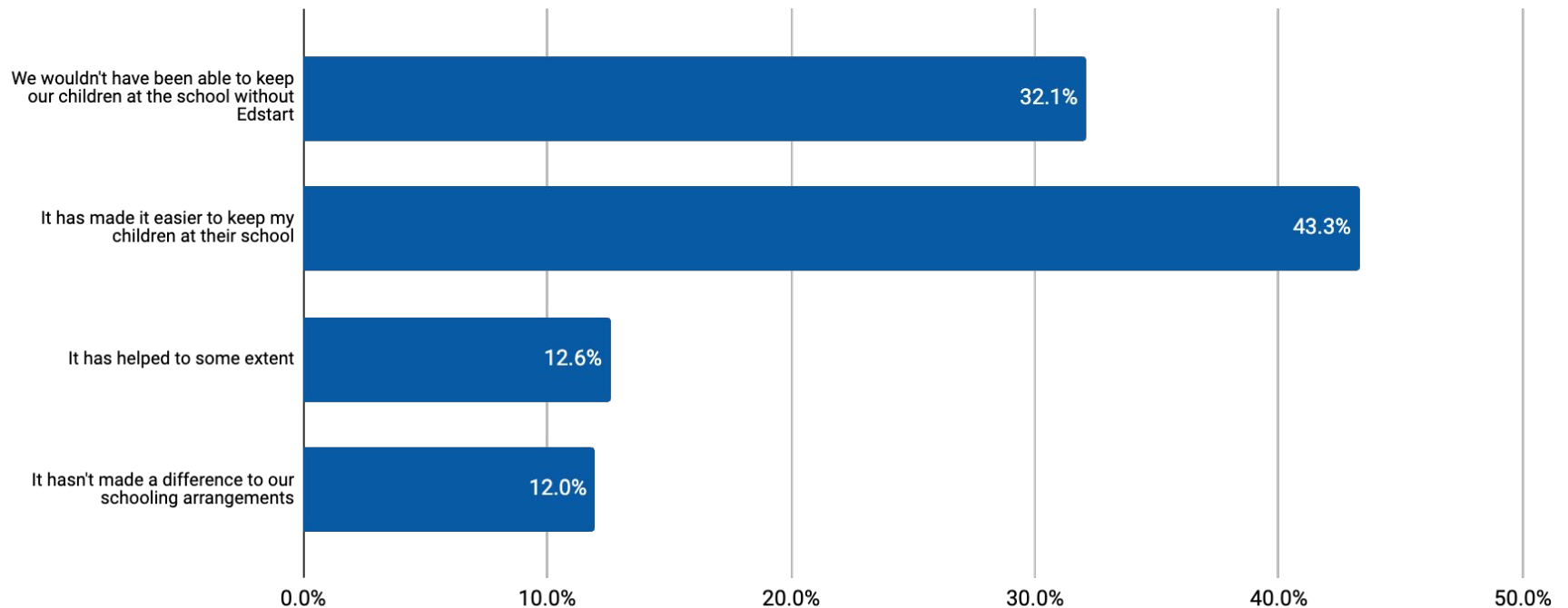
What have families been sacrificing over the last year?



Source: Edstart survey of 1,100 families, August 2022

Impact of flexibility to help families budget

Over three-quarters of parents have indicated that Edstart has made a meaningful impact with enabling their children to attend their preferred school.



Source: Edstart survey of 1,100 families, August 2022

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1 Parent voice: fee expectations for 2023

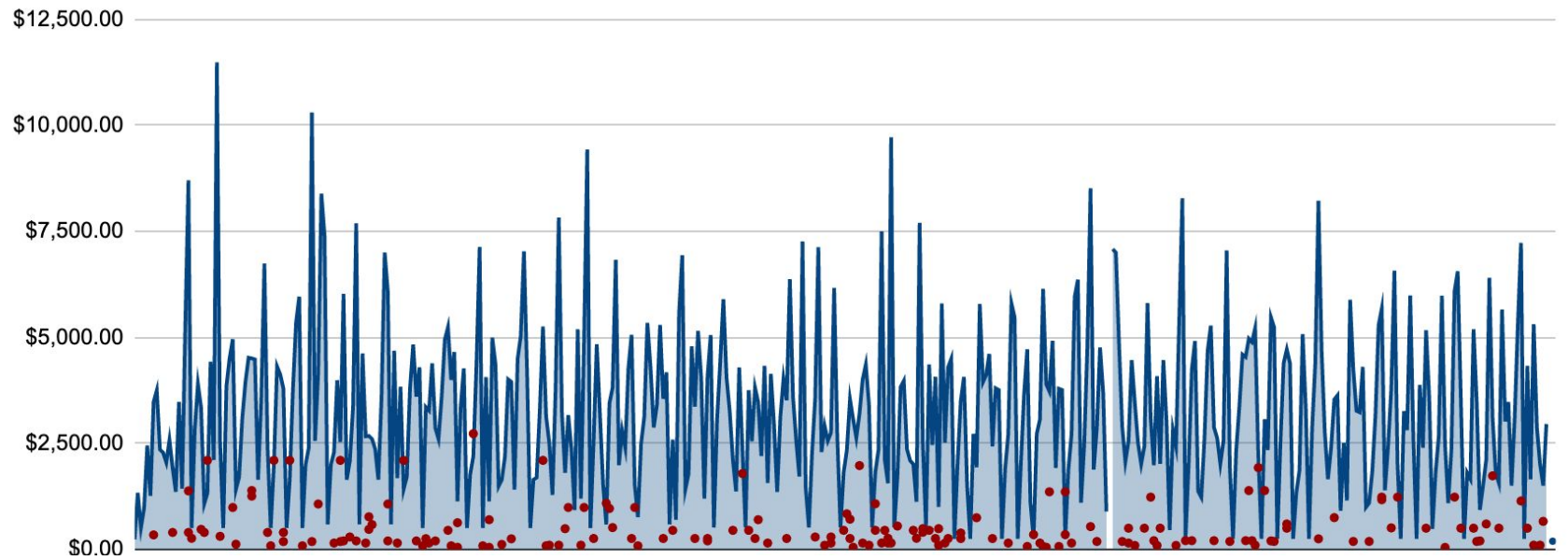
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3 **School flexibility and support**

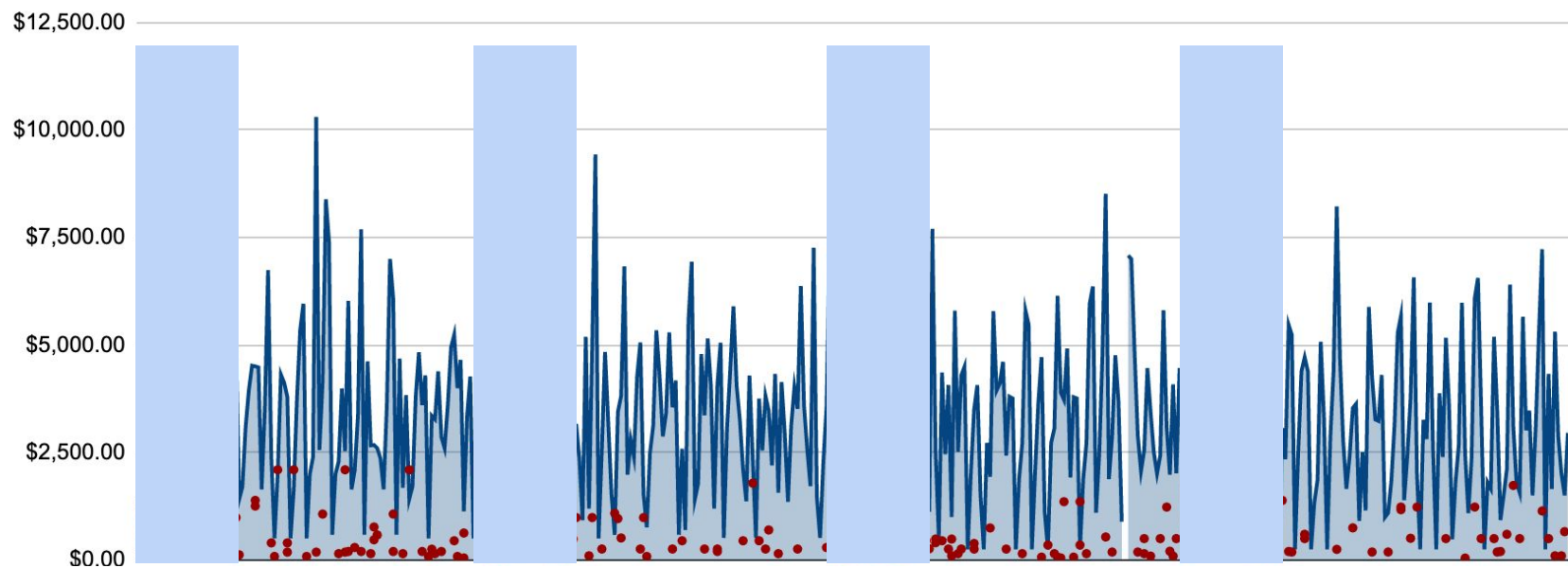
4 Proactive management of fee increases



Household income is messy

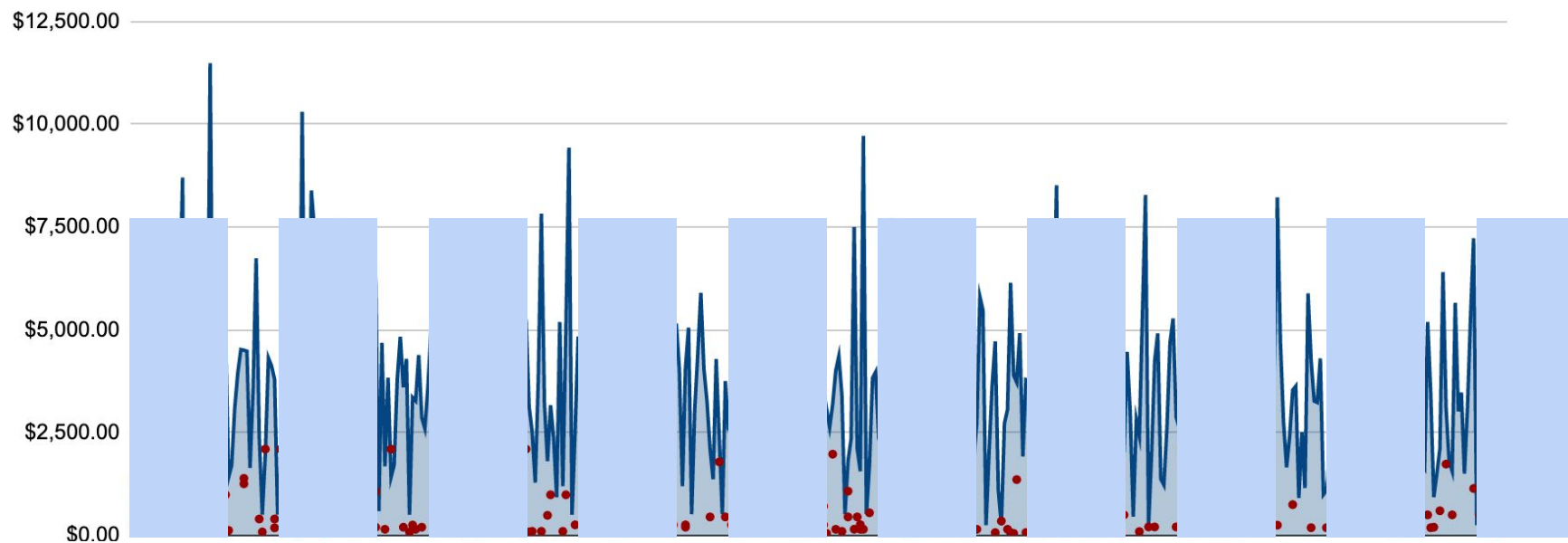


Household income is messy



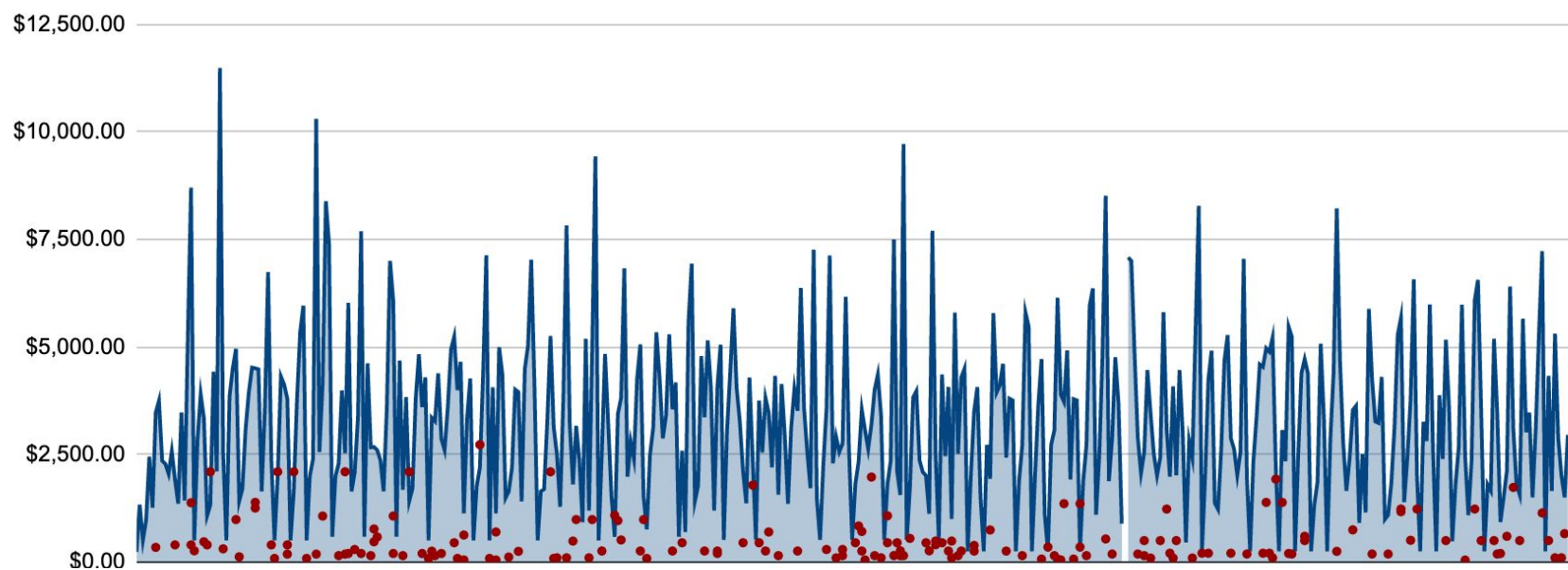
School Fees: termly

Household income is messy



School Fees: 10 monthly

Household income is messy



Matching Principle

Example Family Touchpoints


46

43

10

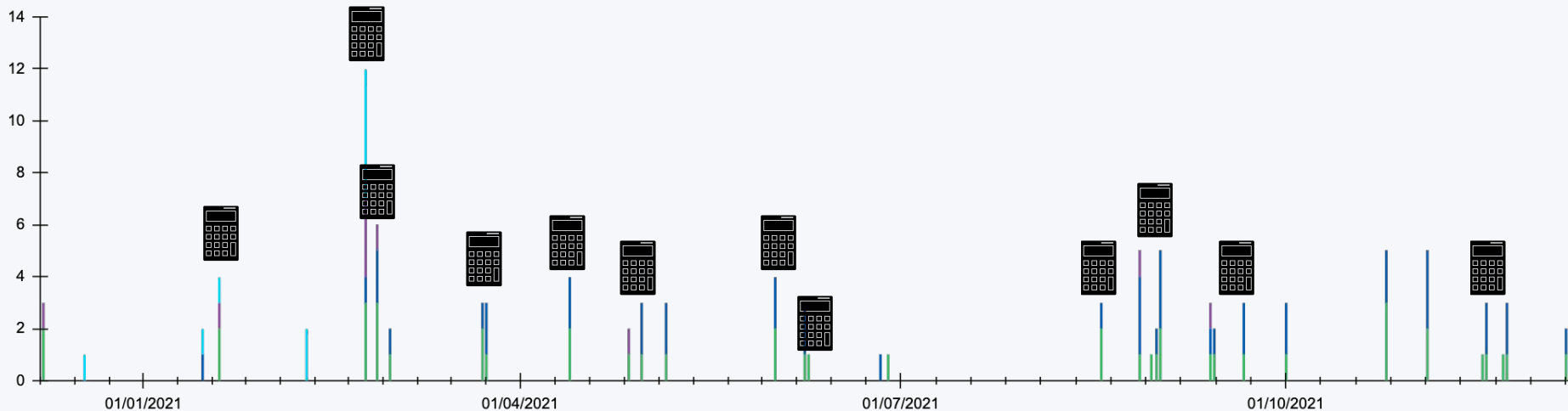
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 **Inbound**

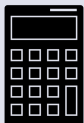
 **Outbound**

 **Inbound**

 **Outbound**



12

 **Recalculations and payment changes**

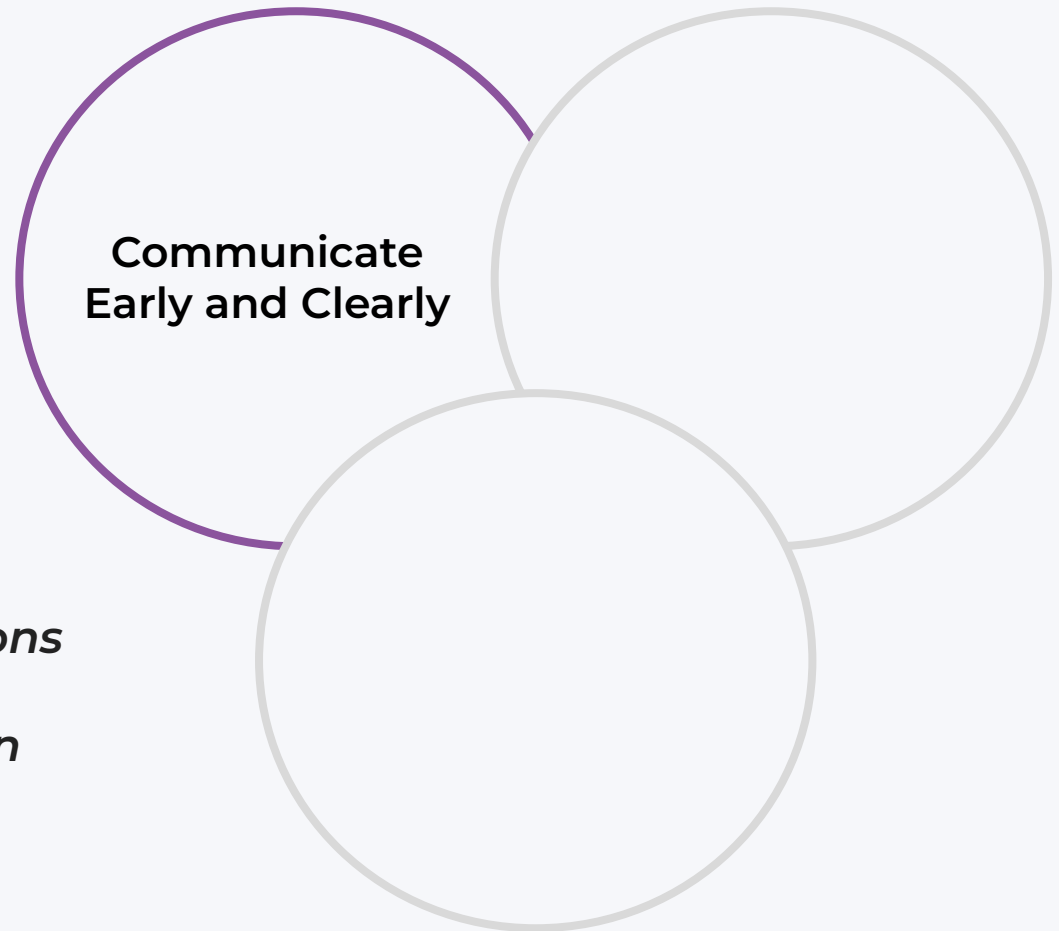
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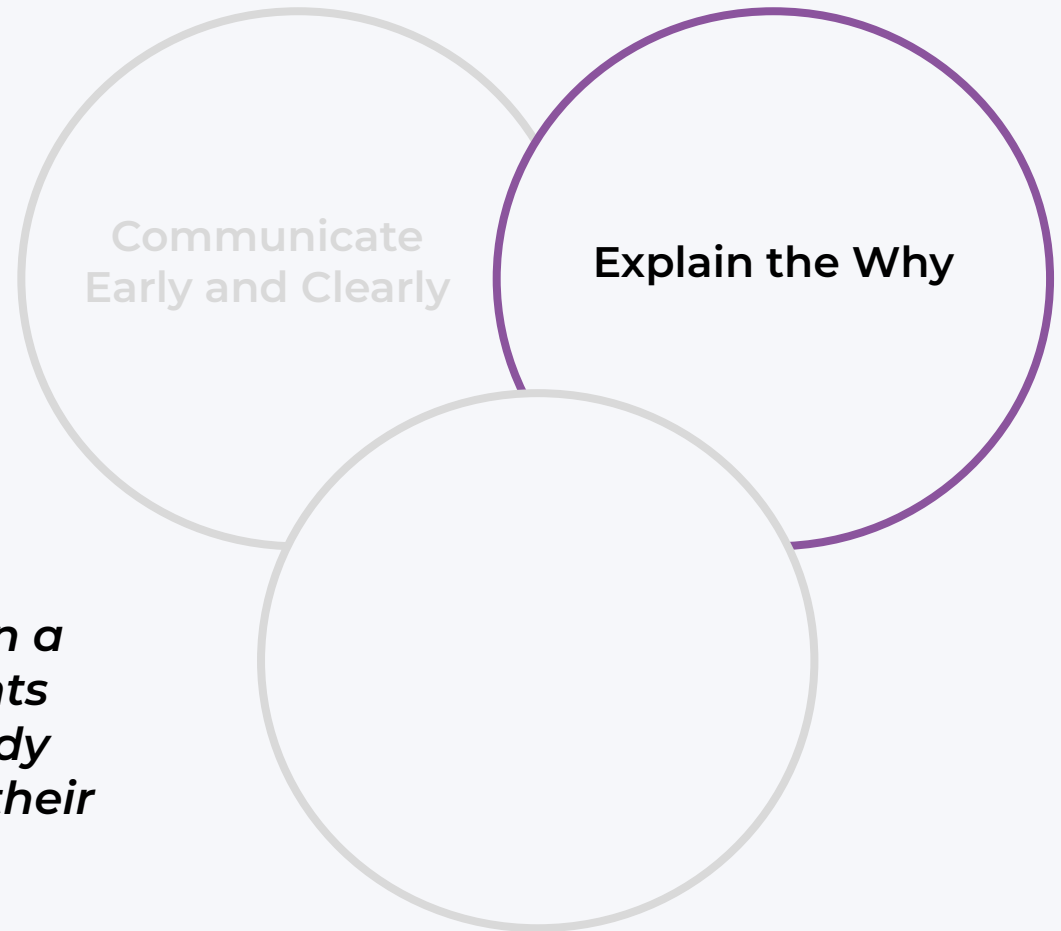
How to manage expectations vs reality?

How to manage expectations vs reality?



*Early and clear communications
helps to chip away at the
expectation gap, rather than
tackling it in one late hit*

How to manage expectations vs reality?



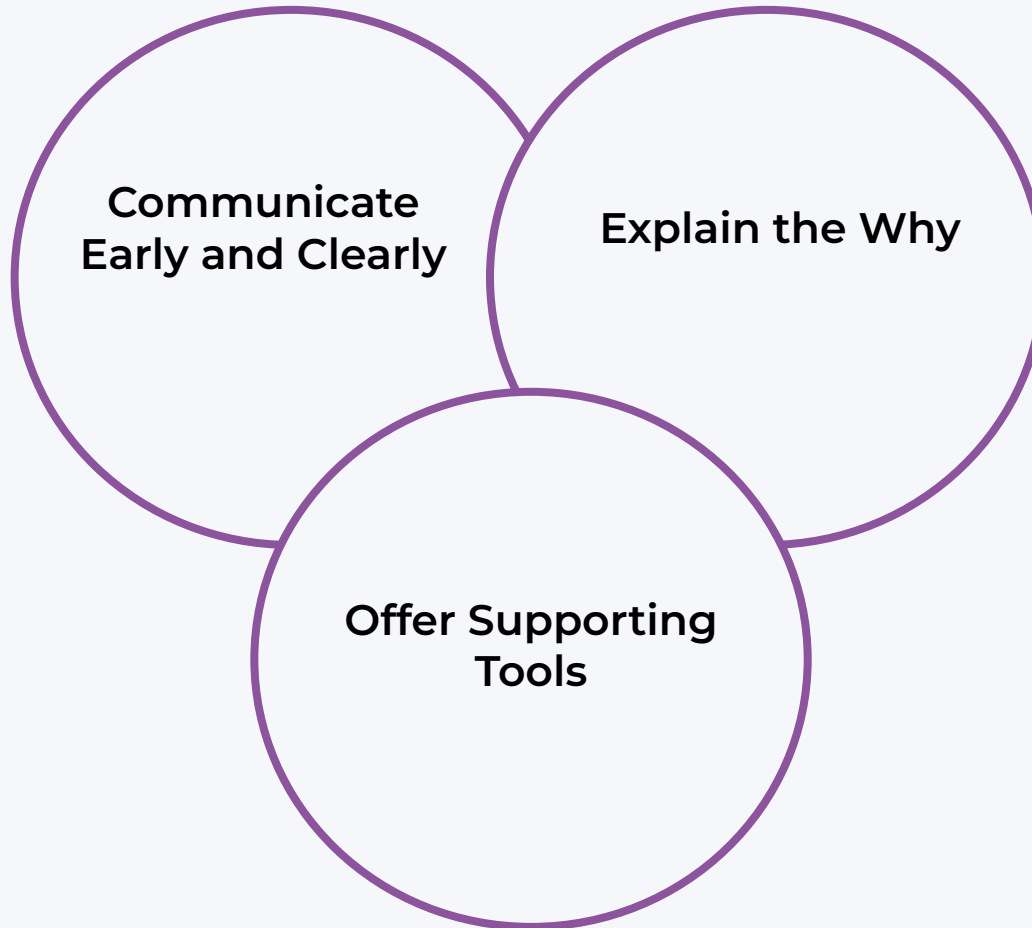
Explaining the fee increase in a familiar context helps parents understand why (they already understand cost increases in their own lives)

How to manage expectations vs reality?



Soften the blow by providing supporting tools to help absorb the impact

How to manage expectations vs reality?



Supporting Tools

*We manage school fee payments to **over 600 schools across the country.***

*Our core goal is shared by countless schools we work with:
enrolment retention and graduate outcomes.*

*What are the **3 most powerful tools** schools use nationwide?*

Supporting Tools

1

Maximise payment flexibility: structure and method
(e.g. Edstart Plus)

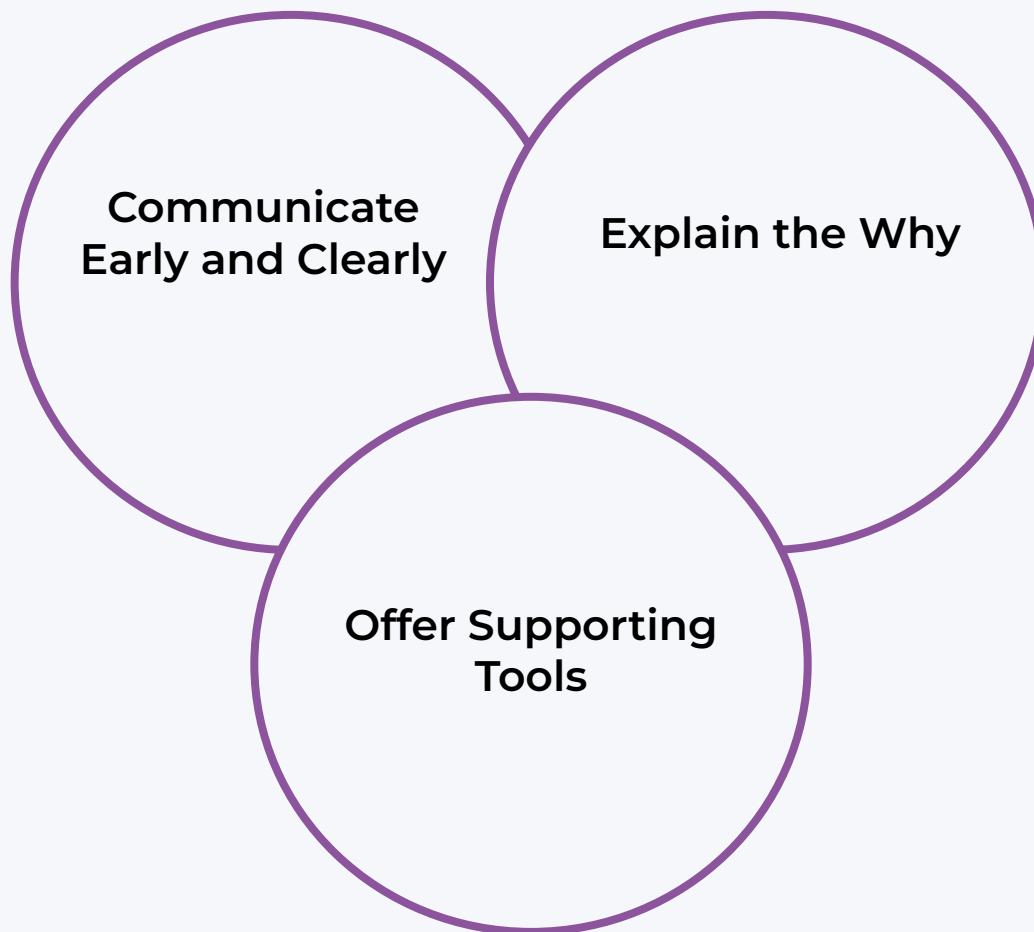
2

Remove barriers to fee relief conversations

3

Refresh discount options to optimise cost / benefit

How to manage expectations vs reality?





Questions?





Thank you for joining us



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