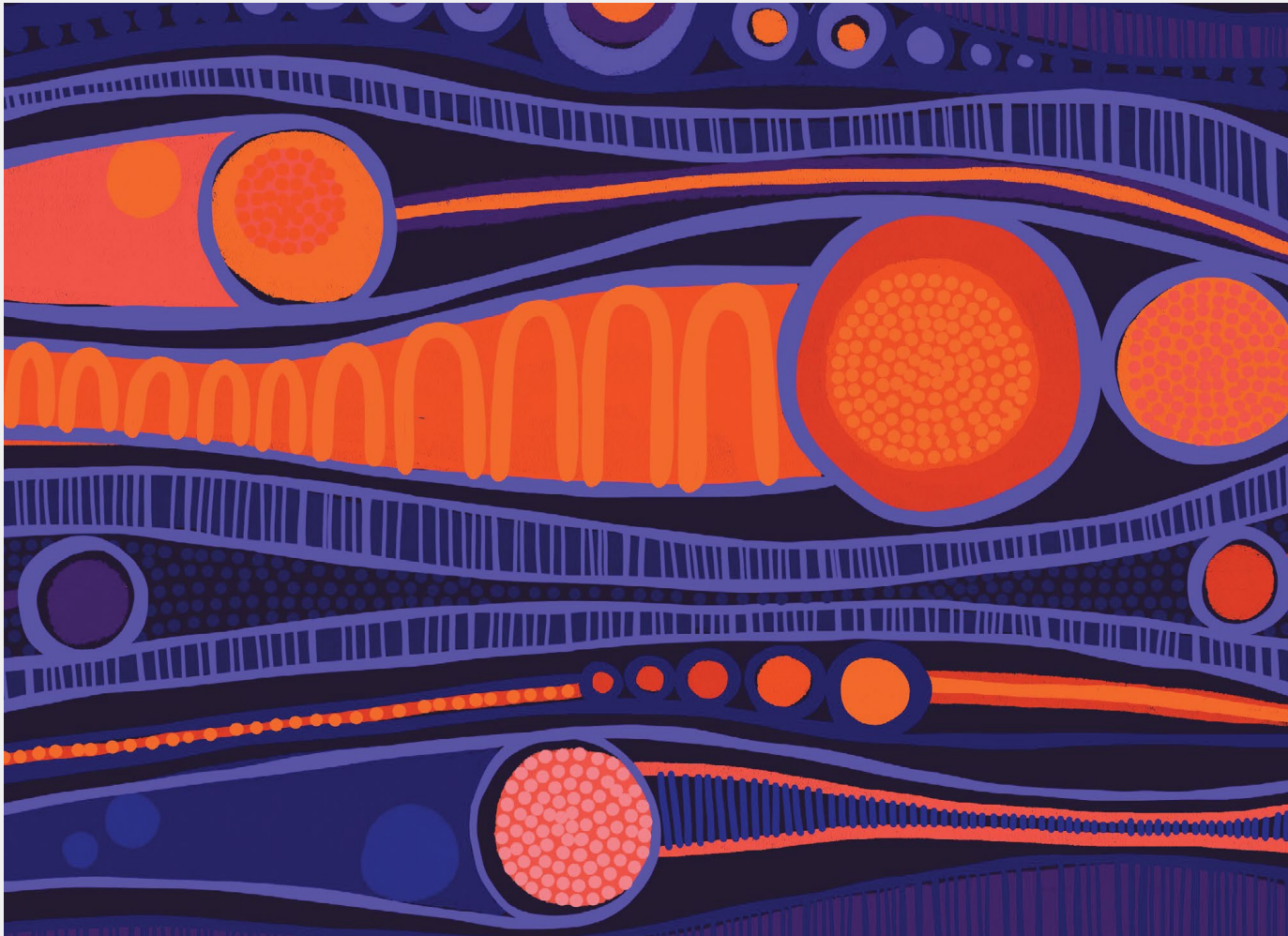




Education
Services
Australia

Impact Report 2024–25





ESA acknowledges the Wurundjeri people of the East Kulin Nation, traditional custodians of the land on which our head office stands, and we pay our respects to Elders past and present.

We recognise the traditional custodians of Country across Australia and their continuing connection and contribution to lands, waters, communities, and learning.

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Chair's introduction



On behalf of the Board, I am pleased to present the Impact Report for the 2024–25 financial year for Education Services Australia (ESA).

Throughout the past year, ESA has continued advancing initiatives that make education safer, more effective and more accessible, supporting teachers in their work and helping to improve learning outcomes for students.

I would like to extend my sincere gratitude to ESA's outgoing CEO, Andrew Smith, who transitioned to a new role after eight years of dedicated service. Under his inspiring leadership, ESA's impact has grown significantly, delivering innovative learning tools and advancing digital platforms that have enriched learning across Australia. On behalf of the Board, I thank Andrew for his remarkable contribution and the genuine partnerships he fostered.

After an extensive national search that attracted high-calibre candidates, we were pleased to announce the appointment of Stuart Mitchell as CEO of ESA. Stuart is an exceptional leader, who brings to ESA more than 25 years of experience supporting education systems, schools, educators and learners through innovative enterprise technology solutions across the commercial, government and not-for-profit sectors. He has served as both Chief Technology Officer and Acting CEO at ESA, where he has demonstrated a deep commitment to the organisation's vision, mission and values, and a proven ability to lead large-scale, high-impact programs in complex, multi-jurisdictional environments.

ESA's work continues to be guided by the priorities set by Australia's education ministers. We value our close collaboration with partners and government bodies, which strengthens the support we provide to schools, educators and education systems across Australia.

This year, ESA initiatives continued to make a meaningful difference for schools and educators nationwide. We supported national assessment delivery at scale, launched new resources to support civics education and phonics teaching, and continued to celebrate ESA's 40 years of supporting strong school libraries. ESA has also played a central role in shaping national standards for the safe and ethical use of AI in education, alongside delivering professional learning to support teachers in using these technologies effectively.

I sincerely thank ESA's executive team and all ESA staff for their ongoing commitment and the care they bring to our shared work each day.

A handwritten signature in black ink that reads "Vicki Baylis". The signature is fluid and cursive, with a long, sweeping underline.

Vicki Baylis

Chair, Education Services Australia

CEO's introduction



Firstly, I would like to acknowledge the departure of ESA's outgoing CEO, Andrew Smith, and thank Andrew for his exceptional leadership during his tenure with ESA.

ESA's impact is felt across Australia's schools and education systems, through our broad range of products and services that both support ongoing initiatives and address national priorities. Through the delivery of major national programs, the provision of digital infrastructure and the development of high-quality education resources and applications, ESA helps support effective teaching and equitable learning outcomes.

ESA's impact is evident in key national initiatives such as our work on the National Assessment Program for Literacy and Numeracy (NAPLAN), which more than 1.2 million students participate in every year with ESA's help, as well as in the support we provide to teachers every day in literacy development, civics education, student wellbeing, and in choosing safe and effective technologies for use in the classroom.

Our work also enables school librarians to curate and catalogue digital and print resources with high-quality curriculum materials. Our suite of engaging apps help preschool children to learn one of more than 13 languages and Indigenous and Torres Strait Islander children to build new skills in English, while supporting the languages and skills that these children and their families already have.

ESA's unique understanding of both education and technology underpins our impact across the entire education sector. Our positive, creative and inclusive culture and our dedication to excellence enables us to deliver work that is both effective and equitable for diverse school communities.

Over the year, this commitment was reflected through our gender equity, which is above industry standard, as well as through our continued investment in respectful workplace practices and our visible and authentic support for allyship and inclusion.

I extend my sincere thanks to ESA's staff for their professionalism, care and dedication. Their expertise, collaborative approach and shared sense of purpose are at the core of ESA's success and impact.

A handwritten signature in black ink that reads "Stuart Mitchell". The script is fluid and cursive.

Stuart Mitchell

CEO, Education Services Australia



Contents

Introduction	1
Empowering and supporting educators	4
Building excellence and equity for students	8
Supporting parents, carers and families	11
Being an essential partner to improve systems	13
Achieving operational excellence and equity	17



Introduction

This Impact Report highlights the important resources and services ESA provides for students, educators and families across Australia. It showcases the work we do and the expertise and capabilities we bring to advance equity and excellence in education.

Our achievements over the 2024–25 financial year have been driven by addressing key challenges and priorities in Australian education as outlined in our Strategic Plan 2024–26. These include:

- reducing teacher workload
- supporting student wellbeing
- improving outcomes for equity cohorts
- providing schools with essential resources that support the safe use of new technologies
- creating influential solutions that are timely and relevant.

Who we are and what we do

Our mission

The mission of Education Services Australia (ESA) is to combine education and technology expertise to create and deliver national solutions that further education reform in Australia and contribute to improved student outcomes, enhanced teacher impact, and stronger school communities.

Who we serve

We serve Australian students, educators, and the families and carers who support them, working in partnership with a range of education organisations.

What we deliver

ESA delivers technology-based products and services that support learning, teaching and school leadership while advancing national education initiatives.

We research, design and develop innovative digital tools and high-quality resources, alongside curriculum and assessment materials, professional learning and career education services.

We also bring together and share knowledge across the country, and support national infrastructure that educators, leaders and communities rely on.

Our values



User focused

We put users at the centre of our solution design and delivery.



High quality

We deliver high-quality solutions.



Collaborative

We foster strong relationships and collaboration to achieve outcomes.



Innovative

We find innovative solutions to meet our partners' objectives.



Efficient and sustainable

We're efficient and sustainable in our design, delivery and operations.



Responsible

We provide trusted, unbiased advice and solutions to ensure the best outcomes for all students.

Strategy

Our purpose

To create, shape and nurture solutions that support excellence and equity in education.

Strategy statement

To be recognised as an essential partner in the delivery of safe and effective education solutions informed by our unique understanding of our stakeholders' digital opportunities and challenges.

Empower and support educators

Our work will enhance teaching and learning through digital innovation

- Grow active users of ESA solutions
- Achieve high satisfaction with ESA solutions from educators and funding partners
- Be seen as innovative through our solution delivery and idea generation

Be an essential partner

We will deepen our impact and broaden our reach as a preferred partner for education solutions

- Increase our net promoter score
- Achieve sustainable revenue
- Expand our partnerships
- Increase formal proposals for innovative solutions
- Strengthen our position in market through engaging our advocates, including staff
- Update our messaging, strengthen our value proposition and refresh our stakeholder engagement strategy

Foster equity in education

Our work will address the unique needs of students experiencing disadvantage

- All product strategies including new proposals to include a focus on students who experience disadvantage
- Co-design with relevant equity groups where appropriate
- Achieve high levels of satisfaction with ESA solutions with regards to accessibility
- Continue to be a public advocate for digital equity in education

Inspire and enable our people

We will support and develop our people to make an impact

- Continue to achieve high levels of staff engagement
- Continue our strong focus on wellbeing and staff learning and development
- Strengthen our employee value proposition (EVP)
- Maintain and evolve our culture
- Support development of our existing and emerging leaders

Achieve operational excellence

We will invest in infrastructure, systems and processes that facilitate impact and productivity

- Maintain high levels of privacy and information security standards
- Continue our focus on processes and technology to support our staff
- Review and refine our operating model to support our strategy

We remain committed to
Reconciliation • Sustainability • Diversity and Inclusion



A photograph of two women sitting at a light blue table in what appears to be a classroom or office. The woman on the left has dark hair in a braid and is wearing a dark green sweater, looking at a laptop. The woman on the right is wearing a grey and white patterned cardigan over a grey top, smiling and looking at a laptop. In the background, there are blue bulletin boards with various papers and charts pinned to them. A large, stylized blue and white curved graphic element is overlaid on the left side of the image.

Empowering and supporting educators

The education landscape is constantly evolving, and ESA is committed to supporting educators' professional practice and improving student outcomes.

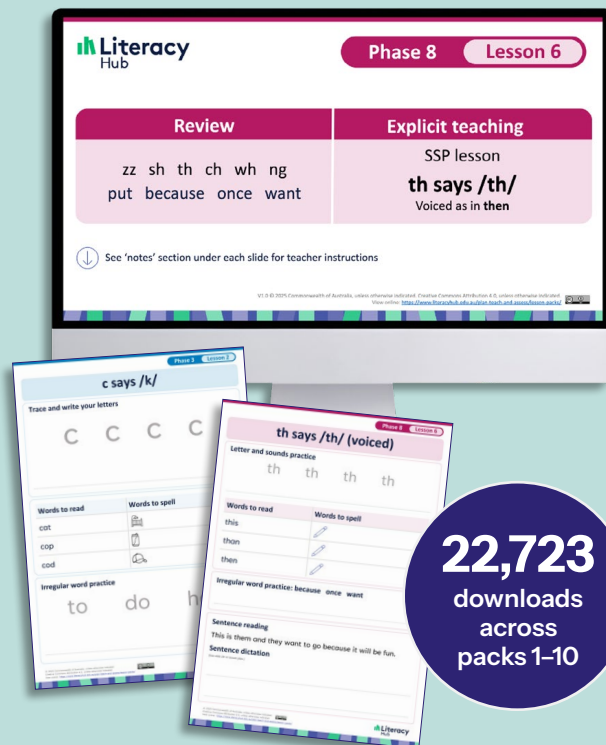
From individual classroom resources to whole-school solutions, ESA's digital tools have been built to empower educators across Australia.

Our solutions are guided by the needs of educators, reducing educator workload and making lesson planning easier. This is supported by professional development that empowers educators to teach confidently and effectively.

Empowering and supporting educators

Supporting educators to deliver phonics and morphology lessons

In 2024–25, the **Literacy Hub** developed and published 10 lesson packs for phonics and morphology. Each lesson pack includes classroom slides with easy-to-follow teacher notes and accompanying student sheets, decodable resources and progress monitoring tools. We saw a total of 22,723 downloads across packs 1–10 during the year, a sign of the trust educators place in our resources.



Empowering Noongar educators

Over the past four years, ESA has been collaborating with the Western Australian Department of Education to support the teaching, learning and revitalisation of Noongar languages. The **Yikan Noongar Language Program** enables public schools on Noongar Country, in south-western Western Australia, to provide Noongar language as part of their Languages curriculum.

This groundbreaking program has been created for Year 3 and 4 educators and is published in three regional dialects.

Together, we have created a unique resource for schools enabling students to learn one of 24 Western Australian Aboriginal languages; a resource that is available to 90 per cent of public schools in Western Australia.



A new hub for Civics and Citizenship education

The **Civics and Citizenship Education Hub** (CCE Hub) was launched in November 2024. The **CCE Hub** provides a central place for educators to discover and access up-to-date, high-quality online civics and citizenship education resources and professional development. As with all of ESA's hubs, resources on the **CCE Hub** are freely available and aligned with the Australian Curriculum.

The high-quality education resources, programs and events support educators to develop students' understanding of our system of government and democratic values.

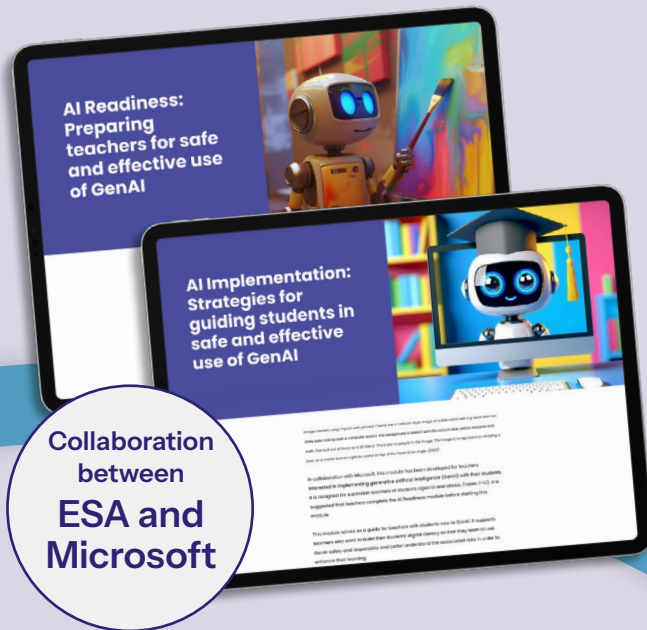


Empowering and supporting educators

Empowering educators to safely and effectively use AI in schools

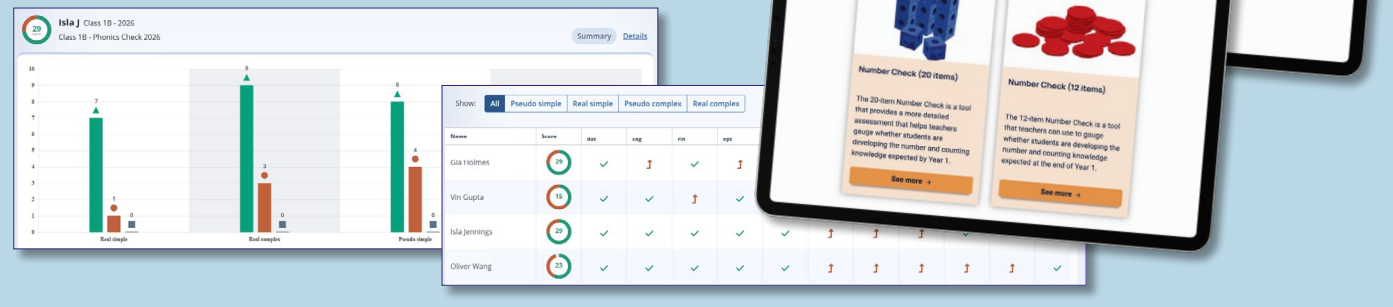
Developed through a collaboration between **ESA** and **Microsoft**, the first of two professional learning modules on the safe and effective use of AI in schools was launched in April 2025.

These free, self-paced modules support teachers to build knowledge about and confidence in using AI technologies effectively. Developed by subject matter experts in consultation with school systems and practitioners, the modules were trialled by education leaders before being made available to educators across Australia.



Supporting the use of Number and Phonics Checks

ESA supported jurisdictions and school sectors to use the **Year 1 Number Check** and the **Year 1 Phonics Check**, managing data uploads to reduce teacher workload and providing statistics to help them understand student progress.



Reducing educator workload

Scottle provides free, curriculum-aligned resources that help save educators time and support engaging learning activities.

In 2024–25, more than 5,800 resource records were added or updated on **Scottle**, providing educators with direct access to more than 14,000 free teaching and learning resources.

Scottle remained a go-to resource for educators, with more than 800,000 active users viewing 3.1 million pages across the site.



Empowering and supporting educators

Supporting career practitioners and educators to deliver career education

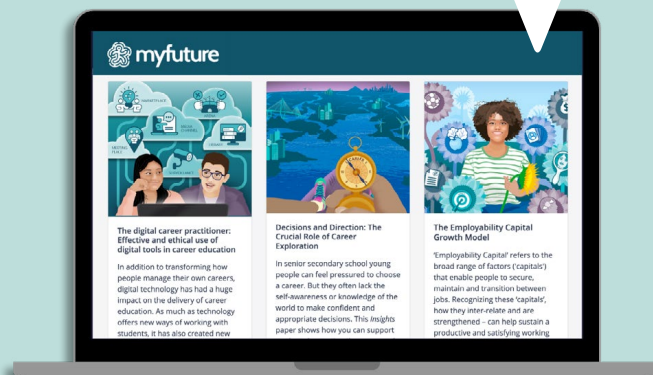
An increasing demand for career guidance saw **myfuture** – ESA's national online career information service – deliver 22 professional learning workshops and 14 webinars for career educators and students across Australia.

These valuable sessions provide attendees with tools to help them explore career options and a range of student pathways.

The **myfuture** team also published four 'Insights' papers, written by experts and supplemented with live webinars. The papers were downloaded more than 3,300 times during the year.

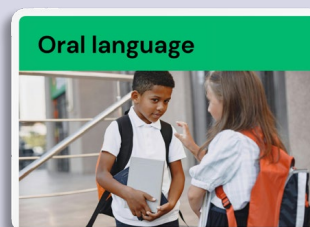
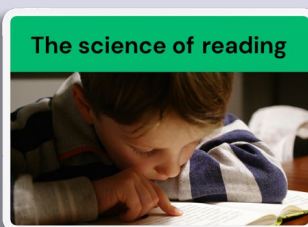
'It is the only career education website I can 100% trust. I am confident that when I refer young people to myfuture that I am referring them to a quality website.'

– Educators survey respondent, 2025



New Teaching Reading modules

ESA released the first two of seven modules in an online professional learning series called '**Teaching Reading**'. Developed by ESA literacy specialists, this course supports educators of early years students to implement the latest research on the science of reading, providing evidence-based approaches and practical solutions.



Expansion of the Explicit Teaching series

Through a collaboration between ESA, the Australian Association of Mathematics Teachers (AAMT) and Dr Katherin Cartwright, the sixth module in our popular '**Explicit Teaching in Maths**' series was published in February 2025.

These free online learning modules have been designed around the seven essential components for explicit learning. They provide high-quality professional learning that supports educators to implement these strategies in their primary school maths programs.

Hubs to support curriculum planning

ESA's six **Teacher Resource Hubs** continued to empower educators across Australia by providing quality resources and professional learning opportunities that support improved student outcomes. The Hubs include:



In 2024–25, the Hubs hosted more than
1,413,267 sessions

A photograph of a woman with long brown hair and a young boy with black hair and blue-rimmed glasses. They are both looking intently at a tablet computer held by the boy. The woman's hand is visible, pointing at the screen. They are in a classroom setting with other students and desks visible in the background. The image is partially overlaid by a dark blue shape on the right side.

Building excellence and equity for students

ESA provides teachers with the tools to build excellence for all students. Our digital solutions support learning and the creation of new opportunities for all students around Australia.

In 2024–25, we developed resources that address the unique needs of students, particularly students facing educational disadvantage. For example, ESA redeveloped the current Disability Standards of Education (DSE) modules to improve educators' understanding of their obligations and to support them to achieve compliance and teach inclusively.

ESA supported career practitioners with insights and resources to open new career pathways for students.

Building excellence and equity for students

Empowering students to navigate their future

The **myfuture** platform helps with career decision-making by providing up-to-date career information for students, resources to explore career pathways, and tools to develop self-understanding. More than 170,000 new users registered on the platform in 2024–25, a sign of the trust that career practitioners across Australia place in **myfuture**.

Pathways for Australian students

85.9% of myfuture users are school students

5.6% of myfuture users are university and/or VET students

Trusted resources added to myfuture

4 new career videos 

11 career stories 

2 school-to-work pathway infographics 

4 career articles 

4 webinars to support career education 

Global futures

ESA collaborated with the **Asia Education Foundation** to support the Emerging Leaders Forum for primary students and the Global Leaders Forum for secondary students. ESA created resources to foster shared learning and engagement between Australian and international students, supporting the development of intercultural understanding.



Sharing knowledge

The **Maths in Schools** project expanded its work to embed Indigenous Knowledge and perspectives in mathematics education through webinars and face-to-face workshops.

Webinars

- First Nations Australian Counting systems in the Australian Curriculum: Mathematics for F–6 educators, 3 December 2024
- First Nations navigation and mapping using digital tools, 25 March 2025

In-person workshops

- A Day of Culturally Responsive Mathematics at the SA Museum, September 2024
- Aboriginal and Torres Strait Islander histories and cultures in the Australian Curriculum: Mathematics, June 2025

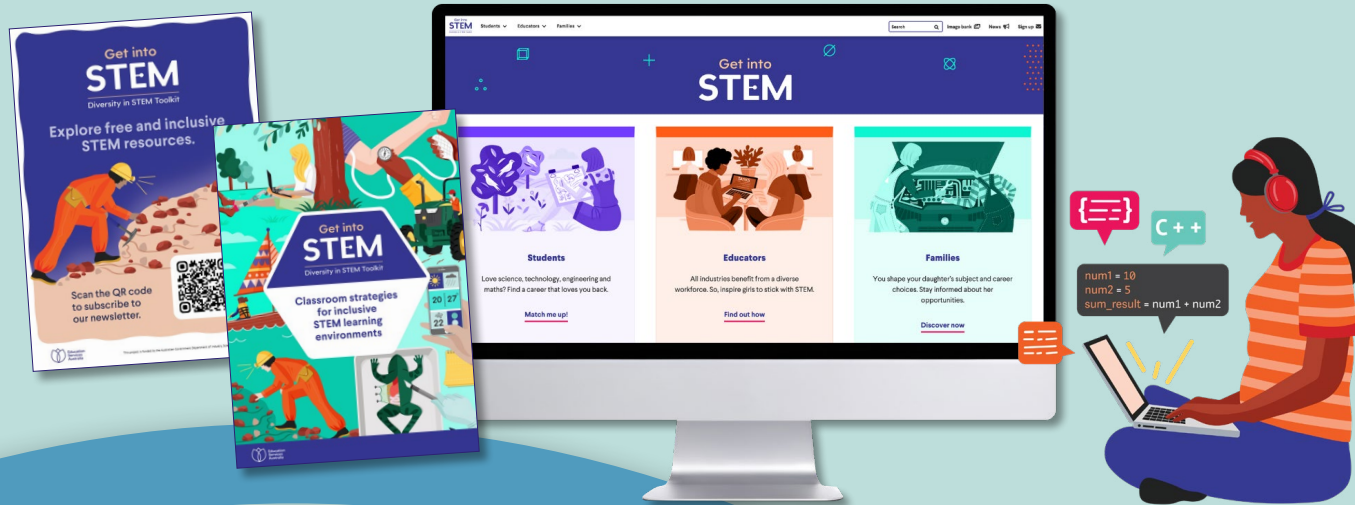


Building excellence and equity for students

Get into STEM

The **Diversity in STEM Toolkit** project delivers the **Get into STEM** website and educational resources that support under-represented cohorts to see a future for themselves in STEM careers, by giving their teachers, parents and carers the tools to enable students to achieve their STEM goals. **Get into STEM** will expand on the work completed previously under the banner of the **Girls in STEM Toolkit**.

Get into STEM is funded through a grant from the Australian Government Department of Industry, Science and Resources and will be delivered from 2025 to 2029.



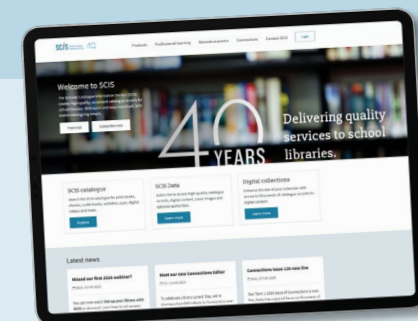
Diverse cohorts Get into STEM aims to support include:

- girls, gender-diverse/non-binary people
- Aboriginal and Torres Strait Islander people
- people living with disabilities
- culturally and linguistically diverse people
- people with low socioeconomic status
- LGBTQIA+ people
- neurodivergent people
- people living in regional and remote areas.

Inclusive cataloguing

The **Schools Catalogue Information Service (SCIS)** team continued its multi-year program of work to improve the inclusivity and accuracy of catalogue records, focusing on updating language to better reflect contemporary understandings. Previously, cataloguing subject headings had been updated to remove terminology identified as harmful and to improve clarity. Some updates included:

- 'Discovery and exploration' is now 'Exploration', a phrasing that moves away from colonial framing
- removal of a number of historical pseudo-medical terms, now replaced by more appropriate, contemporary and inclusive language
- 'Brothers and sisters' is now simply 'Siblings'
- 'Aboriginal peoples – Dreaming' has been separated into 'Dreaming (Religion)' and 'Dreamtime stories' for greater clarity and to show more cultural respect
- cataloguing standards have been revised to allow for both Indigenous and common place names to be included in the 'place of publication' element.





Supporting parents, carers and families

ESA provides practical tools and resources for parents, carers and families, so that they are equipped to support their children to learn and thrive.

ESA's resources for families are designed to provide essential information that inspires students' learning and supports their wellbeing.

Supporting parents, carers and families

Planning for the future

In 2024–25, **myfuture** presented five webinars for parents and carers to support children's career choices and post-school plans.

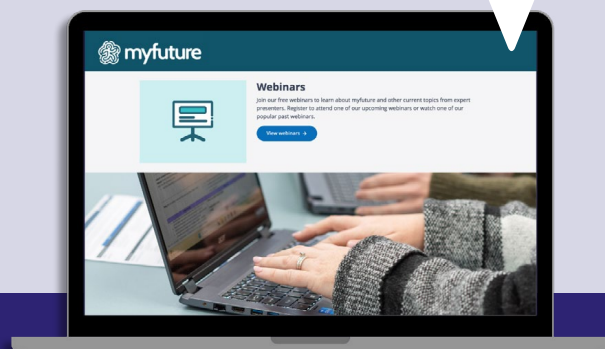
Topics included:

- career exploration
- making confident career choices
- navigating post-school plans.

myfuture webinars are recognised for their quality and the useful information they provide attendees.

'I've learnt from the webinars attended, explored the tools together with my child and find it to be a helpful and useful source.'

– Parent survey respondent, 2025



myfuture webinars are recognised for their quality and the usefulness of the information they provide. On average, **myfuture** webinar attendees rate both the quality and the usefulness of information presented

4.6 out of 5

Practical resources for wellbeing

The **Student Wellbeing Hub** provides information and advice about important topics such as bullying and online safety to help families and carers support children's learning and development.

In 2024–25, the **Student Wellbeing Hub** hosted five webinars attracting more than 1,400 participants.



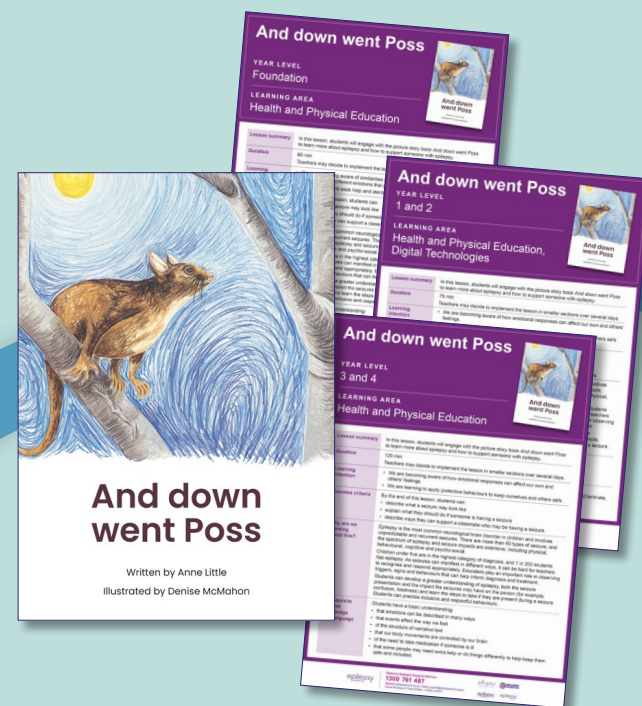
Topics covered:

- art and wellbeing
- sleep and the developing brain
- wellbeing for Autistic students
- supporting sensory differences in neurodivergent students
- teacher wellbeing.

Developing understanding

In 2024–25, ESA worked with the **Epilepsy Foundation** to develop resources for educators and families about the impact of epilepsy. The resources help educators and families to better educate themselves and others about epilepsy and about the individual learning styles of students with epilepsy.

ESA developed a teacher resource pack that included a digitised version of *And down went Poss*, a large-format picture book about how epilepsy affects people. ESA also developed a video and accompanying lesson plans to guide teachers in the classroom.



A photograph of three people (two men and one woman) sitting around a white table, looking at a laptop. The man on the left wears glasses and a dark blue button-down shirt. The man on the right wears a dark blue polo shirt. The woman on the left is partially visible, wearing a light pink top and blue earrings. There are two mugs (one white, one yellow) on the table. In the background, there are green plants in a wire mesh structure. The image is overlaid with a dark blue curved shape on the right and a teal curved shape at the bottom right.

Being an essential partner to improve systems

ESA works closely with educators, jurisdictions and partners to design solutions that respond to real needs in schools and classrooms. By building strong relationships and lasting partnerships across the education sector, we deepen our support for teachers and extend the reach and impact of our work. The impact of this collaborative approach can be seen across ESA's achievements and capabilities.

Being an essential partner to improve systems

Case study

A new website to better support our stakeholders

On 17 June 2025, ESA launched a new corporate website designed to make it easier for our partners and stakeholders to find information and connect with our solutions.

The refreshed site improves navigation, readability and accessibility, and helps partners and policymakers quickly locate the resources and services most relevant to them.

Updates to the site include the following:

- A fresh new look showcases our updated branding.
- ESA solutions are all presented in one section of the site, so stakeholders can easily explore and connect with our work.
- Clear pathways show how to get in touch, so prospective partners can request support and start conversations.
- A much clearer picture of ESA and its role is shown, so visitors understand how it supports education nationally.
- A dedicated news and insights space makes it simple to keep up with ESA's work all year round.
- Visitors now have an easy way to subscribe to news and insights from across ESA's products and services.



3.1%

increase in
website traffic in
the three months
after launching
the new site

8%

improvement in
engagement

57%

increase in
average session
duration

Being an essential partner to improve systems

Delivering as an essential partner

In late 2024, the **Schools Catalogue Information Service (SCIS)** continued its 40th anniversary celebrations, bringing together stakeholders and library professionals from across Australia and New Zealand for a special event at State Library Victoria to celebrate its achievements and look to the future.

The impact of SCIS

79%
of Australian
schools use
SCIS

26 million
records
downloaded by
schools in 2024–25

750
hours of library
admin work saved
on average each
year thanks to SCIS
metadata improving
catalogue searching,
freeing staff up to
focus on students

93%
satisfaction rating
from customers

42,000
new catalogue
records for schools
in 2024–25

12
webinars and
several conference
presentations,
reaching more than
2,000 school library
professionals



**'I love your work and couldn't operate
my library without you!'**

– Customer survey respondent, May 2025

**'Great product and service at all times –
a lifesaver for small, understaffed libraries.'**

– Customer survey respondent, May 2025

168 education products joined the Safer Technologies 4 Schools program (ST4S)

Since the launch of the **ST4S Product Badge Program**, 168 products have been signed up to the program. **ST4S** helps school leaders and educators in Australia and New Zealand easily identify suppliers assessed through **ST4S** and enables suppliers to promote their engagement through a **ST4S** badge.



ESA continued its role as the sole registrar of the edu.au education domain

ESA supports 18,365 registered domains that provide a trusted digital identity for Australian education organisations.



Being an essential partner to improve systems

25 years of delivering the Educational Lending Rights (ELR) School Library Survey

The survey collected data from 5,182 schools to support payments to Australian authors, publishers and content creators through the lending rights scheme.

Educational Lending Right

School Library

Survey

ESA worked with government to deliver essential learning materials

The Australian Government Department of Education continued investing in the **Teacher Resource Hubs** and the **English Language Learning for Indigenous Children (ELLIC)** program. This investment supports a partnership that provides ongoing, equitable access to high-quality teaching and learning resources for schools across Australia.



ESA provided expert advice to support the University of Adelaide's micro-credentials project

Through this work ESA contributed to the development of professional learning for classroom management, explicit teaching and phonics instruction.

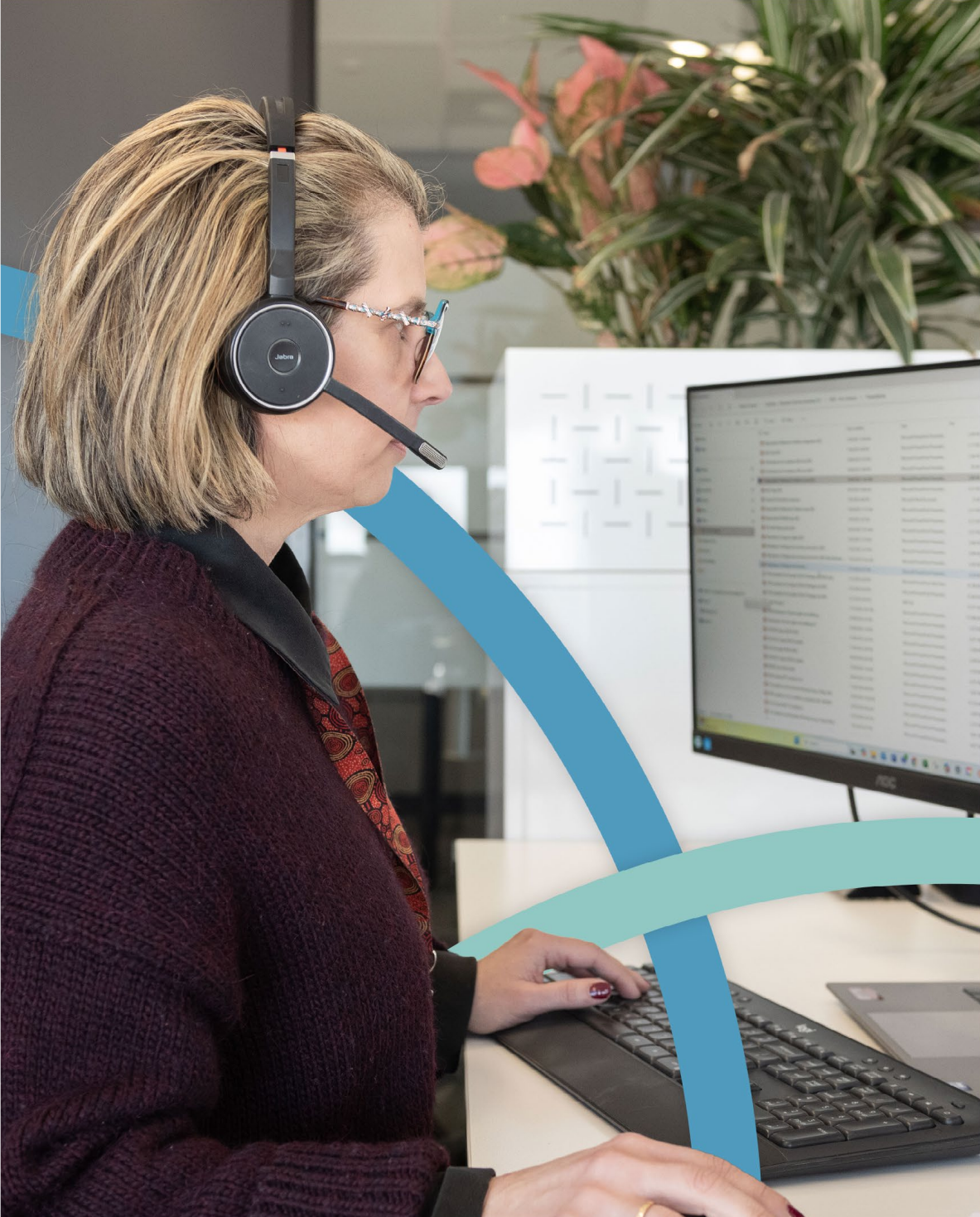
ESA worked with government and industry partners to develop a Responsible AI Standard that assesses the safety, effectiveness and ethical use of AI-enabled education products

Supporting the safe, transparent and fair use of AI in our schools, the initiative has built on the 2024 enhancement to the **ST4S** assessment, which introduced an AI module to address risks related to privacy, information security and safety.

ESA supported the delivery of NAPLAN to 9,465 schools and 1,236,248 students across Australia

ESA works with the **Australian Curriculum, Assessment and Reporting Authority (ACARA)** to ensure that schools across Australia can administer NAPLAN digitally. This supports equitable access to technology, including low-bandwidth solutions that enable participation in remote and connectivity-challenged locations.





Achieving operational excellence and equity

At the heart of ESA are our people: collaborative, committed and driven by purpose. As an organisation, we prioritise supporting and developing our people, promoting work-life balance and empowering staff to feel confident and comfortable in their work.

We provide opportunities for our people to learn and grow, by investing in professional development, facilities and programs that support wellbeing and productivity.

In 2024–25, we focused on diversity and inclusion. We put in place initiatives and strategies to support our people and contribute to a positive and safe workplace for all.

Our dedicated Reconciliation Action Plan (RAP) Working Group leads our RAP work. In December 2024, ESA's Innovate RAP was officially completed and in June 2025 we published a progress report outlining key achievements over the previous four years.

Achieving operational excellence and equity

Supporting gender equality

Launched in February 2025, our **Gender Equality Strategy** outlines our commitment to creating an inclusive and equitable workplace by reducing the gender pay gap and supporting career progression.

The organisation is focused on embedding inclusive recruitment practices, establishing clear pathways for growth and building gender-balanced leadership, while continuing to foster a respectful and supportive culture. We also ensure transparent gender pay reporting through an annual public report and remain dedicated to closing the gender pay gap.

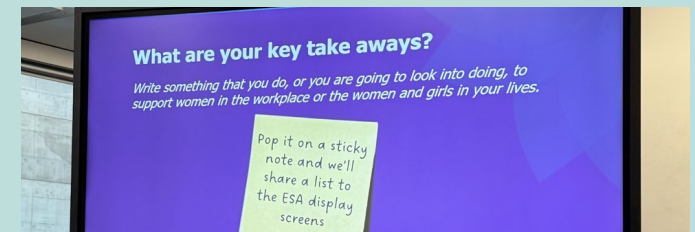
Advocating a respectful workplace

During May 2025, ESA delivered a series of **Respect@Work** workshops, reinforcing our commitment to a safe, respectful and inclusive workplace for all staff.

These sessions equipped staff and leaders with an understanding of lawful workplace conduct and provided them with practical tools to contribute to a respectful workplace culture.

Celebrating women in the workplace

In March, ESA hosted our annual **Women's Day Breakfast**, which is a highlight of our annual calendar. We were joined by an inspiring panel of speakers, including an ESA Board member, Jenny Johanson, who generously shared her personal journey.



Achieving operational excellence and equity

Climate Active

ESA has achieved carbon-neutral status and we continue to work with **Climate Active** to decrease our carbon emissions.



We aim to reduce carbon emissions per FTE by 5 per cent on 2024–25 levels by the 2029–30 financial year.



Carbon emissions for the 2024–25 financial year were 715.25 tonnes compared to 705 tonnes in 2023–24.



Our carbon emissions per FTE decreased by 18.7 per cent, from 5.6 tCO₂-e/FTE to 4.6, over the same period.

Promoting allyship

On 24 June 2025, ESA hosted our inaugural **Pride Breakfast** as part of our Pride Month celebrations. More than 90 staff came together to celebrate and hear from two speakers who shared their lived experiences with honesty and vulnerability.

Throughout the month, staff were encouraged to learn about the history of Pride Month through shared resources and events, to support allyship at work and beyond.



‘Creating an inclusive workplace isn’t just the right thing to do, it makes us stronger as an organisation and it creates a more positive culture in which we can all thrive. When people feel safe to be themselves, they bring fresh perspectives that help us solve problems and serve all of our schools, educators and learners better.’

– Stuart Mitchell, ESA CEO



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