



SwimTM
AUSTRALIA



2026
Awards

SWIM SCHOOL & TEACHER AWARDS

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SWIMCON26

 the events centre
CALOUNDRA | SUNSHINE COAST

Nomination Process

Nominations are to be lodged electronically via Microsoft Forms.

Nominations Open Friday 17 April 2026

Nominations Close Friday 31 July 2026

No late submissions accepted

All submissions will be judged through a Rubric with various weighting towards components. Please see each award category and the related Rubric.

Nominees will be announced in early August

Judging Panel

The Judging Panel includes the following:

<i>Liz Corr</i>	<i>Swim Schools Advisory Committee</i>
<i>Brendan Keogh</i>	<i>Swim Schools Advisory Committee</i>
<i>Alli Walker</i>	<i>Coaching Committee</i>
<i>Wendy Ross</i>	<i>Education Committee</i>
<i>Anu Bedi</i>	<i>Levelling the Deck Committee</i>
<i>Gary Toner</i>	<i>SWIM</i>
<i>Jo Efendi</i>	<i>Independent observer / non-voting</i>
<i>3 x</i>	<i>Board Noms Committee Member</i>

Judging Disclaimer

To ensure fairness and transparency, any judge with a personal or professional connection to a nominee - including those affiliated with a nominated swim school - will be required to abstain from scoring in that category due to a conflict of interest. All judging will be conducted in accordance with SWIM Australia's conflict of interest policy, and impartiality will be maintained throughout the judging process.

Webinar

13 May 2026 - 1pm

**SWIMCON26
WEBINAR**

**SWIM Australia
Awards**

*How to create a winning
nomination*

Wednesday 13 May
1PM - 2PM AEST

SWIM AUSTRALIA
Awards

SPONSORED BY
Vorgee

SWIM Schools Australia Members	FREE
SWIM Individual Members	FREE
	\$25.00

**Swim
AUSTRALIA**

SWIM Australia™ Awards Judging Rubric Guiding Fair and Consistent Evaluation

The rubric's provide a clear and consistent framework for assessing nominations across all SWIM Australia™ Awards categories. Judges will use the criteria outlined to score each submission on a scale from 1 - 5, based on evidence of impact, innovation, inclusion, and alignment with award goals.

These rubric's ensures a transparent and equitable judging process and supports meaningful feedback and selection of finalists. Judges are required to declare any conflicts of interest and abstain from scoring in affected categories.

2026 Awards

INDIVIDUAL AQUATIC AWARDS

SWIM Australia™ Teacher of the Year

This award is not nominated. Judging and the ultimate awarding is supported by the individual awards, recognising outstanding teaching across all age groups and abilities selected from the following awards below:

SWIM Australia™ Teacher of Excellence

For teachers delivering exceptional programs to learners

SWIM Australia™ Teacher of Excellence in Inclusive Teaching - Learners with Disability

For teachers delivering exceptional programs to learners with disabilities, neurodiverse students, or from marginalised communities

SWIM Australia™ Teacher of Excellence in Baby & Toddlers

For teachers delivering exceptional programs to learners focused on teaching babies and toddlers, highlighting early engagement and foundational learning

SWIM Australia™ Teacher of Excellence in Swim Squad Fundamentals

For teachers delivering exceptional programs to learners who develop swimmers up to a competitive level and are continuously working on improving their skills and knowledge in beginner squads or upper learn to swim

SWIM Australia™ Emerging Swim Teacher Award

For teachers delivering exceptional programs to learners or educators with under 18 months' experience who show great promise across any teaching area

SWIM Australia™ Teacher of Cultural Diversity Award

For teachers delivering exceptional programs to learners recognising efforts to support CALD, Indigenous or migrant communities through tailored aquatic education

SWIM Australia™ Leadership in Aquatics Award

For Managers, Supervisors, Team Leaders honouring those who mentor others, lead in-service, actively lead teams, create a positive culture, safe and nurturing work environment for their teams and or contribute to innovations in Aquatics

SWIM Australia™ Youth Leadership Award

For a teacher under 25 showing exceptional promise, leading and excelling

SWIM SCHOOL AWARDS

SWIM Australia™ Swim School of the Year (Metro and Regional) are awards for each area, regardless of size. This award recognises excellence in program delivery, community engagement, and teaching outcomes.

This award is not nominated. Judging and the ultimate awarding is supported by the specialist awards which recognises the swim schools particular strengths.

SWIM Australia™ Swim School of the Year – Metro

Metro area is defined by capital cities and other metropolitan centres as defined below.

The RRMA classification divides Australia into three zones: metropolitan, rural, and remote. The metropolitan zone, specifically, includes RRMA 1 and 2:

- **RRMA 1:** typically refers to the capital cities
- **RRMA 2:** includes other metropolitan centers, which are defined as areas with a population of 100,000 or more

SWIM Australia™ Swim School of the Year – Regional

All other areas outside of Metro:

- **RRMA 3 to 7:** includes populations under 100,000 in rural, regional and remote areas

SPECIALIST AWARDS

The following Awards are awarded by size. The three levels of Recognition/Nomination are:

Small Swim Schools	<i>500 and under swim lessons per week</i>
Medium Swim Schools	<i>501 to 1500 swim lessons per week</i>
Large Swim Schools	<i>over 1500 swim lessons per week</i>

SWIM Australia™ Innovation Award

Highlighting schools using digital tools, creative pedagogy, or new delivery methods

SWIM Australia™ Outstanding Community Partnership Award

For swim schools making a difference through local collaborations, outreach or school-based initiatives

SWIM Australia™ SWIMSAFER Commitment Award

Recognising dedication to safety messaging and practices during SWIMSAFER Week and beyond

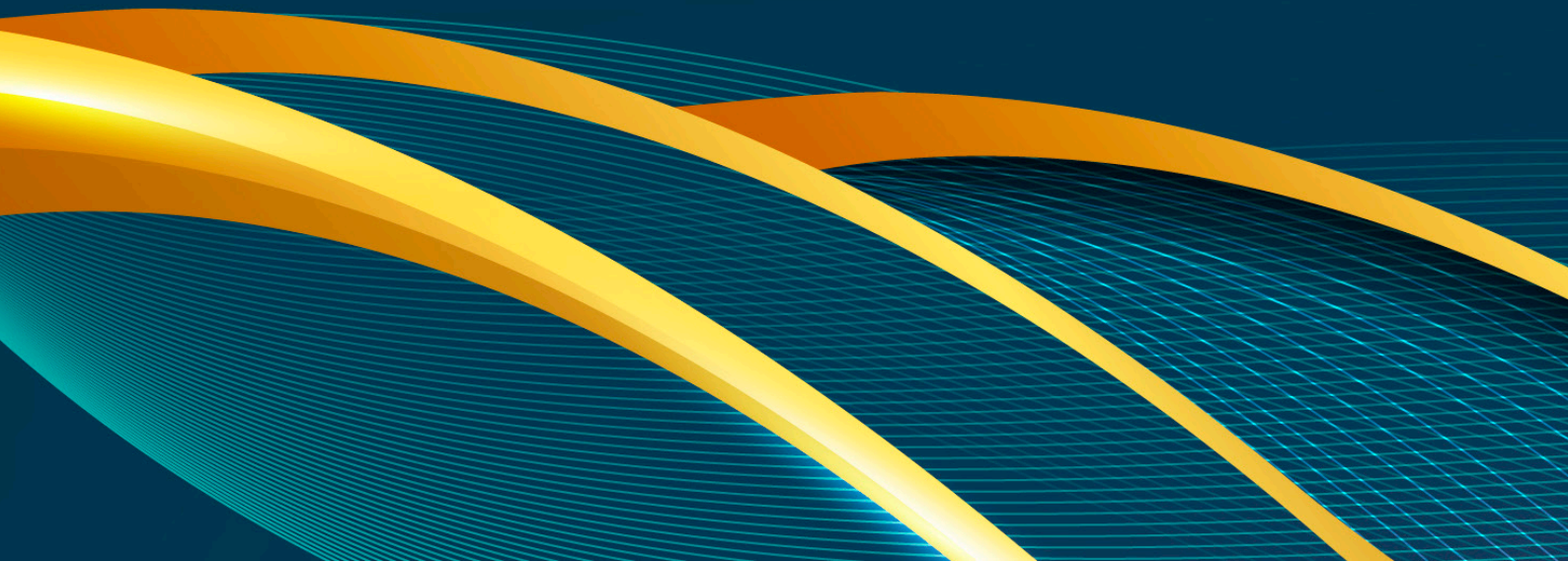
SWIM Australia™ Customer Service & Brand Impact Award

Celebrating marketing excellence, customer service and brand storytelling



MARKING RUBRIC
FOR

2026 *Awards*



Individual Awards

This rubric is designed to assess all individual award categories using a consistent set of evaluation criteria. It provides a fair and transparent framework for judges to assess nominees across diverse teaching contexts.

Scoring

- Maximum Score: 30 points (6 criteria, maximum of 5 points per criteria)
- Judges are encouraged to provide brief comments per category to support scoring

Weighted

- Each criteria is scored out of 5
- Multiply the score by the weighting factor
- Final score is out of 5.00 (or 100%)

This rubric will be applied to below categories:

- ***SWIM Australia™ Teacher of Excellence***
- ***SWIM Australia™ Teacher of Excellence in Inclusive Teaching LWD***
- ***SWIM Australia™ Teacher of Excellence in Babies & Toddlers***
- ***SWIM Australia™ Teacher of Excellence in Swim Squad Fundamentals***
- ***SWIM Australia™ Emerging Swim Teacher Award***
- ***SWIM Australia™ Cultural Diversity Award***
- ***SWIM Australia™ Leadership in Aquatics Award***
- ***SWIM Australia™ Youth Leadership Award***

See Appendices 1 and 2 for Marking Rubric

Example Questions to cover each criteria area:

(generic for all Teaching awards)

1. Connection, Impact & Student Engagement

How does the nominee engage, influence, motivate, and inspire their students? Please provide examples of how they build trust and connection with learners and create a positive learning environment.

2. Teaching Practice & Safety Education

What teaching strategies does the nominee use to support student learning and share vital water safety knowledge? Include any creative or developmentally appropriate methods used to help students build confidence, skills, and awareness.

3. Inclusion, Equity & Differentiation

How does the nominee ensure every student is supported to participate at their own level of knowledge, skill, and understanding? Share how they adapt or individualise lessons for different needs, ages, and abilities.

4. Professional Development & Application

List any relevant professional development the nominee has completed in the last 12 months.

Describe how this learning has been applied in their lessons or contributed to improved outcomes for students or peers.

5. Innovation, Discovery & Problem Solving

How does the nominee encourage students to explore, problem-solve, and make their own decisions in the water? Provide examples of discovery-based learning or critical thinking strategies that help students become safer, more independent swimmers.

6. Request for Supporting Documentation

Please include supporting materials such as screenshots, marketing visuals, lesson examples, testimonials, or data showcasing your innovation's impact.

See Appendix 2 for Marking Rubric

Example Questions to cover each criteria area:

(generic for all Leadership awards)

1. Leadership Style & Team Impact

How does the nominee lead, influence, and inspire those they supervise or mentor? Please share examples of how they support their team, build trust, and contribute to a positive workplace culture.

2. Inclusion & Staff Development

How does the nominee support a diverse team of educators, including those from different cultural backgrounds, experience levels, or learning needs? Share examples of how they adapt their approach to help all staff succeed.

3. Innovation & Problem Solving

What creative or strategic approaches has the nominee introduced or supported to improve team operations, programming, or safety? Describe how they encourage innovation or initiative within the team.

4. Ongoing Professional Development

What leadership or professional learning has the nominee undertaken in the past 12 months? How have they used this knowledge to support others or enhance workplace practice?

5. Contribution Beyond the Pool Deck

In what ways has the nominee contributed to the wider swim school or community — such as mentoring new leaders, supporting community initiatives, or improving organisational culture?

6. Request for Supporting Documentation

Please include supporting materials such as screenshots, marketing visuals, lesson examples, testimonials, or data showcasing your innovation's impact.

See Appendix 2 for Marking Rubric

Swim School Awards

This rubric is designed to assess all business award categories using a consistent set of evaluation criteria. It provides a fair and transparent framework for judges to assess swim school nominees across diverse operational and community contexts.

Scoring

- Maximum Score: 25 or 30 points (5 or 6 criteria, each scored out of 5)
- Judges are encouraged to provide brief comments per category to support scoring

Weighted

- Each criteria is scored out of 5
- Multiply the score by the weighting factor (percentage)
- Final score is out of 5.00 (or 100%)

This rubric can be applied to categories such as*:

- ***SWIM Australia™ Innovation in Swim Education Award***
- ***SWIM Australia™ Outstanding Community Partnership Award***
- ***SWIM Australia™ SWIMSAFER Commitment Award***
- ***SWIM Australia™ Customer Service & Brand Impact Award***

** There is an example of a generic rubric to encapsulate all awards, and also individual examples per different award as each award covers different areas.*

The outcomes of these four categories may also contribute to:

SWIM Australia™ Swim School of the Year – Metro

SWIM Australia™ Swim School of the Year – Regional

See Appendices 3 and 4 for Marking Rubric

Example question per each award could be:

Innovation in Swim Education Award

Highlighting schools using digital and non-digital tools, creative pedagogy, or new delivery methods.

1. Impact & Program Outcomes

How has your use of digital tools, systems, or innovative teaching models improved learning outcomes, class experience, or program delivery?

2. Teaching Practice & Technology Use

Describe the technologies or digital systems your swim school has introduced and how they are applied in lesson delivery, administration, or teacher support.

3. Accessibility & Inclusion

How do you ensure your innovations are accessible and appropriate for diverse learners, including different age groups, abilities, and communities?

4. Professional Growth & Team Integration

How have you supported staff in adopting or up-skilling in these digital innovations? Include any training or professional development offered.

5. Creativity & Innovation

What makes your innovation stand out? Share any creative approaches or original ideas that have positively disrupted swim education.

6. Request for Supporting Documentation

Please include supporting materials such as screenshots, marketing visuals, lesson examples, testimonials, or data showcasing your innovation's impact.

See Appendix 5 for Marking Rubric

Outstanding Community Partnership Award

For swim schools making a difference through local collaborations and outreach.

1. Impact & Community Outcomes

What positive changes or outcomes have been achieved through your school's community programs or partnerships?

2. Partnership Practice & Approach

Describe the nature of your outreach or collaboration efforts (e.g. with schools, CALD organisations, councils). What strategies have helped build strong relationships?

3. Inclusion & Accessibility

How do your initiatives support the inclusion of underrepresented, vulnerable, or diverse community groups?

4. Staff Involvement & Program Delivery

How are your staff involved in planning, delivering, or sustaining community-based programs?

5. Creativity & Contribution

What makes your community engagement work unique? Share any special projects, events, or long-standing contributions.

6. Request for Supporting Documentation

Please provide images, feedback, media, or other documents that demonstrate the reach and success of your partnerships.

See Appendix 6 for Marking Rubric

SWIMSAFER Commitment Award

Recognising dedication to safety messaging and practices during SWIMSAFER Week and beyond.

1. Impact & Safety Outcomes

How has your swim school demonstrated a year-round commitment to safety messaging, and what results or changes have you seen in your community or swimmers?

2. Safety Education & Teaching Practice

What lesson content, parent engagement strategies, or teacher-led activities do you use to promote water safety?

3. Inclusivity & Reach

How do you ensure water safety messaging reaches all families, including CALD, rural, or neurodiverse audiences?

4. Staff Development & Safety Culture

What training, systems, or staff development practices help maintain a strong safety culture at your swim school?.

5. Innovation in Safety Messaging

What creative methods or platforms have you used to share water safety messages effectively?

6. Request for Supporting Documentation

Please provide lesson plans, photos, media links, testimonials, or campaign materials supporting your application.

See Appendix 7 for Marking Rubric

Customer Experience & Brand Impact Award

Celebrating marketing excellence, customer service, and brand storytelling.

1. Customer Impact & Satisfaction

What strategies have you used to create an exceptional customer experience? Share examples of parent or student outcomes and satisfaction.

2. Service Delivery & Communication

How do you ensure high-quality, consistent service through your front desk, teaching staff, and digital touch-points?

3. Accessibility & Inclusivity

How do your brand and customer service approach reflect your swim school's values of inclusion and diversity?

4. Team Training & Improvement

What systems, training, or feedback processes have you implemented to support staff and continuously improve customer service?

5. Brand Storytelling & Engagement

How do you share your swim school's story and connect with your audience through marketing, campaigns, or social media.

6. Request for Supporting Documentation

Please include screenshots, reviews, campaign examples, branding materials, or feedback illustrating your impact.

See Appendix 8 for Marking Rubric

APPENDICES

MARKING RUBRIC

1. **5-Point Rubric Scoring System versus % Weighted Scoring System**

2. **Individual % Weighted**

3. **How each question relates to the Judging Criteria (Swim School)**

4. **SWIM Australia™ Swim School of the Year Award % Weighted**

5. **Innovation in Swim Education Award**

6. **Outstanding Community Partnership Award**

7. **SWIMSAFER Commitment Award**

8. **Customer Experience & Brand Impact Award**

1. 5-Point Rubric Scoring System versus % Weighted Scoring System

A weighted and scored rubric system ensures a fair, transparent, and consistent approach to judging by clearly aligning each entry question with defined criteria. This structure not only helps eliminate bias but also supports judges in evaluating diverse nominations with accuracy, accountability, and confidence.

Feature	5- Point Rubric	% Weighted
Consistency Across Categories	Uses the same clear scale (5–1) for each criterion, making it easier to compare nominees side by side	% weighting can vary by category, leading to inconsistency across judging panels
Clarity for Judges	Each score has a defined descriptor, reducing subjectivity and guesswork	Judges may interpret % categories differently (e.g. what's "80%" mean for Innovation?)
Judge-Friendly	Simplified scoring and comment boxes promote completion and reduce burnout in panels	Requires more mental calculation or effort to convert observations into percentages
Transparency for Entrants	Entrants can easily understand how they'll be assessed and where they can improve	% weights are often unclear unless explicitly published; harder for entrants to self-assess
Balanced Weight Across Competencies	All criteria have equal influence unless adjusted deliberately — helps recognise well-rounded nominees	Can skew results if one area is heavily weighted (e.g. Program Quality = 40%) and others are overlooked
Easier to Implement in Spreadsheets or Online Forms	Clean 5–1 scoring fits well with digital platforms, tabulation, and tied scoring resolution	More prone to errors and inconsistencies during calculation unless automated properly
Better Suited to Qualitative Judgement	Encourages narrative comments and nuanced understanding	Less intuitive for feedback; harder to explain why a nominee got 74% instead of 88%

2. Individual % Weighted Rubric

Criteria	5 - Outstanding	4 - Strong	3 - Satisfactory	2 - Developing	1 - Limited
Engagement & Impact 20%	Demonstrates exceptional ability to inspire, connect, and create measurable outcomes for learners. Consistently exceeds expectations.	Effectively engages and supports learners; positive outcomes evident.	Demonstrates general ability to engage learners with some positive impact.	Occasionally connects with learners; limited or inconsistent outcomes.	Struggles to engage; minimal or unclear impact on learners.
Swim School Inclusivity 20%	Proactively adapts lessons to meet a wide range of learner needs (disability, CALD, age). Models inclusive practice.	Shows strong awareness of learner diversity; adapts instruction when needed.	Demonstrates adequate flexibility to accommodate some learner differences.	Inconsistently adjusts for learner needs; limited inclusive strategies.	Rarely adapts instruction; limited evidence of inclusive practice.
Innovation in Teaching 20%	Consistently implements creative, discovery-based, or evidence-informed teaching strategies. Leads by example.	Demonstrates innovative thinking and applies new techniques effectively.	Uses some creative or modern strategies in teaching.	Relies on traditional methods; limited experimentation.	Teaching lacks variety or innovation.
Professional Development 20%	Actively pursues ongoing development and applies learning to improve outcomes. Mentors others.	Engaged in professional development; evidence of application.	Participates in some training; limited evidence of applied growth.	Minimal involvement in professional learning.	No evidence of professional growth or engagement.
Leadership & Mentoring 20%	Acts as a leader or role model among peers. Contributes to wider teaching culture and/or community.	Demonstrates leadership qualities within team or program.	Occasionally contributes ideas or guidance to peers.	Rarely contributes beyond own teaching responsibilities.	No evidence of leadership or peer influence.
Supporting Evidence	Strong evidence provided (testimonials, visuals, lesson plans, feedback) directly supporting all criteria.	Good range of evidence supporting most criteria.	Adequate evidence supporting some criteria.	Limited or unclear evidence provided.	No evidence or irrelevant material submitted.

3. How each question relates to the Judging Criteria for SWIM Australia™ Swim School Awards

Rubric Criterion	How It's Covered Across All 4 Awards
Impact & Outcomes	Covered in Q1 for all categories – whether it's innovation impact, community benefit, safety outcomes, or customer change
Program Delivery & Strategy	Covered in Q2 – looks at the structure and implementation of the nominated program or service
Swim School Inclusivity	Covered in Q3 – specific to how the school includes diverse or underrepresented audiences
Team Development & Culture	Covered in Q4 – how the team was involved, trained, or contributed
Creativity & Innovation	Covered in Q5 – examines originality, problem-solving, tech use, storytelling
Supporting Evidence	Covered in Q6 – allows for any award-specific proof to be submitted and assessed (not weighted)

4. SWIM Australia™ Swim School of the Year Award % Weighted Rubric

Criteria	5 - Outstanding	4 - Strong	3 - Satisfactory	2 - Developing	1 - Limited
Program Quality & Delivery 20%	Demonstrates exceptional program structure, outcomes, and inclusivity across all ages and levels. Evidence of consistency and impact.	Strong and clear program delivery with some adaptation or development evident.	Adequate programs with some structure and positive learner outcomes.	Basic or developing programs; outcomes or structure inconsistent.	Limited or unclear program framework or outcomes.
Innovation & Responsiveness 20%	Pioneers creative tools, digital systems, or methods; responds effectively to challenges or emerging needs.	Demonstrates strong innovation or change initiatives that improve outcomes.	Some evidence of innovation, creative thinking, or operational improvements.	Minimal innovation; slow to adapt or limited change processes.	No clear innovation or responsiveness evident.
Community Engagement & Social Impact 20%	Actively builds local partnerships, delivers outreach programs, and contributes significantly to community safety or wellbeing.	Strong involvement in partnerships or community activities.	Some collaboration or contribution to broader community goals.	Occasional outreach or minimal social connection beyond swim school.	No clear community involvement or partnerships.
Customer Experience & Brand Presence 20%	Exceptional service across all touchpoints; clear brand identity and deep trust with families.	Exceptional service across all touchpoints; clear brand identity and deep trust with families.	Generally meets expectations; some service or brand strengths.	Inconsistent experience; limited engagement or unclear messaging.	Poor customer experience or negative brand perception.
Team Development & Safety Culture 20%	Fosters strong team culture; invests in staff growth and embeds safety values into practice.	Good support for team and commitment to safety shown.	Satisfactory staff development and some focus on safety.	Limited staff training or inconsistent safety practices.	No evidence of staff growth or safety initiatives.
Supporting Evidence	Strong evidence provided (testimonials, visuals, lesson plans, feedback) directly supporting all criteria.	Good range of evidence supporting most criteria.	Adequate evidence supporting some criteria.	Limited or unclear evidence provided.	No evidence or irrelevant material submitted.

5. Innovation in Swim Education Award Rubric

Criteria	5 - Outstanding	4 - Strong	3 - Satisfactory	2 - Developing	1 - Limited
Innovative Practices 25%	Demonstrates pioneering use of technology or methods that redefine swim education.	Strong integration of new tools or approaches with measurable success.	Some creative or digital elements introduced into programs.	Basic experimentation or minimal integration of innovation.	No notable innovation or traditional delivery only.
Impact on Learning & Engagement 25%	Clear evidence of improved outcomes, engagement, and accessibility through innovation.	Positive learner outcomes linked to innovative methods.	Some observed benefit to student experience.	Unclear impact or limited outcomes.	No measurable benefit evident.
Adaptability & Problem-Solving 25%	Innovation responds to real needs or challenges (e.g. COVID, accessibility, efficiency).	Good evidence of solution-based thinking and adaptation.	Some problem-solving but not fully developed or documented.	Minimal adaptation to change.	No evidence of adaptability or strategic thinking.
Team Involvement & Culture 25%	All staff are engaged in innovative culture; innovation informs wider teaching practice.	Strong staff involvement and professional learning evident.	Some staff use or training; inconsistent uptake.	Minimal engagement with broader team.	No staff engagement or training in innovation.
Supporting Evidence	Strong documentation, visuals, testimonials, and outcomes clearly linked to innovation claims.	Good range of evidence supporting most claims.	Basic evidence, some claims supported.	Limited or generic evidence.	No relevant or convincing evidence.

6. Outstanding Community Partnership Award Rubric

Criteria	5 - Outstanding	4 - Strong	3 - Satisfactory	2 - Developing	1 - Limited
Community Engagement 25%	School demonstrates deep partnerships with local organisations, schools, or services.	Active participation in multiple local initiatives.	Some outreach or local presence noted.	Minimal or one-off community involvement.	No meaningful community activity.
Social Impact 25%	Clear, measurable benefit to the community; aligns with safety, equity, or wellbeing outcomes.	Evidence of positive local feedback or change.	General good intentions or presence, but not clearly measured.	Limited community outcome or unclear benefit.	No identifiable impact.
Swim School Inclusivity 25%	Programs support CALD, Indigenous, low-SES or rural communities meaningfully and intentionally.	Strong awareness and access initiatives evident.	Some inclusive practices or enrolment encouragement.	Occasional outreach; not sustained.	No clear inclusivity actions.
Sustainability & Continuity 25%	Long-term commitment or recurring partnerships; embedded in school values.	Partnerships established and growing.	Programs exist but not embedded or recurring.	New or trial partnerships only.	No ongoing effort.
Supporting Evidence	Strong evidence provided (testimonials, visuals, lesson plans, feedback) directly supporting all criteria.	Good range of evidence supporting most criteria.	Adequate evidence supporting some criteria.	Limited or unclear evidence provided.	No evidence or irrelevant material submitted.

7. SWIMSAFER Commitment Award Rubric

Criteria	5 - Outstanding	4 - Strong	3 - Satisfactory	2 - Developing	1 - Limited
Safety Integration 25%	Safety messaging and skills are embedded across all levels of programming and staffing.	Safety is central and regularly revisited across school operations.	Some elements of safety are consistently applied.	Occasional safety focus; not embedded.	Safety practices are minimal or ad hoc.
SWIMSAFER Week Engagement 25%	Outstanding, creative, and school-wide participation with measurable outcomes.	Whole-school participation with clear planning.	Activities delivered but limited reach or preparation.	Some engagement with promotional aspects only.	No clear participation.
Parent & Community Education 25%	Parents and community are engaged in safety learning (e.g. CPR demos, take-home info, workshops).	Some parent education offered or shared during events.	Minimal education provided; mostly passive messaging.	Informal or sporadic communication only.	No parental or community outreach.
Child-Centred Safety Learning 25%	Lessons include scenario-based, contextual safety skill development tailored by age/level.	Strong safety focus with age-appropriate teaching.	Some inclusion of water safety content.	Basic or unstructured inclusion of safety content.	Safety learning not included in lessons.
Supporting Evidence	Strong evidence provided (testimonials, visuals, lesson plans, feedback) directly supporting all criteria.	Good range of evidence supporting most criteria.	Adequate evidence supporting some criteria.	Limited or unclear evidence provided.	No evidence or irrelevant material submitted.

8. Customer Experience & Brand Impact Award Rubric

Criteria	5 - Outstanding	4 - Strong	3 - Satisfactory	2 - Developing	1 - Limited
Customer Experience 25%	Families report consistent, personalised, high-quality interactions across all service areas.	Generally strong and consistent customer service.	Mostly positive experience with some inconsistencies.	Mixed feedback or unclear service standard.	Poor service culture or ongoing complaints.
Brand Identity & Messaging 25%	Clear, consistent, and well-established brand identity with strong emotional connection.	Distinctive and consistent branding across channels.	Branding is present but not unified or widely recognised.	Limited brand presence or unclear messaging.	No cohesive brand strategy.
Marketing & Communication 25%	Effective multichannel promotion (print, social, email, website) tailored to audience needs.	Solid presence with clear, regular updates.	Some promotional effort across a few channels.	Infrequent or unclear communication.	No clear communication strategy.
Client Retention & Feedback 25%	High retention rates, regular satisfaction feedback, and visible improvements made.	Some formal feedback processes and response to concerns.	Feedback used occasionally to guide change.	Feedback sought informally or irregularly.	No client input or follow-up mechanisms.
Supporting Evidence	Strong evidence provided (testimonials, visuals, lesson plans, feedback) directly supporting all criteria.	Good range of evidence supporting most criteria.	Adequate evidence supporting some criteria.	Limited or unclear evidence provided.	No evidence or irrelevant material submitted.