

ACC Marsden Park



Using research to secure a \$5m grant for a new technology building.

The Brief

Australian Christian College Marsden Park were seeking to show their point of difference as a school with a technology focus as part of their AISNSW grant application.

The Work

McCrindle collected, analysed and visualised insights from an online survey of parents in Western Sydney to show the demand for a school with technology in their area. Along with providing demographic analysis report of their growing catchment area to support their application, a key element of this project was the infographic summarising the research of parents in Western Sydney.

“McCrindle were really important, not just in winning the grant but also in the PR that came after. The research not only gave us confidence but supported our position and strategy in a really strong way.”

- Steve Read Business Development Manager ACC Marsden Park

Results & Deliverables

McCrindle delivered a infographic of the online survey results along with a demographic report for use in their successful application for \$5m funding. In addition to receiving the funding, the College also generated media interest using the findings from the parent survey and the positive story of securing \$5m for the new building.

Contact

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