



Australian International School Bangkok

Into our third decade

Strategic Plan 2025 – 2030



Empowering compassionate young leaders for life

The Australian International School Bangkok is a boutique international school located in the heart of Sukhumvit, Bangkok. We offer an exceptional blend of high-quality education, cutting-edge facilities, and a nurturing environment.

Our personalised approach ensures that every student is seen, heard, and empowered to explore their limitless potential. As a boutique school, we pride ourselves on fostering a close-knit community where innovation, curiosity, and happiness thrive.



Introduction

About this document

This strategic plan contains the ambitious intent to reinvigorate the school's educational portfolio as it enters its third decade. Building upon our core values and founding principles, this document outlines the path forward and our future aspirations for AISB.

Key members of the school leadership team and school board were engaged throughout the process to brainstorm, ideate and co-design opportunities for the future. Additionally, insights from parent and staff surveys were analysed and incorporated into the development of the strategic plan.

AISB Story

Our journey so far

History

Our school opened just after the start of the new millennium, in August 2002. Beginning with a Nursery class of six children at our leafy Soi 20 campus, this was the first step in our vision to develop an educational pathway for all who enrolled.

In 2014, a second campus, located on Sukhumvit Soi 31 was established to house the Primary and Secondary sections of the school.

Where we are today

22 years since AISB was founded, the total population of the school stands at almost 800 students in October 2024.

The growth of the school has been accompanied by vibrant, ongoing development of the teaching and learning program, expansion of facilities and a growing maturity of the voice of our students through the Student Council, the House System, the Eco School program, sports teams and expanding service-learning opportunities.

AISB's founding mission and vision were developed in the early stages of our school inception as a compass for the future.

Mission

Our mission is to provide a high-quality international education delivered by fully qualified native English-speaking teachers.

We will provide a supportive, child-centered learning environment, where children of all nationalities and cultures discover the joy of learning. Each student is encouraged to be innovative, resilient and respectful of others while achieving their highest potential. We aim to equip our students to become responsible and ethical leaders of the future.

Vision

AISB will nurture the young leaders of the future. Exhibiting independent thought, confidence, integrity, motivation to achieve success in life and global awareness; through academic excellence and innovative teaching methods



Our Guiding Principles

AISB Core Values

Our students will develop as individuals who think critically and creatively, make decisions for themselves and act responsibly. They will consider the needs of others, develop a global outlook and care for the environment. They will learn to serve their communities in positive ways, always striving to do their best in the educational opportunities offered to them.



Wellbeing

I take responsibility and positive actions for my mental, social, physical and spiritual health



Respect

I consider how my words and actions impact others and value individuals for their unique qualities and differences



Integrity

I am honest, trustworthy and take responsibility for my actions, behaviours, speech and decisions



Community

I foster a sense of belonging and school spirit through serving my school and my community



Personal Best

I work towards achieving my goals, take pride in my achievements and I don't give up when faced with challenges



Global Outlook

I have an understanding of my role as a global citizen and my responsibility to protect and improve our world



Where are we headed?

Our next chapter

Looking Ahead

We have defined our purpose, ambition, and aspirations as we begin the next chapter of our school development. Aligned with our mission, vision, and core values, these principles will guide us in evolving and growing while upholding our foundational values. Our 'one school, multiple campuses' approach ensures that we continue to provide a cohesive educational experience where everyone contributes to the education of our students.

Why do we exist?

Our Purpose

To empower compassionate young leaders for life

Building on our original motto “Nurturing young leaders of the future”, our updated purpose reflects our future strategic direction. At AISB, we believe in more than just academic excellence; our purpose is to cultivate well-rounded individuals who are not only knowledgeable but also empathetic, innovative, and globally aware.

To empower

Equip students with practical skills and knowledge

compassionate

Instil kindness, empathy and respect for others

young leaders

Develop confidence, resilience and leadership qualities

for life

Enduring knowledge and lifelong learning beyond school life

Where do we want to be by 2030?

Our Ambition

Leveraging our core values and historic successes, the ambition statement reflects our key aspirations, target outcomes and approach in how we transform and grow our school over the next 5 years.

Our ambition for 2030 reflects our dedication to providing a transformative educational experience that nurtures compassion and empowers our students.

**To become a globally
recognised boutique
international school...**

Aspiration:
Where are we
headed as a
school?

that excels in **empowering
compassionate young leaders**
of the future...

Target Outcome:
What do we want
to achieve?

through:

- relevant and practical skills
- academic excellence
- unforgettable school experiences
- innovative approaches to teaching and learning.

Our Approach:
How will we
achieve our
ambition?



What will we focus on?

Our strategic pillars

Limitless Potential

Empower students to discover their unique potential through academic excellence and practical real-world outcomes

Life Skills

Equipping students with knowledge and skills beyond the classroom to succeed in all areas of life and become independent adults

Compassionate Citizens

Shaping empathetic and compassionate citizens who use their knowledge to uplift the lives of others and the planet

Unforgettable Experiences

Curating memorable, experiential, and personalised learning experiences for our school community

Boutique School

Delivering exceptional boutique customer service through personalised engagement, efficient operations and establishing a boutique global brand reputation

Enduring Future Development

Continue to invest in future school growth, improvement, and expansion through an 'always moving' approach



Limitless Potential

Empower students to discover their unique potential through academic excellence and practical real-world outcomes

1.1 Academic Excellence

Enable students to excel in academic performance, gain admission to reputable global universities and achieve recognition as a school through academic awards.

1.2 Future Skills and Digital Fluency

Students are empowered to embrace the future with confidence and creativity through proficiency in emerging technology and skills that will prepare them for the future.

1.3 Entrepreneurship & Innovation

Embed an entrepreneurship and innovation mindset into the curriculum by leveraging design thinking methodologies and frameworks.

1.4 Critical Thinking & Practical Application

Enabling students to apply classroom knowledge in practical real-life situations and empower them to think critically in a changing global landscape.



Life Skills

Equipping students with knowledge and skills beyond the classroom to succeed in all areas of life and become independent adults

2.1 Mental & Physical Wellbeing

Equipping students with tools for maintaining their physical well-being, as well as fostering mental wellness through mindfulness, optimism, and positive education.

2.2 Essential Everyday Life Skills

Empower students with essential life skills that extend beyond typical classroom and exam requirements to prepare them for life as an independent adult.

2.3 Leadership, Influence & Professionalism:

Cultivating students' professional aptitude and leadership traits including: peer mentoring, negotiating, presenting, professional appearance and communication.

2.4 Passion, Resilience & Perseverance

Inspiring students to unlock their full potential, establish ambitious goals, nurture their inherent strengths and interests, as well as persevere for personal growth.



Compassionate Citizens

Shaping empathetic and compassionate citizens who use their knowledge to uplift the lives of others and the planet.

3.1 Kindness, Compassion & Empathy

Fostering in students a strong sense of empathy, compassion, and respect for others, instilling values of kindness, inclusivity, and equal treatment for all individuals.

3.2 Community Service

Providing opportunities for students to give back to the community and participate in volunteering initiatives.

3.3 Global Citizenship & Ethics

Promoting ethical and mindful behaviours as well as encouraging responsible engagement with digital tools and resources.

3.4 Sustainability

Equip students with the knowledge and skills to make sustainable decisions in their lives – at school, home and in the wider community.



Unforgettable Experiences

Curating memorable, experiential, and personalised learning experiences for our school community

4.1 Experiential and Immersive Learning

Enhancing learning beyond the classroom through immersive educational experiences, excursions, work placements, field trips, and student exchange programs.

4.2 Personalised and Inclusive Education

Embracing a personalised education approach through a deep understanding of each student, their family and consideration of higher education pathways.

4.3 Performances, Events & Showcases

Engaging students in a variety of events, showcases, performances, friendly competitions, sports and music events, and enjoyable celebrations on campus.

4.4 Lifelong Friendships & Inspirational Educators

Fostering meaningful relationships between students and the school staff through personal connections.



Boutique School

Delivering exceptional boutique customer service through personalised engagement, efficient operations and establishing a global brand reputation

5.1 Personalised Engagement

Personalised interactions and in-depth knowledge of each individual student and their families.

5.2 Boutique Customer Service & Communications

Prioritising customer service excellence and efficient communications across the school community.

5.3 Operational Efficiency

Drive operational efficiencies through streamlined processes, technology enabled capabilities and unlocking value from data & analytics.

5.4 Global Brand Reputation

Establish a global brand presence in the local and international education industry through consistent branding, marketing campaigns and global award recognition.



Enduring Future Development

Continue to invest in future school growth, improvement, and expansion through an 'always moving' approach

6.1 Professional Learning & Recruitment

Invest in professional learning and career development opportunities for all members of the school staff and faculty.

6.2 Innovative Teaching & Learning

Adopt differentiated leading-edge education methodologies, modern technology skills and stay at the forefront of emerging teaching methodologies.

6.3 Facilities Development & School Expansion

Student-centered modern facilities and fit-for-purpose school environment as well as future expansion of the school to new campuses.

6.4 Strategic Partnerships & Accreditations

Establish local and global community networks through partnerships with institutions and industry partners.

Our Strategy on a Page

Our Purpose: Why do we exist?

To empower compassionate young leaders for life

Our Core Values: What guides our actions and decisions?



Wellbeing



Respect



Integrity



Community



Personal
Best



Global
Outlook

Our Ambition: Where do we want to be by 2030?

To become a globally recognised boutique international school that excels in empowering compassionate young leaders of the future through relevant and practical skills, academic excellence, unforgettable school experiences and innovative approaches to teaching and learning.

Our Strategic Pillars: What will we focus on?

Limitless Potential

- Academic Excellence
- Future Skills and Digital Fluency
- Entrepreneurship & Innovation
- Critical Thinking & Practical Application

Life Skills

- Mental & Physical Wellbeing
- Essential Everyday Life Skills
- Leadership, Influence and Professionalism
- Passion, Resilience and Perseverance

Compassionate Citizens

- Kindness, Compassion and Empathy
- Community Service
- Global Citizenship and Ethics
- Sustainability

Unforgettable Experiences

- Experiential and Immersive Learning
- Personalised and Inclusive Education
- Performances, Events & Showcases
- Lifelong Friendships and Inspirational Educators

Boutique School

- Personalised Engagement
- Boutique Customer Service and Communications
- Operational Efficiency
- Global Brand Reputation

Enduring Future Development

- Professional Development and Recruitment
- Innovative Teaching and Learning
- Facilities Development and School Expansion
- Strategic Partnerships and Accreditations

Bringing our school vision to life

What is my role?

Each member of our school community plays a crucial role in realising our vision. By embracing our core values and taking purposeful actions, together we foster a nurturing environment that empowers compassionate young leaders for life.



As an AISB Student

Think: Reflect on the importance of being a compassionate leader and how your behaviour influences your peers and the school environment.

Say: Use your voice to help and inspire others while being kind and respectful, and always stay curious by asking questions to discover the world around you.

Do: Represent our school with pride and actively demonstrate our core values through your actions, embracing challenges with resilience and perseverance.



As an AISB Parent

Think: Consider how your support and engagement can positively impact your child's educational journey and reinforce the school's mission.

Say: Celebrate achievements and share honest feedback with teachers, fostering a collaborative relationship that prioritises your child's growth and wellbeing.

Do: Get actively involved in school events and celebrations, creating connections within the AISB community that enhance your child's schooling experience.



As AISB Staff Members

Think: Recognise your role in shaping future leaders, acknowledging that your influence extends beyond academics to nurturing compassion and integrity.

Say: Share your insights and experiences to inspire others, and actively promote our core values in all interactions, fostering a culture of collaboration and mutual respect.

Do: Behave as a role model by demonstrating our core values in your actions, while adopting innovative learning opportunities to help students discover their limitless potential.



Brand Refresh

Our new visual identity

Our brand refresh and uplifted design direction has been crafted in alignment with our strategic goals and aspirations, representing the start of a new chapter for our school community.



*Original Logo
2002 - 2024*



*Updated Logo
From Nov 2024 onwards*

Our new logo

Our updated AISB logo seamlessly bridges the legacy of our original branding with a modern, forward-looking design.

The refreshed book icon evokes the Sydney Opera House, honoring our Australian heritage, while also resembling a blooming lotus flower, a symbol of our deep connection to Thai culture.

The shield represents the support and guidance we provide our students, while the book breaking through its bounds signifies the limitless opportunities we offer, empowering students to grow beyond conformity and become leaders.

The Southern Cross constellation symbolises our school's role as a guiding light, helping students navigate the world and reach their own North Star, wherever life may take them.





Australian International School Bangkok

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