

MEDIA RELEASE

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FOR IMMEDIATE RELEASE
Tuesday, 29 July 2025**

Celebrating Primary Principals Day – Friday 1 August 2025 Recognising the Leadership that Builds Lifelong Foundations

Every child deserves the best start to life and learning, and that journey begins in our primary schools, under the steady guidance of strong, skilled, and compassionate leadership.

On **Friday 1 August 2025**, communities across Australia are encouraged to celebrate **Australian Primary Principals Day**, a moment to recognise and thank the exceptional leaders at the heart of our schools.

Primary Principals: Building Foundations That Last

Building strong foundations for life and learning, foundations that last the distance, stand the test of time, and enable young people to truly thrive, takes **dedication, expertise, leadership, and courage**. Every day, primary school principals across the country step forward to offer exactly that.

“Principals are not just educational leaders,” says Angela Falkenberg, President of the **Australian Primary Principals Association (APPA)**. “They are community builders, mentors to staff, crisis navigators and advocates for every child’s wellbeing and success.”

Whether titled **Principal, Head of Primary, Head of Junior School or Campus Leader**, these professionals shoulder the daily responsibility of leadership amidst increasing challenges, rising workloads, complex student needs, societal change, and an escalating shortage of experienced staff.

A Simple Thank You Goes a Long Way

On Primary Principals Day, APPA invites all parents, caregivers, staff, students, community members and the media to pause and acknowledge the contribution of their local primary principal.

“It doesn’t have to be big,” Falkenberg explains. “A handwritten note from a parent, a thank-you card from students, a mention at assembly, or a shoutout in the media; all of these small gestures send a powerful message of support.”

Why This Matters Now More Than Ever

The 2024 **Australian Principal Occupational Health, Safety and Wellbeing Survey**, compiled by ACU’s Institute for Positive Psychology and Education, sounds a warning bell:

- **53.2%** of principals reported an intention to leave the profession.
- Among those with **low job satisfaction**, the figure jumps to **82.3%**.
- Alarming, **87.6%** of principals reported experiencing **cyberbullying from parents or caregivers**.



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These findings point to a sector in crisis. If we fail to value and retain our school leaders, we risk not only leadership vacuum but worsening teacher shortages and instability in our school communities.

This Friday, Choose Gratitude

Primary Principals Day is not just a date on the calendar, it's an opportunity to stand beside those who consistently show up for our children.

Let's make Friday 1 August a day of visible appreciation.

Let's ensure our principals know their work matters.

Let's commit to keeping the heart of our schools strong.

For media inquiries, contact:

Angela Falkenberg

President, Australian Primary Principals Association (APPA)

M: 0401 123 148

About APPA

The **Australian Primary Principals Association** represents over 7,000 primary school leaders across government, Catholic, and independent sectors. APPA advocates for strong, sustainable leadership and quality primary education for every Australian child.

