

Strategic Discussion: Full Enrolment in NKA Services: Hold current families

Statement: An inability to hold or retain current families is a strong indicator that our service is not meeting the needs of families in some way. Therefore any reduction in retention rates has to be taken seriously and responded to quickly. As a strategy, it is preferable that we are proactive in understanding and meeting the needs of parents and their children rather than reacting to a crisis. We have a number of ways of achieving this and of fostering communication with our kindergarten communities. We recognise the importance our reputation has on our kindergartens and the need to maintain our commitment to being a professional organisation of high integrity and with a strong focus on education. We're alert to the impact of external factors on retention of families – changes to housing availability, employment opportunities and government policies which may influence families in choices about where they live and work.

Area	Ensure:	Further Initiatives to be explored
Strategies	<ul style="list-style-type: none"> • Recruit qualified trained teachers • Continuity of teaching staff is important • Regularly check our reputation with kindergarten parents through parent forums, surveys, AGM's, social media comments, testimonials, complaints or concerns raised • Identify parent needs and their interest in future services • Review how well we are meeting demand for diverse expectations • Ensure our resources, environments and facilities cater for all age groups, cultures, children with special needs or disabilities and gifted children • Target support and PD to where it is needed • Continue to monitor enrolments closely 	
Board engagement	<ul style="list-style-type: none"> • Regular meetings with kindergarten communities • Committed to 100% trained teachers • Be aware of how changes in policy may impact on kindergarten communities eg optional charges, fees, hours of operation 	<ul style="list-style-type: none"> • Add an additional column in financial reports indicating cause/nature of enrolment issues eg timing, place sharing, marketing, temporary
Staff	<ul style="list-style-type: none"> • Are responsive to the needs of their communities • Strong relationships with families are established and nurtured • Provide accurate feedback regarding any changes in retention levels 	
PD	<ul style="list-style-type: none"> • Build leadership, relationship and communication capability 	