

Broad Community Engagement – Summary Report

Broad Community Engagement to support the Kindergarten Service Review was undertaken from 9 November until 18 December 2022. It included a range of communication and engagement activities and requested children and adults to “*Share what you value about Kindergarten in Knox*”. The intent was to ascertain the community benefit and value of kindergarten to the wider community – both families and children that already use the service and the wider community.

The consultation activities (see p.3) invited community members to indicate to Council the benefits and values of kindergarten in Knox.

- A Have Your Say page was viewed 1294 times. 443 people visited the site and 86 people shared their thoughts and feedback
- Council distributed 3000 postcards and received postcard submissions from 88 adults and 558 children
- Social media posts reached 7150 people, with 78 people engaged. 24 people used these posts to click through to the Have Your Say page
- Officers held 11 pop-in sessions in libraries and community immunisation sessions to answer questions and discuss the service review.

A range of communication channels were selected to reach diverse stakeholders (see p.2).

- Primary audience – those with a strong connection to Council’s Kindergartens - children currently attending Knox Kindergartens and their families as well as past and future kindergarten users
- Wider community – those with an interest in Council services and facilities, users of other kindergarten services in Knox, people from Culturally and Linguistically Diverse and First Nations backgrounds.

Objectives

- Increase awareness of the service review across the community
- Capture qualitative data to inform Council about how the community perceives and values kindergarten as it undertakes the service review
- Provide an opportunity for anyone with an interest in the service review to participate
- Increase awareness of the demographically representative Community Panel process which will commence in March 2023.
- To date 60 Expressions of Interest have been received for participation on the Community Panel – this exceeds the consultant’s expectations and achieves the demographic representation officers had intended to capture for the Community Panel which will make up the next stage - deliberative community engagement.

Key Themes and Summary of feedback from children (based on 558 responses - 37% response rate)

Children’s responses to the engagement activities (see p.3) highlighted that children value the range of experiences offered in their kindergarten programs - from music and their teachers to the food and opportunities for play outdoors and with puzzles and electronics. The top themes (mentioned in the highest number of children’s responses) indicate that children highly value;

- The play equipment at Kindergarten - swings, monkey bars, trampolines (162 responses)
- Their friends (99 responses)
- Opportunities for art and making (90 responses)
- Toys (86 responses)
- Nature (49 responses)
- Outdoors (36 responses)

Key Themes and Summary of feedback from adults (Based on 88 responses – 6% response rate)

Adult’s responses to the engagement activities (see p.4) included the perspective of both people who identified direct involvement as users of Council’s kindergarten services and wider community. Responses highlighted the that adults highly valued;

- The quality of teachers and educators and relationships formed in Council’s services (43 responses)
- Council’s sessional kindergarten services (31 responses), long day care services (4 responses) and independent sessional kindergarten (4 responses)
- The quality of the education programs provided in Council’s programs (20 responses)
- The local community feel (family and child-friendly local communities) (17 responses)
- The capacity of Council’s services to develop school readiness (8 responses)
- Council’s facilities (8 satisfied responses, although there were 3 responses dissatisfied with Council’s facilities)
- 15 hour programs and felt Council should increase all programs to 15 hours (7 responses)
- inclusivity of Council’s kindergartens (5 responses)
- Council operating services, 4 responses reported dissatisfaction with Council closing services (4 responses)

Overall, the engagement reached a large number of people, but response rates were not high for adults (see p.4).

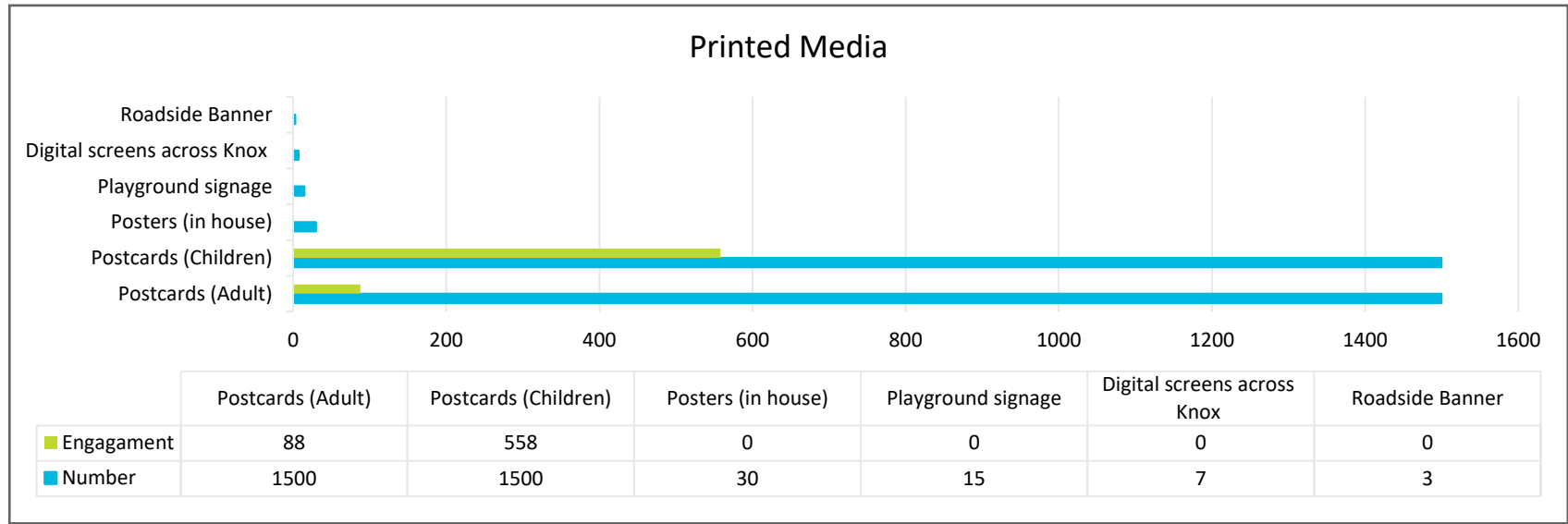
Methodology

Key Activities

Activities for the community to contribute their feedback included a Have Your Say Page and a Postcard Activity. The postcard activity to gain children’s perspectives was completed with children attending Council’s kindergarten services with postcards sent home for their families to provide feedback separately. Postcards were available to the broader community to complete, these were distributed across the municipality with officers providing 11 pop in sessions, mainly located at local libraries and immunisation sessions. The pop in sessions provided an opportunity for community to ask questions and provide input about what kindergarten means to them.

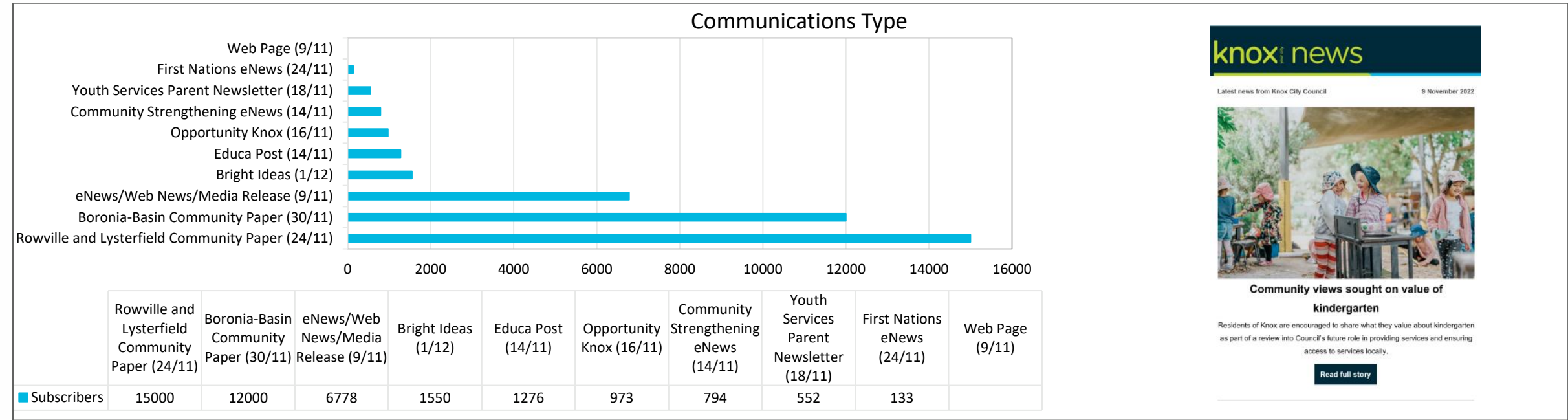
Printed Media

- Included roadside banners, playground signage, digital screens, posters and the postcards which informed the community of the service review and requested their feedback and comments about the value of Council’s kindergarten service
- The graph below shows the types of printed media, the large number of people reached (3055) but limited engagement in terms of postcards received (646), in particular
- No Engagement Data was captured for printed media for: Roadside Banners, Digital Screens and Playground signage.



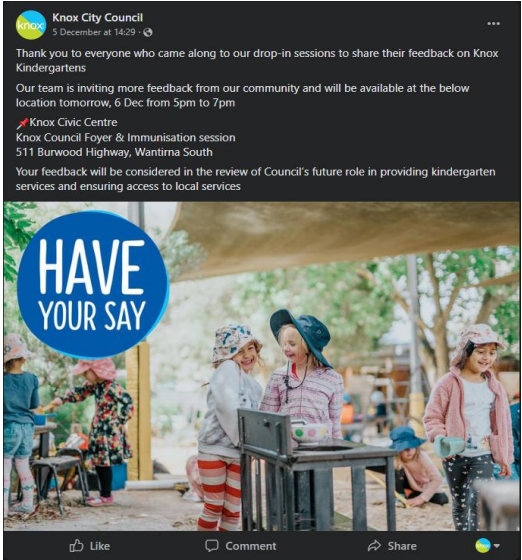
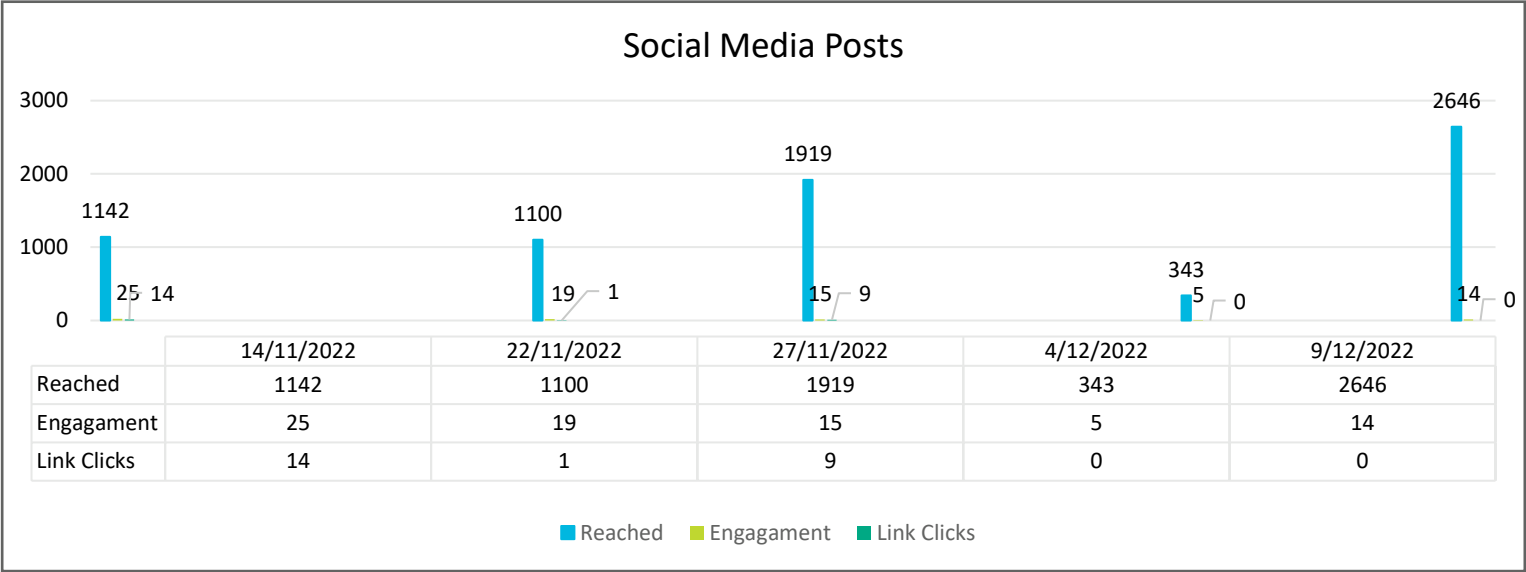
Communication Channels

- Included Web Pages, eNews, Educa Posts, Community Newspapers to inform the community about the service review and encourage participation on the Have Your Say page
- The graph below shows the types of communication and the subscribers reached through distribution.

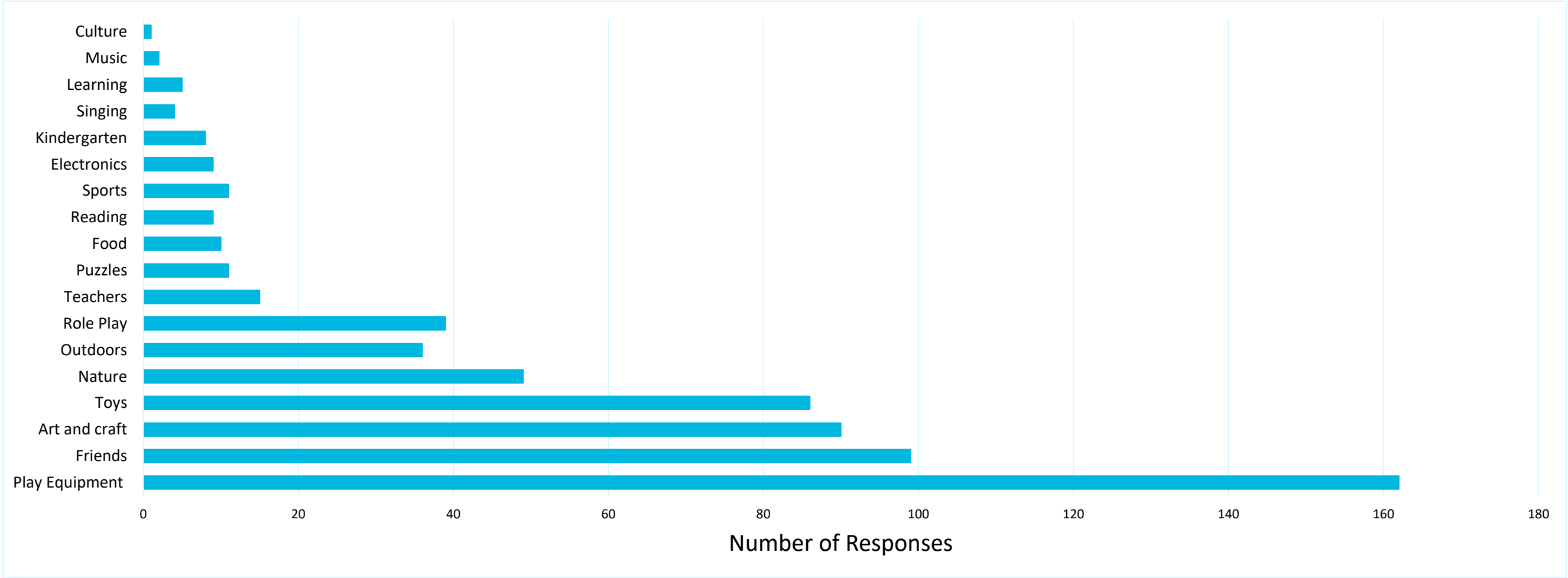


Social Media Campaign

- Consisting of Facebook and Instagram social media posts requesting community comments and feedback. The graphs illustrate broad reach but very low engagement
- Following the initial post, paid boosting increased the reach from 4121 views to 7121.



Post Card Activity - Child Responses to “What is your favourite thing about kindergarten”



Adult Responses to “What do you value about kindergarten in Knox?”

