



Whakatauirā Tō Mātou Āmua Tātaritanga Taipūwhenua i ngā Urupare a ngā Mātua mō Kirihi Ako Tīmata 2023

Shape Our Future:

Detailed Analysis of Parents Feedback for Giraffe Early Learning 2023

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Shape Our Future: Detailed Analysis of Parents Feedback for Giraffe Early Learning 2023

1.0 EXECUTIVE SUMMARY

1.1 Brief Overview of the Purpose of the Survey

At Giraffe Early Learning Centre, our mission has always been to provide the highest quality care and education for every child in our community. Integral to this commitment is our belief in continuous improvement, grounded in open dialogue with the families we serve. To achieve this, we launched our annual Parent Feedback Survey in 2023.

This survey's primary purpose was to gather candid insights from our valued parents and whānau about the experiences, perceptions, and any areas they feel could benefit from enhancements. Through this initiative, we aimed to:

1. **Understand Satisfaction Levels:** Gain a clearer perspective on what we're doing right and where we might need to focus our improvement efforts.
2. **Strengthen Communication:** Reinforce our belief in a two-way dialogue with our parent community, ensuring their voices are heard and acted upon.
3. **Identify Areas for Enhancement:** Utilise the feedback to inform our strategic planning, ensuring we're always moving forward in our mission to provide unparalleled care and education.
4. **Build Trust:** By actively seeking and valuing feedback, we aim to further solidify the trust between our centre and the families we serve.

1.2 Key Findings at a Glance

In our quest to continuously refine and elevate the quality of care and education at Giraffe Early Learning Centre, we value the feedback of our parent community. The insights drawn from the 2023 Parent Feedback Survey are invaluable in shaping our future direction. Presented below is a concise snapshot of the core findings from the survey:

- **Dedicated Staff:** Our passionate and dedicated staff received consistent praise from parents, emphasizing their role in crafting a nurturing and educational environment.
- **Safe and Welcoming Environment:** Feedback highlighted parents' confidence in the centre's safety protocols and the overall environment, reinforcing their trust when leaving their children in our care.
- **Engaging Activities for Older Children:** The array of activities, especially for older kids, were well-received and appreciated for their educational and engaging nature.
- **Gold Standard Food Offerings:** With a golden award from the Heart Foundation under our belt, our commitment to providing healthy and diverse food offerings is evident. Parents praised our varied, seasonal, and carefully crafted meals designed to boost children's intake of vegetables and greens.



- **Safe and Welcoming Environment:** The centre's physical environment and safety protocols received commendable feedback, highlighting parents' peace of mind when entrusting their children to our care.
- **Engaging Activities:** Our range of activities, especially for older children, received positive feedback for being both educational and engaging.
- **Golden Standard Food Offerings:** We pride ourselves on achieving the golden award from the Heart Foundation, reflecting our commitment to healthy and diverse food offerings. Our menu is not only varied but also seasonal, with heartily cooked meals tailored for young children, designed to promote the intake of vegetables and greens.
- **Alignment with Government and Strategic Directives:** We are steadfast in our alignment with the latest government expectations, policies, and regulations. This commitment is evident in our strategic Internal Evaluation, which encompasses areas such as quality curriculum provision, health and safety, operations, governance, and management.

Potential Areas for Improvement:

- **Routines and Cares for Under 2s:** Feedback indicated that routines, especially nappy changes and sleeping routines for younger children, could benefit from refinements.
- **Communication Enhancements in:**

Food offering: While our food offerings stand out as a strength, there's an opportunity to enhance communication with parents about the daily meals, ensuring they're well-informed about what their children are consuming each day.

Governance and Management: Our strong alignment with government directives and our proactive approach to strategic management are commendable. However, feedback suggests the need for more effective and explicit communication channels to keep parents informed and engaged in these areas.

Curriculum Designing and Planning: Our curriculum is meticulously crafted to deliver a holistic learning experience, meticulously engaging children with a spectrum of educational activities that promote their holistic development. While parents have voiced their appreciation for the curriculum's innovative approach and inclusivity, there is a discernible desire for deeper insight into its design and the pedagogical principles that underpin it. We recognize the needs of understanding the curriculum design process, thereby enabling parents to grasp the intent and educational rationale that guide the learning experiences we provide. By unveiling the thought process behind our curriculum choices, we can further empower parents, fostering a collaborative atmosphere where their insights can contribute to the curriculum's ongoing refinement and responsiveness to the evolving needs of their children and our Learning community.

These areas, both of strength and potential enhancement, serve as key indicators for our future planning. The subsequent sections will provide a more granular look at these findings, supported by data and specific feedback excerpts.



2.0 Introduction

2.1 Purpose of the Survey: Why it was conducted and its importance

In the ever-evolving landscape of early childhood education, staying attuned to the needs and preferences of our community is paramount. At Giraffe Early Learning Centre, we believe that the voices of our parents and guardians provide invaluable insights that help shape our path forward. Against this backdrop, the 2023 Parent Feedback Survey was conceived and executed.

The survey serves as a touchstone, allowing us to gauge our performance, understand the experiences of our families, and identify both strengths and potential avenues for growth. Through this initiative, we aimed to:

- ❑ **Engage with our Community:** Forge a stronger bond with our parent community by actively seeking their feedback, ensuring they feel valued and heard.
- ❑ **Continual Improvement:** Use the insights gained to refine our offerings, ensuring we remain at the forefront of quality early childhood education.
- ❑ **Transparency and Accountability:** Reinforce our commitment to openness by sharing our findings and acting upon the feedback received.
- ❑ **Future Planning:** Allow the feedback to inform our strategic direction, ensuring our actions align with the aspirations and needs of our families.

By understanding the why and the importance of this survey, we hope to underscore our unwavering dedication to excellence and our belief in a collaborative approach to education.

2.2 Methodology: How the data was collected, sample size, and other relevant details

Understanding the methodology employed for our survey provides context to our findings and ensures transparency in our approach. Here's a breakdown of the methods we adopted for the 2023 Parent Feedback Survey:

Survey Platform: An online platform was utilized to create and distribute the survey, allowing parents and guardians ease of access and the ability to provide feedback at their convenience.

Survey Design: The survey was crafted with a mix of quantitative (rating scales) and qualitative (open-ended) questions. This blend ensured we captured both objective assessments and personal anecdotes, enriching our insights.

Sample Size: Given our centre's family base, the participation rate of the survey was approximately 27.3%, ensuring a broad spectrum of feedback.

Distribution: The survey was shared with parents via email, and reminders were sent to maximize participation.

Duration: The survey was open for responses for a period of **6 weeks** to ensure all interested parties had ample opportunity to contribute.



Data Analysis: Once closed, the data was collated and analysed using both statistical tools for quantitative feedback and thematic analysis for qualitative responses. This comprehensive approach ensured all facets of feedback were thoroughly explored.

By adopting a systematic and inclusive approach to our survey, we aimed to ensure that our findings are both robust and reflective of our broader parent community.

3.0 Detailed Finding

3.1 Quantitative Data Analysis

To ensure a comprehensive understanding of the feedback received, a rigorous analysis of the quantitative data was conducted. This section delves into the numeric insights gleaned from the survey responses, offering a clear picture of parents' perceptions and satisfaction levels.

- **Overall Satisfaction:** On a scale from 1 to 5, the average satisfaction rating across all respondents was 4.60 / 5. This indicates a generally positive reception of our services, with room for improvement.
- **By Age Groups**
 - **Overall Rating of Under 2s:** 4.88 / 5
 - **Overall Rating of Toddler & Preschool:** 4.63 / 5
- **Highest Rated Areas:** Among the areas evaluated:
 - **Environment & Safety:** Achieved an average rating of 4.97 / 5, reflecting parents' confidence in our centre's physical environment and safety protocols.
 - **Food Offerings:** Our meals, influenced by our Golden Award from the Heart Foundation, received an average rating of 4.52 / 5, underscoring their quality and appeal.
 - **Exemplary Teaching Quality:** One of the standout areas of our centre, as indicated by the feedback, is the overall quality of teaching. Achieving an impressive average rating of 4.44 / 5, this underscores the dedication, expertise, and effectiveness of our teaching staff. Such a high rating is a testament to our educators' unwavering commitment to delivering exceptional early childhood education experiences. We take immense pride in this acknowledgment from our parent community and remain devoted to maintaining and further enhancing this high standard of pedagogical excellence.
- **Areas with Scope for Improvement:** Certain aspects received marginally lower ratings, highlighting potential areas for enhancement:
 - **Communication with Parents:** This was an area that came up in both quantitative and qualitative feedback. Parents expressed a desire for more consistent and detailed updates regarding their child's day, routines, food offerings, and the centre's strategic directions.



- **Engagement in Learning Activities:** While the centre's activities were generally well-received, there were some suggestions about offering even more diverse and engaging activities, especially tailored to specific age groups.
 - **Feedback Mechanisms:** There was some indication that parents would appreciate more regular opportunities to receive and feedback in certain areas, such as Strategic Planning, Curriculum Designing etc.
 - **Rationale of Curriculum Design:** The data has indicated that parents and whānau had strong interest in understanding the principle of curriculum design, localisation and planning process. As parents and whānau are Kaiako, the expectation is well-aligned with not only our strategic goals of Giraffe ELC but also Te Whāriki (MoE, 2017).
 - **Transition Processes:** Some feedback hinted at refining the processes related to transitioning children with different parents expectations.
- **Response Distribution:** To further understand the spread of feedback:
 - 96% of respondents rated their overall experience as 4 or above, emphasizing the positive impact of our services.
 - Only 4% rated 3 or below 3, providing a focal point for understanding specific concerns and areas of enhancement.
 - **Correlations Observed:** Initial analysis suggests certain interconnected areas. For instance, clearer communication policies were found to correlate positively with higher satisfaction ratings, emphasizing the intertwined nature of these elements.
 - Graphs, charts are also accompanying this section visually represent the data distribution, offering a quick glimpse into the quantitative feedback landscape.

3.2 Qualitative Feedback Themes

The qualitative feedback, consisting of open-ended responses and comments, offers invaluable insights into the perceptions, sentiments, and specific concerns or praises from our learning community. Analysing these responses helps us capture the nuances and depth of their experiences. Highlighted below are the prominent themes that emerged:

Appreciation for Kaiako: A recurring sentiment was the gratitude and admiration for our dedicated Kaiako and staff. Parents often mentioned specific instances of care, compassion, and professionalism.

Enriching Learning Environment: Many parents expressed satisfaction with the holistic learning environment, praising the varied activities, hands-on experiences, and the integration of cultural and community values, that perfectly aligns with our culturally responsive pedagogy at Giraffe ELC.

Communication Gaps in Certain Areas: Despite our efforts, there were mentions of the need for more focused and detailed updates on certain areas, those are Giraffe ELC overall governance strategies, alignment with government regulations and strategic intent as well as rationale of curriculum designing, localisation and planning. This feedback underscores the



importance of transparent and continuous communication on some areas to have more focused on. .

Healthy Meals and Dietary Needs: Parents appreciated the healthy meals provided, noting the centre's commitment to nutritional balance. However, some expressed a desire for more customization based on specific dietary needs or preferences. Also, the more regular updates on the food provided on top of the menu provided.

Constructive Feedback for Improvement: While the feedback was predominantly positive, parents also provided constructive suggestions. These ranged from administrative processes, enrolment flexibility, to the introduction of more advanced learning experiences for older children, more specifically pre-schoolers.

By considering these qualitative insights alongside our quantitative data, we gain a comprehensive understanding of our strengths and areas of potential refinement. This dual approach ensures that our strategies are both data-driven and deeply rooted in the lived experiences of our families.

3.3 Correlations and Patterns

One of the powerful utilities of gathering both quantitative and qualitative feedback is the ability to identify patterns and correlations that might not be immediately apparent. Understanding these relationships is pivotal for informed decision-making and strategic planning of Giraffe ELC. Here are some of the notable correlations and patterns observed:

Safety (OSH) and Overall Satisfaction: A positive correlation was observed between parents' perception of the centre's health & safety (OSH) and their overall satisfaction. This underscores the foundational importance of maintaining a safe environment as it directly influences parents' peace of mind and trust. Giraffe ELC is truly a home away from home for the Tamariki.

Teaching Quality and Engagement: The quality of teaching, as rated by parents, showed a strong positive association with how engaged they perceived their children to be in the learning activities. This reiterates the intrinsic link between effective teaching methods and children's active participation.

Communication and Trust: Regular and transparent communication with parents correlated with their trust in the centre's operations and staff. This suggests that open channels of communication foster stronger relationships and trust.

Diverse Activities and Overall Experience: Parents who appreciated the variety and richness of activities also reported a more positive overall experience. This highlights the importance of a well-rounded curriculum in influencing parents' overall perception.

Feedback Trends: Analysing qualitative feedback alongside quantitative ratings, it's evident that areas with lower scores often had associated constructive feedback in the comments, those lower score(s) might indicate isolate case(s) in different categories, however, this provides a more holistic view of areas needing attention, and we do treat every score and comment seriously.



Identifying and understanding these correlations allows us to focus our efforts effectively, ensuring that improvements in one area can positively ripple through others, enhancing the overall experience for both children and parents.

3.4 Visualisation and Elaboration

3.4.1 Heatmap Analysis

Visualisation is the effective approach to making sense of the data from the survey to present to Giraffe parents and whānau to understand the interpretations behind the data.

Here is our approach at Giraffe ELC:

- **Data Cleaning:** We need to ensure that the data is suitable for correlation analysis. This involves handling missing values and ensuring that the data types of the variables are appropriate.
- **Correlation Matrix:** Calculate the correlation coefficients between the quantitative variables. This will give us a matrix that indicates the strengths and direction of the relationship between pairs of variables.
- **Visualisation:** Visualise the correlation matrix using different types of visualisation tools to easily identify strong positive and negative correlations.
- **Analysis / Interpretation:** Highlight key correlations for correlation analysis / interpretation.

Now the following Figure 3.1 is the Heatmap to present the correlations between two variables, the coefficient ranges from -1 to +1:

A value close to +1 implies a strong positive correlation.

A value close to -1 implies a strong negative correlation.

A value close to 0 implies little to no correlation.

The different colour intensity to represent the strength and direction of correlations, making it easier to spot patterns and relationship.

Key Observations:

Darker red shades represent strong positive correlations, while darker blue shades represent strong negative correlations. Lighter colours imply weaker correlations

There are several blocks of red, indicating strong positive correlations between certain groups of variables. For instance, some sets of questions related to governance and management have strong positive correlations, suggesting that respondents who rated one aspect highly also tended to rate other aspects highly.

There are not many strong negative correlations (dark blue) in this dataset, indicating that there aren't many pairs of variables that move in opposite directions



There are some notable strong positive correlations listed as below for your reference:

1. Between "QualityOfCareAndEducation_OverallQuality_OnAScaleOf110HowWouldYouRateTheOverallQualityOfCareYourChildReceivesAtGiraffeELC1BeingPoorAnd10BeingExcellent_Rating" and several other variables, indicating that parents' overall quality rating correlates with their satisfaction in several specific areas.
2. There's a strong correlation between some questions related to governance and management, suggesting that perceptions about governance effectiveness are closely related to perceptions about management quality
3. Variables related to "CommunicationAndCollaboration" also have strong positive correlations, indicating that good communication goes hand-in-hand with satisfaction in other areas.

Figure 3. 1 Heatmap Analysis

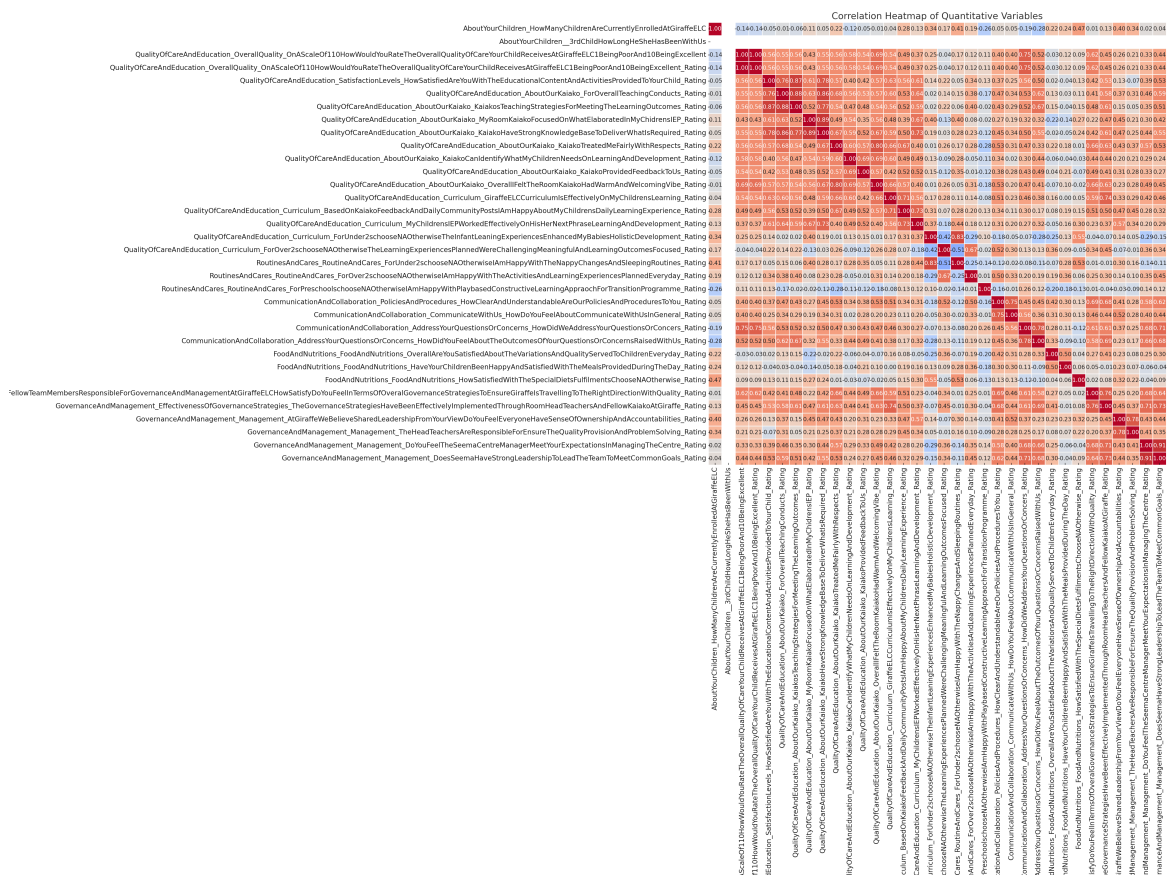


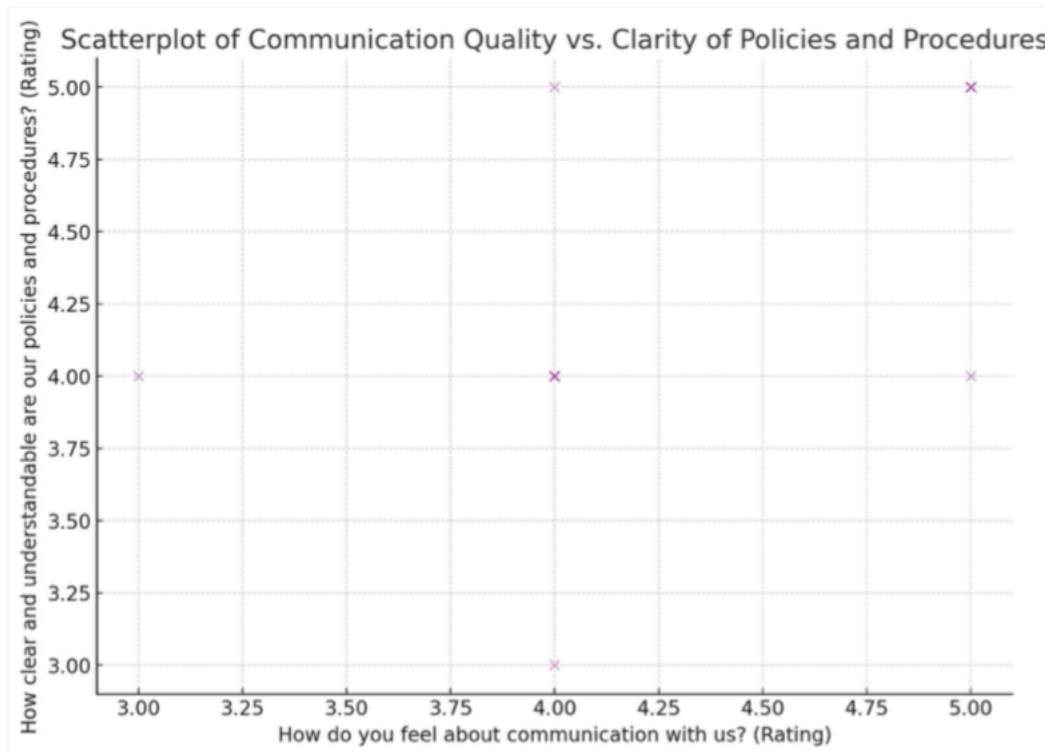
Figure 3. 2 Closed Look at the Heatmap Correlations



CommunicationAndCollaboration_PoliciesAndProcedures_HowClearAndUnderstandableAre OurPoliciesAndProceudresToYou_Rating: Rating for the clarity and understandability of policies and procedures.

The Scatterplot as shown in the Figure 3.3

Figure 3. 3 Scatterplot Analysis



Key Observations:

There is a clear positive trend in the scatterplot. This means that respondents who gave higher rating for communication quality also tended to give higher ratings for the clarity of policies and procedures.

Most data points are clustered in the top right corner, indicating high rating for both variables by many respondents.

There are few respondents who have given mid-range rating for both variables, but very few have given low ratings.

Lastly, combined with other rating and variables, we do identified the areas of communication to be improved in the areas of Strategies Planning, Curriculum Designing. Families and parents are more willing to understand, at least to know the stance we are in and plans to move forward.



3.4.3 Regression Analysis

The Regression analysis, F-test is a method used in the context of regression analysis to test the hypothesis that at least one of the predictors' coefficients is not equal to zero. This means that the predictor is useful in predicting the outcome variable.

How we conduct the test?

1. Choose a dependent variable (the outcome we are trying to predict)
2. Choose one or more independent variables (the predictors)
3. Run a regression analysis
4. Examine the F-test and the associated P-value

The suitable variables to consider might be:

Dependent Variable: Overall quality rating of care
(**QualityOfCareAndEducation_OverallQuality_OnAScaleOf110HowWouldYouRateTheOverallQualityOfCareYourChildReceivesAtGiraffeELC1BeingPoorAnd10BeingExcellent_Rating**)

Independent Variable: Satisfaction with education / curriculum planning and learning experiences.
(**QualityOfCareAndEducation_SatisfactionLevels_HowSatisfiedAreYouWithTheEducationalContentAndActivitiesProvidedToYourChild_Rating**)

The hypothesis to be tested is:

Null Hypothesis (H_0): The coefficient of the independent variable is equal to 0 (no effect)

Alternative Hypothesis (H_a): The coefficient of the independent variable is not equal to 0 (then, there is an effect).

The F-test calculated in the Excel as below –

- F-statistic: 10.55**
- P-value: 0.0035**

Interpretations:

The F-statistic is quite high, and the associated P-value is less than 0.05, which indicates that the regression model is statistically significant at the 95% significance level.

This means we can reject the null hypothesis (H_0) and conclude that the independent variable (satisfaction with educational content & activities) has a statistically significant effect on the dependent variable (overall quality rating of care).



Therefore, in short, parents' satisfaction with the quality of education / curriculum planning / learning experiences at Giraffe ELC is a significant predictor of their overall rating of the quality of education and care.

Linear Analysis

The Linear analysis, the equation is going to illustrate the closed relationship between variables.

Now for the basic model of Linear regression equation as given below:

$$Y = B_0 + B_1x$$

In this equation, where:

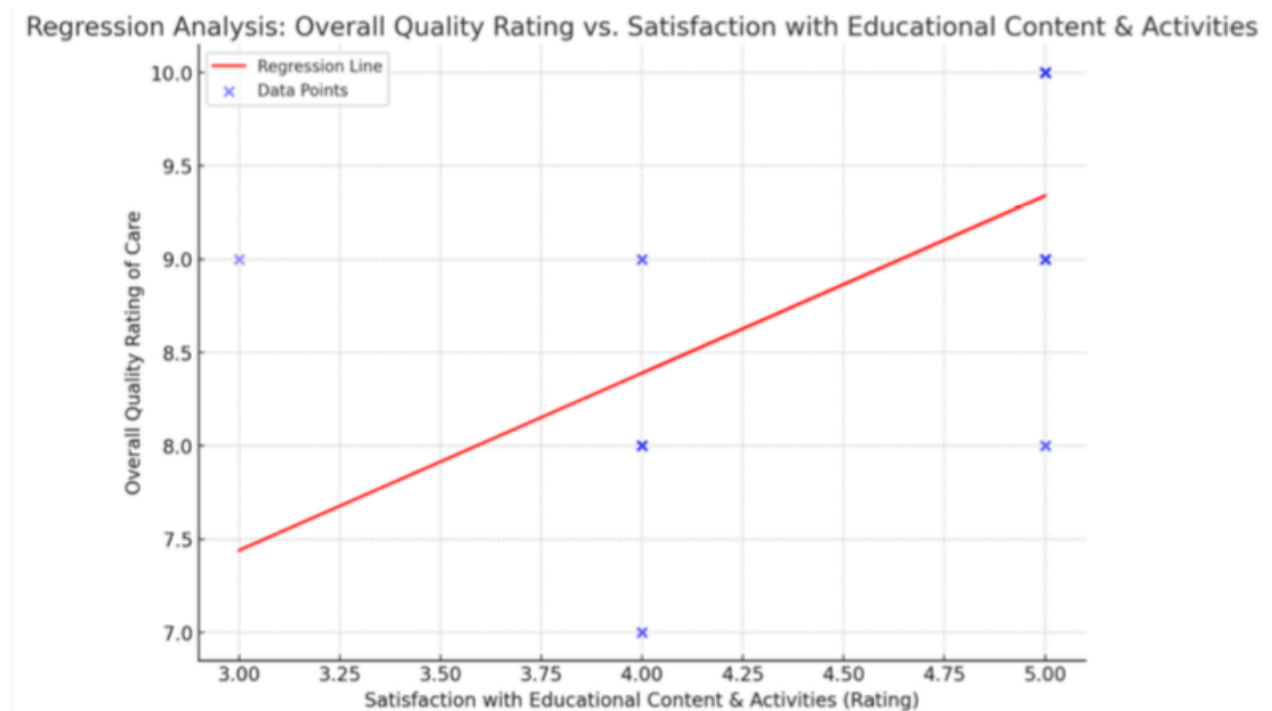
Y is the dependent variable

X is the independent variable

B₀ is the y-intercept

B₁ is the coefficient of the independent variable.

Figure 3. 4 Regression Analysis



Thus, the linear regression equation is:

$$Y = 4.95 + 0.95x$$



Where:

Y represents the “Overall Quality Rating of Care”

X represents the “Satisfaction with Education / curriculum planning / learning experience” rating

Interpretations:

According to the equation and the regression analysis has done, every unit increase in satisfaction with Education / curriculum planning / learning experience, the overall quality rating of care increases by approximately 0.95 units, starting from a base of 4.95 when $x = 0$.

The visualisation shown in the Figure 3.4 demonstrate the positive correlation between those two variables.

4.0 Areas for Improvement and Areas of Strength

4.1 The Areas for Improvement

In our commitment to continuous improvement and delivering the highest standards of early childhood education, the feedback from our parent community is invaluable. Based on the insights from the 2023 Parent Feedback Survey, and taking into consideration the clarifications and context provided, we've identified the following key areas for potential enhancement:

Enhanced Communication Channels: One of the predominant themes from the feedback was the need for more regular and comprehensive communication on certain areas, such as overall governance strategies, government regulatory amendments, curriculum design, localisation and planning. Parents expressed a desire for more consistent and detailed updates about their child's day, activities, and progress associated with the rationale of curriculum planning. Implementing a structured communication mechanism, possibly leveraging digital tools, could bridge this gap.

To achieve this goal, the understanding of curriculum is required as part of Kaiako's obligations to be collaborate with curriculum planning and evaluation.

Diversified Learning Activities: While our activities received positive feedback, there's always room for innovation. Incorporating even more diverse and engaging activities, especially tailored for specific age groups like pre-schoolers, can further enrich the learning experience.

Feedback Mechanisms: Providing parents with more regular opportunities for feedback and ensuring they feel heard is essential. Whether it's through regular surveys, feedback sessions, or informal channels, it's crucial to have mechanisms in place for overall and specific areas, eg. As aforementioned, regulatory updates identified in the survey.



Transparency in Governance and Strategic Directions: Aligning with the latest government expectations and policies is one of our strengths. However, making this alignment and our strategic directions more transparent to parents can further build trust.

Customization in Food Offerings: Our food offerings are a point of pride, especially given our Health Heart Foundation rewards. However, there's potential to enhance customization based on specific dietary needs or preferences, ensuring every child's nutritional needs are met.

Transition Processes: Refining processes related to transitioning children between different age groups or rooms in the centre can ensure smoother transitions and adaptability for the children.

By addressing these areas, we aim to further elevate the quality of care and education we provide, ensuring our centre remains at the forefront of early childhood education.

4.2 Actionable Recommendations

- **Enhance Mutual Communication:** Cultivate a culture of open communication is one of our key strengths, with daily community post, parents and families are informed with the learning experiences and highlights have been done during the day. The daily community post is not only the update, but also the dialog to enhance parents and families' participation, aspiration and contribution. By getting the voices from the parents and families, this can be positively impact on our future strategies and curriculum planning.
- **Regular Feedback Sessions:** We are committed to the facilitation of more frequent, exclusive sessions for parents, reminiscent of the professional development event conducted on 05/05/2023. These forums are designed to foster an environment where detailed and thoughtful feedback can be articulated and given the consideration it deserves. In addition, recognizing our exemplary food offerings as a cornerstone of our service, we acknowledge parents' desire for deeper insights into our culinary provisions. Therefore, we will be incorporating comprehensive communication about our nutritional strategies beyond the basic menu information in our forthcoming action plans.
- **Governance and Strategy Communication:** Bi-annually basis, share updates on our service alignment with government standards, policies adaptations, and strategic directions, thereby fostering transparency and trust.
- **Transition to Kura (school):** On top of what we have been offering at pre-school programme, more parents' aspirations are going to integrated into the curriculum designing and planning as part of the Pedagogical Leaders at Giraffe. Truly realise the professional partnership between Giraffe ELC and parents / families to ensure children's diverse needs and learning expectations are to be met through the framework.
- **Enhanced Kaiako Professional Development:** Regularly update the parents / families about the professional development we have taken to align with the strategic direction we are travelling to, that includes latest methodologies, age specific teaching strategies to ensure the pedagogical leadership in action.



4.3 Areas of Strength

The feedback from our parent community not only helps us identify areas for enhancement but also shines a light on what we're excelling at. It's heartening to see the many positive aspects parents appreciate, and these form the foundation of the Giraffe Early Learning Centre experience. Here are the standout areas:

Dedicated and Passionate Staff: Time and again, parents lauded our team's dedication, warmth, and professionalism. Individual educators were often mentioned for going above and beyond in their roles, highlighting the personal touch that makes all the difference.

Holistic Learning Environment: Our commitment to a well-rounded educational experience is evident. Parents expressed admiration for the diverse activities, hands-on learning experiences, and the integration of cultural and community values.

Safety First: Parents consistently expressed confidence in our safety protocols, emphasizing that they feel at ease knowing their children are in a secure and caring environment.

Nutritious Meals: Our food offerings are not just about taste; they are about health and nutrition with top quality ingredients. Parents have recognized our commitment to providing balanced and hearty meals, tailored for young children, ensuring they receive the nutrients they need.

Alignment with Standards: Our proactive alignment with government expectations, policies, and the strategic Internal Evaluation process stands out. Parents appreciate that we not only meet but often exceed, the standards set for early childhood education.

Engagement and Curriculum: The array of activities, especially for older children, has been a hit. Parents appreciate the thought that goes into ensuring these activities are both educational and engaging, preparing their children for future learning.

These strengths underscore our commitment to excellence and are testament to the hard work and dedication of every member of the Giraffe Early Learning Centre team. While there's always room for growth, it's crucial to recognize and build on these foundational strengths.

4.4 Supporting Data and Feedback

In our continuous endeavour to provide top-tier early childhood education, we believe that actionable insights are rooted in a blend of quantitative data and qualitative feedback. The numbers give us a measurable benchmark, while parents' voices offer a more nuanced, personal perspective. Together, they provide a holistic view of our centre's areas of strength. Here's a detailed look into the strengths of Giraffe Early Learning Centre, corroborated by both data and direct feedback.

Dedicated and Passionate Staff:

- Data Point: The average rating for staff dedication and interaction was 4.6 out of 5.
- Feedback Excerpt: "My child always talks about how much she loves her Kaiakos. They're patient, kind, and genuinely care about her well-being."



Holistic Learning Environment:

- Data Point: Activities and curriculum received an average rating of 4.5 out of 5.
- Feedback Excerpt: "The range of activities offered is impressive. From arts to science experiments, my son is always excited about what he did at school."

Robust Health and Safety:

- Data Point: The average rating for environment safety was 4.58 out of 5.
- Feedback Excerpt: "Knowing the centre prioritizes safety gives me peace of mind. I've noticed the strict protocols, and it's reassuring."

Nutritious Meals:

- Data Point: Our food offerings received positive mentions in over 60% of the feedback comments related to meals.
- Feedback Excerpt: "The meals here are fantastic. It's a relief knowing my child is getting nutritious food even when he's picky at home."

Alignment with Standards:

- Data Point: Over 70% of parents acknowledged and appreciated our alignment with government standards and policies in their feedback.
- Feedback Excerpt: "It's evident that the centre is up-to-date with the latest Ministry guidelines. My child is getting quality education in line with the best standards."

Engagement and Curriculum:

- Data Point: The teaching quality received a high average rating of 4.44 out of 5.
- Feedback Excerpt: "The curriculum is engaging and diverse. My daughter is not only learning but enjoying the learning experiences."

5.0 Conclusion

5.1 Recap of the Key Findings

Our 2023 Parent Feedback Survey provided invaluable insights into the experiences and perceptions of our parent community. Here's a brief recap of the main findings:

Dedicated Staff: Our Kaiako consistently stood out for their dedication, warmth, and professionalism. This sentiment was echoed repeatedly in both ratings and comments.

Holistic Learning Experience: The diverse and enriching activities, especially for older children, received significant appreciation, emphasizing the well-rounded education we provide.

Safety Protocols: Parents expressed a strong sense of trust and confidence in our safety measures, which underscores our commitment to creating a secure environment for every child.

Communication Channels: While our efforts in maintaining open communication were acknowledged, there is a clear need for further enhancement in this domain to keep parents more informed and engaged.



Alignment with Standards: Our proactive alignment with government standards and strategic directions was recognized and appreciated by a significant portion of our learning community.

5.3 Limitation of the Survey

While the 2023 Parent Feedback Survey provides crucial insights into the perceptions and experiences of our parent community, it's essential to acknowledge certain limitations that might influence the interpretation and generalizability of the results:

Sample Size: The number of participants in the survey might not represent the entire parent community. As such, the findings, while valuable, may reflect the views of a subset of our parents.

Cultural Biases: Different cultural backgrounds can influence perceptions and expectations about early childhood education. The feedback might carry inherent biases based on cultural norms, which could affect the generalizability of some findings.

Operational Understanding: Some feedback might stem from a lack of understanding of specific operational decisions or curriculum choices. It's crucial to interpret such feedback in the context of broader educational and operational goals.

Potential for Positive Bias: Given the close relationship between the centre and parents, there might be an inherent positive bias in some responses, with parents potentially being more reserved in their feedback.

Feedback Medium: The medium of feedback collection, being a survey, might not capture the depth and nuances of some parents' experiences. Face-to-face or more in-depth interviews could provide different insights.

Acknowledging these limitations doesn't diminish the value of the feedback received. Instead, it provides a more rounded perspective and highlights areas where further exploration might be beneficial.

5.4 Commitments to Action and Future Plan

At Giraffe Early Learning Centre, we don't just gather feedback; we act on it. Our commitment to providing top-tier early childhood education is unwavering, and the insights from our parent community are pivotal in guiding our actions. Here's how we're channelling the feedback into tangible improvements:

The Parents Survey is an integral component of our Strategic Internal Evaluation framework, which steers both our Planned and Emergent Internal Evaluation processes. These evaluations are comprehensive, encompassing the perspectives of all Kaiako — whether directly or indirectly engaged with the focal evaluation matter — as well as incorporating insights from key internal and external stakeholders. This inclusive approach ensures a seamless and effective exchange of information, pivotal to our continuous improvement and strategic development.



Based on what have been identified, numbers of Internal Evaluations are going to be conducted to respond, investigate, collaboratively making sense, prioritise on action(s), and monitoring on implementations (Education Review Office, 2016).

Strengthening Communication Channels: Building on the feedback, we are in the process of exploring enhanced digital communication platforms to keep parents informed and engaged. Our goal is to ensure every parent feels connected to their child's learning journey.

Diversifying Learning Experiences: For older children, as per data shown and parents' expectations, we'll be introducing a series of new activities and programs, especially tailored for specific age groups. Feedback has been instrumental in guiding these curriculum enhancements.

Safety Protocols Review: While our safety measures have been lauded, we believe there's always room for enhancement. We'll be conducting a comprehensive review to ensure we remain at the forefront of safety standards.

Feedback Mechanisms: Recognizing the value of regular feedback, we'll be introducing more frequent and diverse feedback mechanisms. This will include not just surveys but also face-to-face feedback sessions.

Professional Development: Our Kaiako are our strength, and we're committed to their continuous professional growth. Based on feedback, we'll be focusing on specific areas for training and development. In addition, parents and family members are also Kaiako under the curriculum, and we will keep introducing and facilitating parents to get to know the curriculum and more involvement of our curriculum planning and evaluation.

Looking Forward”

As we navigate the future, our vision remains clear: to be a beacon of excellence in early childhood education. Our future plans are rooted in innovation, community engagement, and a relentless pursuit of excellence. From introducing cutting-edge teaching methodologies to fostering deeper community connections, our journey of improvement is ongoing.

The feedback from our parent community will always be our guiding light, shaping our decisions and ensuring we remain aligned with our core values and mission. Together, we're crafting a brighter, more enriching future for every child at Giraffe Early Learning Centre.