



PROJECT: ENROL FOR PREP

Roadmap alignment: On Track at 5

Why it's important – Too many Preppies throughout Logan are unable to start school on day one of Term One for reasons which are avoidable. Some parents commence the enrolment process late – just weeks or days before the start of the school year – leaving their children less prepared than their peers. For other families there are many barriers and many parents wonder what they can be doing to prepare their little ones for big school.

Aim of the project – We want to increase the number of Preppies and their families who are making a smooth transition to school, helping ensure they have a positive beginning to their school life.

Partners involved – Community gateways, schools and ECECs, ParentsNext providers, and corporate partners such as McDonald's and local shopping centres.

Where we're at – Using a suite of collateral shown in places where parents and kids meet across Logan, we have tested a campaign over two years to raise awareness about Prep dates, requirements, school catchments, and what's needed for little ones to start school in a positive manner.

Materials included a Starting School Checklist, We Are Ready For Big School poster, and localized postcards with contact details for schools in each local area. We are currently in the evaluation phase, testing how much of an impact these campaigns have had, before launching into Enrol for Prep 2020 mid-year.

We also recognise that there are other barriers to prep-readiness, such as access to identity documents required in the enrolment process which are not addressed in this campaign. Some of these will be addressed as part of our Effective Systems work.

