

We're seeing and hearing that centres with strong occupancy share common themes. It's not about quick fixes, it's about building trust, reputation and positive experiences that families talk about.

Have you explored these strategies in your centre?

1

Building strong relationships

Strong relationships with families begins with trusted teams and transparent communication.



2

Communicate your values

Families want to understand what makes your centre special and how their child will thrive.



3

Delivering exceptional tours

Ensure you are showcasing all of the amazing things your centre is doing to create a child-safe environment.



4

Display parent reviews

Word of mouth is one of the most powerful tools for attracting new families. Ask families to write a review and display these in the centre.



5

Stay connected with the community

Get out in the local community to events, schools and connect with the families in the area.



How LinkEd Recruitment Can Help

LinkEd Recruitment specialises in permanent Early Childhood recruitment across Brisbane, connecting services with experienced educators and leaders, including candidates who are not actively applying. We take the time to understand your centre, culture and needs, then connect you with people who can strengthen your team, build family trust and support long term occupancy.



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