SAMPLE — This scorecard uses fictitious data for demonstration purposes.

Enrolment Story Audit

Ferndale Early Learning Centre

Doncaster East, VIC | 1 centre

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GOOGLE VISIBILITY	FIRST IMPRESSION	ENQUIRY RESPONSE	RATING VISIBILITY
2/5	2/5	3/5	1/5

About this centre

Address	12 Fernhill Drive, Doncaster East VIC 3109
Locations	1 centre
Type	Private independent, owner-operated
Owner	Director with 15 years in early childhood education
Services	Long day care and kindergarten programs
NQS rating	Meeting NQS
Google	4.6 stars, 14 reviews

What sets them apart

- Nature-based learning garden with edible plants and seasonal sensory activities
- Reggio Emilia-inspired environments across all rooms
- Home-cooked meals prepared on-site daily by a qualified cook
- Small group sizes — maximum 15 children per room
- Dedicated music and movement specialist weekly
- Strong parent communication through daily portfolios and an educator app

1. Google Search Visibility

What families see when they search for childcare near Doncaster East.

Google Maps listing	Strong	Complete listing with accurate hours, photos, and a 4.6-star average. Well-presented and easy to find when families already know the name.
Search ranking (local)	Needs work	Appearing in positions 6 to 8 for "childcare Doncaster East" and outside the top 10 for "childcare near me". Competitors with more reviews are ranking above.
Google reviews	Fair	14 reviews, 4.6 stars. Most recent review is 7 months old. No responses to any existing reviews. Low volume and age affect both ranking and family confidence.

Key finding

Ferndale has a well-maintained listing, but 14 reviews is not enough for families who compare options carefully. A consistent, low-effort review process after every tour, combined with responding to existing reviews, would improve ranking and show prospective families that the centre is active and engaged.

2. Online First Impression

Does your website and social presence reflect the real culture of your centre?

Website quality	Fair	Clean layout and accurate information. Text-heavy on the homepage. Photos are static and dated. Nothing on the page communicates the warmth of the centre.
Video content	Needs work	No video anywhere. No centre walkthrough, no director introduction, no glimpse of daily life. Families visiting online have no way to feel the environment before booking a tour.
Social media presence	Fair	Facebook active at 3 to 4 posts per week, which is consistent. Instagram has not been updated since October 2024. No video content on either platform.

Key finding

The centre clearly has strong care and culture, but a family visiting the website for the first time would struggle to feel it. Without video, there is no voice from the director, no sense of the daily rhythm, and no moment that creates the emotional connection that turns curiosity into a tour booking.

3. Enquiry Response

How quickly and effectively does your centre follow up when a family reaches out?

Response speed	Strong	Enquiries submitted via the contact form are followed up by phone the same day. This is better than most centres and a genuine competitive advantage.
Follow-up process	Needs work	No structured process for families who do not book after the first contact. If a family does not respond to the initial call, the trail goes cold with no further outreach.
Tour booking process	Fair	Tours are booked by phone or email during office hours only. Families who research in the evening have to wait until the next morning to take action. No online booking option.

Key finding

Your same-day response is a real strength, and families will notice it. The gap is what happens next. Families who enquire but do not immediately book are still interested, and right now there is no process to stay in touch, share information, or re-engage them before they choose a competitor.

4. Quality Rating Visibility

Is your ACECQA rating being used in your marketing?

Rating display	Needs work	"Meeting NQS" appears in the website footer only. Not visible above the fold, not mentioned in the Google listing, and not used in any marketing materials or social content.

Key finding

Meeting NQS is a meaningful quality signal that most prospective families do not know how to look up themselves. Displaying it prominently on the homepage and in your Google listing would build immediate trust. Most families comparing centres have no idea what the rating means until someone shows them.

5. Your Local Market

Within 5 km of Ferndale Early Learning Centre, there are seven other early learning centres. Here is how you compare.

Centre	Distance	NQS Rating	Google	Reviews	Video
Ferndale Early Learning Centre YOU	—	Meeting	4.6★	14	No
Little Stars Early Learning	0.7 km	Exceeding	4.8★	94	Yes
Sunshine Cottage Childcare	1.3 km	Exceeding	4.6★	58	Yes
Bellbird Early Education	2.0 km	Exceeding	4.9★	43	No
Hilltop Children's Centre	2.6 km	Meeting	4.4★	31	Yes
Green Gables ELC	3.2 km	Exceeding	4.7★	22	Yes
Clearwater Childcare	3.9 km	Exceeding	4.5★	17	No
Maplewood Early Learning	4.7 km	Meeting	4.2★	6	No

Review standing	Needs work	You rank 7th of 8 local centres by review count. Three nearby centres have more than 40 reviews each. Your 14 reviews show you are active, but not enough to stand out when families are comparing options in search results.
NQS landscape	Needs work	Five of your seven local competitors hold an Exceeding NQS rating. At Meeting NQS, your quality credentials do not differentiate you on paper. The gap is not insurmountable, but it removes the shortcut many families use when comparing centres side by side.
Content gap	Needs work	Four of seven local centres have video on their homepage. Families who visit those sites get an immediate sense of the people and environment before they book. Your homepage has no video — it relies entirely on static images and text to make a first impression.

Review engagement	Fair	Two local centres respond to most of their reviews. You respond to some, which is better than average for your area. Consistent responses would signal to prospective families that your centre is attentive and open to feedback.
Market pressure	High pressure	Seven competing centres within 5 km, five of them Exceeding NQS, and the top three well ahead on review volume. Families searching Google have strong alternatives before they reach your listing.

The opportunity

You are operating in one of the more competitive early learning markets in the area. The gap is not insurmountable — your star rating is solid and your review engagement is better than most. What is missing is volume and story. The centres that pull ahead in busy suburbs are not always the ones with the best ACECQA rating. They are the ones families can picture themselves at before they ever book a tour. That means video, regular content, and a steady flow of reviews that shows the centre is alive and growing.

Your Three Quick Wins

Three specific things Ferndale Early Learning Centre could do this month to strengthen your enrolment pipeline.

1. ### Start a Google review process after every tour

   Send a short follow-up message to every family who visits with a direct link to leave a Google review. Ten new reviews in the next three months would move Ferndale into the top three local results and significantly increase the number of families who find you before a competitor.

2. ### Film a 60-second welcome video for your homepage

   A short director-to-camera introduction, filmed at the centre, would give prospective families a sense of the environment and the people before they ever book a tour. This is the single highest-impact change you can make to your website without touching the design.

3. ### Move your ACECQA rating above the fold

   Add a simple line near the top of your homepage: "Rated Meeting NQS by ACECQA." Consider a brief explanation of what this means for families unfamiliar with the rating system. It takes ten minutes to add and builds immediate credibility with families who are comparing multiple centres.

Want Help Putting This Into Action?

This scorecard is yours to keep. If you'd like to explore how EEVA can help with any of these areas, let's talk.

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