



## THE NZ ECE SURVEY OF PARENT SATISFACTION AND EXPERIENCE<sup>©CHILDFORUM</sup>

---

Give your early childhood service a great marketing advantage!

Meet ERO and regulation requirements to consult and obtain feedback from parents, especially on key operational and quality matters affecting children.

Run this independent, sector tested, and confidential survey to learn how families perceive and rate your service on different dimensions and what you can do to increase parental satisfaction levels.

Feedback from parents is also vital to building good relationships with families and maintaining quality for children.

Problems faced by services that do their in-house surveys include:

- Poorly constructed questionnaires that are not tested before implementation and often include questions that force parents to give answers that the service wants to hear instead of what it needs to hear, and
- Lack of objectivity (a) bias toward seeking the participation of some families over others and (b) bias in what answers are accepted and recorded and reported. It's natural to want good results and this means that bias can occur easily when feedback is collected and analysed internally within a service organisation.

The best solution available is to use *The NZ ECE Survey of Parent Satisfaction and Experience*<sup>©ChildForum</sup> instrument and have the results independently analysed and reported by research experts. The *Survey* is a purpose-built and used by all types of centres and home-based ECE agencies.

The *Survey* was designed to help ECE service providers understand better what parents and caregivers think about their experience with it and consider what they could do to improve their service for children and families.

The *Survey* has been extensively trialled in different formats and in different ECE services. Any ECE service can register to use the survey. From the date of registration results can be with the service within 6 - 8 weeks, this includes set-up, giving parents/caregivers up to 3 weeks to complete the survey, collation of the results, and preparation of a PDF results report.

The *Parent Survey* is available as an Online Survey or as a traditional paper based survey. To use the survey an ECE service must first apply to become a Registered User.

**PARENT SURVEY 2018 / 2019**  
**Subscription Form**

---

---

ECE Service Name: \_\_\_\_\_

Address: \_\_\_\_\_

City or Town: \_\_\_\_\_

Ministry of Edn I.D. Number/s: \_\_\_\_\_

Total Number of Families: \_\_\_\_\_ Total Number of Children: \_\_\_\_\_

Survey Method: (Circle your choice)

- *Internet/Online Survey*
- *Paper-Based/Postal Survey*

Type of Service (circle one)

- *Public Kindergarten*
- *Education & Care Centre (includes Childcare, Montessori, Rudolf Steiner, Learning Centres)*
- *Playcentre*
- *Home-based Service*
- *Language Nest*
- *Other, please state: \_\_\_\_\_*

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email address: \_\_\_\_\_ Confirm Email is correct: \_\_\_Yes (circle)

---

**AGREEMENT**

---

I am the owner or the person directly responsible for the operation of this ECE service, or I have the direct permission of this person, association or company to register this ECE service for The NZ ECE Survey of Parent Satisfaction and Experience<sup>©ChildForum</sup>. I have read and agree to the Costing and Refund policy and I agree to the Terms of Use.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Witnessed by*

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## COST STRUCTURE AND CALCULATION SHEET

---

Two options are offered:

1. Online Survey – the price for this includes setting up the survey online and password access, monitoring of responses, data analysis, and the supply of a PDF results report to the service. Please note that in selecting this option you are agreeing to make sure that each family has access to an Internet connected computer or device and/or you will undertake to make a computer available for parents to submit their responses.
2. Paper survey – the price for this includes printed forms and pre-paid reply envelopes supplied to the service for distribution to families, typing of responses and processing, data analysis, and the supply of a PDF results report to the service.

The subscription rate applies to the current use of the survey only.

Calculate the cost of your preferred option by using the tables below. There are no other costs.

**\* Please attach this Calculation Sheet to your subscription form to tell us your order amount and your preferred survey method option.**

<b>Option 1: Online Survey</b>	Registered user subscription rate per Ministry of Education licensed ECE service	Calculation per number of families enrolled at the licensed ECE service	
General Rate	\$198.00 +	Number ____ X \$1.00 =	\$ .00 (total)
Discounted rate for ChildForum ECE Service members	Sub waived for 1 <sup>st</sup> licensed ECE service in management group. Each additional ECE service \$100.00	No per family form charge	\$ 00.00 (total)

<b>Option 2: Paper Survey</b>	Subscription (registered user) rate per ECE service licence	Calculation per number of families	Total amount payable
General rate	\$198.00 +	Number ____ X \$6.00 =	\$ .00 (total)
Discounted ChildForum ECE Service member rate	Sub waived for 1 <sup>st</sup> licensed ECE service in management group. Each additional ECE service \$100.00	Number ____ X \$6.00 = This pays for stamped addressed envelopes, printing, paper, preparation, and processing time.	\$ .00 (total)

### HOW TO SUBMIT YOUR REGISTRATION

---

Email completed page 2 (subscription form) and page 3 (calculation sheet) to:

[admin@childforum.com](mailto:admin@childforum.com) Or send by post to: ChildForum Research Services, PO Box 58-078, Porirua, 5245. NZ.

## TERMS OF USE

---

The *The NZ ECE Survey of Parent Satisfaction and Experience*<sup>©ChildForum</sup> cannot be downloaded, copied or reused without the permission of ChildForum– contact [admin@childforum.com](mailto:admin@childforum.com)

Only ChildForum may provide survey services to ECE services that subscribe to the *Parent Survey*.

ECE Services and users of the *Survey* agree to ChildForum withholding any survey information that could potentially be used to identify an individual survey respondent/parent.

ECE Services accept that My ECE will name on its website those ECE services that have implemented the *Parent Survey* and acknowledge this effort with a star rating. Please be assured that no survey comments concerning an individual ECE Service will be shown on its My ECE listing.

ECE services acknowledge that ChildForum in supplying survey services will keep its individual results and survey report confidential.

ECE Services accept that ChildForum may from time to time use and report on aggregated data from the surveys (without identifying the names of ECE services and participants). Aggregated data may be used to:

- report regional, national, or sector group results for the *Survey*;
- report indicator (e.g. services that have under 2s) results;
- report to individual ECE services on its survey ratings relative to the group average ratings of services similar to itself, and,
- analyse the performance of the survey questions.

ECE services acknowledge that should the response rate from parents be less than 20% of enrolled families at a service, ChildForum reserves the right not to inform My ECE that the service has undertaken the *Parent Survey*. The service therefore may not be awarded a star rating on its My ECE profile page. ECE services may request one extension of time of up to 20 working days to increase its survey response rate and this request must be made before its survey is closed.

## COSTING AND REFUND POLICY

---

Please note the following conditions apply to the purchase of survey services from ChildForum.

An invoice for payment will be issued by ChildForum to the ECE service on approval/confirmation of registration. ChildForum reserves the right to decline any request for registration without explanation.

Each ECE service has the right to cancel their registration within 10 working days of confirmation by contacting [enquiries@childforum.com](mailto:enquiries@childforum.com). An administration fee of \$50 will be charged, plus 50% of the per-family charge for the paper survey if forms have already been prepared.

The ECE service will be charged for the full services it has registered for if a cancellation is made after the 10 working day period. ChildForum reserves the right to withhold the survey report of any ECE service until full payment is received by ChildForum.