



Listen, Reflect & Exceed

eQIPd helps kindergartens, preschools, long day care and outside school hours care services embed the voices of **families, educators and children** in their continuous improvement, through online, standardised and validated surveys designed around the National Quality Standards.

eQIPd works with hundreds of services across Australia, large and small. Quality is underpinned by careful listening and engagement with everyone at your service. eQIPd makes this easy, and education and care services do better as a result.



QUALITY

Regular eQIPd clients are **nearly twice as likely** as the rest of the sector to be rated "Exceeding the National Quality Standards", and more likely to improve their rating when next assessed.



INSIGHT

eQIPd's reports pinpoint strengths and opportunities to improve in relation to the NQS, with wording ready to drop straight into your QIP.



CONVENIENCE

Save time. eQIPd is your dedicated survey project manager, so you have more time to focus on children, families and your team.

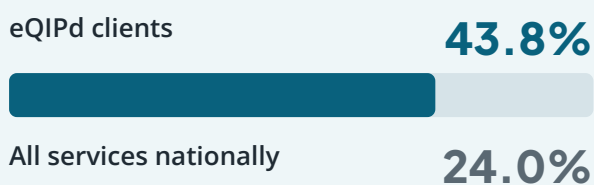
"eQIPd offers our service fantastic insights into how our families are engaged and perceive our overall service delivery across all Quality Areas. We can clearly articulate areas for improvement for the year ahead and it allows us to celebrate with our staff the areas where we are achieving. Now in our 3rd year, we can see steady improvements over time and that is incredibly rewarding. Felicity is responsive and efficient, which is critical when you need information in a timely manner."

Wil Pruyn, Prom Coast Centres for Children

The evidence behind eQIPd

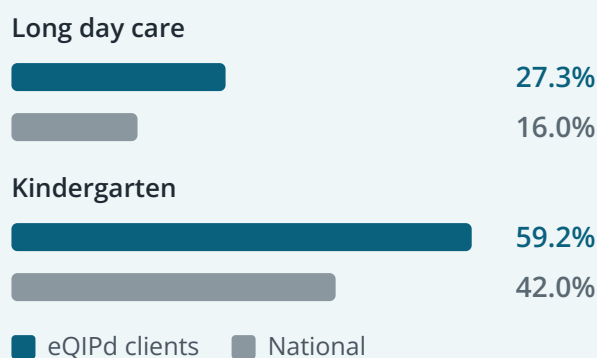
Since 2015, eQIPd has gathered feedback from more than 32,000 families and educators at services across Australia. The data shows that listening every year makes a real difference to quality.

Nearly twice as likely to be rated Exceeding NQS



Share of services rated Exceeding NQS or Excellent, long day care and kindergarten combined.

The gap holds across both sectors



71% of long day care

62% of kindergartens

Getting better over time. Services that have surveyed families with eQIPd for three years or more have mostly improved their family satisfaction from their first survey to their latest.

Feeling appreciated

$r = 0.74$

Keeping good educators. Educators who feel appreciated are far more likely to see themselves staying at their service. Our educator survey shows whether your team feels valued before people start to leave.

What matters most to families: insights from 28,000 responses

Warm, nurturing relationships between educators and every child

Respect for families' views about their child's learning and wellbeing

Programs built on each child's interests and strengths



The Exceeding NQS themes call for practice that is **shaped by meaningful engagement with families and community** and **informed by critical reflection**. An annual eQIPd survey gives you clear, documented evidence of both.

The philosophy behind eQIPd

isegoria

In ancient Athens, *isegoria* meant the equal right of every citizen to speak and be heard in the assembly. eQIPd is built on the same idea.

Everyone who is part of an early learning community has something worth saying: **families, educators and children**. The loudest voices aren't always the most representative. Anonymous surveys give quieter families, newer educators, and people who don't feel comfortable speaking up an equal and safe way to contribute.

When every perspective is gathered, services see the whole picture, and decisions are fairer, better informed and more widely owned. We see listening as a sign of respect, not a compliance task. Asking every year shows your community that their views shape what happens next, and that builds the trust and partnerships that quality depends on.

Three voices, one picture



Families

40+ questions designed around the NQS and validated by data scientists and educators, with benchmarking against other services.



Educators

A 10-minute survey covering staff wellbeing and engagement plus the seven Quality Areas, so you can support and keep your team.



Children

Child-friendly surveys invite children to share what they enjoy and what matters to them, so their perspectives shape your planning too.

Children have the right to express their views on matters that affect them (UN Convention on the Rights of the Child, Article 12). Hearing from them directly is a natural part of quality practice.

Every voice counts.
Every year.



Do it yourself, or use eQIPd?

Free and low-cost survey tools make it easy to ask questions. What they can't tell you is what your answers mean. Here's how the two approaches compare.

	DIY survey tool	eQIPd survey
The questions	Written from scratch, often untested. Leading or double-barrelled questions are easy to miss.	✓ 40+ questions designed around the NQS and validated by data scientists and educators.
Benchmarking	Your results on their own, with no way of knowing whether 4.4 out of 5 is good.	✓ Compared with hundreds of services across Australia, so you can see how you measure up.
Tracking over time	Questions tend to change each year, so you can't tell real improvement from a new question.	✓ The same questions every year, so changes in your results reflect real change.
Honest feedback	Run by the service and read by leadership, which can make families and educators hold back.	✓ Independent and anonymous, which encourages more candid responses.
Analysis and the QIP	You analyse the results, interpret them and write up the QIP yourself.	✓ Reports mapped to the NQS, with wording ready to drop into your QIP.
Your team's time	Writing the questions, setting up, promoting and analysing all fall on you.	✓ eQIPd sets up and analyses it, and supplies invitations, QR code posters and reminder templates.
Evidence for assessment	Raw results that are harder to present as evidence.	✓ Independent, benchmarked evidence of meaningful engagement and critical reflection.
Cost	A subscription, plus many hours of staff time.	✓ From \$250 per service (2026, ex GST), with reports included.

A DIY tool works well for quick, one-off check-ins, such as feedback after an event. For your annual quality cycle, consistency and comparison matter.

You can ask the questions yourself. What you can't do yourself is see how your answers compare with hundreds of other services.

How it works

- 1 Order your survey.
- 2 eQIPd sets up your survey and sends you a unique weblink and invitation, plus a printable QR code poster.
- 3 Email the survey invitation to your families and educators.
- 4 They complete the survey anonymously on their phone or computer.
- 5 eQIPd monitors responses and sends you reminder templates to boost participation.
- 6 eQIPd prepares your reports, with actionable insights delivered straight to your inbox.



Anonymous surveys,
secure process



Sample wording to drop
straight into your QIP



Benchmark against
other services

Pricing

from **\$250** per service*

Our standard offering includes survey collateral, reports and use of the standard survey instrument (40+ questions designed around the NQS and validated by data scientists and educators). Reports include a **benchmarking report** showing how your service measures up against others, **detailed reports**, and our new AI + human-powered **Service Strengths and Areas for Improvement report**, which suggests wording for your QIP based on your results.

Educator and children's surveys, extra questions and tailored reports are also available at reasonable rates.

*2026 pricing per service, excluding GST.

About eQIPd

eQIPd exists to equip the education and care sector with insights that support quality. We run surveys for services across Australia, supporting them on their quality improvement journeys. eQIPd also supports approved providers, local government and other organisations with larger consultancy projects. Call Felicity on 0425 724 842 to discuss.



eQIPd lives and works on the lands of the Wadawurrung and Dja Dja Wurrung people. We pay our respects to Elders past, present and emerging.

"eQIPd surveys are a great way to have a snapshot of your parents' feedback and satisfaction. Easy to read, great visual reports, easy to reflect and make improvements. Have been using them for years."

Haritsa Xenidis, Bambou Early Learning Centre (Exceeding NQS)