



The Kids Castle – Vice Presidents Report

Annual General Meeting – May 2020

Summary:

With increased tenure as a committee achieved through 2019, the committee came to better understand the operations of The Kids' Castle. Through this it became apparent that there were several bottlenecks, operational inefficiencies, unnecessary expenditure and reliance on old technology which was no longer serving the best interests of the centre.

Of particular note:

- Becklyn's webservers (the providers of our critical infrastructure) went down on two notable occasions which prevented families from making or changing bookings, meant staff of The Kids' Castle were unable to print rolls or log attendance.
 - With no back up system offered by Becklyn we realised that we were too heavily dependent on an organization without the means to adapt and offer contingencies
- Despite the above, Becklyn proceeded to increase their fees above CPI, yet there was not visible improvement in service
- There is no centralized accounting system in place which the Treasurer or committee can access.
 - Printed records or static PDFs are provided retrospectively by Becklyn, however the format rendered meant no live analysis can be undertaken
- The website and the greater brand presence of The Kids' Castle were outdated and non-reflective of the brand personality
- The centre needed to be updated and improved
- Overall, there were better ways to integrate our systems, improve efficiency and reduce reliance on outdated processes

Discovery:

A sub-committee was established to investigate how to best move the centre forward – both operationally and from the perspective of parents.

Discussions with TKS Management lead us acquire quotes for centre updates inclusive of painting and new flooring. With quotes approved by the committee, the centre facilities were upgraded out of operational hours.

The committee also agreed there was a need to revitalize the brand. Through consultation with a marketing firm and in discussion with key staff, a refreshed brand identity was fleshed out. The Kids' Castle is



- A place where kids should feel safe
- A vibrant centre where the focus is on fun and life sessions
- A community focused centre, not a corporate entity – The Kids' Castle exists for the parents and children, not to make money.
- A haven where kids are empowered

With this determined, we undertook a rebranding process to develop a new logo, improve the tone of voice and redo the website to reflect the values identified. Quotes were obtained, schematics and creative shared and a development process agreed to.

At the same time, it was agreed by the committee that a new infrastructure provider was required as a replacement to Becklyn who – it had become evident – were failing to keep pace with technological improvements. Thorough investigation of alternate providers led to a shortlist, which was whittled down to 3 core providers:

- Xero for accounting
- CCSSA for administrative support
- Xplor for centre management including bookings, attendance, staff rostering and child documentation (inclusive of medical records, Observations and other notes)

Key Changes

As at the time of this report, we can advise:

- A new logo has been developed. The first iteration of this has been rolled out via a new sign at the centre entrance and across email communications
- A new web domain was purchased – www.thekidscastle.com.au
 - The new website will go live here.
- A new website has been developed and is in final testing
 - It has been built on WordPress and moved away from Becklyn allowing the Committee and The Director to make changes to the site without sole reliance on a third party
- Staff have been provided new email addresses – replacing the old OUTLOOK domains.
 - This has been undertaken to ensure continuity through the years as there will be key email addresses
 - Director@thekidscastle.com.au,
tkcteam@thekidscastle.com.au and
thetkccommittee@thekidscastle.com.au



- A new website has been developed and will be launched in May 2020

Xero has been brought on as the accounting platform with committee members given access to the platform

- Xplor was appointed as the platform partner. During the week May 11, 2020 this was sent live
 - Staff are still migrating data over, but so far the operation has been smooth
- Becklyn were given notice and will cease working with us on May 15, 2020
- CCSA were appointed as our new administrative partners
 - They will provide all bookkeeping, payroll and other related functions
 - The price of CCSA is considerably cheaper than Becklyn allowing money to be reinvested into the centre
 - A bookkeeper was appointed to assist with transition and set up The Kids' Castle in the move away from Becklyn. They are retained until such time that CCSA have full control (July)

All questions regarding these changes can be directed to the Committee via the above address.

Hamish Anderson

Vice President – The Kids' Castle