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Sent: Monday, 15 January 2024 11:06 AM
To: Mail <mail@swек.wa.gov.au>
Cc: admin@ewin.elc.org.au
Subject: Request for Support -Ewin Early Learning Centre

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Dear SWEK Councilor's and Executive Management,

I am writing to you in the hope I can appeal to our Shire for support in relation to specific projects we are hoping to finalise. As you may be aware the Centre was very close to closing its doors in June 2023, with significant work being done by Centre staff, board members and key Shire personnel to secure funding from CCCF (\$1 million) to ensure the Centre remained solvent. As you are aware, Vernon Lawrence joined the board as a general member and is an ongoing conflict of interest for discussions related to Shire business (financial support, lease agreements etc.); and as such I am writing to our Councilors and fellow Executive Management.

A new board was appointed in August 2023 with a key focus on the below areas:

- People and Culture, Recruitment & Retention
- Marketing and Communications
- Financial Management

Whilst the Centre currently has funding for staff wages, the Centre is struggling immensely with the ability to recruit appropriately qualified staff. The Centre website is a basic site with out-of-date content, images and no connection to Kununurra, with recruitment currently just through a generic advertisement through Seek Recruitment. We desperately need to improve our online presence and marketing, as well our recruitment processes to ensure we are showcasing the best of the Centre .

The Centre itself is outdated, with tired, broken, and lifeless resources. External paintwork is dull faded, and chipped; with internal panting required as a matter of urgency. The Centre relies on donations and recycled/repurposed goods for its early learning resources.

Major Grants awarded FY 2023/2024:

Recruitment and Retention:

\$130,000 to recruit a mentor to support trainees at the Centre.

\$30,000 for professional development of all staff and board members (Early Education specific).

\$20,000 for additional professional development.

\$8,000 for early learning play resources

Building and Facilities to Shire asset 1 Chestnut Avenue (funded by Ewin ELC)

\$60,000 for the install of solar power at the Centre,

\$20,000 for the install of rainwater tanks and guttering

\$60,000 to redesign and landscape of one of the three external areas.

\$8,500 for the design of a sensory, sustainable vegetable garden.

We recently attempted to apply for a Building and Facilities grant, as well as a Community Partnerships grant through the Shire; though we have been advised the funds in these budgets have already been exhausted. Whilst we appreciate we can apply in August 2024, we need to acquit the above grants in this FY.

We are now asking for financial support from the Shire to kick start these projects with the below areas:

- 1) Relocation of ground level air conditioning units located in the kids play area. The rainwater tanks and sensory garden install cannot commence without these works taking place. Estimate cost: \$8,800 (2 x quotes available)
- 2) Engagement of professional services for website design and development, logo redesign, and online and social media marketing. Estimate cost \$13,000. (2 x quotes available)
- 3) Recruitment and Retention: Ewin have commenced the implementation of a Health & Wellbeing program for Ewin employees (annual skin checks, flu vaccinations and access to an Employee Assistance Program.) We would also like to offer subsidised memberships to Kununurra Leisure Centre, including pool. Are the Shire in a position to offer any reduction in costs of up to 10 passes per year.
- 4) In the event more grant opportunities become available with regards to early learning, please can the Shire ensure priority is given, with a focus on improving the external playgrounds.

Please can you advise if there is any possibility of support from the Shire, we are happy to meet at any time and discuss and would love you to visit the Centre to see just how much can be achieved if we can get these projects happening!

With heartfelt thanks from myself and all the team here at Ewin ☺

Kind Regards,

Jana Adlam

General Manager

Ewin Early Learning Centre inc and Ewin OSHC

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Ewin Early
Learning Centre