

# Strategies for HIPPY Recruitment

We've gathered some fantastic, practical ideas to help you connect with more HIPPY families! This document shares effective strategies, including leveraging parent experiences and tapping into local community networks that we're seeing other sites use successfully. Explore these to suit your community and discover what resonates with them.

## Parent / Carer-Centric Strategies

- Build on the **Word of Mouth**: Involve current and past families, encouraging them to share their positive, authentic HIPPY experiences within their local networks - personal recommendations are powerful
- Build your **digital footprint**: encourage current HIPPY parents to share their positive HIPPY experiences online (e.g., social media posts, online reviews). Personal recommendations, whether face-to-face or via online platforms, are powerful
- Encourage **peer promotion**: Ask enrolled families to bring a friend or interested neighbour living in the catchment area
- Empower **Tutors as ambassadors**: Tutors, as both local residents and program participants, are perfectly placed to connect with new families
- Host a **Gathering** with an opportunity for 'Meet and Greet': Host a sausage sizzle or movie screening at a local park.  
Setting up an interactive showcase at family-friendly venues means families can learn about HIPPY, from an enthusiastic parent or Tutor, and hear success stories firsthand
- Visit **Local activity groups**: Engage with potential families through preschools, local council pools, Maternal Child Health centres, playgroups, parent education classes, language classes, the local kindergartens, employment community hubs, council run job-readiness workshop series sessions, Local Learn/ Djerrirwarrah and digital literacy spaces, Language other than English/ CALD language playgroups, library book-reading or Rhyme-time session.  
Parents are already gathered in these spaces and may be willing to gather some information about the HIPPY program
- Distribute **Flyers and Brochures**: Place informative flyers in the above-mentioned venues.

Make a note of the promotional activities you have used this year and how it was received and assess which of the below are worth prioritising for the following year.

## Digital Strategies:

**Social Media Campaigns:** Utilize targeted ads on platforms like Facebook and Instagram to reach specific demographics within your catchment area

**Video Content:** Create short, engaging videos showcasing HIPPY success stories, tutor testimonials, and program overview

**Online Community Engagement:** Participate in local parenting forums and online community groups, providing helpful information and answering questions about HIPPY

**Google Business Profile:** Create and maintain a Google Business Profile to increase online visibility and make it easy for potential families to find your program

## Community-Centric Strategies

Did you know? Most malls offer 'In-Centre Community Site/ Space' for free.

If you work with a local community group, not-for-profit organisation or sporting club looking to raise awareness or much needed funds, get in touch with the marketing team. Ask them if your organisation is eligible for mall space free of charge to promote the HIPPY Program within the local community.

Similarly, tap into **local media and the local council**: Boost visibility in the local MP offices and the local newspaper and community radio station to promote your organisation with a flyer, tutor story or family success story.

## Lean into your network of support organisations

You have strong relationships with local service providers supporting families, foster and ask them for cross-promotion opportunities.

- **Early Childhood Services:** Preschools, childcare, occasional care, and playgroups
- **Health Providers:** Maternal and child health services, community health centres, early childhood doctors, and early intervention services
- **Community Organisations:** Neighbourhood houses, sports clubs, recreation groups, local Aboriginal and Torres Strait Islander organisations, and migrant and refugee support services.

## Data tracking and evaluation process

We all know why we track data: to ensure our recruitment efforts are truly making a difference. By measuring the effectiveness of our strategies, we can pinpoint what's working best and make informed, data-driven decisions.

Evaluation allows us to understand the real impact of our work and identify areas where we can improve, ultimately strengthening our ability to connect with and support more HIPPY families.

We want to hear more about **what stands out in the data you're tracking**:

- Number of inquiries from different sources (word of mouth, flyers, social media, etc.)
- Number of applications received

- Number of families enrolled
- Demographic information of families reached
- Cost per acquisition (how much it costs to recruit one family)
- Website or social media analytics

We're curious to hear your observations when you analyse enrolment trends and identify any barriers to participation.

Sharing your insights will help us refine recruitment strategies and improve program effectiveness across the network.

We'd love to hear what works for you, so please share your successes, feedback and insights back to HIPPY at [HIPPYAustralia@bsl.org.au](mailto:HIPPYAustralia@bsl.org.au) and address it directly to the Network Engagement Team.