



Message from our CEO

In our last newsletter, we shared an introduction to our research project.

Our investment as a business into this research project **“supporting families and strengthening futures”** is multifold. We want to understand the obstacles faced by families between school collections, work commitments and opportunities and access to affordable, quality out of school care solutions.

We sought to understand the impacts that access to out of school care services have on families and tamariki wellbeing. We also sought to understand community awareness of OSCAR subsidy in supporting this access and the concerns regarding suitable activities within these hours.

Our goal is to be able to better understand and consequently support our families in providing solutions. We are also working alongside other industry partners, providers and our school communities to further our understanding.

We understand from our school partners that the introduction and implementation of Adventure Programme over the last 2 years alongside our no tech policies help to address many of the concerns of families in social development and well-being but we need to be able to better enable access for more families to affordable out of school care.

Many of the insights and concerns of families and challenges we face at our programmes are mirrored within our school communities. We appreciate your feedback and collaboration in this space and look forward to sharing more soon.

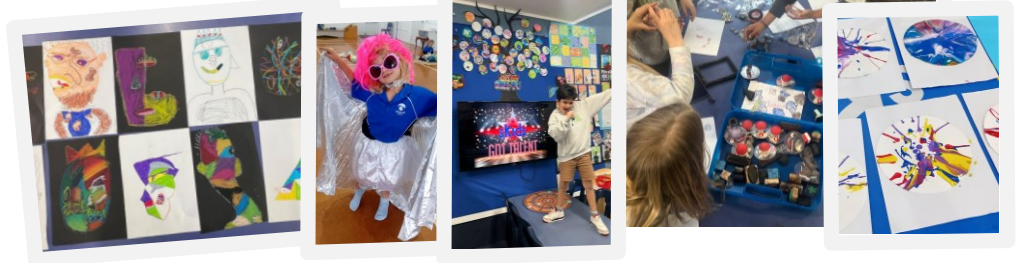
I have shared some of the initial insights below.



As always, if you have any feedback on any aspect of our service, please reach out to me at sharleen.mckinnon@skids.co.nz

Sharleen McKinnon, CEO
sKids

Term 3 Activation Series – Creative Sparks



Insights from our research

AFFORDABILITY

1 in 2
say there are not enough affordable out of school care options

58%
of parents not using out of school care say cost is the main barrier

1 in 2
New Zealand parents are either unsure or unaware of the subsidy

SCREEN TIME

68%
Of children are on digital devices after school, the peak time for screen use

87%
of parents are concerned about screentime and its impacts on their children

74%
Would rather children be playing outdoors than on screens

BALANCING SCHOOL PICK UP

26%
Say it's difficult to pick their child up after school

39%
Argue about drop-off and pick-up

26%
Have reduced their working hours to manage school pick up



Key dates 2025

TERM 4 2025
Monday 6th October 2025

LABOUR DAY
Monday 27th October 2025

HALLOWEEN
Friday 31st October 2025

*National population relevant sample of parents of primary caregivers for children aged 4-12 years old living across New Zealand > sample completion > 605 *



sKids Community Support

Supporting our school communities

In aligning to recent feedback from our research, last month we reached out to over 1,200 families individually in supporting information and access to OSCAR subsidy for out of school care.

Our amazing Customer Service team jumped into action to support this with answering questions, providing forms and helping families complete the application process.

Jocelyn (pictured right) joined our team from the OSCAR sector and has been an asset in helping our families in this space and Pooja (left) works at sKids Torbay and stepped in to support this project.



sKids Sector Support

Industry partnerships

Last term we attended both WPA connection day and the annual NZPF conference in Wellington which sKids has sponsored and supported for many years.

Once again, NZPF did not disappoint in both its valuable content workshops and speakers but also in opportunities to connect with both our school partners and principals from schools across NZ and other industry partners in sharing the amazing innovation and mahi being brought to our school communities.

It was great to receive such overwhelmingly positive feedback on our Adventure Programme in action and the value this brings to the out of school care programme sector in enrichment and opportunities for children to grow through play. Thank you for taking the time to connect with us!



Holiday HQ



In celebrating the success of our last holiday programme competition, we decided to extend this opportunity for our September holiday to the wider school community and our school partners too!

Our theme this term is Kids Fest which embraces carnivals, festivals, theme parks and the circus. From popcorn and juggling to roller coasters and bouncy castles, apple bobbing and creating stalls.

We launched Kids Fest with an opportunity for our sKids tamariki to bring a special friend to enjoy a day together at our holiday programme (2 for the price of 1)* AND this time, **three** lucky families will have the chance to win a day at a theme park of their choice in NZ worth \$300.

We also wanted to extend our thanks to our schools who continue to support and partner with us with a **\$1000 school prize**

We look forward to announcing our winners!!

#sharethejoy

To celebrate our family of services, each newsletter we'll be sharing some of our favourite stories from across New Zealand. Will your school be featured next?

Te Wiki o te Reo Māori

While the inclusion of te Reo is an every-day part of our programmes, in term three we introduced new games and explored symbols in understanding both relevance and meaning as part of our term 3 Māori language week activities.

I am sharing below some of the incredible koru art from the talented tamariki at sKids Remuera



Camp Fundraising at Papatoetoe Central

Who doesn't enjoy pancakes and yummy toppings!

Our sKids team had a great time cooking up pancakes and supporting the Papatoetoe Central School camp fundraiser.



Welcome to Marshall Laing and thank you!

We had the privilege of launching a sKids programme at Marshall Laing Primary School in Term 3.

It is truly wonderful to see the connections and engagement between the school and school community and to work alongside the collaborative and dedicated leadership team.

Thank you for welcoming us to the school and working with us in bringing the programme to life.

We look forward to many more engaging terms ahead.



Creating environments where playfulness can thrive



Exceeding Services

Our Customer feedback in Term 3 recognises our sKids teams!

The staff are friendly and great with the kids. The kids are safe and have a lot of fun. The activities are really good.
(sKids Botany Downs)

The staff are very kind and caring towards my kids. This has established a trusting & respectful relationship.
(sKids Browns Bay)

The sKids team is great! They provide a positive and safe environment for children. They prepare a range of activities for all ages. My son absolutely loved going to sKids!
(sKids St Peter & Paul)

Friendly staff, kids stay active, not glued to their devices at home. They like the food and snacks provided.
(sKids Northcote)