



OZ Education Early Learning Centres Accelerate Occupancy Growth and Expansion with LineLeader Enrol



A Legacy of Excellence in Early Learning

For over 40 years, OZ Education Early Learning Centres have been a trusted provider of high-quality early learning in Australia. Family-owned and operated, the organisation combines professional standards with a personalised, community-focused approach. Since opening its first centre in Sydney in 1980, OZ Education has expanded to multiple locations across New South Wales and Victoria.

As the organisation grew through acquisitions and new builds, rising enquiry volumes created operational challenges. Manual processes led to delays, missed follow-ups, and lost enrolment opportunities. A scalable, standardised system was essential to track family interest, manage waitlists, and ensure a consistent enrolment experience across all centres.

Simplifying Enrollment with a Unified Platform

With LineLeader Enrol, OZ Education now makes expansion decisions based on real-time demand data rather than assumptions. The system provides visibility into family interest by location, enabling strategic planning and targeted resource allocation.

During the openings of Tuggerah and Wyong, automated workflows helped build robust pre-enrolment pipelines. Families were engaged months in advance through timely emails and SMS, reducing ramp-up times and accelerating occupancy from day one. This proactive approach ensured staffing, resources, and marketing were aligned to demand.

"LineLeader gave us the visibility to see demand building well before a new centre opened. We knew exactly where to allocate resources, and in many cases, we launched with enrolments already secured. That confidence has been a game changer", said Saja Moussa, Family Accounts & Subsidy Manager at OZ Education Early Learning Centres.

Customer Snapshot

- Customer Since: 2018
- Locations: 14
- Product: LineLeader Enrol



"LineLeader is more than a CRM—it's a complete lead management ecosystem designed for childcare. It keeps us organised, automates repetitive tasks, and ensures no opportunity is missed. For us, it's been a critical driver of growth and efficiency."

-Saja Moussa,
Family Accounts & Subsidy
Manager at OZ Education
Early Learning Centres

Streamlined Multi-Site Management

As the network expanded, onboarding new directors and staff became critical. LineLeader's intuitive interface and role-based permissions allowed teams to quickly manage leads, schedule tours, and follow up with families. Ongoing online training ensured staff could adapt seamlessly as the system evolved.

Centralised dashboards give leadership a complete view of enquiries, tour bookings, conversion rates, and follow-ups across all centres. This transparency enables best practice replication, early issue resolution, and consistent family experiences—while local teams retain flexibility to personalise communications where needed.

Confident, Data-Led Leadership

Centralised reporting allows OZ Education to forecast regional demand, monitor long-term performance, and plan staffing and marketing accurately. Leaders can track pipeline health, measure staff contributions, and optimise ROI on campaigns.

By combining automation with real-time oversight, OZ Education achieves both consistency and adaptability at scale, maintaining high occupancy while confidently expanding into new communities.

Advice for Growing Providers

"LineLeader Enrol has been instrumental in helping us streamline our enrolment process across all centres. The automation of follow-ups, reminders, and communications ensures no enquiry slips through the cracks. Consistent and timely communication has been key in converting interest into enrolments. For any early learning provider looking to grow, our advice would be to invest in a system like LineLeader early on in their customer engagement experience", said Saja.



Key Outcomes with LineLeader

- Improved conversion rates from enquiry-to-tour and tour-to-enrolment
- Faster ramp-up for new centres through pre-opening enrolment pipelines
- Streamlined onboarding and standardised multi-centre management
- Data-driven decision-making enabled by network-wide visibility



LineLeader provides award-winning CRM software for Early Childhood Education and Care providers.

Centre Managers and Executives across Australia, the United Kingdom, the United States, and more all use LineLeader to organise leads, save staff time, grow enrolment, and get insight into business performance.