

Australia media release

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Storypark acquires Kinder M8 to provide complete childcare management solution

Storypark, Australia's most trusted early childhood education app, has acquired Kinder M8, a leading childcare management platform known for its commitment to customer experience and product excellence.

The acquisition enables Storypark, which is used by over 6,000 services across Australia, to offer early childhood education and care (ECEC) organisations a comprehensive solution by integrating Australia's leading family engagement and learning documentation platform, with feature rich childcare management software.

In response to a growing preference for ECEC organisations to consolidate their tooling, Storypark co-founder and CEO Jamie MacDonald, began exploring opportunities to expand Storypark's platform, while maintaining a commitment to its core purpose.

"We're expanding our platform to provide a centralised tool for managing ECEC organisations, all in one place. With this acquisition, we're simply building on our mission to help every child reach their unique potential by empowering the community around them. By providing an end-to-end solution, organisations can streamline their operational and administrative management, giving them more freedom to focus on the moments that matter.

"We're excited to bring Kinder M8 into the Storypark family and have its founder and CEO, Niroj Sri, join Storypark as Chief Operating Officer. From day one it was clear that we have a shared commitment to making a positive impact on the lives of educators, families and children. With extremely high customer satisfaction, continuous investment in product innovation, and a comprehensive platform that offers the tools a service needs to run their organisation, this acquisition enables

Storypark to offer our partners a childcare management solution with children at the heart.”

Kinder M8 has spent nearly a decade providing customers with a comprehensive solution for managing their service; from waitlists, enrolments and CRM to billing, payments, subsidy management, and everything in between. With first-class customer support, solutions built in response to customers’ needs, and a focus on improving the lives of educators, children, and families, Kinder M8 has built a strong reputation resulting in organic growth based on word-of-mouth.

“Storypark is an incredible purpose-driven organisation trusted by services and families across Australia. We feel proud to be the platform, on which Storypark can build, to provide even more to the ECEC sector” says Sydney-based Niroj Sri.

“Working in partnership with our customers, we’ve built a platform that has always focused on three things: fast onboarding, simplifying operations, and delivering customer satisfaction. We’re one of the only childcare management platforms in Australia that, in addition to all the features you expect, also provides CRM, staff rostering, and dedicated maintenance tracking.

“We look forward to joining the Storypark family and expanding the Storypark platform, powered by the technology solutions we’ve spent the last decade perfecting alongside our loyal customers.”

Existing customers of both Storypark and Kinder M8 can rest assured that their current tools, support, and service will remain unchanged. What’s changing is the opportunity to experience the best of both worlds—Australia’s most loved family engagement and learning documentation platform, combined with a powerful childcare management tool. Customers with questions are encouraged to get in touch with their existing point of contact.