



Kirana Colleges Australia (KCA)

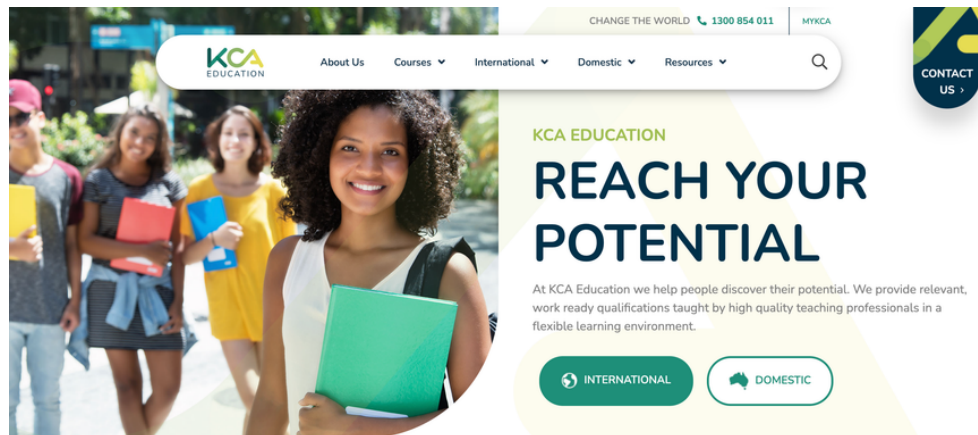
Leading provider of Aged Care, Child Care, Community Services, and Business training for domestic & international students. Committed to skills, careers, and community impact.

Objective:

Rebrand KCA to reflect a modern, vibrant identity, attract new students, and strengthen market position.

Our Approach:

- **Brand Strategy:** Market research, new logo, fresh visuals, clear messaging.
- **Website Redesign:** Improved UX, SEO, and engaging content.
- **Social Media Revamp:** Consistent visuals, stronger engagement, community building.
- **Marketing Collateral:** Brochures, banners, email campaigns.



All Courses | KCA Education

[Learn more about Courses at KCA Education.](#)

CHC30121 Certificate III in Early Childhood Education and Care
CRICOS CODE: 106861G
To work in Early Childhood Education and Care you are required to have an Education and Care qualification. Our Certificate III in Early Childhood Education and Care will teach...

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Certificate III in Individual Support (Ageing & Disability) – Queensland
CRICOS CODE:
*Aged care is the fastest-growing sector (24% projected growth by 2024) in Australia and there is an increasing demand for qualified aged care workers to meet the workplace sh...

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General English (GE)
CRICOS CODE: 113074I
At KCA, we cater for all levels of English, from Beginner to Upper-Intermediate students. Our programs are designed so that you can learn English developing the four essential...

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Before



After



Achievements

1379%

Increase in
conversions

35k+

Page Views

800k+

Engagement

350+

Qualified leads

250K

E Commerce
Transactions

25% Increase

Close Sale Rate

This is an impeccable conversion percent, one might ask: “how has this been achieved?”

Local Growth’s rebranding of KCA Education revitalised the college’s image and online presence, leading to a surge in page views, stronger website traffic, and higher engagement from prospective students. By creating a modern, student-focused brand identity and optimising the website for user experience, we significantly improved conversion rates and close sale rates. The refreshed brand, combined with strategic digital marketing, positioned KCA as a vibrant, credible, and in-demand institution, driving both interest and enrolments.