

operation: grow family day care

Increasing the number of carers in family day care by 1,000 each year over the next three years is a key goal of the FDCA strategic plan...together we can achieve it!

According to the IBISWorld Childcare Industry Report released in July 2007, family day care today has just 12% market share of the childcare industry. Not surprisingly, long day care centres hold 51% (both private and community-based); outside school hours care services 21% and vacation care services 14%.

The environment in 2007 is one of strong economic growth and low unemployment. The average age for women to have their first child is over 30 years of age; fewer children are being born and the population is rapidly ageing. However, higher home prices and other economic pressures are forcing a greater percentage of first time mothers to return to the workforce earlier and this trend is contributing to the demand for childcare services.

Eighteen months after the launch of the national logo (red star house), visibility of family day care is increasing. Marketing at the national and local levels has contributed to a greater awareness of family day care, both as a quality childcare choice and a viable career choice. We have contributed to the marketing of family day care through:

- the production of two broadcast quality television commercials, radio and television interviews
- brochures, flyers, posters, display panels, advertisements, editorial and images
- national logo made available to all members
- car magnets, picnic rugs, polo shirts and hats
- marketing and recruitment websites to attract families and carers



- training in media and marketing
- resource development including a marketing kit on CD; 'Guide to Media Advertising', 'Guide to Writing a Marketing Plan', template marketing plan and marketing calendar
- national referral service where calls to our dedicated freecall 1800 number are referred back to local schemes

We have also worked hard at the policy level, talking to Government about industry challenges and lobbying for a better deal in a range of areas including increased Network Funding for schemes, CCB for carers' own children, industry training, Inclusion Support, accreditation, Child Care Management System, in-

venue care, Rural Travel Assistance Grant, sustainability grants and more.

Our vision is to grow family day care's current 12% market share to give families real childcare choice. Our goal is to:

- help schemes across Australia to recruit 1,000 carers each year (over and above those which would ordinarily be recruited), and encourage an additional 150 carers to stay in the industry rather than leave
- support competitive and efficient management practices through training, resourcing and information sharing
- raise the public profile of family day care through media, marketing, training and sponsorship and more

FDCA strategic plan

There are four key goals in our 2007-10 strategic plan.

1. Our first priority is of course to remain financially viable. A strong financial base will ensure that we can continue to work on behalf of family day care and keep providing relevant and cost effective products and services to members. We will also look outside the family day care sector to find alternative income streams.
2. We need to keep working to raise brand awareness for family day care by using the media and continuing our marketing efforts. A strong media presence and consistent marketing activities – with everyone using the national logo – will help build family day care's profile with the public, the corporate sector, academics and government.



3. We are keen to increase the reputation of Family Day Care Australia so that we are regularly consulted on issues impacting childcare. Our industry knowledge, research and trends analysis will help

us to quickly respond to member issues and government plans.

4. Lastly, our governance and representative model will be more effective in communicating and consulting with the membership. We are currently in a review process that will determine what it is the Board wants to achieve, and then restructure the Board to ensure that outcome.

What you can do

Getting the message out to parents that family day care is a great childcare option for children has been the focus of much of our marketing activity, but the really big issue is attracting more skilled carers to the industry.

Based on our current information, the figures below are the number of carers that each State and Territory should aim to attract in the next 12 months if collectively we are to achieve the goal of 1,000 new carers.

These figures are about industry growth and so are over and above current recruitment numbers. They do not include the replacement of carers who leave.

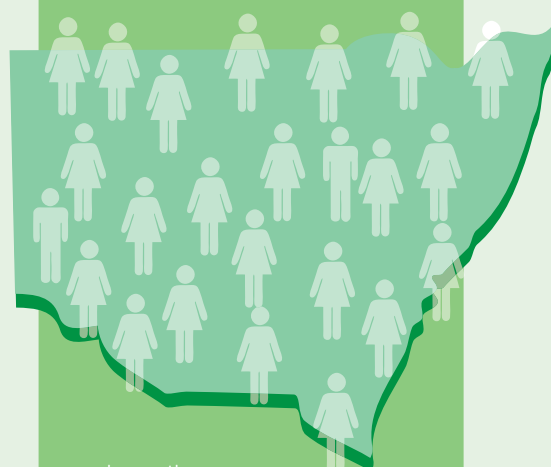
ACT	14	SA	76
NSW	354	WA	55
QLD	227	TAS	43
VIC	218	NT	13

Through industry collaboration we can achieve the goal of growth for family day care. Let's all take up the challenge! 🧩

NSW Action

Following on from the FDCA National Advisory Meeting where targets were set for growth in the number of carers in each State and Territory, it was proposed that the NSW Family Day Care Association Recruitment and Retention Working Party be re-established.

Across NSW, as in many parts of Australia, carer mobility, job dissatisfaction and demographics



are impacting with serious reductions in family day care service provision likely if schemes are unable to maintain the current workforce. Even with natural attrition every scheme would need to recruit an average of five carers per year to maintain status quo. The working party is identifying strategies to attract the right people to the caring role and ways to better engage carers in the scheme.

The time is right to introduce cultural changes to improve retention and to implement business initiatives to grow family day care.

Join the national family day care email list

A free service to our members

Join 6,000 FDCA members on our national email list and receive regular news, surveys and business tools such as media and marketing information via email.

Don't miss out on this valuable connection with your national industry association.

To subscribe, simply email enquiries@fdca.com.au and type 'I want to join the email list' in the subject line. Include your name and full address in the body of the email, and if handy, also include your member number or client code (CA _____ for carers or SA _____ for schemes).