

fdca...working for you



Family Day Care Australia is involved in a wide range of activities on behalf of the family day care sector and our members

CEO'S MESSAGE



Over the last few months the COAG quality reform agenda has been a key focus for Family Day Care Australia as we work with members to ensure that we gather all the information necessary for our submission on behalf of the sector to government at the end of August. Family Day Care Australia represents the sector's position which is supportive of the COAG reform in principle, but of course we have many questions that are yet to be answered by the government and many challenges to be resolved.

The Department of Education, Employment and Workplace Relations (DEEWR), has run national consultations and I am pleased to hear that a good number of family day care representatives have attended these meetings to learn more and ask questions.

Family Day Care Australia has been working with the government to highlight the issues and challenges in the states and territories, and the government is very positive about working with us to resolve some of these issues. We are confident that the government recognises family day care as an integral part of the child care sector and that we aim to provide the best outcomes for children. FDCA is at the government table promoting the interests of family day care. By consistently working together as a



Senate inquiry: Jenny Mountney, Rhonda Bignell and Bev Foden

sector, we will continue to be valued and well respected by government and the broader child care industry.

In mid-July we gave evidence at the Australian Government's Senate Inquiry in light of the demise of the ABC Learning and the COAG quality reform agenda. Our role was to represent and provide the government with information on the family day care sector. Within our evidence we sought an increase to Network Funding so that coordination units can be better resourced to provide their very important services to carers and the community. The Inquiry asked for additional information to support our case which we have since provided.

Staff and carer representatives of the SAM (State Associations National Meeting) are working at the national level to develop a five year strategic plan for the family day care sector. It is important for us to grow and strengthen family day care and to take a forward looking approach to the change agenda.

MARKETING

After almost three months in the job our new National Marketing Manager, Sis Santos, has a very good overview of family day care thanks to a busy travel schedule which included visits to schemes and carers in Queensland, Victoria, South Australia and New South Wales. To further build our focus on family day care's image and profile we are currently recruiting for the third position in the marketing team – that of a public relations coordinator with a focus on media liaison and communication.

The marketing team has been working closely with schemes and associations including Family and Child Services in NSW, Bright Futures in WA and Careproviders of South Australia (COSA), to provide them with

resources to build their brand and awareness in their community.

Bright Futures hosted a stand at the Pregnancy, Babies & Children Expo in Perth during August which attracted thousands of families. Over 1,900 bags with family day care information were handed out and they achieved nearly 1,400 contacts. FDCA worked closely with Bright Futures and provided key rings, balloons, stickers and flyers to help with their successful promotion.



We also worked with Careproviders of South Australia (COSA) on their recent 21st birthday celebrations and the launch of their new website, developed and hosted by FDCA.

Child and Family Services Wyong Shire, NSW, has undergone major change with a new manager, Lorraine Walker, and a move to new premises. We have worked closely with this scheme to launch their new coordination unit into the community and have liaised with local businesses and radio stations to ensure the event goes off with a bang. We'll bring you more news on the launch in the next issue of JIGSAW.

The weekly Family Day Care Matters e-newsletter is an important source of information to help keep you up to date. The marketing team produces the newsletter every Monday and it is chock full of interesting news, reports, research and other information to help you in your day to day work. If you have an email address and would like to receive



our weekly news, send an email to enquiries@fdca.com.au to subscribe. If you don't have an email and would like one, call us on 1800 621 218 and we'll help you set one up. Communicating with our members online helps keep costs down so we can redirect funds to other important work on your behalf.

POLICY

Our new National Policy Manager, Paula Myott, has travelled to a number of states and visited associations, coordination units and carers as part of her orientation into family day care. Her major focus has been gathering views in relation to the COAG agenda which informed the national submission. An online survey regarding the proposed changes was also created and a good response rate achieved through that process. The responses were comprehensive in addressing the issues faced by the sector, including the recruitment and retention of carers, ratios in those states and territories with a current ratio of one carer to five children under school age, access to formal qualifications and the costs associated with implementing change. A copy of the submission to government is currently on the FDCA website.

During July the policy unit worked on a submission to the Productivity

Commission's Annual Review of Regulatory Burdens which this year had a significant focus on child care. While there were aspects of this review that were similar to those in the COAG Regulation Impact Statement, the Productivity Commission's focus is on more immediate issues. These included proposed changes to NCAC accreditation processes; how information is provided to families; the link between CCB and quality assurance; and the integration of the three child care quality assurance systems. The FDCA submission can be accessed on our website at www.fdca.com.au/policy.

We are currently recruiting for a Policy Research Analyst to contribute to the work of the policy unit on behalf of the family day care sector. The major focus of this position will be to review and analyse government policy and undertake research to ensure a detailed knowledge base from which to deliver well thought out policy positions.


MEMBER SERVICES

The Member Services team continues to provide high level customer service to members who, particularly during June and July, are renewing their membership and insurance packages in their thousands!

As a flow on from achieving our own Australian Financial Services License late last year, our National Business Manager, Gida Irving, has been building FDCA's range of insurance policies. As well as public liability and professional indemnity insurance, FDCA Insurance Brokers can now offer schemes Directors and Officers, Property, Business Interruption, Workers Compensation and cover for multi-services such as before and after school care and long day care. Phone us on 1800 658 699 for more information or a quote.

Carers have also kept us busy with requests for insurance cover for diverse activities such as yoga classes, teaching music and for strata building insurance, just to name a few.

Family Day Care Australia offers carers and coordination units a one-stop-shop when it comes to insurance. Motor Vehicle, Home and Contents and Income Protection are just some of the services included in our suite of insurance packages.

It's not all about insurance though; the business unit has also updated and published the latest issue of the Tax Guide *Getting it Right*, which now specifically covers in-home care carers as well as family day care carers. 

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