

From: [DPE CSE Information Planning Mailbox](#)
To: [DPE CSE Information Planning Mailbox](#)
Subject: Website contact form submission from [REDACTED]
Date: Tuesday, 11 April 2017 6:03:10 PM

alt_text



An email has been received from [REDACTED] from the Department of Planning & Environment website's Contact Us online form.

The contact form submission details are below:

Name: [REDACTED]

Email address: [REDACTED]

Phone number:

Post code: [REDACTED]

Type of enquiry: Feedback

Your enquiry is about: Local planning and zoning

Enquiry details:

We recently received an additional 1 GB of free Dropbox space simply for making a referral. There is no more powerful advertising tool than word-of-mouth recommendation. Bambini's has rarely engaged in paid advertising [save industry listings] but this type of marketing we feel is most cost-effective. So, we thought we'd try this win-win referral incentive and save ourselves the high listing fees. Invite your friends, relatives, co-workers to book a tour at Bambini's and for every day booked we will reduce your fee by up to \$10 for the entire time your referral remains at the centre. In other words, if your child attends 3 days a week and your referral takes 2, you in turn will enjoy a \$20 per week discount.

Dear NSW Planning Re: Child Care oversupply

My attention has recently been drawn to a recent Australian Childcare Alliance NSW submission in response to NSW Planning's release of a draft State Environmental Planning Policy [SEPP] - Educational Establishments and Child Care Facilities 2017. It may thus prove useful for me to share my personal findings. My wife runs 2 awesome boutique-type long day care centres in [REDACTED] [REDACTED]. One has traded [100% occupancy] since 1987 and the smaller 0 - 2's [also 100% occupancy] since 2003. Both enjoy the not so common NQS Rating of 'Exceding.' My wife not only won Business of the Year not so long ago for Training & Education but is known for consistently providing and encouraging young employees to obtain qualifications. To date, some 20+ youngsters now have a sound qualification as a result. And now for the grim news. Warning bells first began to ring out late in 2015. Then in 2016, as larger 75+ purpose-built centres and Family Day Care came on stream, despite the centre's excellent reputation, despite the NQS rating and despite reducing fees to just below the regional average, numbers began dropping like flies. Initially I firmly believed the centre was doing something wrong, so I devoted the past 6 months fully investigating the reasons. It was simply down to a significant over-supply of centres. In Waterloo/Zetland alone [all within a short stroll of each other] parents have a choice of some 19+ centres! 19! The same can be said of Bondi Junction. In fact I decided to call 20 centres all within a 10 minute drive of my wife's centres and EVERY SINGLE one had a spot of my choosing. Some childcare crisis!! 2 of the smaller, owner/occupied centres were even prepared to negotiate on fees. Here is another, sad, brutal fact. 2 weeks ago, for the first time in her entire child care owner long career was forced to let go of 4 staff. 4 in a single day. Because, whereas in previous years waiting-lists stretched 8 months and beyond, I challenge any City of Sydney centre to produce a wait-list beyond the week. There simply are not the numbers to meet the overheads any longer. The larger 75+ centres, they don't care whether they're trading below 70%, for they have the financial backing to keep trading. And here's another thing. I recently called the operators of the Governments MyGov website and asked how they obtained centre occupancies? They informed me this data was obtained directly from the CCMS software. I politely brought to their attention therefore, that there must be a flaw in the system for none of the 20 centres I telephoned showed vacancies, including both of my wifes centres. The folks at the MyGov website weren't interested in hearing this. So I raised query with the CCMS software providers and having checked centre software thoroughly, they confirmed the software was reporting correctly. How can this possibly be? Someone has duff information and it's looking to me like the MyGov website frankly, not the centres. Clearly therefore, assuming you and/or federal government departments are obtaining occupancy data from this system then I would strongly suggest it's

painting a distorted picture of the current situation. Perhaps this is the objective, survival of the fittest, only in child care, it won't be the fittest but the centres with the deepest pockets who will survive. If all this state wants, is purpose-built G7 style centres, then your wish is becoming a reality and fast. But don't take my word for it. Drive around and see just how many city centres display their 'enrolling now' banners. Enrolment occurs mostly in January, not March/April. Or jump on the phone as I did, posing as a parent and see for yourself just how 'easy' it is to secure places. Granted there are pockets of need, but not too many. Hope you'll find this feedback useful.

Newsletter subscription confirmation: False

Information Officer, Information Centre
Department of Planning & Environment | GPO Box 39 | SYDNEY NSW 2001
T 1300 305 695 E information@planning.nsw.gov.au