

PROPOSAL TO CITY OF KARRATHA

**FOR LEASE OF CHILD CARE CENTRE AT
DAMPIER COMMUNITY HUB**

PREPARED BY:
PILBARA PREPARATORY
15TH MARCH 2015



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EXECUTIVE SUMMARY

PILBARA PREPARATORY is pleased to submit this proposal for the operation of a childcare facility at the new Dampier Community Hub, to support City of Karratha in achieving its goal for providing quality child care options for families living in Dampier and Karratha.

PILBARA PREPARATORY is committed to working with our partners to create a well-aligned educational care facility providing access for all children to high quality educational programs.

The Objective

- Provide quality child care – 0 to 12 years
- Increase quality of educational programs within child care facilities
- Align with National Quality Framework
- Create seamless transition
- Support children who need it most

Why is Pilbara Preparatory the right choice for Dampier?

- Fully self-sustainable company, not reliant on Government funding (Financials available on request)
- Competitive child care fees
- Fee structure offered to parents: \$90 (Long day care), \$54 After School Care, \$75 (Before and After school care package). *NB: These proposed fees will be for trial period of 6 months. If successful and results in increased enrolments, these rates will continue. If not successful, LDC rate will return to normal rate of \$112 per day.*
- Child care Rebate and Child Care Benefit approved
- Variety of programs will be available - Long day care 0-5 years, Pre-kindy program, Out of school hours care, Vacation care, Occasional care.
- Currently operating a Pre-kindy and Out of School Hours Program in Dampier
- Well respected in the community and a well-deserved reputation for quality customer service
- Positive relationship with regulators (Dep't for Local Gov't and Communities)
- 2.5 years' experience with Dampier families
- Committed to community involvement
- Strong collaboration with Dampier Primary School, the Community and Families
- Inclusive service that reflects the lives of the children, their families and the cultural diversity of the broader community
- We provide a variety of rich, meaningful, enquiry-based experiences for children and families.
- Bookings and fee structures that reflect the Pilbara's roster based employment conditions.
- Comprehensive suite of policies and procedures in place.
- Commitment to Safety and the Environment embedded in every-day activities.

COMPANY DETAILS

Company name: Lewis Consulting Services (WA) Pty Ltd

Director: Lynda Lewis

Trading name: Pilbara Preparatory – Dampier

Registered Company address: Fleay Gardiner & Associates (Accountants) 117 Beach Road, South Bunbury, WA 6230

Phone: 0400 752 780

Email: manager@pilbarapreparatory.com.au

Company status: Private for-profit

Period of time operating a child care service: 2 years, 2 months

Service approval in place: Long day care

COMPANY PHILOSOPHY

- We enhance children's learning, in a friendly and welcoming environment while encouraging involvement in our community and with respect for the traditional land owners of the Pilbara.
- We encourage positive social skills and behavior's in the children, both individually and in groups, through team work and by endorsing "The voice of the child" where the children's' agency and autonomy are respected.
- We support families on all issues of children's health and learning by promoting healthy eating and good hygiene and by providing children with the best possible safe and healthy learning environment.
- We constantly evaluate and improve on our practice through planning, implementing, recording and reflecting, to ensure that children are receiving a robust and relevant educational experience.

OUR PROPOSAL

Dampier currently has two child centers operating, both offering care to opposite age groups, and both supporting low numbers partly due to the slight economic downturn currently being experienced, and partly because of the demographic of the area. We propose that one child care provider offering quality care for children aged between 0 – 12 years, in a purpose built center would be beneficial to the community and would provide continuity and sustainability for the child care provider and families.

As a result of the previously higher operating costs (ie rent and wages) in the Pilbara, child care fees are traditionally higher than metropolitan areas. The higher child care rates means that parents are reaching their capped child care rebate of \$7500 much sooner than in metropolitan areas. When a child is in full time long day care, a family can expect to lose their child care rebate for 12 weeks of the year, based on current rates charged in Dampier. This puts substantial financial stress on families. We propose to reduce fees, in line with the recent reductions in local rent, availability of rent, and slightly lower wages. From a marketing perspective, we anticipate this will result in a higher number of enrolments drawing families from Karratha and therefore offsetting any reduction in turn over.

We have developed solutions to help families cope with the costs of child care solutions, such as allowing families to cancel care when they are going on leave or have family visiting (up to 4 weeks per year). This not only saves them hard earned cash, but also allows them more time to reach their CCB/CCR cap. We also allow roster based bookings i.e.: Children do not have to attend for the same amount of days each week. We propose to continue our flexible bookings solutions giving families more options and saving them money.

Pilbara Preparatory is committed to long term evaluation of the market and staying ahead of customer satisfaction trends. We have internal documentation, policies and procedures to support the evaluation process and propose to regularly evaluate the community needs and modify our practices when and where required.

Pilbara Preparatory is also committed to on-going engagement within the community. We have in the past supplied qualified child care staff for community events, such as the Comedy night. We support the Dampier Primary school by providing awards and are currently organizing a yearly planner for community and family information days/nights ie: we have an up-coming Sustainability day where families learn how to make sustainable and environmentally friendly products, learn how to make a worm farm, and how to plant a vegetable patch. We propose to continue developing close-knit community links.

We propose Pilbara Preparatory will continue with its excellent training practices for staff which will ensure our staff can ramp up quickly for the new center and realize concrete improvements in programs, customer satisfaction, and sales metrics.

All of the above proposals easily integrates with a wide range of community outcomes and can enable City of Karratha to fully realize the benefits of improved family support throughout the child care sector.

PROPOSED LEASE TERMS:

Lease fee of 3% of Gross income per annum (paid quarterly)

Payment of all outgoings associated with the child care center premises.

Pilbara Preparatory provides, at its own expense, appropriate cleaning hours (approx. 761 hours)

RESPONSIBILITIES OF TENANT/CHILD CARE PROVIDER

- Cleaning of entire Child Care Centre to be provided by Child Care Provider (Pilbara Preparatory)
- Coordinating security access for all Pilbara Preparatory Staff and related contractors.
- Fitting out all loose furniture
- Annual testing of electrical items
- Site cyclone clean up
- Adhering to disability and inclusion plan
- Pest/insect control
- Provide Contents insurance
- Maintenance of internal grounds (inside fenced play areas)

CITY OF KARRATHA RESPONSIBILITIES

- Management of lease agreement
- All planned and unplanned building maintenance of Landlords fixtures
- Building security (managing security system/training tenant on operation of system)
- Fit out of all fixed items
- Fire protection
- Building insurance
- Maintenance of external grounds to front of premises.

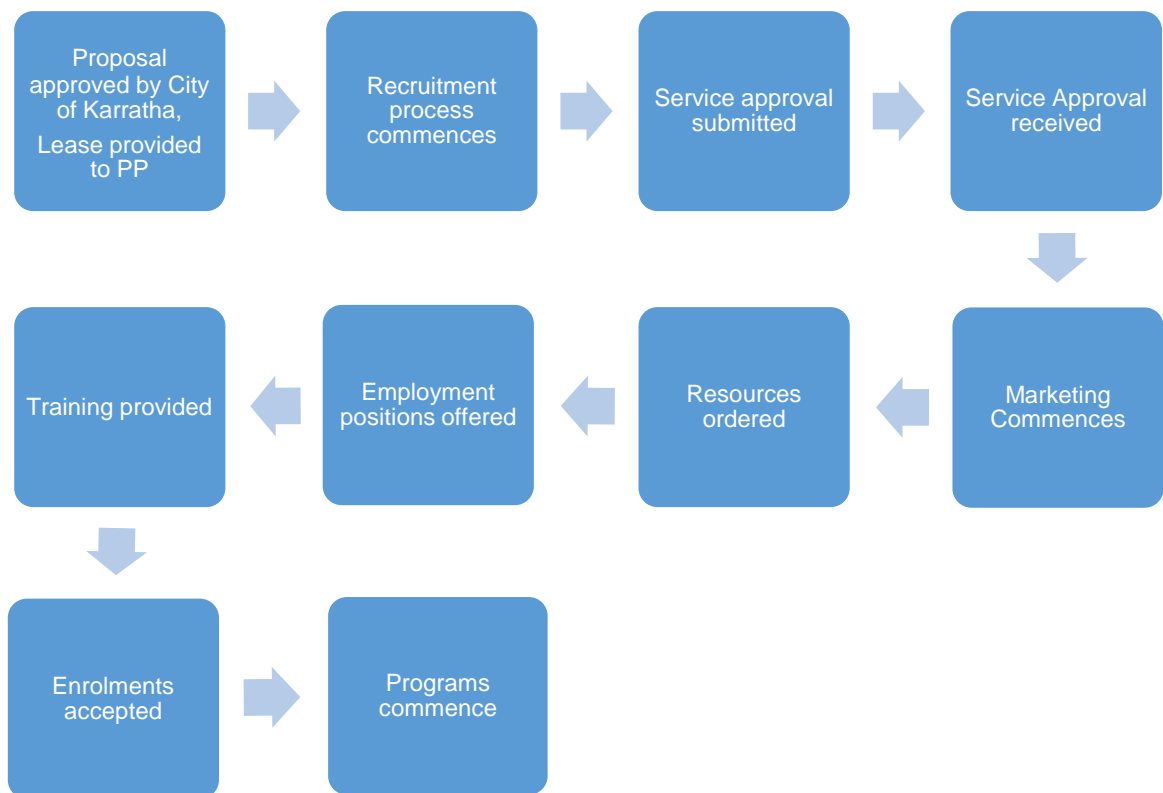
Operational Budget

Source of funds	Estimated (weekly)
Fees for child care (10 x LDC, 10 x School hours, 10 x ASC) per day	\$15075
TOTAL	\$15075
Expenses	
Lease payment	\$459
Utilities	\$673
Wages or salaries	\$8000
Cleaning	\$439
Food (Families provide own)	\$50
Supplies (program)	\$100
Supplies (non-program)	\$200
Maintenance and repairs	\$100
Equipment	\$150
Gardening	\$150
Insurance	\$90
Phone, postage, general office expenses	\$300
TOTAL	\$10711

Execution Strategy

Our execution strategy will incorporate proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables.

FLOW CHART – Project Execution



MARKETING APPROACH

Pilbara Preparatory has been very successful with its previous marketing opportunities, however the business success has been mainly due to its highly regarded reputation. Word of mouth will always be important in a regional area such as the Pilbara.

Suitable marketing opportunities will include:

- Newspaper editorial
- Newspaper advertisements
- Shopping Centre display
- Leaflet drop
- Pilbara Prep Facebook page
- Direct contact with existing parents via our computer program – Kidsoft.
- Pilbara Prep Newsletters
- School Newsletter
- Community Newsletter
- Radio

CONCLUSION

We look forward to working with City of Karratha and supporting your efforts to provide quality child care options for families living in Dampier and Karratha. We are confident that we can meet the challenges ahead, and stand ready to partner with you in delivering an effective child care service.

If you have questions on this proposal, feel free to contact Lynda Lewis at your convenience by email at manager@pilbaraprep.com.au or by phone at 0400 752 780. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration.

Yours sincerely,

Lynda Lewis
Director