

Media Release



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Survey Reveals What Parents Want From Childcare

Family Day Care Australia has surveyed over 850 parents from all over Australia asking them what they wanted for their children from childcare services.

47% of parents cited the need for their children to be in a home environment while 55% of parents said that qualified staff was the primary concern when looking at a childcare service. 42% of parents are also looking for quality assured childcare that is accredited.

Other factors highlighted by parents were that the childcare service had to have a learning curriculum and their children had the same carer all day.

Surprisingly, only 37% of parents were concerned with the cost of childcare.

Linda Latham, CEO of Family Day Care Australia, believes parents may be less worried about cost since the May 2007 Budget when the Child Care Benefit was increased by 10% and parents are now starting to receive their 30% Child Care Rebate.

77% of parents who received Child Care Benefit said that this year's Budget increase in Child care Benefit would really benefit them.

The survey asked parents if the current 30% Child Care Rebate was enough to help them with their childcare costs and a staggering 68% of parents said that it was not.

"Labor's offer of a 50% Child Care Tax Rebate will impress these parents" said Ms Latham.

'The Coalition will draw comfort from the picture the survey paints of parents having little difficulty finding a place,' says Ms Latham.

Just under 50% of parents who applied for childcare were placed straight away and for those put on waiting lists, 33% were placed within less than 3 months.

869 responses parents responded from across Australia including city, regional and rural locations (the majority residing in city suburbs). 57% of these parents have children aged from 0-2 years.

'Family day care is a childcare service where the childcare worker provides care in her own home' says Ms Latham. 'The environment is fully accredited through the National Childcare Accreditation Council and children receive one on one attention in a small home-like environment.'

'100,000 children currently use family day care but unfortunately the service suffers from lack of recognition. Parents often believe that their only choice of childcare is from a centre and don't look for other options. Family day care offers qualified staff, a home environment with small groups and best of all the same carer all day.'

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For further information or to arrange an interview, please contact Julia Teale on mobile 0414 995 309 or via email julia.teale@fdca.com.au.

Family Day Care Australia