

Your News

“ Supporting parents’ ability to choose and then fund their family’s long day care needs.”



**Childcare
Queensland**

CQ FACT SHEET

Childcare Queensland in the News

In order to ensure your voice is heard in the media, Childcare Queensland regularly issues Media Statements and Letters to the Editor to encourage debate and counter attacks on our industry.

We work with a professional public relations consultancy to ensure our message is effectively developed as part of a long term strategy to ensure the language and content of the public debate, that also influences the political environment, recognises the major contribution and requirements of long day care centres in Australia.

Partly as a result of our efforts, child care issues have been a key political issue during the 2007 political election year.

Issues initiated and responded to include:

- The key role long day care centres have in the early learning development of children based on play-based learning.
- The need to support parents’ ability to choose and then fund their young children’s participation in long day care centres through improvements to the Child Care Benefit.
- The requirement for the Government to provide an even playing field for professional centre-based child care centres.
- A call for the Government to distinguish between heavily regulated and monitored centre-based childcare and home-based child care.
- The accurate reporting of child care vacancies and the potential over-supply because of misrepresentation of vacancy figures in the media.
- Calls for more research funding of early learning development techniques.
- The preference of 80 percent of parents to use long day care centres compared to other child care services.
- Establishing a clear definition of the role that private long day care centres provide at the heart of the community for children and their parents and carers.
- The beneficial role that governments can play in the education of childcare staff through funding initiatives.

This is general information provided to Childcare Queensland members, we recommend that you seek professional advice concerning your individual circumstances.

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