

## 8.1 Presentation of CEO report

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### Question from Councillor Voss

Councillor Voss asked what are the initiatives that have been used to increase utilisation of long day care?

### Response

In recent times there has been a dedicated group of Council Officers coming together to respond to the trend of lowering utilisation of Council's Children's services. We have investigated and implemented the following:

- We have explored an automated solution to advise families of available days on a casual or permanent basis. This option has gone live this week following extensive testing.
- We are developing a digital marketing strategy which has required input from a range of council officers to ensure the campaign will be effective. Although it is simple campaign prior to launching it we have found it necessary to review all of our web content which has contributed to a further delay in the digital campaign being launched.

As we have gone about reviewing the children's services utilisation it was apparent that much of our equipment and furniture was tired and no longer fit for purpose. We have ordered new equipment and furniture which will contribute to the visual appeal of the physical setting. There has also been a refresh of the educational assets within the services. These responses are not expected to direct impact utilisation but will impress families visiting our centres.

We have trialled an additional discounted day at our Clarke St Children's Service - the following message was communicated to the families "If your child attends a minimum of 2 days and you are looking to increase an additional day, families are offered a 25% discount on the additional day available until 30 June 2019 (unless extended). The cost of the additional day will be \$97.13 (before CCS)." The initiative had a minimal uptake with only a few families taking on an extra day.

We are planning to roll this trial out to our other centres and run it until the end of the calendar year.