

SERVICE STRATEGY

Service Package Name: Children's Services

Group: Facilities and Services

Section: Community services

STAGE 1 INFORMATION:

1) Service Description

Service/Activity/Function	Outputs	Link to the 2016 Community Strategic Plan
Children's Services Administration Office	Administration Support	4.1.1 Plan and provide facilities, services, and opportunities for children. 3.1.1 Make future provision and deliver services for people with disabilities, their families and carers.
Port Stephens Activity Van	Mobile preschool	4.1.1 Plan and provide facilities, services, and opportunities for children. 3.1.1 Make future provision and deliver services for people with disabilities, their families and carers.
Outside School Hours	Before and After School Care and Vacation Care	4.1.1 Plan and provide facilities, services, and opportunities for children. 3.1.1 Make future provision and deliver services for people with disabilities, their families and carers.
Family Day Care Coordination Unit	Family Day Care	4.1.1 Plan and provide facilities, services, and opportunities for children. 3.1.1 Make future provision and deliver services for people with disabilities, their families and carers.



2) Requirement for PSC to control the service (key drivers for control)

Service/Activity	Is PSC legally required to control the service please list the Act or regulation which specifies that Council must control the service	Is PSC required to financially control the service? please provide evidence as to the driver to financially control the service, ie. revenue generation that allows other specific services to occur	Is PSC required to operationally control the service? Can the service be controlled through either contract, direct labour, partnerships, etc so that PSC controls the level of output and /or has the ability to change the systems that deliver the service?
Children's Services Administration Office	No.	Yes. Port Stephens Council is the Approved Provider and cannot outsource financial control to an external provider.	Yes. Port Stephens Council is the Approved Provider and cannot outsource the operational control of the service to an external provider.
Port Stephens Activity Van	No.	Yes. Port Stephens Council is the Approved Provider and cannot outsource financial control to an external provider. The service generates a surplus which contributes to Port Stephens Council's long term financial plan.	Yes. The service is the only one of its kind in the area and must be operationally controlled by the Approved Provider of the service.



Service/Activity	Is PSC legally required to control the service please list the Act or regulation which specifies that Council must control the service	Is PSC required to financially control the service? please provide evidence as to the driver to financially control the service, ie. revenue generation that allows other specific services to occur	Is PSC required to operationally control the service? Can the service be controlled through either contract, direct labour, partnerships, etc so that PSC controls the level of output and /or has the ability to change the systems that deliver the service?
Outside School Hours/Vacation Care	No.	Yes. Port Stephens Council is the Approved Provider and cannot outsource financial control to an external provider. The service generates a surplus which contributes to Port Stephens Council's long term financial plan	Yes. Council is the Approved Provider of the service and must control the operations directly.
Family Day Care Coordination Unit	No.	Yes. Port Stephens Council is the Approved Provider and cannot outsource financial control to an external provider. The service generates a surplus which contributes to Port Stephens Council's long term financial plan	Yes. Council is the Approved Provider and the service is the only Coordination Unit in the Port Stephens Council LGA, this operational control must be directly by the Approved Provider.



STAGE 2 INFORMATION:

3) Agreed <u>level</u> of service.

Service/Activity/Function	Level of Service	Data January - December 2015 (being the standard year period in the Child Care industry)
Children's Services Administration Office	Customer Service Charter	Office hours 9.00am -4.30pm Monday -Friday
Port Stephens Activity Van	Mobile preschool 1. Four Preschool sessions per week 2. 40 weeks per year 3. 5.5 hours per session 4. Children aged 3-5 years 5. Licenced for 20 children per session	Average attendance per session = 12.35 children (3 sessions per week for January – June 2015 then 4 sessions per week from July – December) Total childcare positions filled = 1,679 Families = 38
Raymond Terrace Before and After School Care	Before and After School Care 1. 41 weeks per year 2. AM session 2 hrs 3. PM session 3 hrs 4. Children aged 4-13 years Licenced for 55 children per session	Average attendance: AM session = 24 PM session = 49 Total childcare positions filled = 14,316 Families = 111
Medowie Before and After School Care	Before and After School Care 1. 41 weeks per year 2. AM session 2 hrs 3. PM session 3 hrs 4. Children aged 4-13 years Licenced for 45 children per session	Average attendance: AM session = 39 PM session = 39 Total childcare positions filled = 15,193 Families = 102
Raymond Terrace Vacation Care	Vacation Care 1. 9 weeks per year 2. 11 hrs per session 3. Children aged 4-13 years Licenced for 50 children per session	Average attendance per session = 30.3 Total childcare positions filled = 1332 Families = 103



Medowie Vacation Care	Vacation Care 1. 9 weeks per year 2. 11 hrs per session 3. Children aged 4-13 years Licenced for 60 children per session	Average attendance per session = 26.7 Total childcare positions filled = 1228 Families = 88
Port Stephens Family Day Care Coordination Unit	Family Day Care 1. Children aged 0-13 years 2. No limit on number of Educators 3. Maximum 4 children under school age with each Educator	Number of Educators registered = 78-86 Total childcare positions filled = 10,643 Families = 419
Newcastle Family Day Care Coordination Unit	Family Day Care 1. Children aged 0-13 years 2. Maximum number of Educators =30 3. Maximum 4 children under school age with each Educator	Commenced January 2016 Number of Educators registered = 27
COMBINED TOTALS 2015		Number of childcare positions filled = 44,391 Number of families using services = 861

4) Resources 2015 -2016 (Data from December 2015 Budget Review)

Operating Expenditure	Children's Services Administration	\$233,575
	Port Stephens Activity Van	\$147,674
	Outside School Hours:	
	Raymond Terrace Before and After School C	Care \$186,564
	Medowie Before and After School Care	\$176,521
	Vacation Care	\$171,743
	OOSH Total	\$534,828
	Family Day Care Coordination Unit:	
	Newcastle	\$135,076
	Port Stephens	\$282,978
	FDC Total	\$418,054
	Total for Children's Services	\$1,334,130
Capital Expenditure	Nil	



Income	Children's Services Administration		Nil
	Port Stephens Activity Van		\$201,323
	Outside School Hours:		
	Raymond Terrace Before and After School Care	\$323,000	
	Medowie Before and After School Care	\$332,000	
	Raymond Terrace Vacation Care	\$100,236	
	Medowie Vacation care	\$ 88,207	
	OOSH Total		\$843,443
	Family Day Care Coordination Unit:		
	Newcastle	\$127,500	
	Port Stephens		
	FDC Total		\$631,000
	Total for Children's Services	\$	1,675,766
	Surplus Generated		\$341,131
	Equals 20.4% of income		
Staffing (EFT)	Children's Services Administration	3.19	
	Port Stephens Activity Van	1.71	
	Outside School Hours	3.87	
	Family Day Care	3.95*	
Additional casual staff to	Eight to ten casuals across all services		
backfill for absent face to face Educators and to meet ratios in Vacation Care	Average EFT for 12 months	2.17	

^{*}Based on structure commenced 1 February 2016

5) Key metrics/KPIs that will be used to measure delivery of the service against the market.

Service/Activity	Key Metrics Eg. financial cost for specified service level
Children's Services Administration Office	 Service Assessment against National Quality Framework Customer satisfaction Accessibility of service
Port Stephens Activity Van	 Service Assessment against State Childcare Regulations Customer satisfaction Affordability against local market Accessibility of service
Outside School Hours	 Service Assessment against National Quality Framework Customer satisfaction Affordability against local market Accessibility of service



Service/Activity	Key Metrics Eg. financial cost for specified service level
Family Day Care Coordination Unit	 Service Assessment against National Quality Framework Customer satisfaction Affordability against local market Accessibility of service

6) Emerging Trends

Service/Activity	Emerging Trends Eg. Technology; impending changes to legislation; workforce changes	Issues associated with the emerging trend	Opportunities associated with the emerging trend
Children's Services Administration Office	Customer demand for on-line services	Capability of Council website	Reduction in administrative workload
Port Stephens Activity Van	Future funding will be linked to service delivery for "equity" children i.e. 4 year old, low income, and Aboriginal and Torres Strait Islander children	Families' expectation of access to preschool positions for 3 year olds in contrast to pressure from the funding body to increase fees for "non-equity" children	Two mobile sessions are conducted in areas with a high demographic of "equity" children. There is a possibility of increasing future funding by attracting increased attendance of this demographic
Outside School Hours	Increased demand for outside school hours child care.	Existing venues do not meet the new standards required to provide additional childcare places.	Possibility of increasing future revenue through increasing childcare positions provided.
Family Day Care Coordination Unit	Educator access to the web based Harmony program to register attendances of children and lodge claims for Child Care Subsidy	Cost to Educators of the program.	Reduction in the administrative workload which may allow future reductions in staff levels.



STAGE 3 INFORMATION:

7) Alternate Service Delivery Options:

Options	Relevant Function/Activity	Details, issues and implications using key metrics
Sharing services and resources with other councils	Children's Services Administration Office	Not a suitable option given the onsite and daily support role that the Administration office provides to the Approved Services.
	 2) Port Stephens Activity Van 3) Outside School Hours 4) Family Day Care Coordination Unit 	 2) Services are provided under an agreement with the state government. Port Stephens Council as the Approved Provider is the sole responsible agent for the operation of the services and cannot delegate this responsibility. 3) As above
		4) As above
Strategic relationships eg. Hunter Councils	 Children's Services Administration Office Port Stephens Activity Van Outside School Hours Family Day Care Coordination Unit 	 Not a suitable option As above As above As Above
'Arms length entities' to manage the service	1) Children's Services Administration Office 2) Port Stephens Activity Van 3) Outside School Hours 4) Family Day Care Coordination Unit	 Not a suitable option given the onsite and daily support role that the Administration office provides to the Approved Services. Not an option as Port Stephens Council is the Approved Provider As above As above



Options	Relevant Function/Activity	Details, issues and implications using key metrics
Joint ventures or public private partnerships (PPP's)	1) Children's Services Administration Office 2) Port Stephens Activity Van 3) Outside School Hours 4) Family Day Care Coordination Unit	 Not an option Not an option as Port Stephens Council is the Approved Provider As above As above
Community run services or enterprises	1) Children's Services Administration Office 2) Port Stephens Activity Van 3) Outside School Hours 4) Family Day Care Coordination Unit	 Customers do not see this as a preferred option. As above As above As above
Outsource service or activities to external providers	1) Children's Services Administration Office 2) Port Stephens Activity Van 3) Outside School Hours 4) Family Day Care Coordination Unit	 Not a suitable option given the onsite and daily support role that the Administration office provides to the Approved Services. Not an option as Port Stephens Council is the Approved Provider As above As above
New business enterprises to generate additional income	1) Children's Services Administration Office 2) Port Stephens Activity Van 3) Outside School Hours 4) Family Day Care Coordination Unit	 None identified None identified The Principal of Fern Bay School has discussed the possibility of a council managed service being provided from the new Fern Bay Hall which is due for completion in 2016. It is suggested that a Business Plan be developed to determine viability based on customer demand. None identified



Options	Relevant Function/Activity	Details, issues and implications using key metrics
Other	 Children's Services Administration Office Port Stephens Activity Van Outside School Hours Family Day Care Coordination Unit 	 None identified None identified None identified None identified



8) Internal Efficiency Options:

Activity	Outline suggested options
Organisational structure	In order to mitigate the loss of operational subsidy which took place in July 2015 the Family Day Care staff level has been reduced from 5.72 to 3.95 EFT.
	In order to create the possibility of applying for operational subsidy the existing Newcastle/Port Stephens Family Day Care Service has been divided into two individual services. The two new services will operate from January 2016 and will be called Newcastle Family Day Care and Port Stephens Family Day Care. Being classified as regional, the Port Stephens Family Day Care Unit may be eligible for up to \$220,000 in operational funding over the next 18 months.
	Improve office administration functions by having all administration officers report to the Children's Services Co-ordinator. The current structure has two administration officers reporting to the Children's Services Co-ordinator and one administration officer reporting to the Family Day Care Managing Co-ordinator. All administration officers are located in the same office and undertake the same functions. Creating a discrete administration unit will improve functionality and support efficiencies through centralised planning of work flow. The provision of a seamless administration service is likely to improve the customer experience. The position affected by this proposal is currently vacant and therefore the proposal would not change the work conditions for any existing staff member.



Activity	Outline suggested options
Processes, procedures, work practices and tools	The Before and After School Care re-enrolment process was improved for 2016. The new process reduces the paperwork required from families and has improved the experience for customers.
	In establishing Newcastle Family Day Care the service has been provided access to a web based childcare administration system. This system will eventually be made available to established services such as Port Stephens Family Day Care. This system has the potential to reduce administration workload for the office and also simplify the process for Family Day Care Educators.
	The Family Day Care team reviewed and simplified the process of Educator Orientation. This significantly reduced the Coordinator time required to complete the process.
	In addition to this the Children's Services team will continue to look for methods to increase efficiencies or reduce costs.
Optimise or reduce resource usage	The decrease in Family Day Care positions from seven to five has reduced the number of work stations and computer devices required.
Optimise staff productivity	By agreement the work hours of the two Mobile Pre-school staff were annualised from July 2015. This enabled the service to increase the number of weekly preschool sessions from three to four, thus improving accessibility for customers and enhancing service eligibility for funding.
Regulatory controls	None identified.
What transactions can be completed on-line? What information can be available on-line?	The upgrade in Council's website has improved the information available for families, has made online queries an option, and provided access to forms for download. This will lead to improved accessibility for families and a decrease in administrative workload.
	Consultation is occurring with Information Services to develop on-line enrolment capacity and on-line real time availability of childcare positions.
Other	None identified.



9) Funding Efficiency Options:

Activity	Outline suggested options
Consider opportunities for shifting costs of services to other levels of government, for example charging government agencies for services or facilities provided by the council.	None identified.
Add or modify user charges	In July 2015 Family Day Care increased the family levy charge by 35%. This decision was taken in response to the withdrawal of operational subsidy. It is projected this significant increase will recoup an additional \$125,000 in the current budget year and help offset the loss of operational subsidy. This increase however puts the Family Day Care fees at the higher end of the market. Pursuing further increases to user fees beyond what the market will bear would likely be detrimental to the service. Through the Operational Support program the state government provided a consultant to work with Port Stephens Activity Van in developing a Business Plan. Changes in government funding policy were likely to result in decreased funding for this service. Resultant changes in service delivery will underpin the ongoing viability of this service. A revised fee structure will be implemented from July 2016. The new fee structure has the aim of encouraging utilisation of the service by "equity children" i.e. the children who attract additional government subsidy.
Explore ways to increase usage of services to increase income from user charges	In July 2015 the number of weekly mobile preschool sessions was increased from three to four. This was achieved by annualising staff hours and did not create increased service delivery costs. This change increased projected attendances and fee income for 2015-16 by 33%. A Children's Services marketing plan has been developed to promote services and attract additional customers. Actions in the plan are monitored through the collection of data, and outcomes graphed through lead indicators.
Other	None identified.



10) Benchmarking Data

Service item	Benchmarking Details (cost per service standard)	
Council Service	Council Fee	Other Providers
Port Stephens Activity Van: Range of fees per mobile pre- school session	\$15.00-\$36.00	\$12.00-\$36.00
Before and After School Care: Morning session Afternoon session	\$16.60 \$18.10	\$14.00-\$18.35 \$16.00-\$24.30
Vacation Care: Daily Fee	\$67.60	\$42.00-\$71.00
Family Day Care:		
Educator Levy	\$12.60 per week	\$12.00-\$38.50
Family Levy	\$1.25 per hour per child	\$0.55-\$1.20
Enrolment Fee	\$66.00	\$30-\$66
Orientation Fee	\$300.00	\$150.00-\$360.00

STANDARDS FOR SERVICE DELIVERY

The key metrics used to measure the delivery of the individual services against the market were: Service assessment against National Quality Standards and National Regulations Customer satisfaction

Affordability within the local market

Accessibility of service type within the local market

The findings of the Sustainability Review have identified the following metrics for each service type.

SERVICE COMPONENT	METRIC	RESULT
Children's Services Administration Office	Quality	The Administration service is assessed as a component of National Quality Standards for each service type and is rated as "Meeting National Quality Standards".
	Customer Satisfaction	67% Very Satisfied 28% Satisfied
	Accessibility	The office provides face to face, telephone and online support.
Port Stephens Activity Van	Quality	Consistently meets State government standards for licensing. Not currently in scope for National Standards.
	Customer Satisfaction	77% Very Satisfied 23% Satisfied
	Affordability	Fees are at the middle of the local market range
_	Accessibility	Only mobile pre-school in LGA



Outside School Hours Care	Quality	Assessed as "Meeting National Quality Standards"
	Customer Satisfaction BASC	85% Very Satisfied 15% Satisfied
	Customer Satisfaction VC	76% Very Satisfied 24 % Satisfied
	Affordability	Fees are at the middle of the local market range
	Accessibility	This is the only Outside of School Hours services in the Raymond Terrace and Medowie areas.
Family Day Care	Quality	Assessed as "Exceeding National Quality Standards"
	Family Satisfaction	63% Very Satisfied 26% Satisfied
	Affordability	Fees are at the high end of the local market range
	Accessibility	Only Family Day Care unit in Port Stephens local government area

IMPLICATIONS OF OPTIONS:

Option	Implication for other Service areas (eg those involved in the end to end process)	Resource Implications			
		Staff	Financial (nominate what will happen to the savings 1) Hand back 2) reinvest in an already endorsed program of work?	Asset	
Administration officer positions to report to the Children's Services Coordinator and provide an internal service agreement to Licenced Services.	Nil	One position from Family Day Care (currently vacant) will be affected.	None	none	



SUMMARY OF OPTIONS:

Option 1	Details	Prioritisation (refer matrix)
Continue on, however seek to continuously improve the service	The Children's Services team is committed to providing a quality service which is valued by customers and delivered at a price they are willing to pay. The team will continue to seek improvements on an ongoing basis.	High

Option 2	Details	Prioritisation (refer matrix)
Change the way the service is delivered (ie. process or supplier improvement)	The manner of service delivery is defined by the childcare regulatory parameters. Changes to processes are continuous in this industry as are external quality assessments by the regulator and funding bodies.	Low

Option 3	Details	Prioritisation (refer matrix)
Spin off or restructure	A restructure for Family Day Care occurred in 2015 resulting in reductions in staff numbers and associated costs. No further changes can be made at this time as regulations dictate the level of coordination required to ensure compliance with standards.	High
	A further minor change to the structure is recommended to have all Administration Officers in the Team report to the Children's Services Coordinator and provide a coordinated administration service to all licenced services. This results in a change in reporting to one Administration Position.	



Option 4	Details	Prioritisation (refer matrix)
Cease the service altogether	Ceasing one or all of the services altogether is not recommended. There is significant reputation and financial risk in ceasing to deliver the existing programs. All programs are well used by the community (861 families using the programs); are highly valued by customers (98 % satisfaction rate overall) and produce a financial return to Council (2015-16 the programs are budgeted to deliver a surplus of \$341,635 to Council).	Low

RECOMMENDATION:

Service	Details	Net One off costs/savings	Recurrent costs/savings
Children's Services Administration Office	Endorse the Administration Services team to continue to provide this service to customers while continuously seeking improvements to ensure it is run in the best way possible at the best value for money. Endorse the change in reporting structure to have the three administration officer positions report to the Children's Services Co- ordinator	Nil	Nil
Port Stephens Activity Van	Endorse the Mobile Services team to continue to provide this service to customers while continuously seeking improvements to ensure that it is run in the best way possible at the best value for money.	Nil	Nil



Service	Details	Net One off costs/savings	Recurrent costs/savings
Outside School Hours	Endorse the Outside School Hours team to continue to provide these services to customers while continuously seeking improvements to ensure they are run in the best way possible at the best value for money.	Nil	Nil
Family Day Care Coordination Unit	Endorse the Family Day Care team to continue to provide these services to customers while continuously seeking improvements to ensure they are run in the best way possible at the best value for money.	Nil	Nil

Completed by: Lynette Fitz Henry

Position: Children's Services Coordinator

Review Team involved: Steven Bernasconi Manager Community Services

Tracey Sweetman Family Day Care Managing Coordinator

Karyn Powter Outside School Hours Coordinator

Darlene Edwards Mobile Services Nominated Supervisor

Date: 21/1/16