

Australian Childcare Alliance Parent Survey 2014

Survey Aims

To determine the attitudes of parents whose child/children attend long day care centres by measuring:

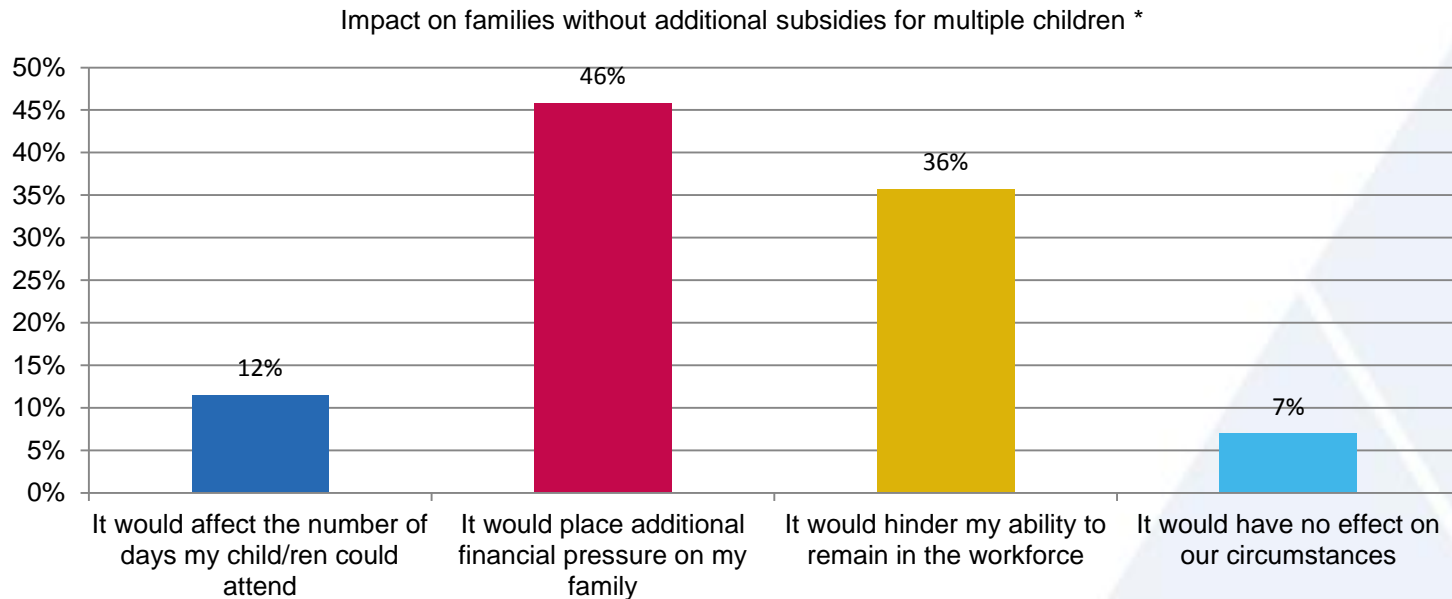
- The importance of quality in childcare
- The impact of childcare cost on usage of childcare
- The impact of childcare cost in relation to workforce participation
- Preferred financial support from the government
- Opinions on Productivity Commission Draft Report

Research Methodology

- 2,625 respondents across Australia of parents whose child/children attend a long day care centre
- 63% of respondents had at least 1 child attending a childcare or OSH program
- The survey was conducted between 11 August – 20 August 2014
- Variation of +/-1% in reported percentages are due to rounding

Key Findings

46% of respondents indicated that if there were no additional subsidies for multiple children, it would place additional financial pressure on their family while. 36% also indicated that it would hinder their ability to remain in the workforce.



*Respondents can choose more than one answer

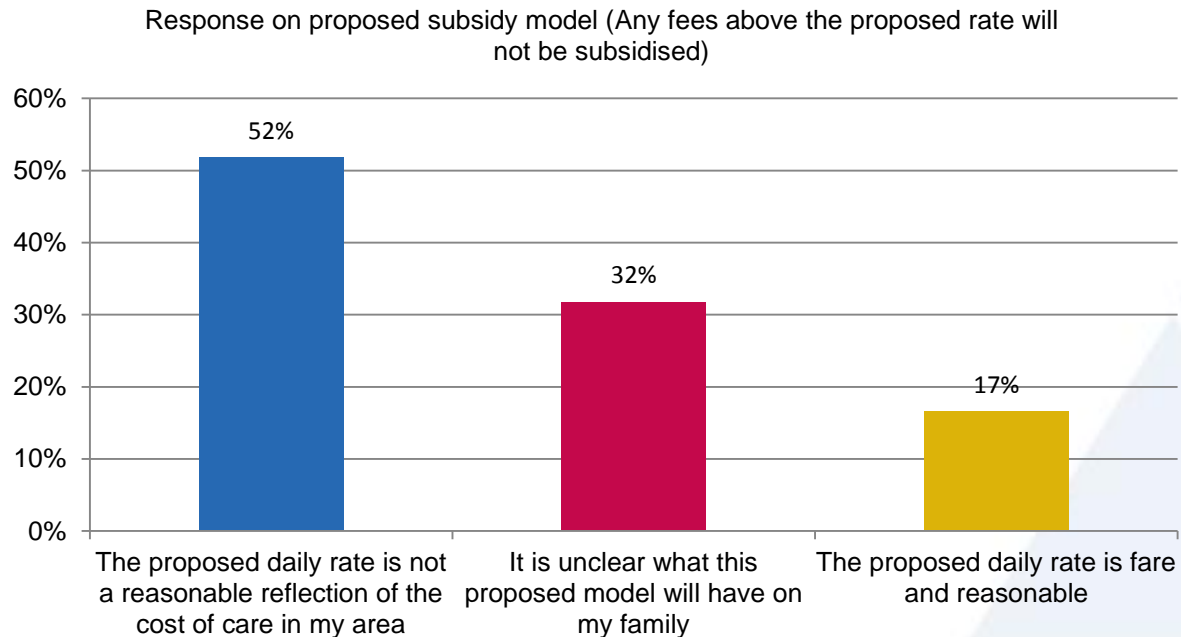
Key Findings

Respondents indicated that the number one factor that influences their choice to use a childcare centre over other care options is that they consider childcare as an opportunity for their child to interact with other children

Factor	Rank
I consider childcare as an opportunity for my child to interact with other children	1
I consider childcare provides a quality education and care experience	2
No family options were available when care was needed	3
I have concerns about lesser or non-regulated care	4
Other education and care options do not provide the hours my family needs	5

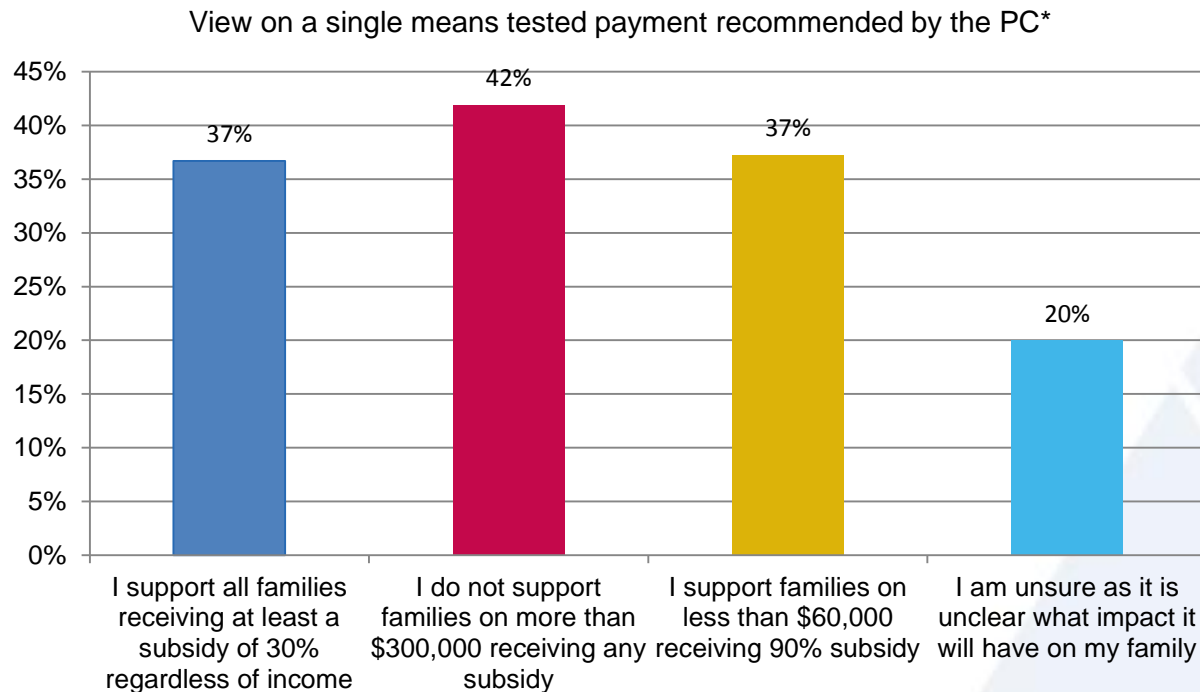
Key Findings

52% of respondents indicated that the proposed daily rate is not a reasonable reflection of the cost of care in their area



Key Findings

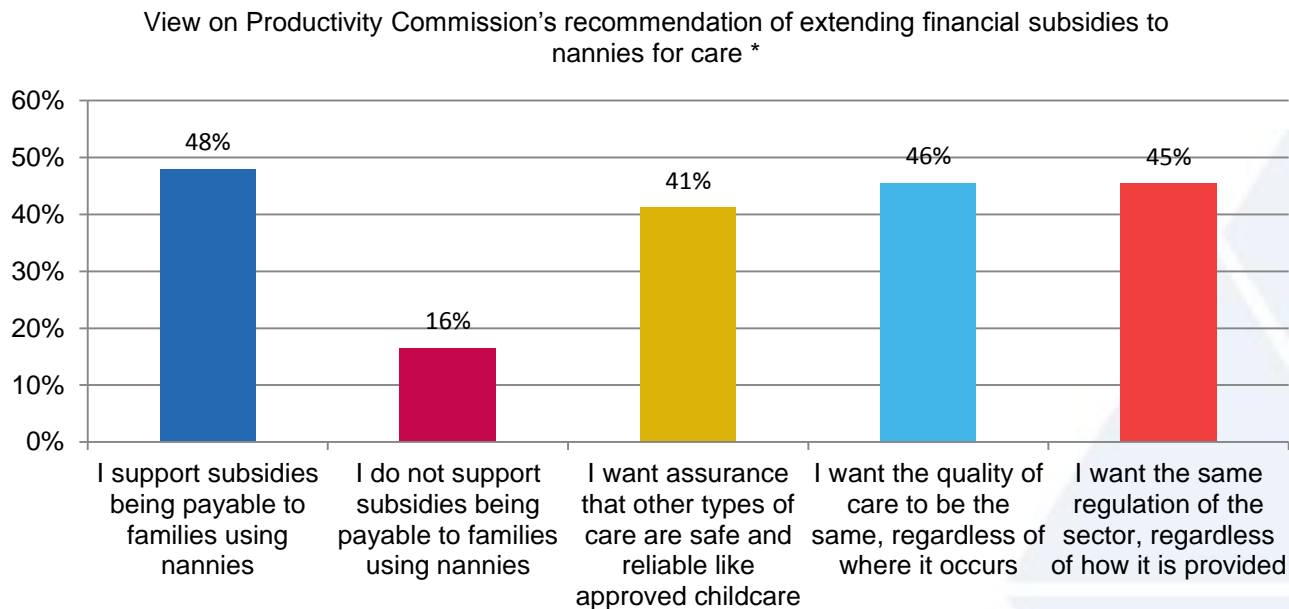
42% of respondents indicated that they support a 30% subsidy regardless of family income



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Key Findings

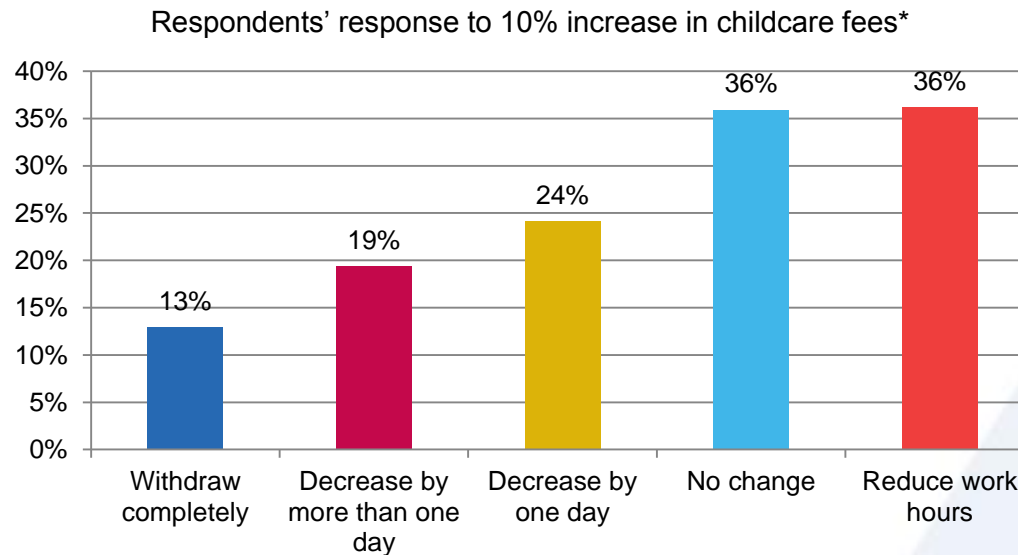
46% of respondents indicated that they want the quality of care to be the same regardless of the setting (i.e. childcare, nannies etc) while 16% indicated that they do not support subsidies being payable to families using nannies



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Key Findings

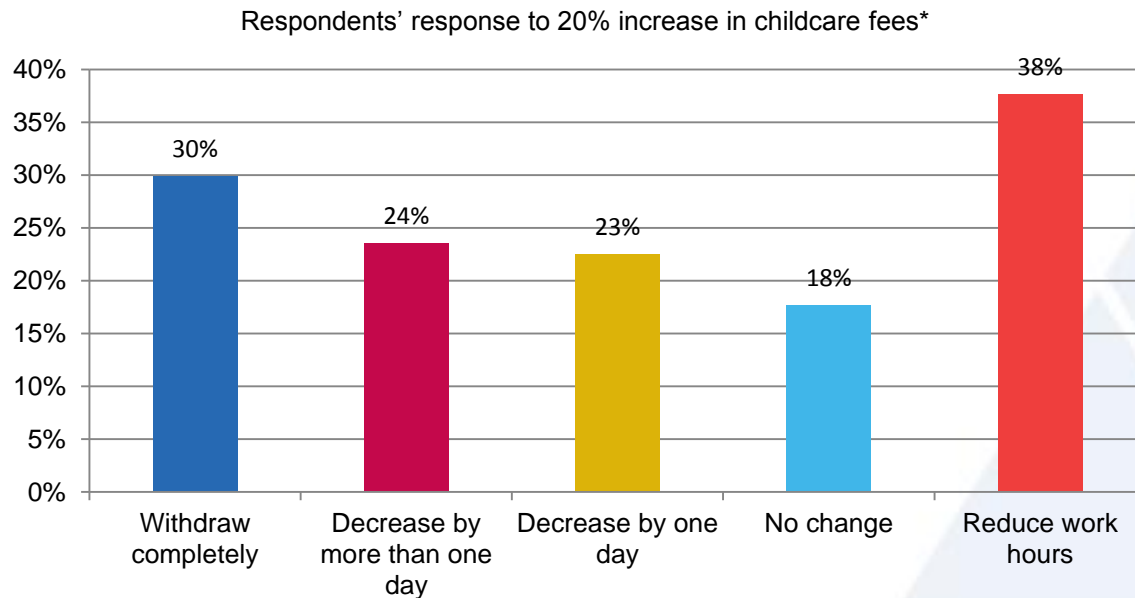
36% indicated that if changes to out of pocket childcare fees increases by 10%, they would reduce work hours while 13% indicated that they would withdraw their child/children from childcare completely.



*Respondents can choose more than one answer

Key Findings

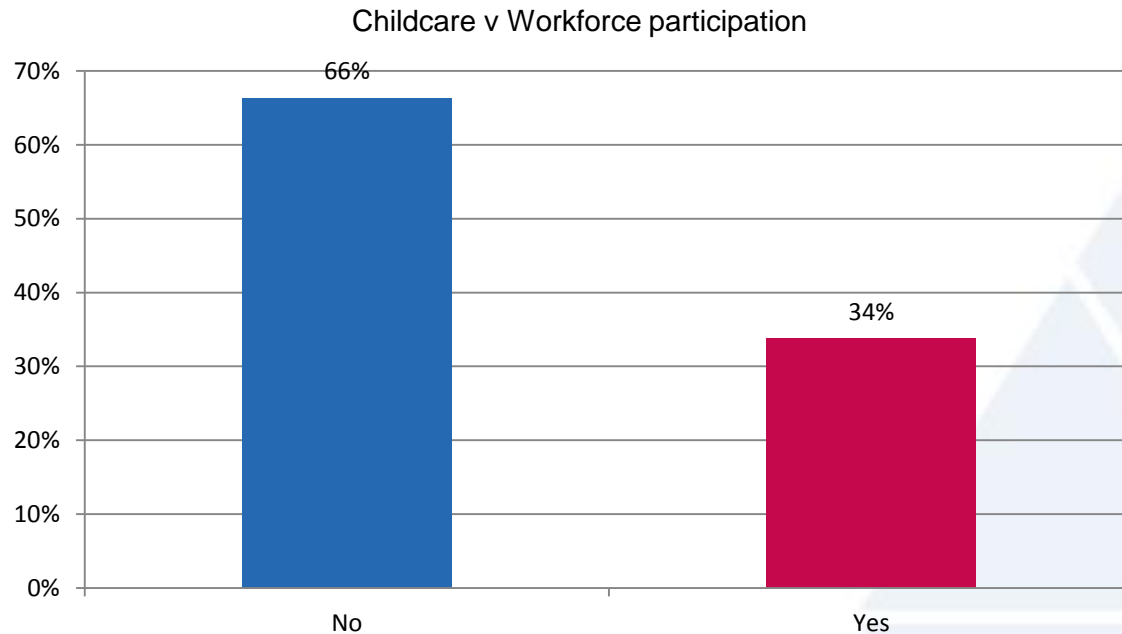
38% indicated that if changes to out of pocket childcare fees increases by 20%, they would reduce work hours while 30% indicated that they would withdraw their child/children from childcare completely.



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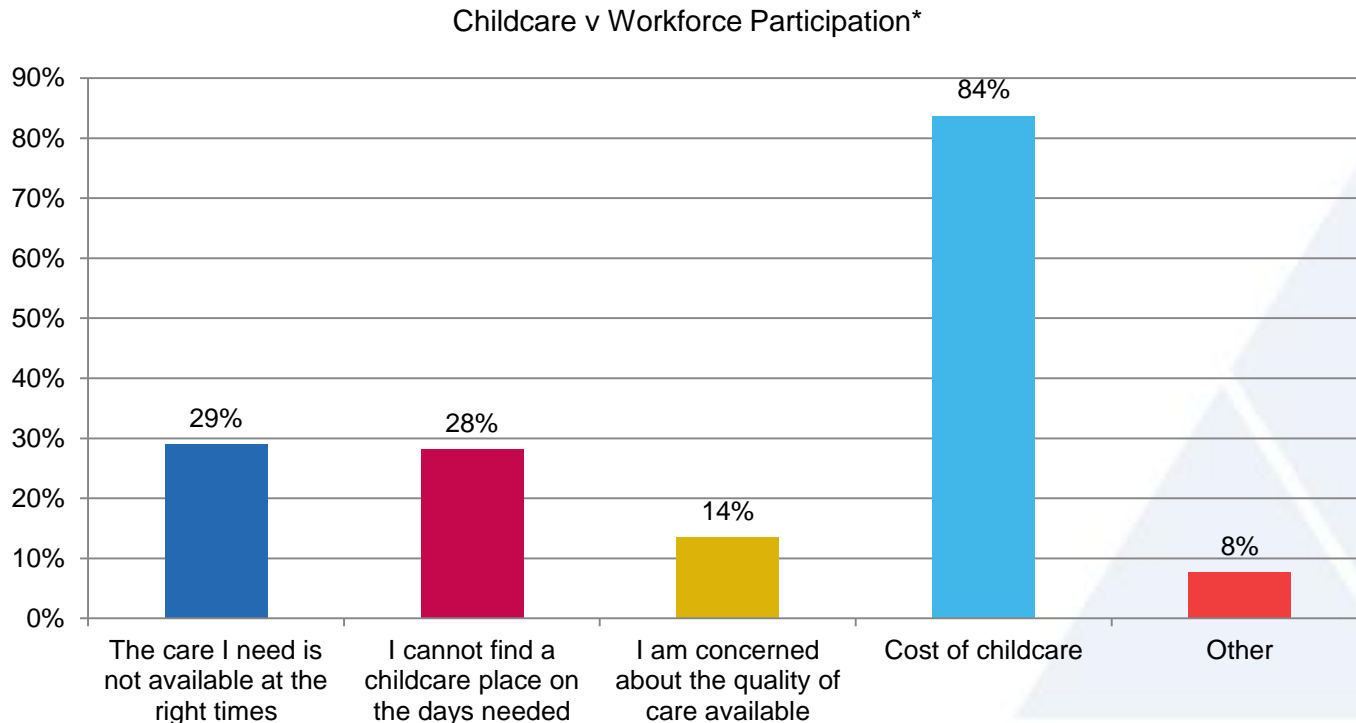
Key Findings

66% of respondents indicated that childcare related issues are preventing them from participating in the workforce or undertaking further study



Key Findings

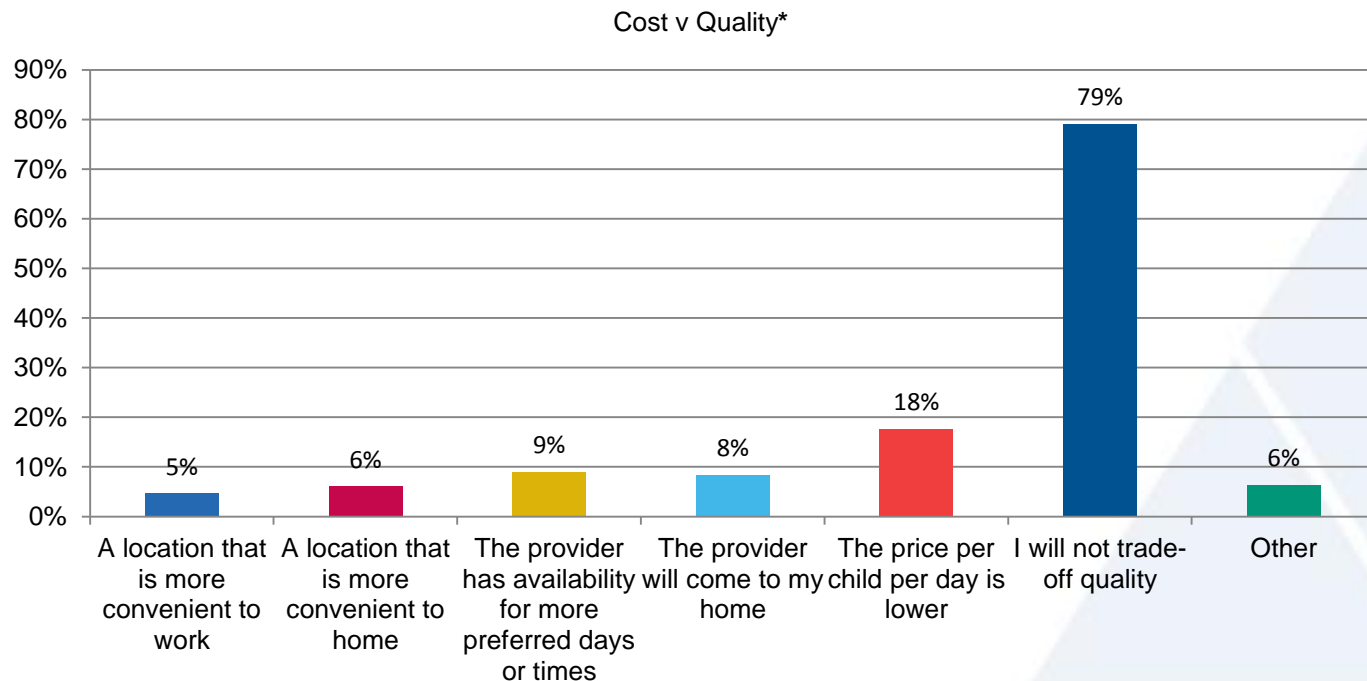
84% indicated that the cost of childcare was the main barrier to work and study.



*Respondents can choose more than one answer

Key Findings

79% indicated that they will not trade off quality of care for a lower cost and lesser regulated quality of service



*Respondents can choose more than one answer

Key Findings

Almost 30% of respondents indicated that they will be unable to pay for their childcare fees under the new proposed work, study and training test

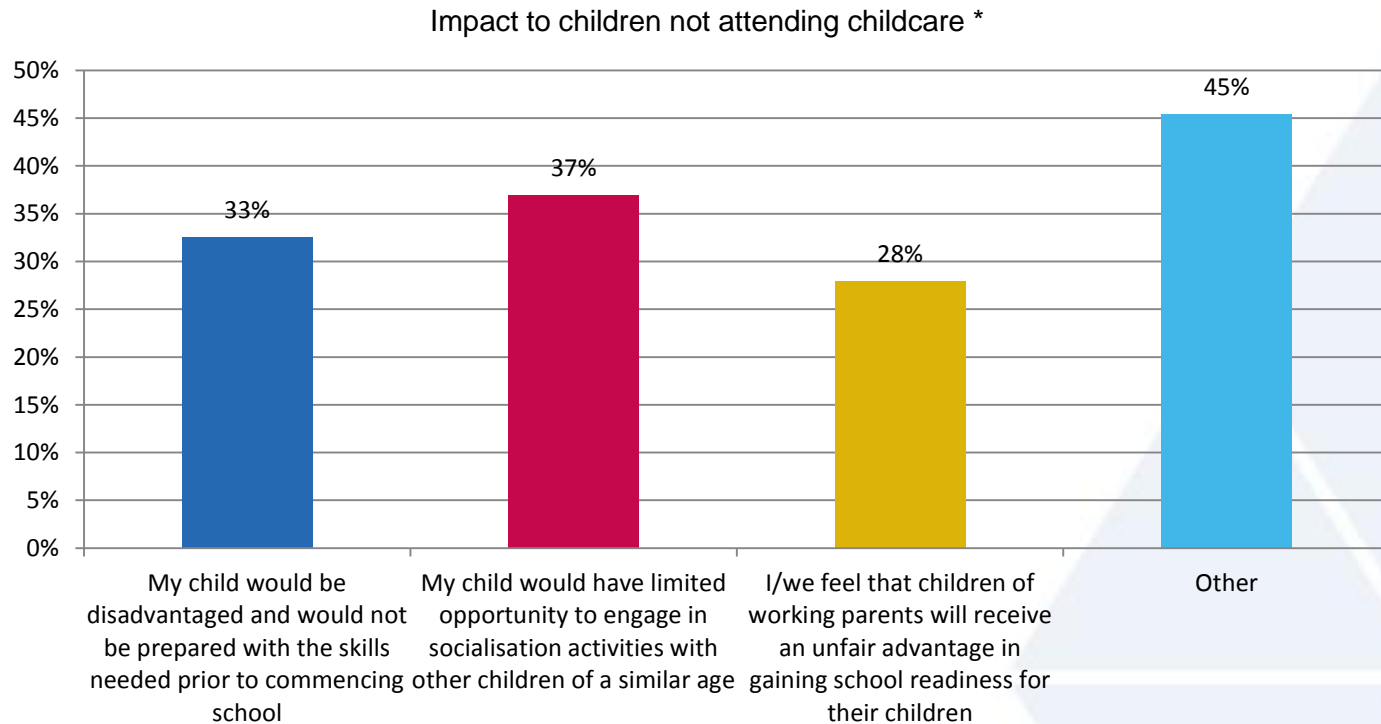
Impact of PC recommendation that subsidy should be removed for parents not meeting the 24 hours work, study and training test. *

Statement	Result
I/we would be unable to pay the full daily fees for my child	28%
I/we would need to participate in additional work, study or training	14%
I/we would need to use grandparents and/or other family instead of formal care	15%
I/we would need to find more regular hours to meet the test	7%
I/we would need to find permanent work rather than casual to provide certainty in meeting the test on a fortnightly basis	8%
I/we would need to stop my volunteer/community work and participate in additional work, study or training	5%
I/we would be unable to meet this test due to ongoing health issues, disability or personal circumstances	2%
Other (please specify)	52%

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Key Findings

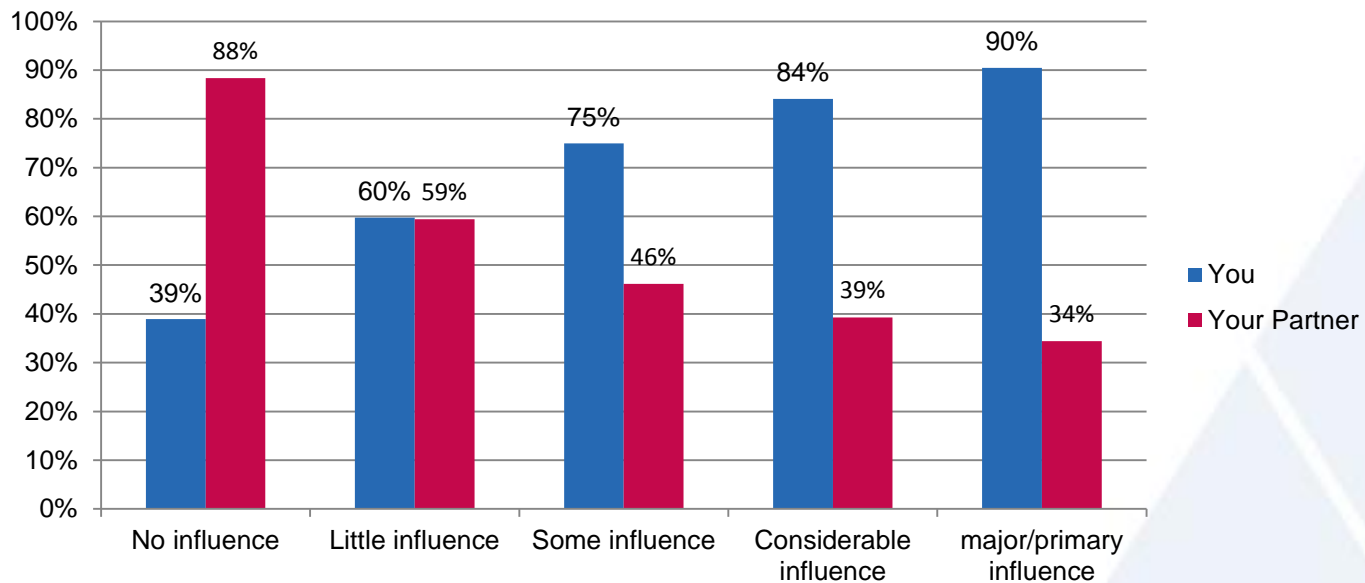
37% indicated that their child would have limited opportunities to engage in socialisation activities with other children of a similar age if they were to withdraw their child from childcare



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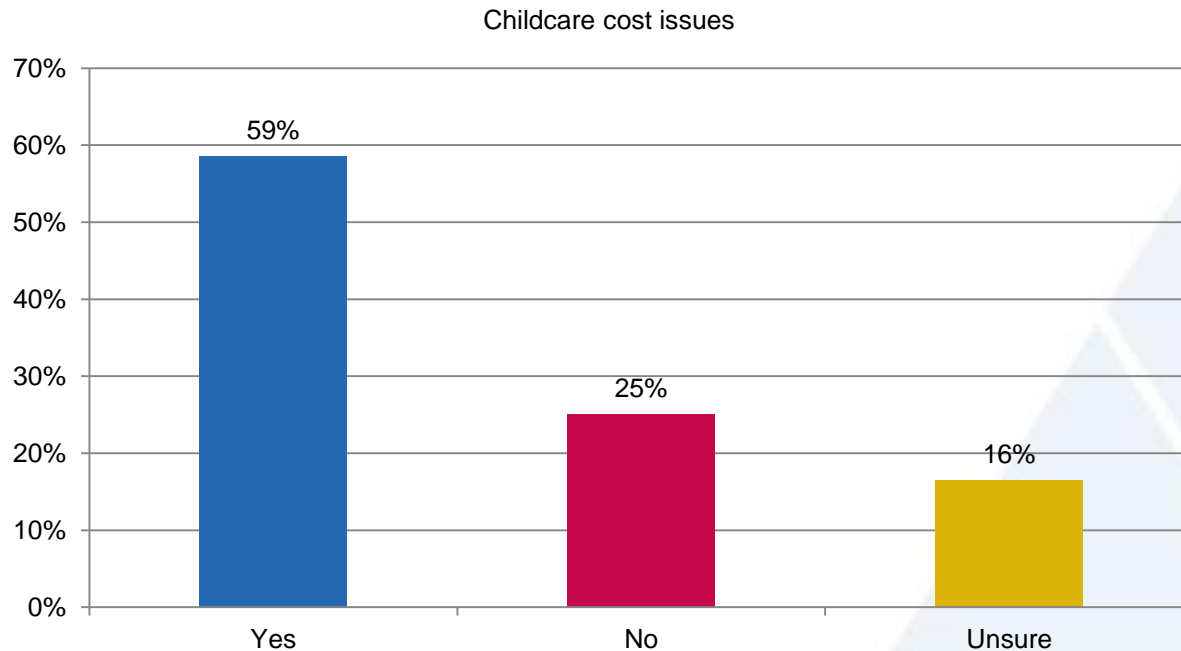
Key Findings

Influence of childcare on workplace participation:



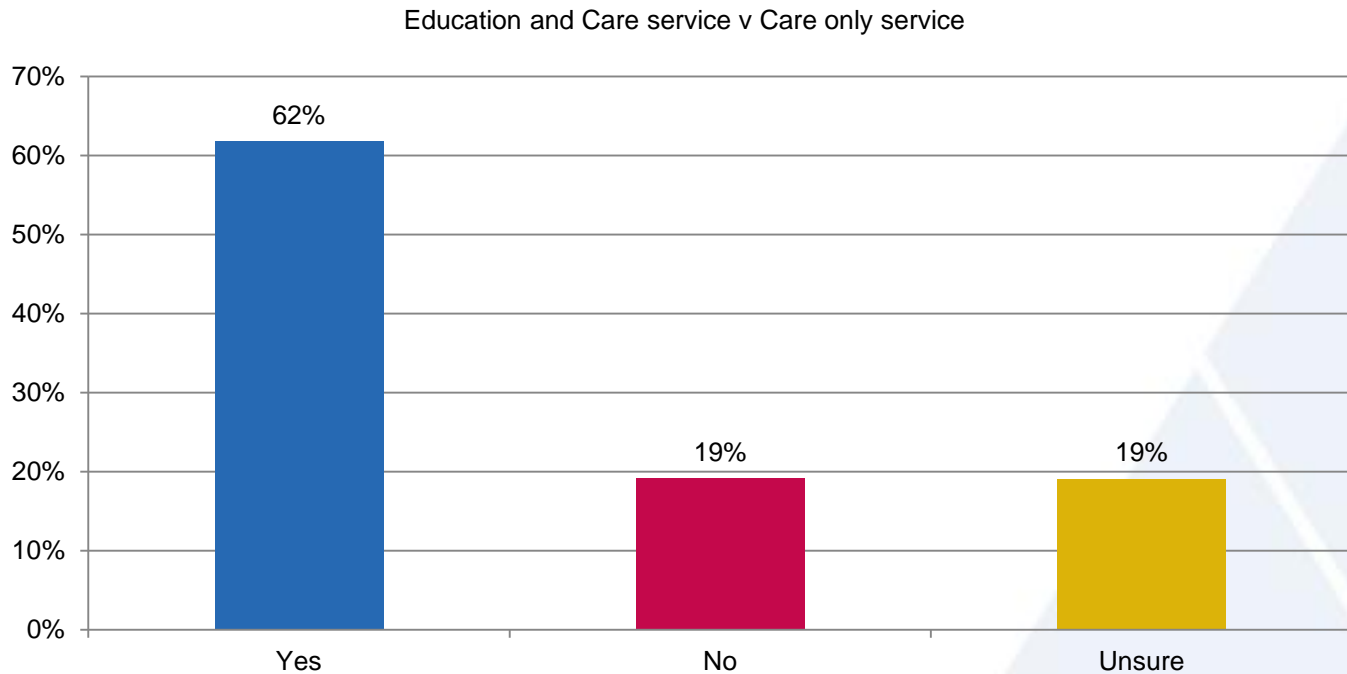
Key Findings

59% indicated that they would use more childcare if cost were not an issue

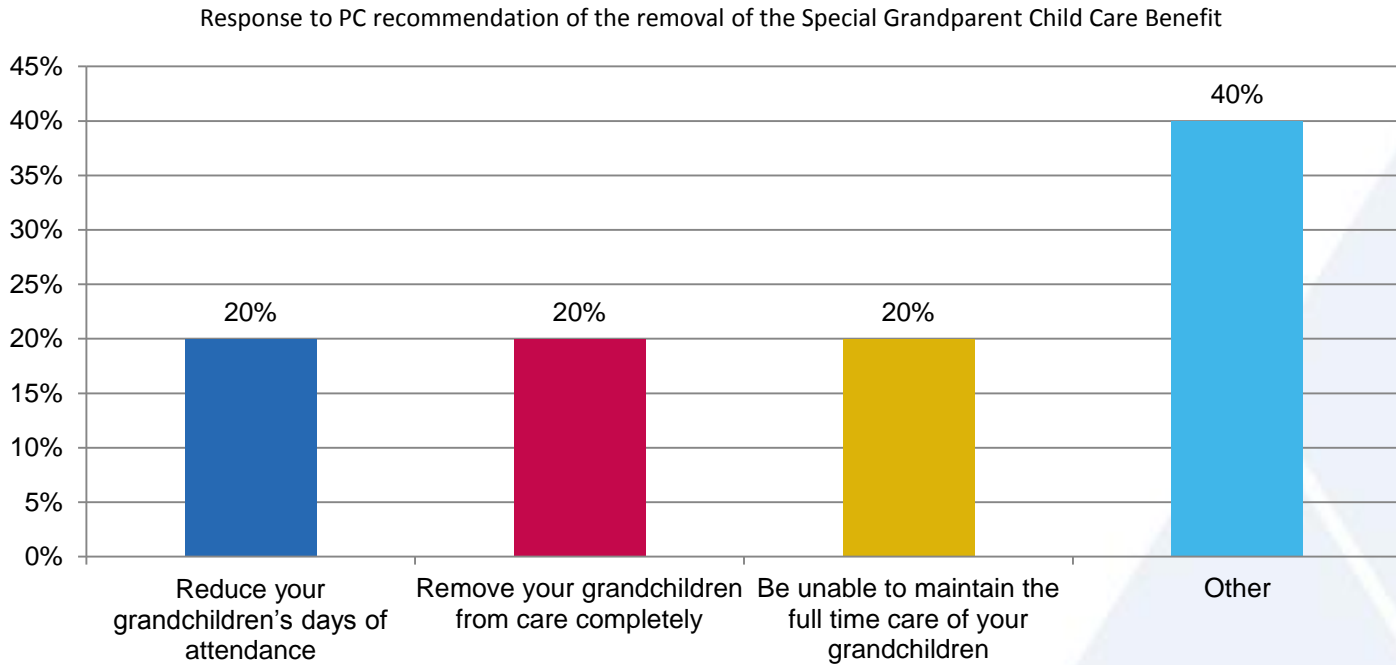


Key Findings

62% indicated that they are willing to pay more for a service that offers Education and Care than a service that provides Care only



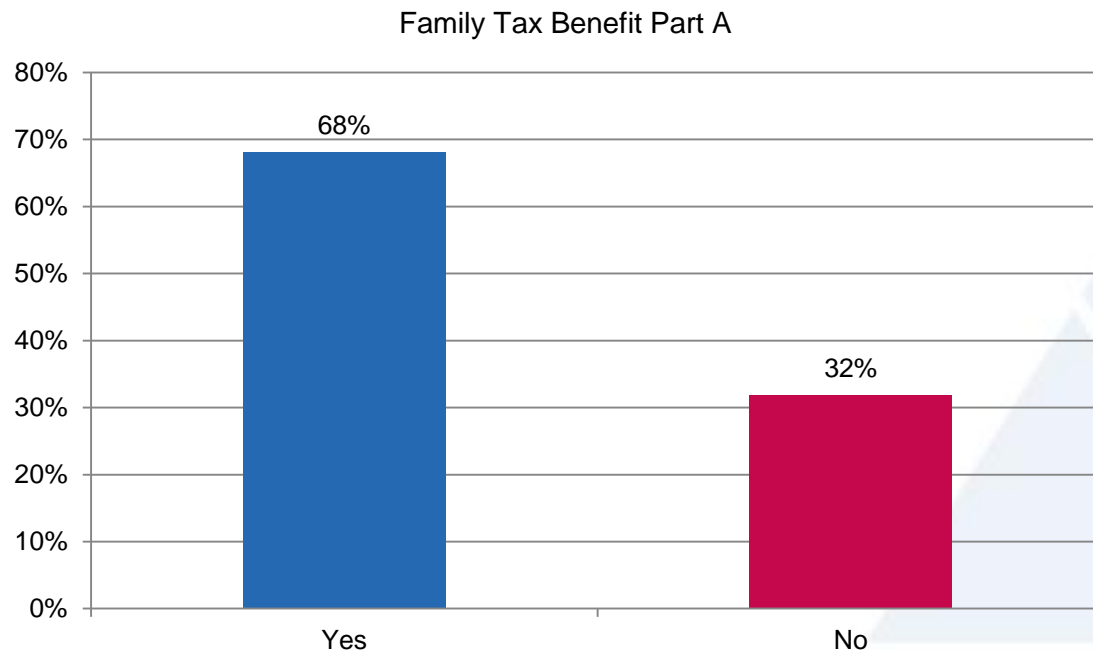
Key Findings



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Key Findings

68% of respondents who receive Family Tax Benefit Part A indicated that a portion of it should be linked to preschool/kindergarten aged children attendance in a preschool/kindergarten program where one is available



For further information

Please contact the following ACA Committee Members for further information:

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