



Child Care Centre Manager

ANZSCO 1341-11

New South Wales
September 2018

Current labour market rating: No shortage

Previous labour market rating (September 2017): No shortage

Comments

There is a no shortage of child care centre managers in metropolitan and regional NSW. Employers were generally able to fill vacancies in metropolitan and regional NSW.

Survey results¹

- The Department of Jobs and Small Business surveyed employers who had recently advertised for child care centre manager in the following areas: child care services in early learning centres, long day care, preschools, and community based and privately owned child care centres. This year only a small number of responses were able to be obtained from regional employers about their recent recruitment experience. The majority were in metropolitan areas across various child care services.

Employer Requirements

- In general, employers sought the following in applicants:
 - Relevant tertiary qualifications with a Bachelor of Early Childhood Teaching or a Diploma of Early Childhood as per the requirements of the Australian Children's Education and Care Quality Authority (ACECQA).
 - Additional accreditations and certificates such as Working with Children Check, First Aid certificate (CPR, asthma and anaphylaxis), Work Health and Safety and Child Protection Training.
 - Working and in depth knowledge of the Early Years Learning Framework, National Quality Standard, National Quality Framework.
 - Several years of relevant experience in managing and directing an early child care centre from a minimum of two years to five years work experience.
 - Strong leadership and management skills.
 - Strong computer literacy skills including the experience in various systems such as Microsoft Suite, Child Care Management System (CCMS), QikKids, KindyHub or similar.

Vacancies filled

- Across NSW, 75 per cent of vacancies were filled within the survey period compared with 80 per cent in September 2017.
- Employers were generally able to fill vacancies for Child Care Centre Managers in Sydney and regional NSW across early learning centres, preschools and city councils.
- Employers who were not able to fill their vacancies required a minimum of 2 years' experience as a Child Care Centre Director with specific industry experience. Some employers stated that they had difficulties

¹ The methodology for this research is outlined at [Skill Shortage Research Methodology | Department of Jobs and Small Business](#).

filling vacancies due to the child care centre not being close to public transportation. Some employers planned to fill unfilled vacancies through employing recruitment agencies, head hunting and re-advertising.

Applicants per vacancy

- Across NSW, there was an average of 12.9 applicants per vacancy of whom an average of 1.6 applicants were considered suitable by employers.
- By comparison, in 2017 there was an average of 10.5 applicants per vacancy of whom an average of 1.4 applicants were considered suitable by employers.

Metropolitan and regional results

- In metropolitan regions, there was an average of 14.9 applicants per vacancy and 11 per cent were considered suitable by employers.
 - Employers in metropolitan areas were able to fill 77 per cent of vacancies.
- In regional areas, there was an average of 4.3 applicants per vacancy and 23 per cent were considered suitable by employers.
 - Employers in regional areas were able to fill 67 per cent of vacancies.
- On average, metropolitan vacancies attracted 6.3 applicants with qualifications compared to 1.3 applicants with qualifications per vacancy in regional areas.
- Many metropolitan employers found it difficult to fill vacancies in the northern Sydney suburbs compared to other metropolitan areas due to limited public transport, applicants not willing to commute long hours and lack of educators in the local area.

Unsuitable applicants

- The reasons given by employers on why an applicant was considered unsuitable include:
 - A lack of required qualification for the role for instance, diploma qualified applicants applying for a bachelor qualified position.
 - Lack of relevant work experience as a manager or director of a child care centre.
 - Insufficient work experience, for instance, not having five years of child care centre manager experience.
 - A lack of required technical skills set such as, familiarity with various computer programs.
 - Not possessing the leadership and communication skills sought by the employers, for instance, an inability to communicate with parents and staff due to limited English language skills.
 - Applicant's work preferences not suitable with position requirements, such as remuneration.
 - Poor application standard, for example not addressing the selection criteria well.

Demand and supply trends

- Demand for the occupation has grown in recent years due to rising underlying demand for early childhood education and care services and increased government funding for these services.
 - In December 2017, the number of children using child care services in NSW was around 434,100 (an increase of nearly 21 per cent over four years).²

² Australian Government Department of Education and Training, *Early Childhood and Child Care in Summary*, various issues.

- The number of approved long day care and outside school hours service providers increased by around 18 per cent over the four years to December 2017.³
- From 2 July 2018, the Department of Education and Training implemented a new child care package. This includes a new Child Care Subsidy (which replaced the Child Care Benefit and Child Care Rebate) and a \$1.2 billion Safety Net to give the most vulnerable and disadvantaged children, included those from regional and remote communities, a strong start through access to quality early learning and child care.⁴
- Data from the 2016 Census indicates:
 - The median age group for child care managers is 40 to 44 years of age. The proportion of people aged 25 to 34 years comprised 29 per cent of child care centre managers, which is slightly higher than in the professional, technical, and trade occupations at 23 per cent which indicates that the entry of this age group into the labour force is relatively higher for this occupation.⁵
 - Around 61 per cent of child care centre managers were working in child care services with 22 per cent employed in preschool education. Another four per cent were in local government administration and around three per cent were in primary education.⁶
 - The majority in the occupation, around 90 per cent were female.⁷
 - Sydney's share of the NSW employment into this occupation was 72 per cent, above that for all professional, technical and trade workers at 67 per cent.⁸
- The number of students that have completed a child care diploma program compared to the previous year has dropped by 29 per cent to 3,568 with the completions of Certificate III programs remaining similar at 5,124 an increase of two per cent.⁹
 - The number of students enrolled in child care diploma programs in NSW averaged around 8,300 in the two years to 2017. This was a decrease of around 20 per cent compared to the two years to 2015. Certificate III programs commencements averaged around 13,200 in the two years to 2017 and have remained relatively similar to the average to the two years to 2015, with an increase of four per cent.¹⁰
- The average monthly level of internet vacancies for child care centre managers in NSW in the year ended September 2018 increased by 14 per cent from that for the previous two years.¹¹

Other indicators and issues

- Some employers voiced concern regarding the quality of training and courses provided, where they felt qualifications are too rushed and not up to the standard required in a workplace. They felt that the required knowledge and practical experience was not sufficiently covered in their qualification degree.
- Many employers indicated that there was high turnover of staff in their centres due to the nature of the work for instance, staff being burnt out quickly, working conditions, remuneration, and staff changing career paths and seeking other opportunities.

³ Ibid.

⁴ Australian Government Department of Education and Training, *The New Child Care Package*, <https://www.education.gov.au/ChildCarePackage> (accessed 21 November 2018).

⁵ ABS 2016 Census of Population and Housing.

⁶ Ibid.

⁷ Ibid.

⁸ Ibid.

⁹ NCVER, *Total VET students and courses*, program completions, 2017.

¹⁰ NCVER, *Total VET students and courses*, program enrolments, 2017.

¹¹ Department of Employment, Internet Vacancy Index, 12 month moving averages.

- The Australian Government established the National Quality Framework (NQF) in 2012 to improve the quality and requirements in early childhood education and care services. The new requirements have been phased in and will continue to 2020. This includes a higher educator to child ratios and educators with increased skills and qualifications with emphasis on diploma-level education and care qualification.¹²

¹² Australian Children's Education & Care Quality Authority, <http://www.acecqa.gov.au/national-quality-framework>