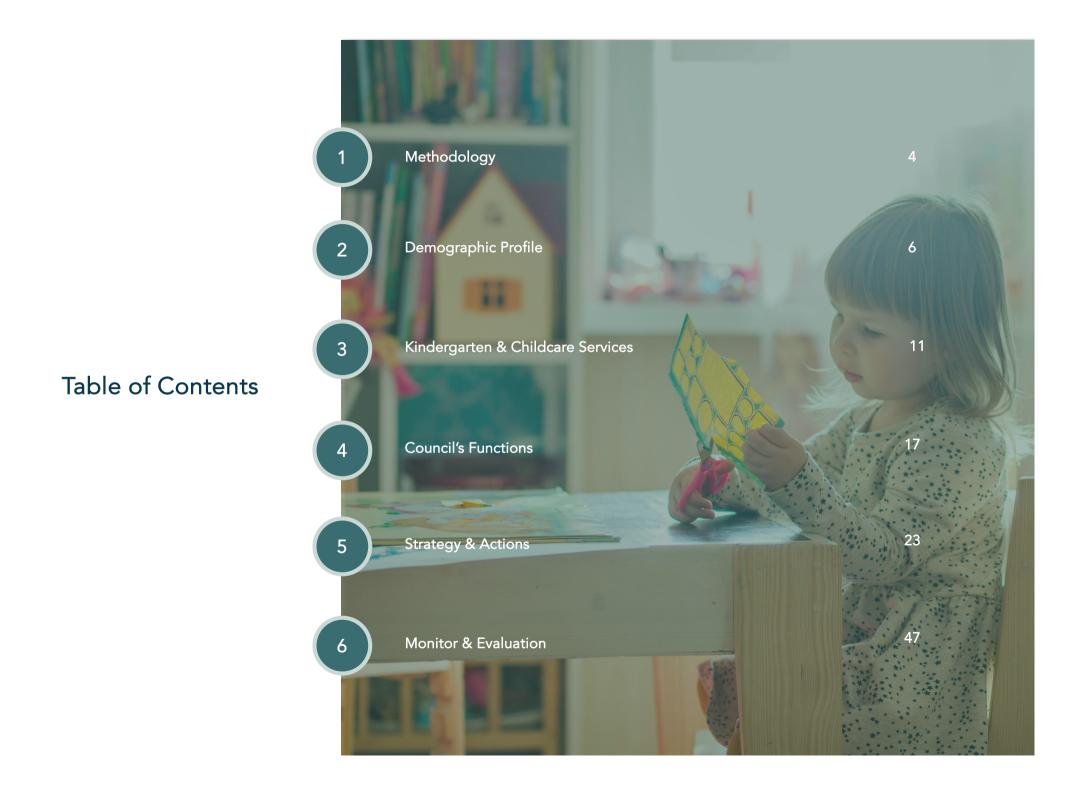


## Murrindindi Shire Council

Kindergarten and Childcare Strategy 2024 – 2029



Murrindindi Shire Council acknowledges that Murrindindi Shire exists on Taungurung and Wurundjeri Woi-wurrung Country. We hereby express our respect for the Taungurung people and the Wurundjeri Woi-wurrung people of the Kulin Nation as the Traditional Owners of the land that encompasses Murrindindi Shire. We pay our respects to their leaders and Elders past and present for they hold the memories, traditions, cultures and hopes of all Taungurung and Wurundjeri Woiwurrung people. We extend that respect to all First Nations people, including other Aboriginal and Torres Strait Islander peoples living in our Shire. Traditional Owners and Custodians have a unique and deeply spiritual connection to Country and this remains strong. We express our gratitude for the sharing of this land, our sorrow for the personal, spiritual and cultural costs incurred through the colonisation of the land, and our hope that we can walk forward together in harmony and the spirit of reconciliation and work together as custodians of the land.



# Methodology

#### Methodology

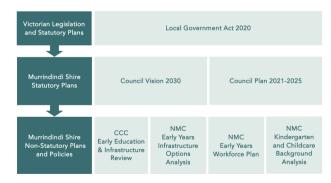
The methodology involved elements of quantitative analysis through data analysis, and qualitative analysis via one-on-one consultations, site visits, and co-design workshops aiming to develop a comprehensive Kindergarten and Childcare Strategy

#### Kindergarten and Childcare Strategy

A mixed methodological approach was used to inform the development of the Murrindindi Shire Kindergarten and Childcare Strategy 2024-2029. This included an analysis of research pertinent to the kindergarten and childcare sector. It also included a review of key initiatives, strategies and policies at the level of local government. Murrindindi Shire's demographic profile was also considered to ensure the Strategy reflected the local context, and factors impacting on the lives of children and families, now and in the future.

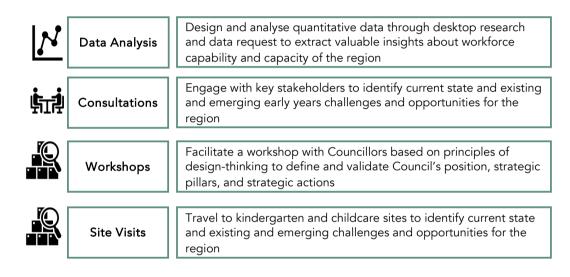
A critical component of the methodological approach was facilitating a co-design workshop with the Councillors to define Council's positions on strategic pillars.

The Strategy considers Council's legislative requirements to ensure compliance with laws, and reviews Council's existing plans and strategies to shape the direction of Kindergarten and Childcare Strategy as outlined in the Legislative and Strategy Policy Framework.



Council's Legislative and Strategy Policy Framework

#### Methodology



#### Photos from stakeholder consultations









# Demographic Profile

유치부

#### **Demographic Profile**

Murrindindi is a dynamic region known for its diverse townships, sustainable agriculture, and a picturesque landscape, fostering economic resilience and cultural vitality

#### Murrindindi Shire

The Murrindindi Shire, established in 1994 through the union of Alexandra and Yea shires among others, is a local government area situated in the northeast of Victoria. It extends over an area of 3,880 square kilometres, stretching from Flowerdale to Eildon and is in close vicinity to Euroa and Healesville. This region is home to a population of 15,197 residents as of 2021, who enjoy the serene lifestyle offered by its rural landscape.

Located just over 2 hours away from Melbourne, Murrindindi is a convenient escape to the countryside for those in the capital. It encompasses key settlements such as Marysville, Yea, Alexandra, Eildon, and the Kinglake Ranges, each offering its unique blend of country charm and community spirit. The area boasts a variety of smaller townships and rural localities, presenting a tapestry of natural beauty from its forested areas to its mountainous terrain.



#### Main townships

Murrindindi is a region abundant with diverse townships, each contributing uniquely to the area's richness.

- Alexandra: Known as the commercial hub of the Shire, Alexandra is a picturesque town famed for its historical buildings and vibrant local community.
- **Eildon**: This township is a popular destination for water sports and fishing, particularly known for the nearby Eildon Dam, which offers stunning natural scenery and recreational activities.
- **Kinglake**: Situated on the slopes of the Great Dividing Range, Kinglake is notable for its natural beauty and is a gateway to various national parks, perfect for nature enthusiasts.
- **Marysville**: A beautiful town with a strong sense of recovery and community spirit, Marysville is known for its lush landscapes and as a gateway to the Lake Mountain Alpine Resort.
- Yea: Rich in history, Yea is a charming town with a heritage streetscape, known for its antique shops and local produce, offering a snapshot of country life.



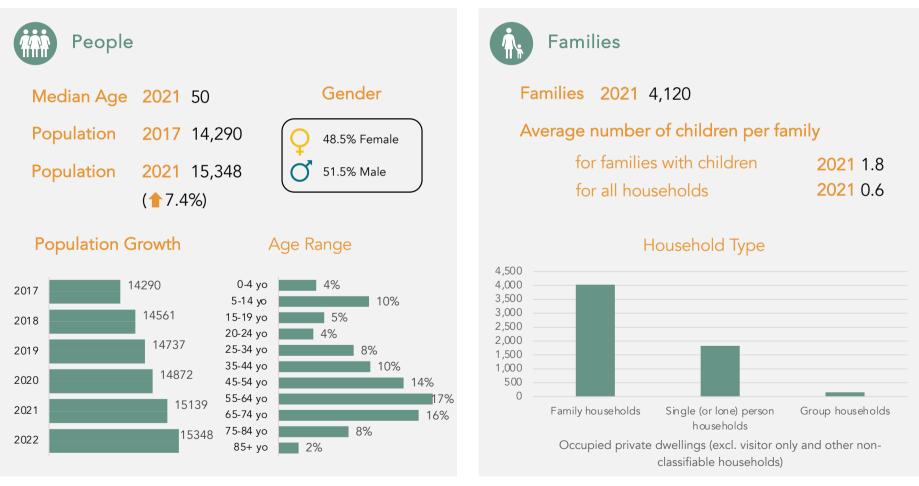




## Demographic Profile (contd.)

Murrindindi has seen a moderate rate of population growth and a shift in household types with a notable increase in single-parent families and older children's households, and a slight decline in couples with young children

Extrapolation from the Census Data (2021) depicts the demographic and population data across the Murrindindi.



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Murrindindi

Australian Bureau of Statistics, Census Community Profiles, Murrindindi (2021)

Kindergarten and Childcare Strategy

## Demographic Profile (contd.)

Murrindindi Region: Demonstrating steady demographic expansion with significant growth rates up to 9.1%, reflecting the area's increasing residential appeal

Town	2016	C 2021	Growth	
Kinglake (Total)	3,047	3,380	10.93%	
Alexandra	2,695	2,801	3.93%	
Yea	1,587	1,789	12,73%	
Flowerdale	689	790	14.66%	
Eildon	974	944	-3.08%	,
Marysville	394	501	27.16%	
Taggerty	328	405	23.48%	
Glenburn	415	443	6.75%	C
Buxton	492	591	20.12%	
Pheasant	322	360	11.8%	

#### Murrindindi Region Towns Population Growth

The data from the Murrindindi Region illustrates significant population growth from 2016 to 2021, with Marysville showing the most substantial increase at 27%. Notably, areas with smaller populations, such as Taggerty and Buxton, have experienced robust proportional growth, suggesting an emerging trend towards growth in smaller townships. Conversely, Eildon saw a slight decline in population.

Overall, the region's population is on an upward trajectory, particularly in smaller localities which could be attractive for their community feel and lifestyle appeal.





Kindergarten and Childcare Strategy

### Demographic Profile (0-4 age group)

Steady Growth, Strained Capacity: Murrindindi Shire's young population is on the rise, with a pressing need for expanded early education infrastructure

#### Population Trends for 0-4-Year-Old

The population of children aged 0-4 years in Murrindindi Shire has demonstrated steady growth since 2010. In 2021, the Murrindindi Shire experienced a significant increase in birth rates. **The number of births jumped from 108 in the previous year to 131**. This increase occurred despite the pandemic lockdown in Victoria and the halt in migration into Australia at that time.

According to the 2021 ABS Census, Murrindindi Shire had 641 children aged 0-4 years, comprising of **135** 3-year-olds and **135** 4-year-olds.

#### **Predictive Outlook**

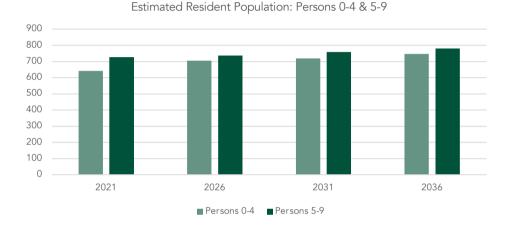
Projections indicate growth in the **0-4 age group, with an expected increase to 746 by 2036- an addition of 105 children**. The 5-9 age group is also projected to grow, from 726 in 2021 to 780 by 2036- an increase of 54.

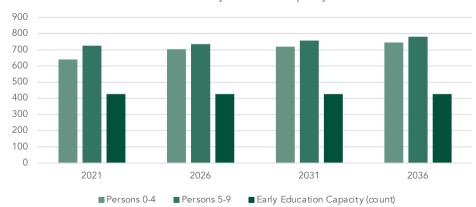
#### Current and Future Demand

As of 2021, the capacity of early education providers in the region was 426. Enrolment rates for 3-year-old and 4-year-old kindergarten programs were high, at 97% and 102% respectively, indicating that providers are operating at full capacity. This situation underscores the need for enhanced infrastructure to accommodate not only current demands but also future growth in early education services.

Australian Bureau of Statistics, Census Community Profiles, Murrindindi Shire (2021)

Community Child Care Association, Early education service and infrastructure review: Murrindindi Shire Council (2023)









## Kindergarten & Childcare Services

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## Kindergarten and Childcare Supply & Demand

The kindergarten and childcare sector in Murrindindi is underpinned by an undersupply of educators and teachers to meet the high demand in the region

#### Supply and Demand

#### Kindergarten and Childcare Demand Overview:

• There is a strong demand for <u>kindergarten and</u> <u>childcare</u> in the Murrindindi Shire, where historical enrolment rates for 3-year-olds and 4-year-olds are significantly higher than the state averages in Victoria by 16% and 23%, respectively.



#### Rates of enrolment in CCS (Child Care Subsidiary) funded services, Murrindindi Shire (2022) and Victoria (2021)

	Murrindindi	Victoria
0-2 Years	36.4%	38.3%
3 Years	78.5%	62.7%
4 Years	85.2%	62.7%
5 Years	35.2%	35.5%

#### Enrolment of children aged 6 weeks to 5 years in Murrindindi Shire education and care services, October 2022

Current enrolments (October 2022)	6 weeks to 1 year	1 year	2 years	6 weeks to 2 years	3 years	4 years	5 years
Alexandra & District Kindergarten					31	43	2
Alexandra Baby Care	2	11	5	18	13	9	5
Eildon and District Kindergarten					4	3	
Flowerdale Kindergarten					4	7	5
Kinglake Ranges Children's Centre	3	11	14	28	25	27	19
Marysville and District Kindergarten	6	3	9	18	35	43	1
Murrindindi Family Day Care				24	11	5	5
Yea Uniting Early Learning				47	22	31	20





## Kindergarten and Childcare Supply & Demand (contd.)

While the infrastructure meets the demand for kindergarten places, there is a significant unmet need for childcare services, which is exacerbated by the workforce shortage and a declining number of FDC educators

#### Kindergarten

#### Kindergarten Supply Dynamics:

• While the infrastructure exists to meet the growing demand for <u>kindergarten place</u>s in Alexandra and Yea, there is a shortage of early childhood teachers. ECE centres struggle with staffing issues, preventing them from offering additional places.

#### Kindergarten Demand Overview:

- The Kindergarten Infrastructure Services Plan (KISP) estimated an undersupply of kindergarten places in Kinglake based on forecast of SA2 (Statistical Area 2).
- While this facilitated broader demand analysis, it can also obscure local context and understanding of individual smaller regions within the Shire, potentially leading to less precise local insights.

KISP Unmet demand	2025	2026	2027	2028	2029
Alexandra	0	0	0	0	0
Yea	0	0	0	0	0
Kinglake	37	30	33	33	37

Revised KISP 2023 unmet demand estimates – including Council provided inputs

#### Childcare

#### Childcare Supply Dynamics:

- There is a shortage of available childcare, which was previously alleviated by Family Day Care (FDC) educators both within and outside the region. However, this is changing as FDC educator waitlists are growing without an increase in the number of educators in the Murrindindi region and beyond. In the past five years, nine educators have left, exacerbating the shortage.
- Waitlists for childcare in the LGA are longest in Kinglake and Yea, where Yea has a waitlist of 32, with some educators no longer accepting new waitlist requests.

#### Historical FDC Enrolment

- Murrindindi Shire Council oversees FDC educators who serve both the Shire and beyond, with 72 enrolments coming from outside the council's LGA.
- Since 2021, FDC enrolments have increased substantially, more than tripling between 2021 and 2023, indicating a growing demand over time.

	2021	2022	2023	2024 (as of May 24)
FDC Enrolment	31	96	113	54

FDC – Enrolment Summary Report 5/7/2021 – 24/5/2024



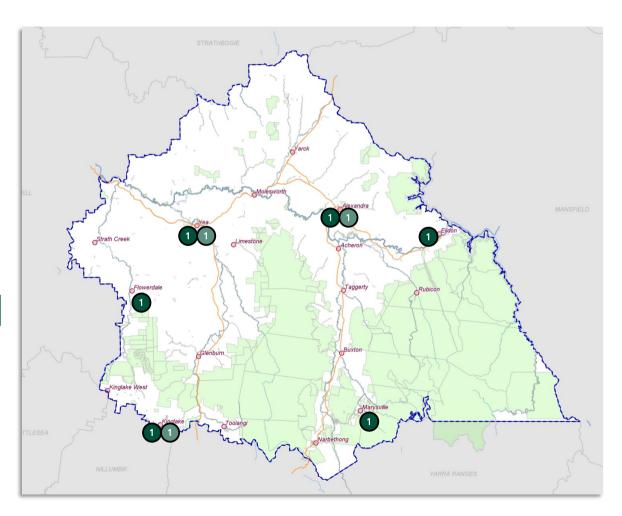
## Kindergarten and Childcare Services & Providers

In Murrindindi, there are 6 Early Childhood Education (ECE) services, and 4 Childcare services offering long day care, kindergarten, bush kinder and OSHC

Kindergarten					
Alexandra & District Kindergarten	51				
Eildon and District Kindergarten	23				
Flowerdale Kindergarten	41				
Kinglake Ranges Children's Centre	120				
Marysville and District Kindergarten	60				
Yea Uniting Early Learning	67				

#### Childcare/Long Day Care

Alexandra Baby Care (recently acquired by Happy Campers)	29
Kinglake Ranges Children's Centre	120
Marysville and District Kindergarten	60
Yea Uniting Early Learning	67





## Family Day Care Providers

Murrindindi Shire Council oversees 12 family day care educators who operate internally and externally to the LGA





#### New Services & Providers

Four potential new ECE centres and providers are being considered for the Murrindindi Shire region

#### Yea Primary School

Yea Primary School Kindergarten (interim name) is set to open their doors in Term 1, <u>2025</u>.

To meet urgent demand in Yea, a one-room kindergarten, playground and carpark facilities are set to open at Yea Primary school, to provide an extra 33 kindergarten spots for the local community.

#### Alexandra Childcare

Alexandra has been selected as one of the locations for the opening of government-owned and operated childcare centre in <u>2027/2028</u>.

The Department is currently assessing the suitability of different sites in Alexandra. The anticipated size of the site is ~3,000m2.

The Department of Education is currently exploring options for the building capacity:

#### Dindi Day Care (Alexandra)

Private investor is planning to build a 44 place long day care centre – Dindi Day Care on Bayley Street, Alexandra. <u>No</u> <u>timeline provided.</u>



Child Care\*

#### Alexandra Montessori

Private investors are planning to build a 110 place Montessori Early Years Centre at 33 Nihil Street, Alexandra. <u>No timeline</u> <u>provided.</u>

The permit for kindergarten use has been granted.



Kindergarten

Child Care\*



Kindergarten









# Council's Functions

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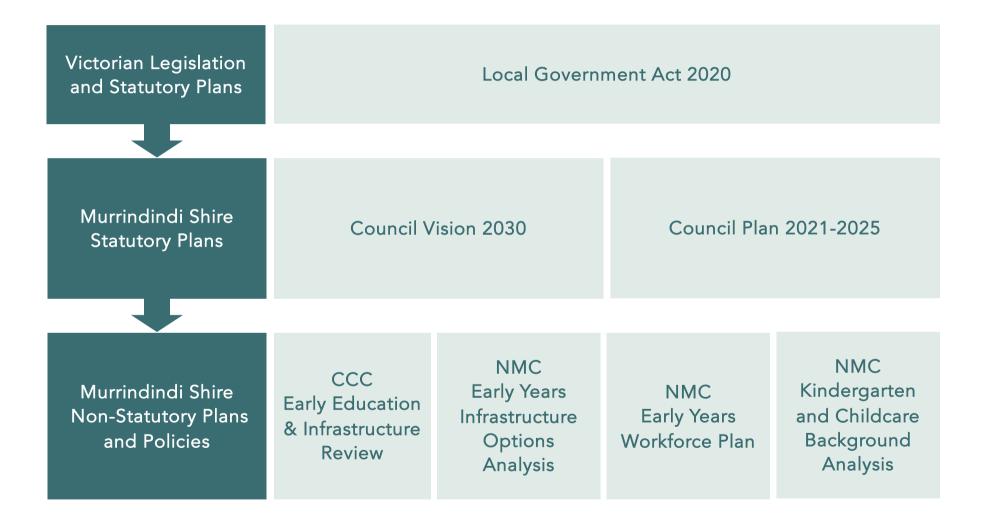
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## Council's Strategic Policy Framework

The Kindergarten and Childcare Strategy recognises and builds on existing Council Plans and Policies







### **Council's Functions & Legislative Requirements**

In compliance with the Local Government Act 2020, Murrindindi Shire Council offers various services across Childcare, Kindergarten, and Family Day Care, but serves as a direct provider only for Family Day Care

#### Council's Functions

The Council develops and maintains early education infrastructure, supports service delivery, coordinates sector capacity building, and strategically plans to ensure accessible and adequate services for the community.

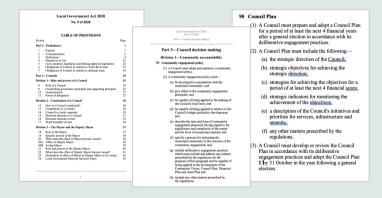
- Family Day Care Functions
  - Administration
  - Compliance
  - Marketing
  - Direct Service Delivery
  - Support
- Childcare & Kindergarten Functions
  - Infrastructure Provision
  - Sector Coordination and Capacity Building
  - Capacity Planning



#### Legislative Requirements

The Local Government Act 2020 mandates Councils to incorporate the needs for early childhood education services within their overall governance and service provision responsibilities, prioritising community well-being, strategic planning, service performance, community engagement, and advocacy.

- Community Well-being and Needs Assessment
- Strategic Planning and Reporting
- Service Performance and Accountability
- Community Engagement and Consultation
- Advocacy and Collaboration



EYM Policy Framework: Local Government's Role



#### Council's Strategies & Plans

Analysis and assessment of the outcomes and results from existing plans and strategies to identify success areas and elements that require additional focus in the Strategy Plan

#### **Current Plans & Strategies**



Community Child Care Association - Early Education & Infrastructure Review

#### **Recommended Actions**

- **Recommendation 1**: Council and service providers to investigate and plan for infrastructure delivery requirements in Alexandra within the next 5 years
- **Recommendation 2**: Develop Yea into an early education and care service hub and build a kindergarten service as part of the Yea Primary School
- **Recommendation 3**: Further support around governance from Council with the most preferred option for Council to be an Early Years Manager
- **Recommendation 4**: Develop an Early Years Workforce Plan or support strategy to retain and attract staff in the Shire
- **Recommendation 5**: Within 15 years establish a kindergarten, long day care, and community services hub in Eildon
- **Recommendation 6**: Continue to support and explore the expansion of Family Day Care within the Shire of Murrindindi
- Recommendation 7: Expand the Children's Support Unit in Council

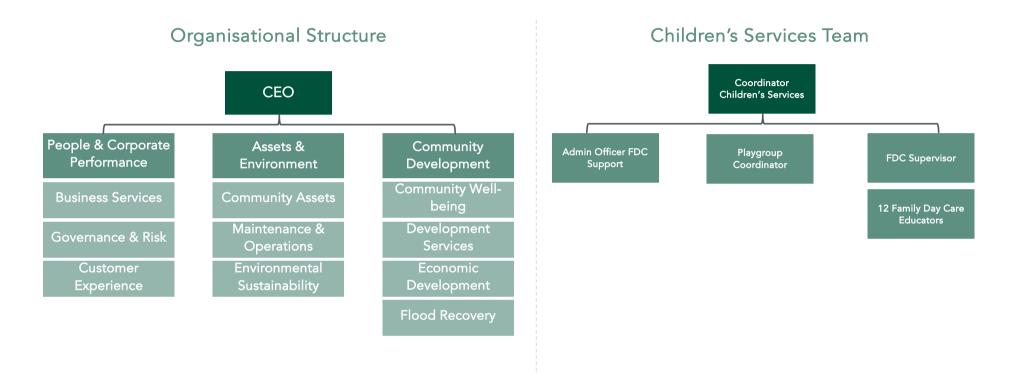
#### Outcomes

- **Recommendation 1**: Council undertook comprehensive options analysis and evaluation for the Early Years Infrastructure in August 2023.
- **Recommendation 2**: Council is currently exploring the potential early education and care service hub, also known as Open University Initiative in Yea Library.
- **Recommendation 2**: As part of the Early Years Infrastructure Options Analysis, Council advocated to the opening of modular kindergarten at Yea Primary School.
- **Recommendation 4**: Council developed an Early Years Workforce Plan with the grant funded by the Department of Education.
- Recommendation 6: Council is currently undertaking detailed options analysis for Family Day Care services in Murrindindi



#### Internal Team

Murrindindi Shire Council's Children's Services Team and their family day care educators as of 2024



Children's Services Team sits under the Community Wellbeing Department of the Community Development Directorate.

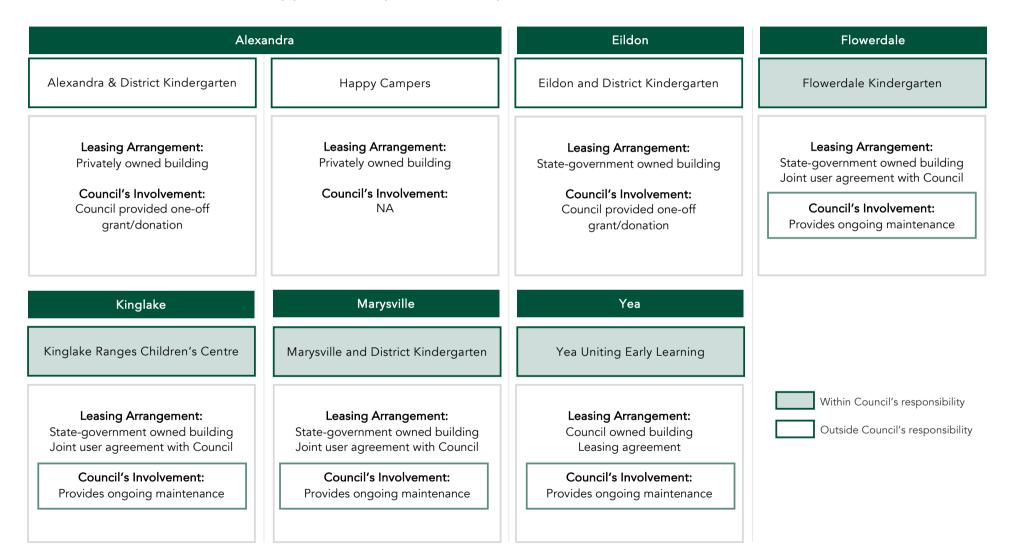
Children's Services Team consists of Coordinator, Playgroup Facilitator, Admin Support Officer, Family Day Care Supervisor.

In Murrindindi Shire, there are twelve family day care educators, providing services in the region.



## Infrastructure

Murrindindi Shire Council supports ECE providers by providing infrastructure and maintenance







# Strategy & Actions

MURRINDIN SHIRE COUNCIL

#### Methodology

Council's position and strategic pillars were developed through a co-design workshop with Executive Leadership Team and Councillors

#### Methodology

#### Data Analysis and Current State Design:

A thorough analysis of current state was conducted. This involved assessing Council's existing responsibilities, legislative requirements, resources, maintenance and family day care costs .

#### Benchmarking:

NMC conducted an extensive benchmarking analysis, involving a number of Local Government Authorities (LGAs) that are similar to Murrindindi Shire Councils and neighbouring Councils regarding their role and responsibilities in Early Childhood Education (ECE).

#### Councillor Brief/Workshop:

Our findings were validated through multiple briefings and co-design workshop with the Councillors. These collaborative sessions led to the refinement and finalisation of our strategic pillars and Council's position on each pillar.

#### Development of Strategic Pillars and Position:

Based on these comprehensive steps, we developed six strategic pillars, each supported by Council's position statement and strategic goals to enable these positions. This structured approach ensures targeted and effective strategic initiatives. The goals were evaluated against criteria and timeline for achievement, with the following time categorisation utilised

#### **Key Strategic Pillars**





## Methodology – Criteria For Evaluating Actions

Strategic goals and Council's position were designed through consultations, data analysis, and workshop findings, resulting in detailed actions evaluated against impact, priority, effort, and phase



#### Impact:

The degree to which the action will contribute to achieving the desired goal, measured in terms of financial return, impact on community and families, and Council.

Impact Level	Financial Return	Community & Families	Council
High	>\$50,000 savings or revenue increase	Significant positive impact on community and families	Major benefits or improvements for the Council
Medium	\$10,000-\$50,000 savings or revenue increase	Moderate positive impact on community and families	Noticeable benefits or improvements for the Council
Low	<\$10,000 savings or revenue increase	Minimal positive impact on community and families	Minor benefits or improvements for the Council



#### Effort:

The amount of resources, time, and energy required to implement the action, measured in terms of cost, time, and personnel required.

Effort Level	Cost	Time	Personnel
High	>\$50,000	>3 years	Requires cross-departmental effort involving >5 people
Medium	\$10,000-\$50,000	2-3 years	Requires departmental effort involving 2-5 people
Low	<\$10,000	<12-24 months	Can be managed within a single department involving <5 people



#### Priority:

The urgency and importance of the action in relation to other actions, measured in terms of strategic alignment, risk mitigation, and stakeholder demand.

Priority Level	Strategic Alignment	Risk Mitigation	Stakeholder Demand
High	Critical to achieving strategic goals	Essential for mitigating high risks	High demand from key stakeholders (e.g., Councillors, Executive Leadership Team)
Medium	Important but not	Important for	Moderate demand
	critical to strategic	mitigating	from key
	goals	moderate risks	stakeholders
Low	Nice-to-have but	Helpful for	Low demand from
	not essential	mitigating low risks	key stakeholders



#### Phase:

The stage at which the action is planned to be executed, measured in terms of readiness and impact timeline.

Phase	Readiness	Impact Timeline
Phase 1	Ready to implement immediately	Expected impact within 1-2 years
Phase 2	Requires some preparation	Expected impact within 2-3 years
Phase 3	Long-term preparation needed	Expected impact within 3-5 years





#### **Council's Position Statements**

Council's position statements and strategic pillars were defined by the Executive Leadership Team and Murrindindi Shire Councillors during a co-design workshop

Service Delivery	Infrastructure	Sector Sustainability
Council does not provide early years services, but it focuses on developing and implementing a sustainable delivery model for family day care services.	Council provides and maintains existing infrastructure for selected early learning centres, with a transition towards a cost neutrality position, and advocates for new sites to government agencies and the private sector.	Council actively attracts third-party providers to the region and collaborates constructively with providers to support qualified applicants capable of fostering a sustainable and thriving childcare and kindergarten sector.
Goals	Goals	Goals
<ol> <li>Develop a sustainable delivery model for family day care services ensuring that the model meets community needs and promotes accessibility</li> <li>Ensure quality care and regulatory compliance for family day care services</li> </ol>	<ol> <li>Review existing infrastructure maintenance agreements and joint user agreements and ensure that it does not impose a financial burden on the Council</li> <li>Advocate for the establishment of new early learning centre sites</li> </ol>	<ol> <li>Attract third party childcare and kindergarten providers to the region</li> <li>Collaborate with these providers to support and ensure that qualified applicants are capable of fostering a sustainable and thriving sector</li> <li>Ensure that the providers are capable of delivering high-quality and sustainable services</li> </ol>





## Council's Position Statements (contd.)

Council's position statements and strategic pillars were defined by the Executive Leadership Team and Murrindindi Shire Councillors during a co-design workshop

		Workforce & Education Council supports the sector by fostering a collaborative forum with state government agencies and local childcare and kindergarten stakeholders to advance initiatives, including workforce development.		
Coordination	Advocacy			
Council provides support to the sector, accessible to all providers, focusing on capacity building, service planning, and regional workforce initiatives.	Council advocates to state and federal governments, as well as private providers, to promote the sustainability and growth of childcare and kindergarten services, contributing to a healthy and resilient community.			
Goals 1. Offer support that is accessible to all early childhood education and care providers and assistance with service planning and capacity building	Goals1. Promote the sustainability and growth of childcare and kindergarten services, contributing to a healthy and resilient community2. Support the development and expansion of early childhood services3. Raise awareness and understanding of the importance of early childhood services	<ul> <li><u>Goals</u></li> <li>1. Foster collaboration between government agencies, RTOs, local childcare and kindergarten stakeholders</li> <li>2. Align local and state efforts in workforce development</li> </ul>		



### Strategic Pillars: Service Delivery – Goal One

Strategic pillar for service delivery goal one is developing a sustainable delivery model for family day care services to ensure that community needs are met and promotes accessibility



#### SERVICE DELIVERY Develop a sustainable delivery model for family day care services ensuring that the model meets community needs 1 and promotes accessibility Effort Action Phase Impact Priority Mitigation Risk • Council is undertaking an Implement recommendations These actions require ٠ additional funding and in-depth options analysis based on FDC Options Analysis resources for the provision of family including: day care services. Lack of community • Increase admin levy Provide incentive and engagement continuous support for Expand & recruit • Ineffective marketing Н Μ Н 1 family day care educators strategies additional educators regarding training and upskilling. Review position based on financial modelling criteria and consider transfer of management **Required Resources:** Success Metrics Continue to engage with ٠ community stakeholders to gather Increase in the number of Financial analysts L Μ Н 1 family day care services input about potential changes to Community engagement the family day care services Financial sustainability and officers stability of the model Continue to deliver marketing Coordinator Family day ٠ 2 Μ Μ Μ Positive feedback from care strategies to promote accessibility community and families Coordinator Children's Continue to gather feedback via • Increased enrolment in Services options available to families in the family day care services service, and requirements of Μ Μ Μ 1 • Improved accessibility metrics regulations to have a (QIP) combine with stakeholders

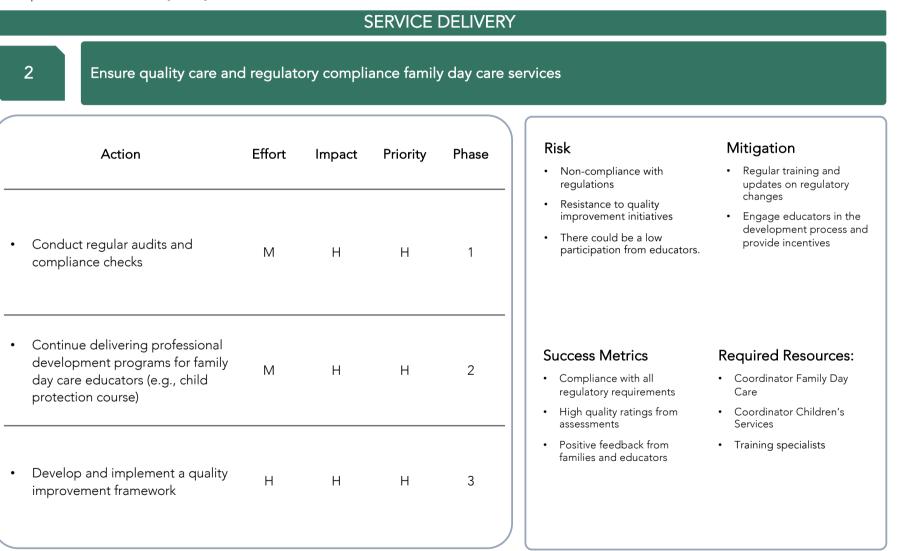




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#### Strategic Pillars: Service Delivery – Goal Two

Strategic pillar for service delivery goal two is focused on ensuring quality care and regulatory compliance for family day care services



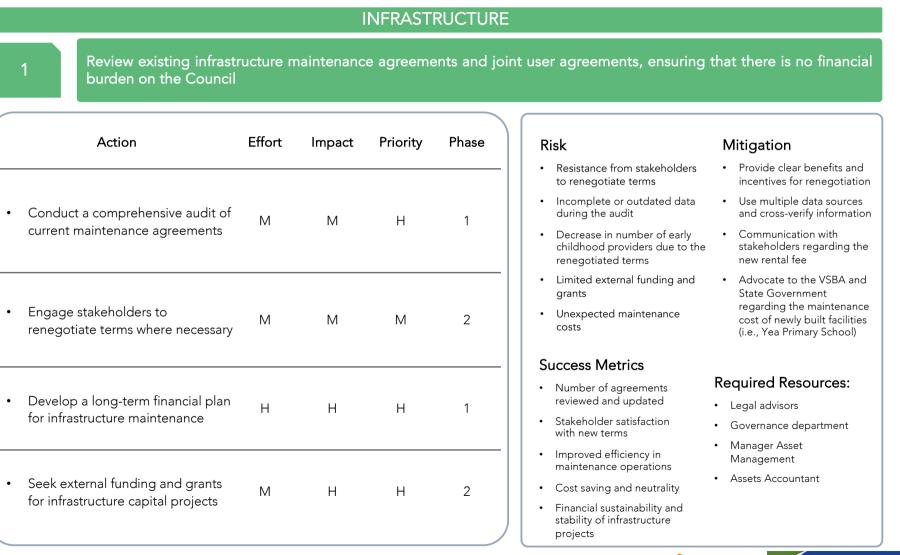


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## Strategic Pillars: Infrastructure – Goal One

Strategic pillar for infrastructure goal one is focused on reviewing existing infrastructure maintenance agreements and joint user agreements and achieving cost neutrality







## Strategic Pillars: Infrastructure – Goal Two

Strategic pillar for infrastructure goal two is advocating for the establishment of new early learning centre sites

#### **INFRASTRUCTURE**

Advocate for the establishment of new early learning centre sites where needed

Action	Effort	Impact	Priority	Phase
<ul> <li>Continue to engage with Department of Education and Victorian School Building Authority to support Yea Primary School Kindergarten*</li> </ul>	Μ	Н	Н	1
<ul> <li>Continue to engage with Department of Education and Victorian School Building Authority to support state government run and operated childcare centre in Alexandra*</li> </ul>	М	Н	М	3
<ul> <li>Continue to engage with MACS to support Sacred Heart Primary School for kindergarten and/or childcare services*</li> </ul>	М	Н	М	2
<ul> <li>Continue to engage with private sector providers to support new kindergarten and childcare places*</li> </ul>	М	н	М	2

• Lack of interest from private Highlight potential benefits and provide incentives

Mitigation

providers

• Regulatory hurdles (i.e., license Work closely with the ٠ Council's planning department and provide support to the private

Murrindindi

• Lack of initial investment for capital projects

## Success Metrics

#### **Required Resources:**

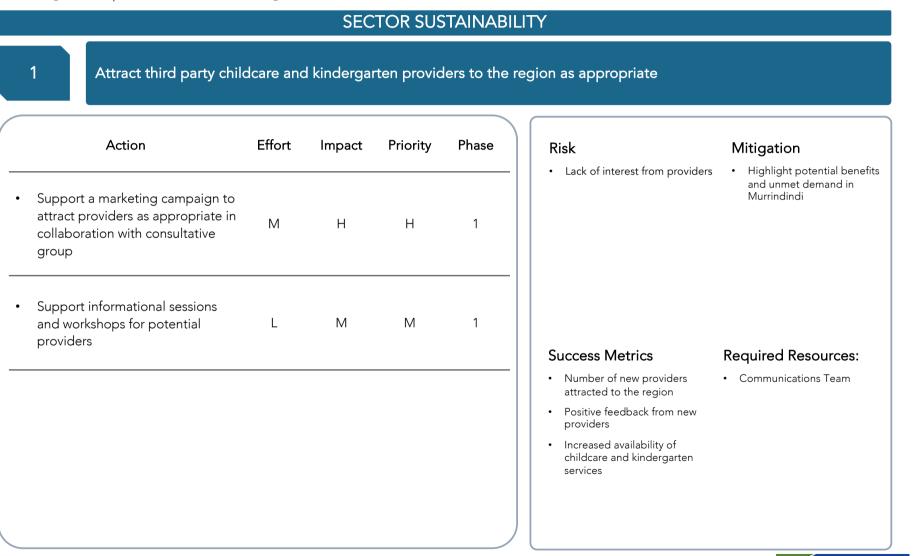
- Planning Officers
- Manager Community Wellbeing
- Coordinator Children's Services





## Strategic Pillars: Sector Sustainability – Goal One

Strategic pillar for sector sustainability goal one is focused on attracting third party childcare and kindergarten providers to the region



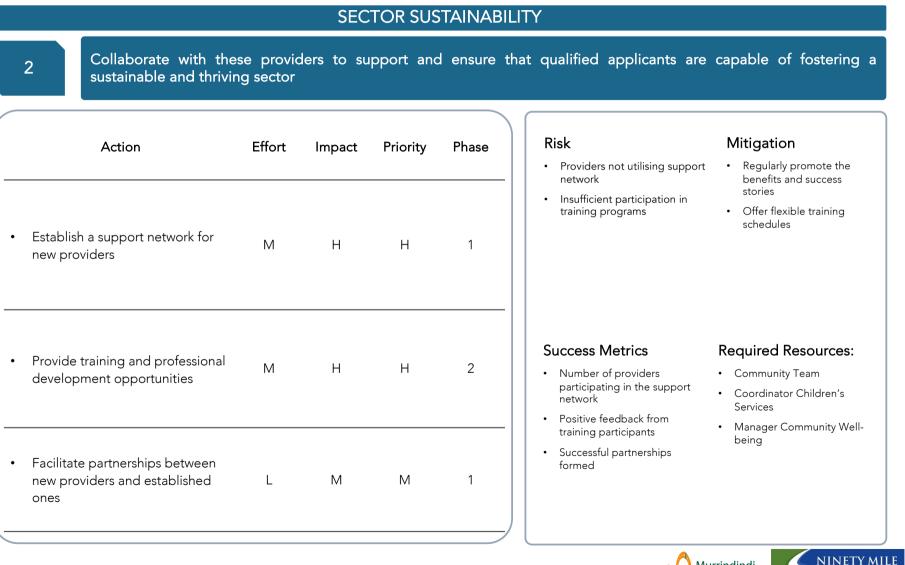
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CONSULTING

Murrindindi

## Strategic Pillars: Sector Sustainability – Goal Two

Strategic pillar for sector sustainability goal two is collaborating with early childhood providers and providing support





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Shire Council

## Strategic Pillars: Sector Sustainability – Goal Three

Strategic pillar for sector sustainability goal three is ensuring that the providers are capable of delivering high-quality and sustainable services







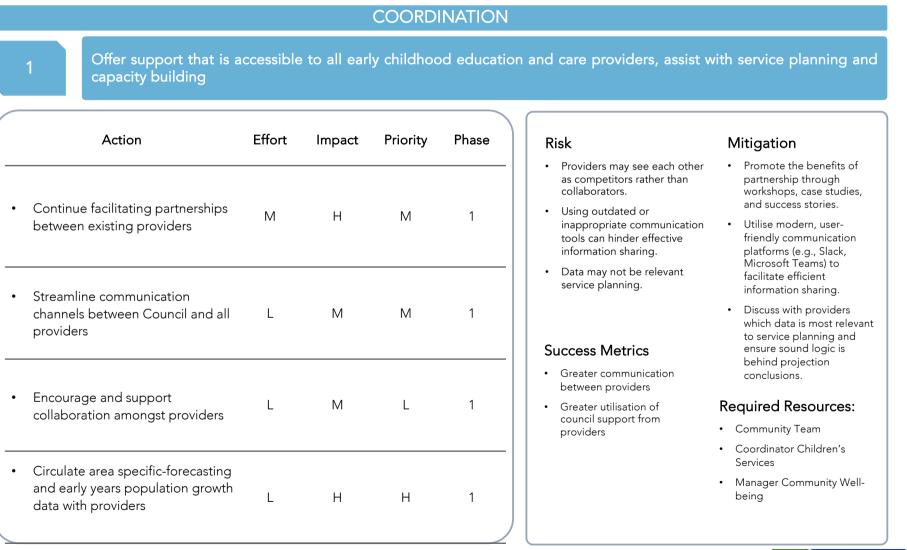




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## Strategic Pillars: Coordination – Goal One

Strategic pillar for coordination goal one is focused on offering support that is accessible to all early childhood education and care providers, assist with service planning and capacity building



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CONSULTING

Murrindindi

## Strategic Pillars: Advocacy – Goal One

Strategic pillar for advocacy goal one is focused on promoting the sustainability and growth of childcare and kindergarten services

ADVOCACY						
1 Promote the sustainab community	oility and	growth of	childcare	and kinder	garten services, contributing t	o a healthy and resilient
Action	Effort	Impact	Priority	Phase	Risk	Mitigation
Engage with state and federal governments to advocate towards increased funding and grants for childcare and kindergarten services in Murrindindi	Н	М	н	1	<ul> <li>Inadequate funding from state and federal governments.</li> <li>Changes in government regulations could impact the feasibility of certain initiatives.</li> <li>Lack of community support or resistance.</li> </ul>	<ul> <li>Maintain regular communication with regulatory bodies to stay informed about potential changes and adapt strategies accordingly.</li> <li>Establish clear policies and guidelines to maintain</li> </ul>
Maintain partnerships with community run and not-for-profit organisations (e.g., MACS) to support funding and resources for childcare and kindergarten services	М	М	Μ	1	<ul> <li>Potential conflicts of interest or perceived unfair competition could arise.</li> <li>Success Metrics         <ul> <li>Sufficient supply of</li> </ul> </li> </ul>	competitive neutrality and ensure transparency in all advocacy efforts. Required Resources: • Community Team
Maintain competitive neutrality to ensure Council's advocacy efforts are transparent and equitable, supporting all childcare and kindergarten services, including community and for-profit organisations	М	L	Н	1	<ul> <li>Sufficient suppy of childcare and kindergarten places</li> <li>Financial viability and stability of all childcare and kindergarten providers</li> </ul>	<ul> <li>Coordinator Children's Services</li> <li>Manager Community Well- being</li> </ul>



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Murrindindi

Shire Counci

#### Strategic Pillars: Advocacy – Goal Two

Strategic pillar for advocacy goal two is advocating to support the development and expansion of early childhood services

pport the developm	ent and e	expansion	of early ch	ildhood ser	vices	
ction	Effort					
	LIIOIT	Impact	Priority	Phase	Risk <ul> <li>Changes in local, state, or</li> </ul>	Mitigation <ul> <li>Regularly monitor and</li> </ul>
collaborate with of Education and ool Building Authority w infrastructure for I/or kindergarten rindindi	М	Н	Н	1	federal budgets could impact potential funding opportunities	review local, state, and federal government funding changes
infrastructure grants hildcare and/or services to increase improve service	н	Н	Н	1	<ul> <li>Success Metrics</li> <li>Number of new government funded and run childcare and/or</li> </ul>	Required Resources: <ul> <li>Coordinator Children's</li> <li>Services</li> <li>Manager Community Well-</li> </ul>
Advocacy for government funded and operated childcare and/or kindergarten centres in Murrindindi		Н	Н	2	<ul> <li>kindergarten centres</li> <li>Improved quality of infrastructure</li> <li>Amount of funding secured for potential capital improvement</li> </ul>	<ul> <li>Manager Community Weil- being</li> <li>Director Community &amp; Development</li> </ul>
	bol Building Authority w infrastructure for /or kindergarten rindindi infrastructure grants hildcare and/or services to increase improve service government funded childcare and/or	bol Building Authority w infrastructure for /or kindergarten rindindi infrastructure grants hildcare and/or services to increase H improve service government funded I childcare and/or н	bol Building Authority M H w infrastructure for /or kindergarten rindindi infrastructure grants hildcare and/or services to increase H H improve service government funded	bol Building Authority M H H w infrastructure for /or kindergarten rindindi infrastructure grants hildcare and/or services to increase H H H improve service government funded	bol Building Authority M H H 1 w infrastructure for /or kindergarten rindindi infrastructure grants hildcare and/or services to increase H H H 1 improve service government funded	of Education and bol Building Authority M H H 1 winfrastructure for /or kindergarten rindindi infrastructure grants hildcare and/or services to increase H H H H 1 improve service government funded   childcare and/or centres in H H H 2



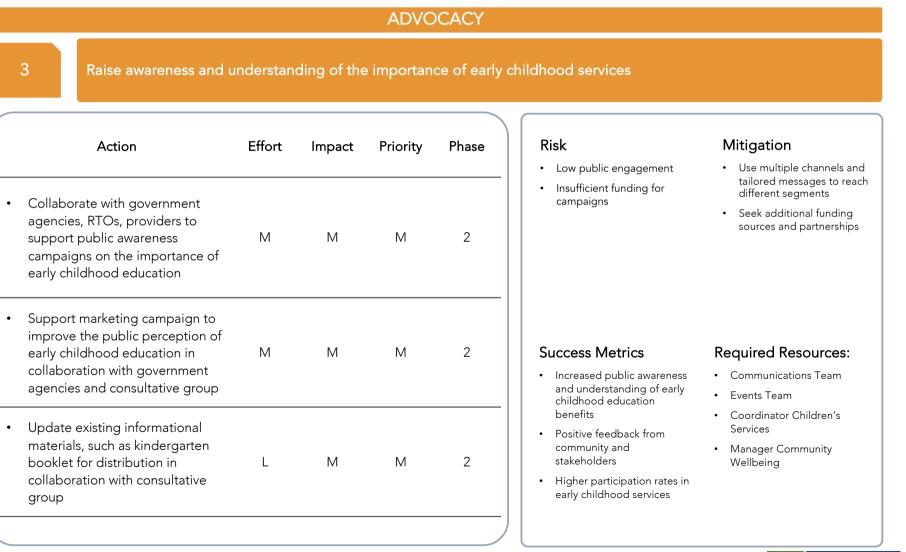
NINETY MILE

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Shire Council

#### Strategic Pillars: Advocacy – Goal Three

Strategic pillar for advocacy goal three is focused on raising awareness and understanding of the importance of early childhood services









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#### Strategic Pillars: Workforce & Education – Goal One

Strategic pillar for workforce and education goal one is focused on fostering collaboration between government agencies, RTOs, local childcare and kindergarten stakeholders



#### WORKFORCE & EDUCATION

1

Foster collaboration between government agencies, RTOs, local childcare and kindergarten stakeholders

Action	Effort	Impact	Priority	Phase	Risk	Mitigation
Investigate partnership agreements with government agencies, RTOs, providers and form a consultative group	М	Н	Н	1	<ul> <li>Low participation from stakeholders</li> <li>Different stakeholders may have conflicting priorities</li> <li>Difficulty in engaging all relevant stakeholders consistently</li> </ul>	<ul> <li>Facilitate workshops and meetings to align goals and create a shared visid among all stakeholders</li> <li>Create an engagement plan that includes regula check-ins, updates, and</li> </ul>
Regular review and monitoring of early childhood education workforce and education program delivery within the consultative group	ar review and monitoring of childhood education orce and education program M M M 2 ery within the consultative	collaborative platforms feedback and discussion <b>Required Resources:</b>				
Support mentorship and professional development initiatives within the consultative group	М	Μ	М	2	<ul> <li>Greater communication between providers</li> <li>Greater utilisation of council support from providers</li> </ul>	<ul> <li>Coordinator Children's Services</li> <li>Manager Community Wel being</li> </ul>
Regular monitoring and review of collaboration and partnership efforts and enable feedback loop	L	М	L	3		



#### Strategic Pillars: Workforce & Education – Goal Two

Strategic pillar for workforce and education goal two is focused on aligning local and state efforts in workforce development



#### WORKFORCE & EDUCATION

2

Align local and state efforts in workforce development

Action	Effort	Impact	Priority	Phase	Risk	Mitigation
Collaborate with local service providers to implement recommendations from Early Years Workforce Plan in alignment with State Government initiatives including: • Promote quality work environment • Support localised Training initiatives • Promote workforce attraction, recruitment and retention • Support collaboration and partnership on sector advocacy	Н	Н	Н	2	<ul> <li>Misalignment of efforts</li> <li>Insufficient engagement from state agencies</li> <li>Insufficient funding to implement certain strategies</li> <li>Insufficient resources</li> <li>Insufficient engagement from key stakeholders</li> </ul> Success Metrics <ul> <li>Successful implementation of the Murrindindi Early Years workforce plan</li> <li>Improved alignment of local and state workforce development efforts</li> <li>Successful collaboration and partnership with key stakeholders</li> <li>Increased pool of early</li> </ul>	<ul> <li>Regularly review and adjust alignment strategies</li> <li>Foster strong relationships and demonstrate mutual benefits</li> <li>Identify external funding opportunities</li> </ul> Required Resources: <ul> <li>Coordinator Children's Services</li> <li>Manager Community Well- being</li> </ul>
Annual review and monitoring of strategies and actions	М	М	М	2	<ul><li>childhood workforce</li><li>Sufficient supply of early childhood services</li></ul>	

Pillar 1: Service Delivery									
Goal	Action	Effort	Impact	Priority	Phase				
<ol> <li>Develop a sustainable delivery model for family day care services ensuring that the model meets community needs and promotes accessibility</li> </ol>	<ul> <li>Implement recommendations based on FDC Options Analysis including:         <ul> <li>Increase admin levy</li> <li>Expand &amp; recruit additional educators</li> <li>Review position based on financial modelling criteria and consider transfer of management</li> </ul> </li> </ul>	н	М	Н	1				
	• Continue to engage with community stakeholders to gather input about potential changes to the family day care services	L	М	Н	1				
	<ul> <li>Continue to deliver marketing strategies to promote accessibility</li> </ul>	Μ	М	М	2				
	• Continue to gather feedback via options available to families in the service, and requirements of regulations to have a (QIP) combine with stakeholders	Μ	М	М	1				
2. Ensure quality care and regulatory compliance family day care services	Conduct regular audits and compliance checks	Μ	Н	Н	1				
	• Continue delivering professional development programs for family day care educators (e.g., child protection course)	Μ	Н	Н	2				
	• Develop and implement a quality improvement framework	Н	Н	Н	3				







	Pillar 2: Infrastructure								
Goal	Action	Effort	Impact	Priority	Phase				
1. Review existing infrastructure maintenance agreements and joint user agreements, ensuring that there is no financial burden on the Council	• Conduct a comprehensive audit of current maintenance agreements	Μ	М	Н	1				
	• Engage stakeholders to renegotiate terms where necessary	Μ	М	М	2				
	• Develop a long-term financial plan for infrastructure maintenance	Н	Н	Н	1				
	• Seek external funding and grants for infrastructure capital projects	Μ	Н	Н	2				
	<ul> <li>Continue to engage with Department of Education and Victorian School Building Authority to support Yea Primary School Kindergarten*</li> </ul>	М	Н	Н	1				
2. Advocate for the establishment of new early learning centre sites where needed	• Continue to engage with Department of Education and Victorian School Building Authority to support state government run and operated childcare centre in Alexandra*	М	Н	Μ	3				
	• Continue to engage with MACS to support Sacred Heart Primary School for kindergarten and/or childcare services*	М	Н	Μ	2				
	• Continue to engage with private sector providers to support new kindergarten and childcare places*	М	Н	М	2				







Pillar 3: Sector Sustainability								
Goal	Action	Effort	Impact	Priority	Phase			
<ol> <li>Attract third party childcare and kindergarten providers to the region as appropriate</li> </ol>	<ul> <li>Support a marketing campaign to attract providers as appropriate in collaboration with consultative group</li> </ul>	Μ	Н	Н	1			
	<ul> <li>Support informational sessions and workshops for potential providers</li> </ul>	L	Μ	Μ	1			
2. Collaborate with these providers to support and ensure that qualified applicants are capable of fostering a sustainable and thriving sector	Establish a support network for new providers	Μ	Н	Н	1			
	Provide training and professional development opportunities	Μ	Н	Н	2			
	<ul> <li>Facilitate partnerships between new providers and established ones</li> </ul>	L	Μ	М	1			
3. Ensure that the providers are capable of delivering high- quality and sustainable services	<ul> <li>Partner with the Department of Education where appropriate in running Expression of Interest (EOIs) new upcoming kindergarten and childcare centres</li> </ul>	М	н	Н	2			
	• Develop a criteria for evaluating potential providers	L	Μ	Μ	2			
	<ul> <li>Review and monitor the evaluation criteria for continuous improvement</li> </ul>	L	Μ	L	2			







Pillar 4: Coordination								
Goal	Action	Effort	Impact	Priority	Phase			
	Continue facilitating partnerships between existing providers	Μ	н	М	1			
<ol> <li>Offer support that is accessible to all early childhood education and care providers, assist with service planning and capacity building</li> </ol>	<ul> <li>Streamline communication channels between Council and all providers</li> </ul>	L	Μ	М	1			
	Encourage and support collaboration amongst providers	L	Μ	L	1			
	<ul> <li>Circulate area specific-forecasting and early years population growth data with providers</li> </ul>	L	Н	Н	1			





The future state analysis of Council's strategic pillars and strategic actions for the kindergarten and childcare services in Murrindindi Shire region

	Pillar 5: Advocacy				
Goal	Action	Effort	Impact	Priority	Phase
<ol> <li>Promote the sustainability and growth of childcare and kindergarten services, contributing to a healthy and resilient community</li> </ol>	• Engage with state and federal governments to advocate towards increased funding and grants for childcare and kindergarten services in Murrindindi	Н	М	Н	1
	• Maintain partnerships with community run and not-for-profit organisations (e.g., MACS) to support funding and resources for childcare and kindergarten services	Μ	М	М	2
	• Maintain competitive neutrality to ensure Council's advocacy efforts are transparent and equitable, supporting all childcare and kindergarten services, including community and for-profit organisations	Μ	L	Н	1
2. Support the development and	• Continue to collaborate with Department of Education and Victorian School Building Authority to identify new infrastructure for childcare and/or kindergarten places in Murrindindi	Μ	Н	Н	2
expansion of early childhood services	• Advocacy for infrastructure grants for existing childcare and/or kindergarten services to increase capacity and improve service quality	Н	Н	Н	1
	<ul> <li>Advocacy for government funded and operated childcare and/or kindergarten centres in Murrindindi</li> </ul>	Н	Н	Н	2
3. Raise awareness and understanding of the importance of early childhood services	• Collaborate with government agencies, RTOs, providers to support public awareness campaigns on the importance of early childhood education	Μ	М	М	2
	• Support marketing campaign to improve the public perception of early childhood education in collaboration with government agencies and consultative group	Μ	М	Μ	2
	• Update existing informational materials, such as kindergarten booklet for distribution in collaboration with consultative group	L	М	М	2







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Pillar 6: Workforce & Education								
Goal	Action	Effort	Impact	Priority	Phase			
<ol> <li>Foster collaboration between government agencies, RTOs, local childcare and kindergarten stakeholders</li> </ol>	• Investigate partnership agreements with government agencies, RTOs, providers and form a consultative group	Μ	Н	Н	1			
	• Regular review and monitoring of early childhood education workforce and education program delivery within the consultative group	М	М	М	2			
	• Support mentorship and professional development initiatives within the consultative group	Μ	М	М	2			
	• Regular monitoring and review of collaboration and partnership efforts and enable feedback loop	L	М	L	3			
2. Align local and state efforts in workforce development	<ul> <li>Collaborate with local service providers to implement recommendations from Early Years Workforce Plan in alignment with State Government initiatives including:         <ul> <li>Promote quality work environment</li> <li>Support localised Training initiatives</li> <li>Promote workforce attraction, recruitment and retention</li> <li>Support collaboration and partnership on sector advocacy</li> </ul> </li> </ul>	Н	Н	Н	2			
	Annual review and monitoring of strategies and actions	М	М	М	2			





# Monitor & Evaluation

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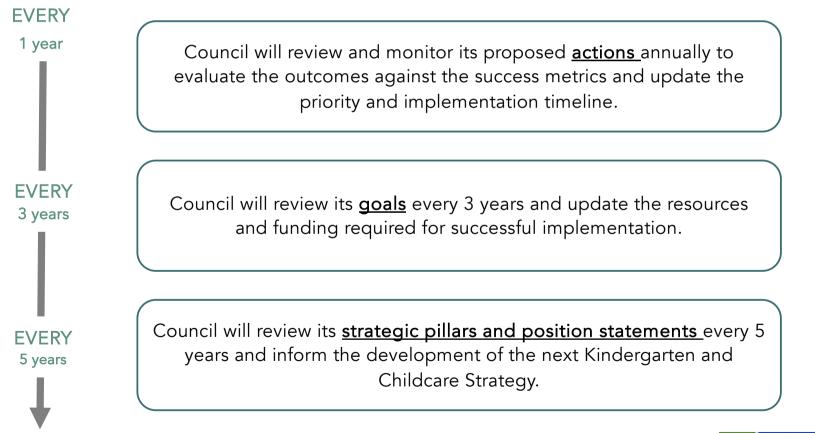
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#### Monitor & Evaluation

This monitor and evaluation process will assist Council remain on track with individual and collaborative efforts; acknowledge and celebrate key achievements; and remain responsive to new and emerging needs and priorities

This requires Council and Early Childhood Education (ECE) service providers to set aside time to regularly reflect on and review progress towards identified actions in line with the indicative measures. Ongoing review of the Kindergarten and Childcare Strategy 2024-2029 ensures it remains a working document, which guides Murrindindi Shire ECE service providers in their efforts to promote better outcomes for children and families.



Kindergarten and Childcare Strategy



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