

IF ASKED...WHAT ACTIONS HAVE BEEN TAKEN SINCE THE COMMENCEMENT OF FAMILIES' TRANSITION?

A range of initial activities were undertaken to support families with the transition process from 7 April including

- Traditional media campaign (inc TV, radio, cinema, Fact sheets and hardcopy)
- Digital and social media campaign (facebook, twitter and webinars)
- Leveraging providers and peak bodies for support with families (participation in Working Groups, speaking engagements at conferences, provision of information)
- Targeted cultural and minority advertising (BBF, NFFOCC, translated material)

Using data gathered in the month from commencement, communication channels were reviewed, messages refined and re-focused to align with data trends.

Messaging and targeting will continue to be aligned with trend analysis, including increasing urgency, specific focus areas and target groups.

Specific activities targeted at families

Date	Description	Communication Channel	Target Group
7 April	Families Transition Begins	Online Registration Opens	All families in receipt of CCB/CCR
7 – 8 April	NCCP presentation	Community Connections Solutions Australia forum	Providers and services
8 April	Phase II Campaign begins	Phase II of the communications campaign including television, radio advertising and proactive social media	General Public
8 April	Email to ITRG Members	Email to members advising them of the campaign launch. The key message is to inform families about what they need to do to transition to the new Child Care Subsidy from 2 July 2018.	Providers/Services and peak bodies who will provide advice and information to families
10 April	Family Transition for Providers Fast Facts	Fact sheet outlines the process for each family cohort and can be found on EDU website	Available for providers to help their families with their Call to Action
17 April	Withholding and DHS Payment and Service Finder update	Email to all providers and services with an update to further assist them in updating their families	Provider/Services and families using child care

17 April	NCCP Family Info Webcast Reminder	Prompt to remind families about the upcoming family information webcast	Families using child care
19 April	Families CTA Letters	CTA Letters from DHS commenced to families	All Families in receipt of CCB/CCR
7 May	NYFA Letters	Letters sent to all FTB customers requesting update of yearly income. When they do this there is a prompt for them to do CCS call to action	All families receiving FTB
7 May	Social Media increase	DHS commenced an increase in social media	Families accessing social media
8 May	Phase II brochures and posters	Despatched to all child care centres for display	Families using day care services
10 May	Family Transition Timeline	Instructions outlining the process for each family cohort and can be found on EDU website	Available for providers to help their families with their Call to Action
11 May	NCCP presentation	FDCA – National Engagement Program	Providers and services
11 – 12 May	NCCP Presentation	ECA – Reconciliation Symposium	Providers and services
14 May	Targeted messaging and comms for services	Targeted messaging for child care service providers to send to their families	Families using child care
14 May	Providers advised on how to use PEP to query their families CTA	Instructions provided to providers to assist their families to complete their call to action	Families using child care
15 May	SMS reminders	To prompt have you done your call to action	Families who have listed their mobile numbers
15 May	Messages on EDU website	'Urgency' messaging on the EDU transition webpage	Families who have not done their CTA
15 May	NCCP presentation	NSW SRA – Information session	Providers and services
21 May	Reminder Letters	DHS commenced CTA letters reminder letters both via Mygov and surface mail	Families who have not done their CTA
22 May	Email to all providers and services	Prompt to remind families about CTA	Families who have not done their CTA
22 May	Email to all providers and services	Email with links to resources for families (e.g. translated brochures), for providers (e.g. task card) and a reminder to prompt families to complete their CCS assessment	Providers/services and families using child care
24 May	Email to ITRG members	Email sent to ITRG members asking them to reach out to 100 families to gauge why	Families who have not done their CTA

		they are not responding to the CTA	
30 May	Email to all providers and services	Email with links to resources for families (e.g. Family Webcast Info session video), for providers (e.g. Handbook) and a reminder to prompt providers to complete their transition	Providers/services and families using child care
June	SMS Reminder	Scheduled for early June	
1 June	Australian Child Care Alliance National conference	Promote the new package and drive CTA	Providers/Services and peak bodies who will provide advice and information to families
6 June	DHS facebook event	QA session for families	Families who have not done their CTA
15 June	Mother and Baby Expo - DHS	Expo – manned stand/brochures and f2f QA opportunity	

Webinar info

Session	Total Webcast viewers (unique plays)
19 April 2018 7.00 pm – 8.30 pm (AEST)	1540
3 May 2018 2.30 pm – 4.00 pm (AEST)	1490
15 May 2018 8.00 pm – 9.30pm (AEST)	3613
Total	6643