



Connecting families to share a Nanny or childcare

ABN: 38 016 802 646

6 June 2005

SUBMISSION NO. 135

AUTHORISED: 15.6.05

Dr Louise Mendal
Senior Research Officer
Committee Office
Department of the House of Representatives
Parliament House
Canberra ACT

Dear Louise,

Further to our discussion today.

We have been informed by Marina McHutchison from TACON, one of my colleagues in the Nanny Industry that you are shortly conducting an Inquiry into how the Government can better help families balance their work and family responsibilities.

Attached is a submission which we believe addresses some of the key areas of interest in your enquiry, particularly in relation to:

- ★ the financial, career and social disincentives to starting families
- ★ making it easier for parents who wish to return to the paid workforce and
- ★ the impact of taxation and other matters on families in the choices they make in balancing work and family life.

Our business Nanny Sharing Connections was developed to assist families with an alternative, cost effective childcare option for families. Whilst a new concept to families, Nanny Sharing is becoming the preferred option for families who are facing a childcare crisis because of lack of vacancies in childcare centres, inability to afford a Nanny on their own, or just have a preference for in-home care for their children. Nanny Sharing Connections is currently the Australian leader in connecting families to share a Nanny.

**The parents in our community need an alternative,
cost-effective childcare solution**

I would welcome a discussion to clarify further any of the enclosed information and look forward to improvements in the Industry as a whole as a result of this enquiry. As discussed I would appreciate for privacy purposes that any public posting of this information excludes my surname or is discussed prior to publication.

Yours faithfully

Hilary
Director
Nanny Sharing Connections
Unit 12
12 Phillip Mall
Kendall Street, West Pymble
SYDNEY NSW 2073

PARENTS ARE FACING A CHILD CARE CRISIS

SUMMARY

Nanny Sharing Connections was created to address key concerns by families and encourage credibility in this unregulated industry...

- ★ **Financial** - Many families want a Nanny but think they can't afford it... Nanny sharing is their solution by essentially halving their Nanny costs
- ★ **Alternatives** - Typical childcare options for families are usually the only ones considered: Formal care : Long Day care, Family Day care, Informal : grandparents. Parents need to realise there are more cost-effective alternatives such as Nanny Sharing.
- ★ **Financial** - Lack of vacancies in child care centres or family day care offerings. This type of care is cost-effective for families following the 30% child-care rebate and similar rebates for in-home care, such as with ABN registered Nannies could only encourage this option for families. We suggest the Government offer a similar tax rebate toward the cost of families hiring a Nanny.
- ★ **Time Saving** – Free up precious family time by minimising their daily travel requirements via in-home care

More detailed information is found on the following pages or on **www.nannyshare.com.au**

Nanny sharing is a new concept to most families in Australia, but is commonplace in America, Canada and England.

This is one of THE childcare options for Australian families in the future.

How our Service helps families :

Nanny Sharing Connections was created to put families in touch with families for the purpose of sharing a Nanny or childcare.

Families across the Eastern states of Australia (NSW, QLD & VIC) are utilising Nanny Sharing Connections to assist them in finding an alternative childcare solution.

Families joining Nanny Sharing Connections benefit by:

- ★ Being connected with a like-minded family to share a Nanny or childcare
- ★ Significantly reducing Nanny costs via Nanny-Sharing (average \$10 p/h per family)
- ★ Freeing up precious family time by minimising childcare related travel
- ★ Reducing the exposure of child/ren to sickness and ensure reliability in your work attendance
- ★ Finding a solution to your childcare needs (including babysitting, before/after school care)

Member Testimonial

"I first heard about Nanny Sharing Connections (NSC) from an ad in Sydney's Child. I phoned and was very pleased with how helpful they were. I was in the somewhat unusual situation of having my own infant, whilst looking for a Nanny job. I guess you would say I was a "Mummy Nanny" looking for a share family. NSC was the only service (and by then I'd spoken with a few Nanny agencies) who would even consider helping us out.

Within a week NSC came back to me with a suggested match, which was rated at 90-100% compatibility. It took a while to bed down (and during that time NSC were great in offering alternate match suggestions) but ultimately I came to an arrangement with the first family recommended.

I'm now happily looking after my own daughter (11 mths) and another lovely little girl (18 mths). I'm very happy with the arrangement NSC helped me find, as are the family I'm sharing with.

I think this is a great service, with a different and clever concept behind it.....and lovely people driving it."

Joanne - Earlwood NSW

Nanny Sharing Connections is not a Nanny Agency and only connects families with other families, not families to Nannies. We link with reputable agencies to find the Nanny for our families.

Social Trends

With the increase in women's participation in the workforce, a growing proportion of Australian families face new challenges combining family and paid work responsibilities. The proportion of 'sole breadwinner' families, where the husband works full-time and earns money for the family and the wife undertakes unpaid household work and childcare, is decreasing in Australian society. While some couples still choose this arrangement, in many families both parents continue working after the birth of a child/ren, either out of choice or necessity. In addition, one-parent families have become more common over the last 20 years. Many lone parents face the challenge of earning sufficient income and finding cost-effective childcare without the support of a resident partner.

This changing distribution of families partly reflects a growing dependence among couples on two incomes to meet their economic and lifestyle needs.

Consider the following Australian Bureau of Statistics figures:

- Women with children aged less than 5 years are more likely to be in the labour force and 70% participate in the workforce in the years they are most likely to have children (i.e. 25-34 years). (Source ABS Social Trends 2003);
- 71% of couples (where their youngest child is less than 5 years old) are working up to 60 hours per week. (Source ABS 4402.0 Child Care, Australia);
- 51% of all couple families (with children aged less than 15 years) were those where both parents were employed. (Source ABS 4402.0 Child Care, Australia);
- 6% of children (174,500) were identified as requiring formal care (i.e. long day care, occasional care etc) but no vacancies were available. Demand exceeded availability. (Source ABS 4402.0 Child Care, Australia).

This highlights the growing need for alternative, cost effective, safe and reliable childcare options for families. Nanny Sharing Connections can offer families a network of like-minded families for such childcare.

NSC aims to :

- Build closer local communities – Nanny sharing integrates your place in the community with other local parents and you can jointly work to create something that benefits your child/ren

What is a Nanny?

A Nanny is responsible for the care of family's child/ren. They will involve them in creative play, education, stimulation and socialisation, whilst ensuring their safety. A Nanny usually performs some housework which relates directly to the child/ren: laundry, meal preparation and general clean up.

What is Nanny Sharing?

Nanny sharing is where two or more families engage the services of a single Nanny to care for their children.

Nanny sharing has many benefits besides the obvious financial one. Children are cared for in an environment that is socially stimulating and relaxing. Parent's homes reduce the risk of communicable viruses and parents travel less often to pick up or deliver their child/ren from day care. Additionally, Nannies usually stay in their positions longer because they are paid more overall in a sharing arrangement.

There are a number of different ways in which Nanny sharing can work. The most popular options are:

- ★ A Nanny can work for two or more families at the same time;
- ★ A Nanny can work for two or more families on alternate days (possibly to allow you to work or enjoy other pursuits part time); or
- ★ One family takes on the Nanny on a full time basis and shares with a partner family for part of the week.

A shared Nanny expects to earn approximately 20% above the standard rate when they are working for two or more families at the same time. Obviously that equates to a reduction in the full cost of a Nanny if families were to be the sole employer. Families need to agree on a reasonable work schedule, vacation dates and division of public holidays. Other considerations are provided to our members in a Members Information Pack.

Consider the example:

A Nanny is usually paid approximately \$16 per hour. Two partner families each agree to pay \$10 per hour. That way, each family saves \$6 per hour, and the Nanny receives a total of \$20 per hour.

To find a family to Nanny share with families can register as a Member of Nanny Sharing Connections. For more information go to www.nannyshare.com.au

What is a Mummy Nanny?

Families looking for a "Mummy Nanny" as well as Mummy Nannies looking for work are also attracted to Nanny Sharing Connections.

Mummy Nannies are essentially Nannies who have had several years of experience, had a child of their own, and are wishing to return to Nannying with their own child in tow. A Mummy Nanny will care for a family's child, and her own, in either home as agreed at a discounted rate to the standard Nanny rates. Typically at present this is around \$10-\$12 per hour.

How does a Mummy Nanny arrangement work?

Professional Mummy Nannies will spend equal time with all children in their care. The arrangement is beneficial to both parties by:

- ★ Enabling the Mummy Nanny to take their child to work with them each day along with their food, nappies and portacot

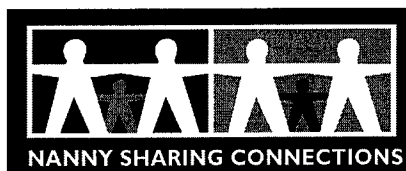
- ★ Encouraging stimulation of all children by having playmates and the development of friendships
- ★ Eliminating the sometimes costly and time-consuming exercise of finding, interviewing and hiring a Nanny

Our service will match Mummy Nannies to families, creating an instant Nanny for the partner family. No subsequent hiring of a Nanny is required.

If you are a Mummy Nanny looking for a family to work with, or alternatively a family looking for a Mummy Nanny register today with Nanny Sharing Connections.

NSC Offers families :

- Peace of mind that their child/ren are cared for in a safe home environment
- Reduce the illnesses their child/ren may be exposed to in larger childcare centres
- A Nanny to care for their child/ren without the high costs



Connecting families to share a Nanny or childcare

ABN: 38 016 802 646

Nanny Sharing benefits parents by:

Nanny Sharing Connections offers parents the chance to:

- ★ Access other like minded families to discuss Nanny or childcare sharing possibilities;
- ★ Receive a monthly matching report emailed (or faxed, mailed) for the term of their Membership. It will detail our range of matching categories and families that match with their needs;
- ★ Be connected with any families in their preferred locations for the purpose of sharing a Nanny or sharing childcare (i.e. day time whilst working, babysitting etc);
- ★ Reduce the cost of a Nanny's salary and placement fee by sharing these with another family (this may be greater than a 35% saving on standard Nanny costs);
- ★ Reduce the illnesses children are exposed to in larger childcare centres or family day care schemes;
- ★ Free up precious family time by minimising their daily travel requirements;
- ★ Ensure reliability in their work attendance - there is no need for you to take time off work to stay at home with a sick child/ren. And, if the Nanny is ill, the two families can share the burden of covering the time;
- ★ Have peace of mind that their child/ren are in your (or similar) safe home environment;
- ★ Entice a Nanny to stay in a position longer as they are paid more for a sharing arrangement. This will enable special bonds to develop and the Nanny to become an integral part of your child/ren's ongoing development needs;
- ★ Develop a close, appropriate information network - ie having both a Nanny and another set of parents to go to for advice;
- ★ Create lifelong friendships among parents;
- ★ Build closer local communities - Nanny sharing integrates your place in the community with other local parents and you can jointly work to create something that benefits your child/ren; and
- ★ Have their child/ren cared for in the way families want versus a day-care standard curriculum.

Nanny Sharing benefits child/ren by?

Nanny Sharing Connections offers child/ren the chance to:

- ★ Receive socialisation with other children whilst maintaining in-home care;
- ★ Receive more concentrated attention than government or family run childcare centres (ie the carer/child ratio in a Nanny sharing arrangement is typically 1:2 or 1:3);
- ★ Speed development by enabling them to watch and imitate their friends;
- ★ Have close friends that become one big family to share birthdays and holidays, milestones etc.

**174,500 children missed out on formal childcare places due to lack of vacancies.....2003
- A small investment to expand your childcare options**