

Australian Childcare Alliance ● Representing the future of Australia's children

● Early Years Journal

Belonging

Media kit | 2017





To whom it may concern,

Australian Childcare Alliance (ACA) is extremely proud of its quarterly publication *BELONGING*.

As the overriding body representing privately owned Education and Care Services through State Associations in Western Australia, South Australia, Victoria, Tasmania, New South Wales, Queensland and Northern Territory, ACA has become a powerful force in this growing sector. Private childcare operators supply approximately 70 per cent of Australia's long day care places.

As the umbrella body, ACA advocates public policy that directly impacts childcare service operators. ACA is a strong advocate for families and children to ensure that access, equity and affordability are not barriers to each child being able to access a formal early childhood education and care program prior to commencing school. From issues of recruitment and retention of educators to adequate training and workplace health and safety, ACA guides and informs its members on the latest developments across the country.

Working in partnership with national publishing house Executive Media, *BELONGING* is produced for all ACA members. The journal, a valuable member benefit, will report on the latest industry news, priorities and policies of ACA and will showcase the design and programming of leading early childhood education and care services. Each edition will be direct-mailed to all ACA centre operators/managers.

Any enquiries regarding advertising in *BELONGING* should be directed to Executive Media Pty Ltd. I encourage your support of this important publication.

Paul Mondo
Secretary
Australian Childcare Alliance

Australian Childcare Alliance

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Australia's burgeoning child care industry – make way for the next boom

According to latest the IBISWorld figures, Australia's birth rate is set to increase by 6.4 per cent over the five years to 2019–20, meaning that the country will see 332,901 births annually, compared with 2.9 per cent growth over the past five years.

These statistics are great news for the childcare industry, which is set to see revenues grow by 34.2 per cent over the five years, from \$9 billion per year in 2014–15, to \$12.1 billion in 2019–20.

Added to this is the cancellation of Prime Minister Tony Abbott's paid parental leave scheme, which has subsequently prompted the federal government to turn its attention to child care in Australia. With \$7 billion predicted to be dedicated to Australia's childcare industry, and the latest IBISWorld market research predictions, it is imperative for those working within the sector to connect to a national resource to stay abreast of all developments in child care. This is where *Belonging Early Years Journal* thrives.

Executive Media, an Australian publishing company, is delighted to continue its partnership with the Australian Childcare Alliance (ACA) in producing its official triannual publication, *Belonging Early Years Journal*.

The ACA is the only national association representing all privately owned childcare centre operators and employees, and acting as their advocate to government. ACA members are responsible for 70 per cent of day care services, nationally.

Belonging is dedicated to bringing the latest industry news and trends to the ACA's 4000 members, providing relevant decision-makers with a valuable tool to stay informed of industry changes, as well as to keep them abreast of operating systems and ideal learning environments with selected case studies.

Advertisers in *Belonging* will benefit from showcasing their business to this targeted audience of centre directors, who are operating in a highly competitive, burgeoning industry.

Features

- General news
- Education resources, programs and planning
- Centre profiles
- Occupational health and safety
- Child health and safety
- Nutrition and menu planning
- Finance, business and property
- Play areas and sustainable practice
- Training and recruitment
- Special needs

Industry fast facts

- An estimated 1.57 million children attend childcare centres in Australia
- Between 1996 and 2011, the rate of child care use increased by 77 per cent
- In 2014 the number of children in care rose by 8.7 per cent (IbisWorld)¹
- Between 1996 and 2011, the proportion of children in care increased from 13.4 per cent to 23.7 per cent
- During the 2015–2016 financial year, it is expected that the federal government will spend \$7 billion on child care. \$6 billion of this will be dedicated to the childcare rebate and childcare benefit
- 37 per cent of three year olds were in formal child care in 2010
- Between 2015 and 2016, approximately 1.6 million children aged 12 and under are expected to attend some form of government-approved or government-funded childcare service²
- Annual industry growth from 2011–2016 was 11.7 per cent
- 165,000 individuals are employed in the industry
- In 2015–16, the child care sector is expected to generate revenue of \$10.6 billion (a growth of 12.2 per cent on the previous year), which can be attributed to higher fees and strong growth in government funding³

¹ IbisWorld, Childcare Services in Australia Market Research Report, July 2015

² Ibid

³ Ibid



Print and file specifications

File types accepted:

- Advertisement must be supplied as press-ready high-resolution (300DPI) PDF files
- Editorial must be supplied as a Microsoft Word file, not in the body of an email
- Images must be supplied as high-resolution (300DPI) JPEG or TIFF files. Images must not be embedded in Microsoft Word documents.

We do not accept:

- Photos, illustrations and logos as RGB pictures, JPEG compression, or embedded in Word documents
- Images obtained from, or created for websites
- Software such as Corel Draw, Publisher, Microsoft Office applications, these files must be converted to PDFs
- Spot colours (all colours to be CMYK).

Full page (Colour)	\$3,500
Half page (Colour)	\$2,650
Outside back cover	\$4,995
Inside front cover	\$4,495
Inside back cover	\$3,995
GST inclusive	

Full page

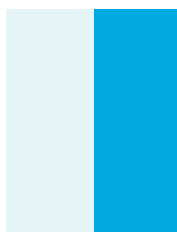


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Half page



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