

PROJECT PLAN

Title	New Child Care Service / Mulga Road Child Care Centre	
Project Outline	A new state-of-the-art child care centre is being constructed at Oatley, with works expected for completion by January 2020. The opening of the centre will coincide with a new permanent occasional care service to operate from Hurstville early learning centre at Hurstville Westfields.	
Project Lead	Patrick Skinner, Communications Officer	
Project Team	Leo Chant	
Overall Project Timeframe		To be advised

COMMUNICATIONS STRATEGY

Who are you trying to reach?

- Oatley residents (OR)
- Georges River Council Residents (GRCR)
- Existing Childcare Centre customers (ECCC)
- Georges River Council staff (GRCS)
- Parents/Families in the LGA (FLGA)

What do you want to say?

1. A new state-of-the-art child care centre is being constructed at Oatley, with works expected for completion by January 2020.
2. Upon completion, the new childcare centre will cater for 49 children, aged from 6 weeks to 6 years of age.
3. Upon opening of the new Oatley centre, Hurstville Early Learning Centre located at Westfields Hurstville will become an occasional care service.
4. Focus on the positives of the new childcare and the benefits this will provide to the community

Risks

1. Some public backlash should be expected as the site was previously used for a church. A previous application to develop a privately run childcare centre on the site was knocked back by Council, before Council purchased the land from the applicant.
2. Neighbouring residents may be opposed to a childcare centre in their vicinity.

What communication tools do you need to use?

Tool	What needs to be said?	Audience	Time	Responsibility
Signs, posters, flyers,	<p>Overview of works – dates and the increased capacity for Childcare for Georges River families</p> <p>New occasional care service at Hurstville Early learning centre Westfields</p>	(ECCC) (FLGA)	Xx	Pat/Leo
Media release	<ol style="list-style-type: none"> 1. To coincide with construction commencing. Highlighting benefits to local families. Highlighting occasional care at Hurstville. 2. Construction has been completed on the new Oatley Childcare Centre – opening information. 		<p>Construction commencing</p> <p>Completion of works</p>	Pat/Nina/Emily

Leader ad	<ol style="list-style-type: none"> 1. Ad promoting community engagement through Your Say for feedback on what the community wants from a childcare centre (generic) 2. Advertise forum for direct community consultation based around feedback from Your Say. 3. Ad promoting community engagement through Your Say for feedback on what the community wants from the new Oatley Childcare Centre 4. Leader ad after opening if required 		<p>Oct 2018</p> <p>Nov 2018</p> <p>Early 2019</p>	Pat
Social media	Upon opening, communicate positives of new centre for the community			Em. A
Posters/flyers	<ol style="list-style-type: none"> 1. Posters/Flyers to be displayed/distributed at existing child care centres at all stages of the project, to encourage customers to provide feedback via Your Say as part of the consultative process and towards completion to raise community awareness of the new service centre. 2. Flyers for distribution at primary schools in Oatley 		xx	Pat
Editorial in Community magazine	<ol style="list-style-type: none"> 1. Inform of new childcare centre nearing completion and the benefits to residents. Highlight occasional care capacity at Hurstville. 2. New Oatley Centre Opens 		<p>Issue prior to opening</p> <p>Issue after opening</p>	
Website updates	Update to childcare centre page on website		To coincide with opening	Em. A
General Manager's Message	<ol style="list-style-type: none"> 1. Overview of works – dates and the increased capacity for Childcare for staff who may live in or around Oatley 2. Increased capacity for occasional 	GRCS	xx	Pat

	care at Hurstville – relevant to staff with young families			
Rivernet	<p>1. Overview of works – dates and the increased capacity for Childcare for staff who may live in or around Oatley</p> <p>Increased capacity for occasional care at Hurstville – relevant to staff with young families.</p>	GRCS	xx	Pat/ Em. A

ONGOING COMMUNICATIONS

Communications will be reviewed when dates for works are confirmed

BUDGET

No budget required

[ENDS]