

Solutions for
children's services

43 Annual Report 2011



CCSA...

our vision...

Well supported viable and
sustainable business environments
in the early childhood and
community sectors

our mission...

To be a complete business solutions provider

To attain national recognition for the organisation

To increase and diversify the membership base

To increase revenue by offering value added services

our values

Excellence

Striving for best practice in governance and service delivery

Respect

Consideration and regard for people and organisations with whom we work

Diversity

Drawing strength from the diversity of our membership

Leadership

Being progressive and innovative

Collaboration

Positive internal and external engagement and working relationships

What we do

Integrated management support

For more than 43 years, CCSA has been providing information and support on all aspects of managing early childhood services including:

- regulations
- legislation
- financial management
- governance
- risk management
- employment and industrial information
- human resource management
- policy development
- accountability to funding bodies

We also offer payroll and bookkeeping services through our Business Solutions service.

We provide training, consultancies and professional development for management committees and staff. We also work on special projects to further support and develop early childhood education and care services.

We participate in a variety of forums at a state and national level to advocate for high quality and affordable early childhood services for all children.



Where we work

Our members are based across NSW and ACT. The majority of our members are in rural and remote locations.

- CCSA members
- Training delivered in 2011

CCSA Office
Katoomba

Message from the President

With another year under our belt, the momentum in the Early Childhood sector is certainly moving at a rapid rate. We have covered many areas in such a limited timeframe. CCSA has again reaffirmed their valued input and support necessary in a time of great change and growth.

2011 saw the launch of the ECA and CCSA Early Childhood Conference hosted in the beautiful setting of the North Coast at Kingscliff. This proved to be a huge success for both organisations and was supported by 370 participants and 36 presenters. We had the privilege of Dr. Stuart Shanker presenting at our conference via video conferencing. This success then linked to the arrival of Dr. Stuart Shanker in Australia where CCSA/ECA hosted two direct presentations for our rural and regional members in Dubbo and Newcastle, with in excess of 160 members and guests sharing the opportunity to participate in his workshops.

The conference was also complimented throughout the year with two very successful Regional Training Days in Orange and Albury with Heather Barnes as our keynote presenter. Our regional training days focused on meeting the needs of our members which related directly to the National Quality Framework and the Early Years Learning

Framework. In line with our vision our presentations linked directly to 'Management and Organisational Change' and supporting services on this journey.

With over 600 members our key focus was to continue the great face to face work with as many of our members as possible. A further five CCSA workshops were held at the ATSIECSAG Conference in April and five workshops at the NSW State Mobile Children's Services Association Conference in September. In addition to this, our partnership with Children's Services Central has continued with CCSA delivering six Early Years Learning Framework workshops and three Management training sessions for services.

In addition to supporting our members with direct training, we have been very focused on maintaining up to date information and advice on the CCSA website. Our website now has a very comprehensive comparative wages schedule for teachers and child care workers. Not only is industrial information available, CCSA has also created a National Quality Framework section that can support services through the myriad of changes from a national perspective. Members can now access information directly from the website and have peace of mind that what they are accessing is the most recent and accurate information possible.

As a peak organisation in the early childhood sector



we have increased our representation of our member services at a policy development level. Members of the board and senior management welcomed the opportunity to meet with Minister Piccoli on the 17 June 2011 and to discuss issues and opportunities amidst the change of government and their approach to managing early childhood in NSW. Further to this CCSA compiled a comprehensive response to the draft national regulations and DEC review of legislation for 'out of scope' services and DEC funding review of the early childhood sector. CCSA continues our core work in representing our member services in various reference groups in relation to regulations, funding reviews and industrial changes and proposals.

The change of staff within the office at Katoomba saw an end to an era with Jane Hamilton retiring after 10 years. Thank you is also extended to both Luke and Tracey for the commitment they gave to CCSA whilst working with us. Our new CEO Sam Edmonds commenced her leadership of the organisation on 1 June 2011 and is praised for her positive approach and professional capacity in leading our organisation. The new staffing structure welcomed John Gunn into a new role as Operations Managing allowing our organisation to successfully expand. I commend all of the staff on their commitment and hard work that they give to our organisation which then extends to each of our members.

The board has continued with our strong support and commitment to our members and to CCSA. As chairperson I would like to thank each of the board members for their continued support and valued contribution.

2012 is already shaping up to be another busy undertaking in many areas. Planning is already underway for the next conference in 2013. We will continue to lobby government to increase the 5% of funding support that they already provide for us. We will continue to listen and accurately represent our members. We will support all services in early childhood through the unfolding of the regulations and national quality standard. We will continue to work hard at maintaining accurate industrial support and advice through our phone infoline by extending our hours to reflect the hours that our member's services operate and through the website. CCSA is committed to our vision and mission of partnering with 'your' management committees and 'your' staff in delivering good quality early childhood services for children. Thank you to each of you that does such a tremendous job working in the field of early childhood education and care.



Meg Mendham.

Best Regards,
Meg Mendham, President

Our performance – the year in review

Our Strategic Plan
2009 – 2011 identifies
five key principal
business activities.

1. Membership support

Objective: To ensure that members receive accurate and relevant information to assist best practice management and governance of their services.

In 2011 we had a total of 601 members which included 14 new members.

Key achievements:

- Responded to over 3420 phone calls from members via the Management Infoline.
- Provided responses to over 295 written queries from members.
- Provided the fortnightly eConnect to members on current information and changes.
- Provided a quarterly newsletter, CCSA Connections, with informative and practical articles on a range of issues relating to children's services.
- One edition of Connections has been distributed to over 11,000 early childhood services across Australia.
- Provided special edition publications for new committees and for Christmas pays.

2. Business Solutions

Objective: To provide payroll and bookkeeping services as well as additional business services on a fee-for-service basis.

In 2011 CCSA provided Business Solutions to an increasing number of clients from the children's services sector. Clients vary in nature from remote preschools with three staff to large metropolitan services with over 50 staff.

Key achievements:

- Registration of CCSA as a Company BAS Agent and four staff as Individual BAS Agents. These registrations are now required by law for firms seeking to offer bookkeeping and BAS services. Our clients can have confidence that their work is being performed with professionalism and integrity.
- Commencement of specialist payroll services to a not-for-profit company providing supported employment placements to over 100 disadvantaged employees in three states.

3. Consultancies/special projects

Objective: To provide specialised services to members, government departments and other organisations.

Key Achievements:

- Provided 28 consultancies to a range of services including Aboriginal early childhood services. Topics included: Service Management, Capacity Building and National Quality Standard, good governance, National Quality Framework, dispute resolution, Early Years Learning Framework, strategic planning, financial management, mentoring and business planning.
- Contracted by Aboriginal Early Childhood Support and Learning (previously ATSIECSAG) to provide 21 sessions on the importance of play to parents of Aboriginal children attending AECSL supported preschools across NSW.
- Continued delivery of the Contemporary Research Insights project, funded by Children's Services Central with two articles written – one on the importance of outdoor learning and the other on understanding autism.
- Continued work with Wiradjuri Aboriginal Corporation Community and Child Care Centre through the developing of a Business Plan drawn from the operational report to support a funding application to relocate the service.

4. Training

Objective: To provide effective and appropriate training that meets the needs of management teams.

Key achievements:

- CCSA/ECA Conference at Kingscliff on 1 & 2 April 2011, attracting 370 participants.
- Special visit by Dr Stuart Shanker in June 2011, delivering an address in Dubbo and in Newcastle to around 85 participants in each location.
- Regional Training was delivered in August in Orange and Albury, with 35 and 40 participants respectively.
- Developed and delivered 18 sessions on elements of the EYLF and NQF in regional NSW on behalf of Children's Services Central.
- Developed and delivered 5 information sessions re Management and the NQS, and elements of the EYLF and NQS for the ATSIECSAG Conference.
- Developed and delivered 5 information sessions on Management and the NQF, EYLF, Modern Awards and MYOB and Financial Administration for the Mobile Children's Services Association Conference.
- Developed and Delivered a session on How to write Effective Submissions at the Joint Forum on the Children's Services Funding Review.
- Developed and delivered a session on Formalising Partnerships with NCOSS at the Aboriginal Child, Family and Community Care Secretariat State Conference.



5. Advocacy

Objective: Advocate for provision of high quality and affordable early childhood services for all children.

In 2011 CCSA continued to be a strong presence as an advocate for high quality and affordable early childhood services for all children; encouraging government to be responsive to sector needs; increasing community awareness of the value of qualified early childhood professionals; and increasing the understanding and importance of community managed services.

Key Achievements:

- Met with Minister Piccoli to discuss the impact of changes and issues in the early childhood education and care sector.
- Developed an NQF Update email to keep members informed of changes, timelines and other important information related to the implementation of the NQF.
- Completed submissions to:
 - Department of Education and Communities Regulation of Out-of-Scope Services and Children's Services Funding Review
 - Productivity Commission Study on the Early Childhood Development Workforce and the Early Childhood Development Workforce Draft Report
- Made comments on the draft National Regulations.
- Participated in a range of early childhood forums including:
 - National Investment for The Early Years
 - NSW Children's Services Forum
 - NSW Community Services and Health ITAB – NSW Children's Services Advisory Group
 - NSW Children's Week Committee
 - Forum of Non-Government Agencies
 - Department of Education and Communities NQF Industry Reference Group
 - ECA (NSW) Executive

Management and accountability

Governance

The CCSA board meets three times per year with regular communication between meetings via the board egroup and teleconferences. The focus for the board in 2011 was to develop a board succession plan, to review board processes, to develop a new Strategic Plan 2012-2015 and to continue to monitor the existing Strategic Plan.

Our board

LEFT TO RIGHT: Meg Mendham (President), Judy Radich (Vice President), Jan Langtry (Secretary), Neville Dwyer (Treasurer), Anne Bowler, Jim Craddock, Ruth Newman



Our financial performance

Our annual membership fees provided approximately **34%** of our income, with Business Solutions Fees contributing **20%** and consultancies and training providing **20%**. Income generated through projects and one-off events total **21%**. Government funding through Family and Community Services only represents **5%** of our overall income.

64% of our expenses relate to employment and a further 16% to the delivery of consultancies and training.

We finished the 2011 year with a small surplus of \$4,152.

CCSA has total net assets of \$178,857 as at 31 December 2011.

The full audited statements are available to members on request.



Our staff

LEFT TO RIGHT: Sam Edmonds, Ian Alchin, Shauna Fayers, Helena Hyssett, Deanne Madgwick, John Gunn
Theresa Macleay, Sandra Menin, Luke Touhill, Kathy Whalan, Amanda Marco, Tracey Watt (photo not available)



Luke, Deanne and Tracey left CCSA in 2011.

Towards 2012

Planning for 2012 includes:

- A change in our financial reporting with a move from a calendar year to a fiscal year.
- A new Strategic Plan to commence on 1 July 2012 with a vision for sustainable and valued early childhood education and care.
- Increasing work with Aboriginal Early Childhood services.
- A new streamlined organisation with a focus on our two key activities of membership support and professional development and business solutions.
- Ongoing development of the resources and support we provide to our members.



Recognising excellence

The CSU CCSA Award

CCSA sponsors an award for a graduating student in the Bachelor of Teaching (Birth – 5 years) course at Charles Sturt University. We congratulate Lauren Wright the Award winner for 2011.

Sponsorship

We would like to acknowledge the generous support of Modern Teaching Aids throughout the year, and in particular their national distribution of our publication, CCSA Connections.



Supporting services
to achieve quality
outcomes for children

