



childcare
concepts

Capability Statement

Providing value across the disciplines of centre brokerage, centre developments, operations and marketing to generate results for childcare stakeholders.

Phillip Malek



My family has been involved within the child care industry for more than 30 years and we have developed over 80 childcare centres during that time for myself, my family or for clients. As Managing Director of my family business, I am presently the Approved Provider for eight childcare centres across Sydney and am currently developing additional centres in Brisbane, Queensland.

In 2009 I founded Childcare Concepts a childcare centre brokerage which operates in New South Wales and Queensland. Due to the success of Childcare Concepts we will be opening in Melbourne in 2018 as well to provide full brokerage services to a growing national clientele. I am well regarded as a childcare industry stakeholder having served as a Board Member of the Australian Childcare Alliance New South Wales (ACA NSW) for many years.

I've learnt through my experience that passion is the single most important thing to succeed in this business and to make a difference.

Amber Bernauer



Coming from a well-established background in law and psychology allows Amber to make thorough, strategic and timely business transactions for Childcare Concepts clients. These skills, when coupled with her passion for child care and customer satisfaction is what allows her to exceed customer expectations time and time again.

I understand the level of professional and personal investment that goes into owning and operating child care centres and it is this understanding that drives me to ensure that our customer's experience when purchasing or selling a centre, is as smooth and stress free as possible.

I like to provide the tools that you need to make informed, smooth child care business decisions that bring you the outcomes you deserve.

Offering 50 years of combined child care industry experience. **High levels of professionalism and confidentiality assured.** Consistently exceeding asking price and client expectations. **Now operating in Queensland as well as New South Wales.**

CAPABILITIES



Centre Design

We work with architects and clients to create viable centres that exceed industry standards that are beneficial and highly engaging for children, families and all childcare stakeholders.



Centre Development

We use our extensive industry experience and networks of experts to assist and support owners and centre purchasers during their childcare development journey.



Centre Leasing

We assist our clients to negotiate commercially advantageous lease agreements that are in line with industry standards.

Hilary Knights



Hilary has over 20 years' experience in the childcare sector as a specialised education marketing professional. During this time, she has worked with childcare entities such as the Queensland Professional Childcare Centres Association (now known as ACA Qld) and ABC Early Learning Centres as well as numerous independent centres. In addition, Hilary has been a Non Executive Director on Sesame Lane Childcare's Board, Misso Institute's Board, Sunshine Coast Grammar School's New Leaf Early Learning Centre's Council, Brisbane North Institute of TAFE's Council and Queensland TAFE's Council.

Hilary's extensive childcare, business and marketing experience has made Hilary a well respected and knowledgeable professional and a regular conference presenter. As Director of marketing agency Outsource to Us and a Queensland childcare centre Broker for Childcare Concepts Hilary is well placed to guide, support and achieve strategic business objectives for stakeholders, at whatever stage of their childcare journey.

Jane Toohey



Jane has more than 25 years' experience in marketing with strong expertise in developing communications and digital strategies in Australia and overseas.

In Jane's role as Director of marketing agency Outsource to Us, she develops brand and marketing strategies for business clients across numerous sectors, that are linked with effective tactical plans that integrate fully within a business, and when implemented provide clear value, achieve marketing objectives and provide a return on investment for the client.

Jane is also a Queensland childcare centre Broker for Childcare Concepts and as a fully trained sales professional,

Jane's capability is developing commercially focused strategies that deliver great sales results for Childcare Concepts' clients.

Childcare Marketing Specialists

As the childcare industry booms and competition increases, it is not enough to provide high quality early childhood education. You need to clearly articulate your centre's points of difference and key messages to the right audience.

As marketing experts, the team at Outsource to Us, led by Company Directors Jane Toohey and Hilary Knights have an impressive track record of assisting early childhood centres of all sizes thrive. In this industry, a fully integrated marketing strategy is essential as it is not enough to just be present in the local community anymore - centres also need to be online, ensuring their website and social media pages accurately reflect their philosophy and points of difference.

It is also important to have a digital marketing strategy and campaign in place in order to engage with families when they are undertaking their initial research on their local childcare centres' offerings. Outsource to Us' team has

capabilities that range from content writing, social media and website management to digital marketing, web development and graphic design - all to ensure centres stand out during their development, growth and ongoing operations.

Whether an independent centre or large childcare centre group needs support to increase occupancy or needs assistance branding their communication material or even a fully outsourced Marketing Manager.... the Outsource to Us team can provide a solution as the childcare sector's marketing experts.



Centre Brokerage

We use our industry connections to ensure profitable and speedy centre sales across New South Wales and Queensland.



Marketing & Sales

We provide full marketing (including digital, social and graphic design) services for centres by engaging with community stakeholders, articulating a centre's brand and increasing occupancy, all through KPIs and reported ROI.



Viability

Our business experience and commercial acumen is at the very core of our services ensuring all transactions are financially viable and achieve objectives.



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