

Child Care Coordinator		Victoria
ASCO Code: 1295-11	February 2008	
Labour market rating	No Shortage	
Comment:		

Occupational demand

Demand for child care coordinators is determined by the number of child care centres, as usually there is one coordinator/director/manager for each centre. In turn, the demand for child care centres is determined primarily by the general state of the economy, the participation rate and population growth. The Productivity Commission's Report on Government Services 2008 (Part B; Early Childhood Education and Training) shows that from 2003-04 to 2006-07 the number of long day care centres in Victoria increased by 15 per cent. In the same period, the number of centres offering occasional care fell by 8 per cent. These figures indicate demand for child care co-ordinators has increased in the last 4 years. The Australian Standard Classification of Occupations shows the titles co-ordinator, director and manager are interchangeable. However, employer contacts suggest the job descriptions are distinctly different. Some co-ordinators have complete responsibility for centres (a director role). In other cases, some responsibilities are centralised (for example finance-related issues such as payroll, HR, and registration, and the role is primarily to manage staff (a coordinator/manager-type role). Some coordinators are required to be directly involved with the children. ABS Labour Force Survey data to November 2007 indicates the number of child care co-ordinators employed in Victoria is around 1800 on average since 2001.

Occupational supply

ABS Education and Work data show nationally 23 per cent of child care co-ordinators hold bachelor degrees or higher qualifications; while 4 per cent have advanced diplomas or diplomas; 11 per cent hold certificate III or IV and 22 per cent do not have post-school qualifications.

All employers surveyed for this report required applicants to be diploma qualified as a minimum and have some management/assistant manager experience. Some respondents stated diploma qualified workers usually moved into the role by receiving on the job training and experience as an assistant manager (rather than any formal management training). Employer reports about the level of turnover varied (possibly depending on the level of responsibility attached to the role). Some stated wages are not commensurate with the high levels of responsibility, leading to burnout and high turnover. Others indicated turnover is low.

Employer and industry comments/current labour market

About three quarters of surveyed vacancies were filled. The average number of applicants per vacancy was 6.8 while the number of suitable applicants per vacancy was 2.3. Applicants were deemed unsuitable primarily because they lacked appropriate qualifications and experience. Some respondents received applications from overseas trained workers whose qualifications were not fully recognised in Australia. Some suitable applicants were invited to interview but did not turn up or had accepted alternative employment. Most employers contacted suggested they were having difficulty finding good quality, qualified, experienced staff. Some respondents indicated the occupation lacks career progression. .

Labour market outlook

As part of Council of Australian Governments (COAG) National Reform Agenda, the Victorian Government "Victoria's Plan to Improve Outcomes in Early Childhood" (Department of Premier and Cabinet, March 2007) supports the integration of child care and education services. This may have an impact on the numbers of coordinators/directors required in the future.