

Goodstart top of the class for childcare centre satisfaction

Canstar Blue releases Childcare Centres 2014 – Most Satisfied Customers Award

One in five parents claim their child has suffered a serious injury in childcare.

That's one of the findings of a study by consumer satisfaction research company Canstar Blue, which also reveals that almost half of parents say their child has returned from childcare with bumps and bruises.

According to the survey, two in five mums and dads are worried that childcare staff don't pay enough attention to their child and almost half of those questioned feel guilty for leaving their child in childcare.

Canstar Blue surveyed almost 400 parents on their childcare centre expectations and found that more than 80% are generally happy with the care their child receives. However, three in five believe childcare centre staff should do more to educate their child, not just look after them.

The average daily childcare spend of the parents surveyed was \$80.

"The safety and security of childcare centres is of the utmost importance to parents, but getting good value for money is also highly desired," said Canstar Blue spokesman Simon Downes. "Childcare centres having a good educational program is almost as important to parents as the quality of care provided.

"And many providers seem to be getting it right. Four in five parents told us the food their childcare centre provides is of a good, healthy standard and the same number said they receive good feedback from their childcare centre on what their child has been doing during the day."

Goodstart Early Learning has received Canstar Blue's Most Satisfied Customers Award 2014 – Childcare Centres.

Goodstart achieved five-star ratings for security and safety, quality of care provided, educational programs and overall satisfaction.

"We are pleased to receive the Canstar Blue award for Most Satisfied Customers," said Heather Finlayson, General Manager-Strategy, Goodstart Early Learning. "It is wonderful that Australia's families have recognised the important work of our educators in providing high quality early learning and care in our centres.

"We are particularly proud of the 5/5 rating we received for educational programs as we are committed to providing quality early learning programs, tailored to the individual learning and development needs of all our children."

Goodstart also received four-star ratings for its wait list length, playtime activities, nutrition provided and value for money. Meanwhile G8 Education rated well for security and safety, educational programs and overall satisfaction.

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