



HAILEYBURY COLLEGE: YOUNG MINDS ELC

Version 1.0

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EXECUTIVE SUMMARY

The following document examines the possibility of opening Haileybury College Early Learning Centres (ELC) external to the school grounds. Haileybury College has an established name known for academia in music, arts and science. The proposal aims to decentralize Early Learning years 1-5 years of age to external sites. The sites are to be stationed across Metropolitan Melbourne in areas including Kew, Brighton, Berwick, Mornington Peninsula and Parkville. The areas have been selected based on Haileybury College campuses. Decentralizing the ELC off campus will provide more space for junior, middle and senior years. Establishing several early learning centres off site can allow more enrolments across the younger year levels. Currently Explorers and Bambini Juniors are some of the leading centres across Melbourne with fees approximately 157-162AUD per day per student. With 100 students (20 student per age bracket) Haileybury could generate 2,916,000AUD per annum from one centre. Alternatively, Haileybury could also aim to sell their Early Learning Education program to established centres.

Key Highlights

- Decentralization of Early Learning Years at Haileybury College
- Establish several Early Learning Centres across Melbourne
- Become the leaders of early learning education
- Charge a competitive fee for high quality early learning education
- Create more space at current campuses
- Increase student enrolment in early learning year levels
- Generate more revenue
- Little space required
- Relatively Low cost
- Potentially generate almost 3,000,000 AUD per annum from 100 students attending daily at 167AUD a day.

BUSINESS OPPORTUNITIES

- An opportunity to decentralise ELC from Haileybury School grounds
- Establish and build various specific ELC centres across Metropolitan Melbourne
- Provide the highest quality of ELC across Melbourne/Australia
- Provide a guaranteed/increased possibility of a pathway for students to attend Haileybury College Junior school/Middle school Senior School.
- Increase the number of ELC enrolments without the large amount of space required
- Complete against large/established ELC schools which do not have junior or senior schools such as Bambini Juniors and Explorers.
- Offer a comprehensive Haileybury College ELC program
- Offer a training program (Certificate in Early Childhood Education) and then provide teachers with a job (As seen by Bambini Juniors).
- Differentiate from competitors by introducing music/language/arts as core subjects for ELC.
- Sell ELC Haileybury College education to established groups such as Bambini Juniors and Explorers.
- Remove ELC from Haileybury college campus to open up more space for junior/senior classrooms.
- Sell Haileybury college Early Learning Education programs to established early learning centres.

COMPETITOR ANALYSIS

Bambini Juniors

- Has 3 centres across Brighton
- Other locations include Royal Children's Hospital, Geelong, Hampton, Sunbury, Deepdene.
- Currently have a wait list
- Is one of the most expensive child care centres operating
- Reggio Emilia educational approach
- 2 day minimum enrolment
- \$157 per day, per child.
- Train their own employees in Certificate of education
- Indoor outdoor play areas
- Ages 6 months – 4years

Explorers

- Reggio Emilia educational approach
- Chef prepared meals
- 15 centres across Melbourne; Armadale, Brighton East, Mernda, Surrey Hills, Williams Landing, Williamstown, Tarneit, Nunawading, Greenvale, Ashwood, Mornington, Beaconsfield.
- Music/language/art programs
- Indoor outdoor play areas
- 162AUD per day including food and programs.

COST ANALYSIS

- Assuming Haileybury Prep operates on the school calendar, Preps pay 19,425 per annum, which equates to 107.91AUD a day (180 teaching days).
- Childcare centres which do not have the name Haileybury College does or the programs Haileybury could offer are more expensive than Haileybury Prep program.
- Staff wages vary depending on room leaders and teaching assistants 22-28AUD an hour.
- Following the rule 1:10, teacher to student ratio, Haileybury college ELC centres could house up to 100 kids per centre across 5 different age groups providing it is 20 kids per class.
- Potential revenue raised could be 2,916,000AUD per annum if Haileybury were to charge 162AUD a day.

RISK ANALYSIS

- The market may already be flooded by competitors such as Bambini and Explorers. They have established themselves in Hospitals and affluent areas within blocks of one another.
- Cost of the project would involve purchasing land and building centres across Melbourne. Funding may not be readily available.
- Haileybury College may not be able to guarantee some children who attended Haileybury ELC Centre a position at one of the central campuses.
- The cost for student maybe required to be reviewed due to the centres being decentralised.
- Ensure the quality of the centres meet the standards of the main campuses.