

Project Victoria Frequently Asked Questions – ELAA Members

What is happening?

The Boards of the Community Child Care Association (CCC) and the Early Learning Association of Australia (ELAA) are exploring if CCC and ELAA might amalgamate into a new entity. This work is progressing under the title of 'Project Victoria.'

Why are we considering an amalgamation?

Community Child Care Association (CCC) and the Early Learning Association of Australia (ELAA) have enjoyed a strong, collaborative relationship for many years.

Our relationship is based on a shared vision for affordable, accessible and high-quality early education and care and outside school hours care. We are also passionate about ensuring that community based / not-for-profit service provision remains a thriving part of the sector.

We currently campaign around these same issues, are highly skilled, have synergistic views and share many stakeholders in common, within a sector that faces increased challenges and scrutiny.

What are the objectives of Project Victoria?

There are three main objectives of Project Victoria:

1. strengthen the advocacy voice of community based / not for profit service providers
2. enhance the member value proposition by expanding the offering to members
3. better representation of a broader range of early education and care service types.

What has happened so far?

Our Boards have met to discuss areas of potential alignment between our organisations, including the added value for our sector and the organisation's shared values and goals.

A Joint Steering Committee (JSC) has been established to oversee Project Victoria, consisting of:

- four Board members from both CCC and ELAA
- the Executive Director from CCC and the Chief Executive Officer of ELAA.

The Joint Steering Committee is an advisory body that will make recommendations to the respective Boards of CCC and ELAA regarding project milestones, budget and key decision points.

A stakeholder communication strategy is currently underway including engagement with members via direct communications and webinars. We have also begun simultaneously engaging with staff from both CCC and ELAA and external stakeholders.

What will happen next?

Legal and financial due diligence will commence in May 2022 and conclude by the end of June 2022. This process will seek to provide the JSC and respective Boards of Management with evidence to determine if we continue with the amalgamation process and start the design of a potential new entity. Members will be updated on the outcomes of the respective Board decisions as soon as practical after

the decision to proceed with the process is reached.

Who makes the ultimate decision on amalgamation?

Firstly, the majority of both CCC and ELAA Boards must independently vote in favour of recommending the amalgamation to members. If recommended by both Boards of Management, at a point in time in the future, the majority of both CCC and ELAA members will then need to vote in favour of the amalgamation for it to proceed to implementation.

What are the timelines?

It is expected that due diligence will be completed by the end of June 2022. From there, the CCC and ELAA Boards of Management will determine if Project Victoria moves to the design stage of the new entity. Members will be updated on the outcomes of the respective Board decisions as soon as practical after the decision is reached.

Timelines beyond that point will need to be determined and will be communicated to members, staff and stakeholders, but a design and transition window of 12 to 18 months is expected.

What does Project Victoria mean for members?

It's important to understand that, at this point, we are simply exploring the concept of an amalgamation and its potential benefits or disadvantages. No decision to amalgamate has been made and there is more work to be done before members will be asked to vote for, or against, any proposed amalgamation.

Our commitment is to keep all stakeholders updated at every key stage and invite your feedback.

In the short term, there is no impact on members associated with Project Victoria. Members can expect the same levels of advocacy, service and support as they have signed up for and have been accustomed to.

If implemented, the dual objectives of Project Victoria are designed to improve member outcomes by:

1. strengthening the advocacy voice of community based / not for profit service providers
2. enhancing the member value proposition by expanding the offering to members
3. increasing representation of all service types.

What will the member value proposition look like?

It is too early in the process to detail the full value proposition, product and service offering and associated fee structures. These will be determined at a point in time in the future after due diligence is completed and before the members are asked to vote. However. One of the goals of the amalgamation is to enhance the member product and service offering by integrating the member offerings of both ELAA and CCC.

How will representing a broader range of service types impact member advocacy?

The expectation of the amalgamation is that our member advocacy voice will be strengthened, due to the increased membership footprint and associated weight of messaging.

How will members be kept up to date?

A communication strategy to members is being implemented from 29 April 2022. This process will include two Member Forums: One for CCC members and one for ELAA members. The Member Forums will be attended by the two Presidents and Executive Officers from CCC and ELAA and will be an opportunity for members to ask questions and understand our organisation's motivations in exploring this amalgamation.

Ongoing, members will be able to stay up-to-date by attending future member forums, reading the weekly member e-publication ELAAvate, staying involved in member working groups and accessing the frequently asked questions on this page which will be regularly reviewed and updated.

Where can I go or who can I talk to if I want to know more?

Project Victoria FAQs will remain a living document and will be updated over time with the latest information related to Project Victoria. If a question you have is not covered in the FAQs, please:

- speak with your supervisor in the first instance, and/or
- email projectvictoria@elaa.org.au dedicated to capturing and responding to questions.

*Note queries to the two email addresses above will not be answered individually. We will monitor all questions and formulate responses to common questions and themes and publish them on this FAQ page.