

**BUSINESS AWARDS / BAY FAMILY
HOMEBASED CHILDCARE LTD**

HOME-BASED CHILD CARE PROVIDER SETS THE STANDARD

The right mix of marketing, systems and procedures, combined with a passion for delivering high quality service with a smile, has seen the fledgling Bay Family Homebased Childcare (BFHC) leapfrog nearly all its competitors to become the second largest home-based child care operator in the Bay of Plenty – and all inside two years.

This impressive growth, along with the reputation its management, staff and educators have garnered along the way, earned BFHC the Emerging Business Award sponsored by Cooney Lees Morgan in the Westpac Tauranga Business Awards.

Licensed by the Ministry of Education, BFHC offers what its owners describe as “the very best child care” for children from birth to five years old. The aim is to ensure that while they are at work, studying or at home, parents can relax knowing their children are having fun in an educational and safe home environment.

Educators’ homes offer young children a fun-loving, educational, home environment where there are no more than four children under the age of six, and that’s including the educator’s own children. Children receive one-on-one attention in a small group setting as well as gaining the benefits of attending larger social group activities.

BFHC began in April 2009 in Tauranga and Rotorua, and soon after in Taupo, with an excellent business model and a partnership that delivered both practical and business skills. With no tangible presence for parents to assess before joining as clients and caregivers, the uptake was uncertain for BFHC. However, the formula proved irresistible and the word spread.

The business grew quickly as more parents opted for home-based care. Good management of the growth has continued the high care standards set and also enabled a strong profit giving an excellent foundation

for this business in the future.

While BFHC is still relatively new to the Bay of Plenty, Hamilton-based directors Jim and Jenni Ellis have been running Waikato Family Homebased Childcare for more than 15 years. The husband-and-wife team have brought a wealth of experience with them to their Bay business.

Jim says winning the Emerging Business Award made everyone associated with BFHC very proud.

“This award belongs to our staff, our educators and our parents who selected BFHC ahead of other child care providers,” he says. “It’s hugely satisfying to know our efforts have been appreciated and acknowledged.”

Jenni says the award reflects extremely well on everyone associated with BFHC, within the organisation and outside it.

“We have fantastic staff, top drawer educators and, equally important, happy educators. In this environment, happy educators equal happy children. And that’s what it’s all about.”

Jim and Jenni have been joined by Petra Navanua, the company’s Tauranga-based director, who leads an ever-growing team of educators and staff.

“Our philosophy is child care at its very best,” she says. “We support this philosophy by providing free play/music groups, educational toy library and excursions, like Kids Day Out, at no extra charge to parents or guardians.”

Petra says BFHC provides the perfect option for children to enjoy the day-to-day experience of family life while their parents are at work or study.

“A natural home environment ensures the individual needs of children are met, yet they have the opportunity to socialise and interact with other children through our play/ music groups and excursions.

“Our educators are chosen for their warmth and love of children, and all have a passion for children’s development and enjoy providing a wide variety of play and fun throughout the day. They are supported in their practice by qualified, registered early childhood teachers who visit them regularly, offering support and guidance.

“All our homes exceed the requirements of the Ministry of Education, ensuring a fun, safe, educational and caring environment for children.”

BFHC understands how important it is for parents to know they are choosing the right service for their children. Parents are encouraged to phone BFHC to discuss their aspirations for their children’s care and educational needs.

Jenni Ellis says one of the major benefits of home-based child care is the parents are in control.

“Parents choose the educator they know is right for them and their children. A strong bond forms between parents and educators, which enhances the children’s care. We are strong advocates for high quality child care. We pay for our educators to gain certificates in home-based child care and first aid, and all have passed a strict interview process including police, CYF’s and reference checks. Educators and their homes have met or exceeded requirements outlined by the Ministry of Education prior to children starting in care.”

Petra says home-based child care is one of the fastest growing preferred options for parents in the Bay.

“The benefits of such care are there for all to see, and Bay Family Homebased Childcare is now setting the standard in delivering child care to the highest possible standards.”



**Emerging Business Sponsored by Cooney Lees Morgan
Bay Family Homebased Childcare Ltd**