

OCCUPANCY & BOOKINGS BENCHMARKS

Long Day Care Sector

August 2019

Prepared By KindyNow



Summary

- Over 1m bookings were analysed across hundreds of services operated by dozens of providers.
- The total number of bookings per service in August 2019 was almost identical to that in July 2019. As a result the average service would have seen no material increase in revenue in August 2019.
- Whilst total bookings remained the same, occupancy grew in August 2019 from July 2019 by 4.8%. This was due to there being 22 weekdays in August 2019 compared to 23 in July 2019.
- Permanent bookings and casual (extra-day, non-permanent) bookings both grew in August 2019 on a per day basis. Permanent bookings had a slightly higher growth rate than casual bookings.

Occupancy - Aug 2019

77%

Average Occupancy
During August 2019**

 **4.8%**

**Occupancy Increase
From July 2019**

**Excludes Before School Care, After School Care and Vacation Care bookings

Permanent Bookings - Aug 2019

1,459

Permanent Bookings
Per Service**
(90 Licensed Places)

66

Permanent Bookings
Per Day Per Service**
(90 Licensed Places)

 **5.1%**

**Increase In Permanent
Bookings Per Day From
July 2019**

**Excludes Before School Care, After School Care and Vacation Care bookings

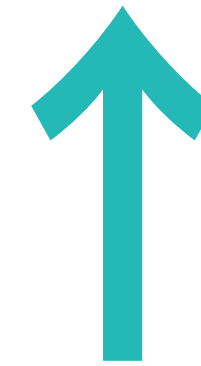
Casual Bookings - Aug 2019

71

Casual Bookings
Per Service**
(90 Licensed Places)

3.2

Casual Bookings Per
Day Per Service**
(90 Licensed Places)



4.2%

**Increase In Casual
Bookings Per Day From
July 2019**

**Excludes Before School Care, After School Care and Vacation Care bookings



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