
Wednesday, 2 December 2009

To Whom it May Concern

Dear Sir/madam

Re: Child Care centre – 63 Lynwood Ave, Dee Why

Deciding to build a childcare centre from scratch was a very scary but daunting task that took me some time to feel happy and confident with.

From the day that I decided to commence the centre I had Succeed Consultancy right by my side advising, guiding, teaching and mentoring me in the long and hard process.


Succeed Consultancy were there for me every step of the way and I would not have been able to do it otherwise.

Succeed Consultancy ensured prior to the opening of our doors that all aspects of the childcare centre were ready and prepared to high quality standards. After some set backs with the building of the centre, having to delay our opening day on a few occasions due to building complications and unfortunately losing families that had prior booked in we finally opened our doors in July 2009. We opened the centre with 8% occupancy. However with this slight set back, it did not stop Succeed Consultancy they continued to drive the centre's marketing campaign on top of settling new staff, children, families and setting up all procedures and systems for the centre and each week the results were amazing. We were having numerous amount of enquires each day with some weeks having up to thirty family enquires, but each week there was on average ten enquiries per week. Our occupancy was growing 5-10% each week.

Now being in November our centre occupancy is at 80%, only four months after opening and very amazing for a seventy place centre.

I have often been told that opening it is difficult to even break even in the first year of operation but only four months after opening we are commencing to make a profit, but it has not stopped here the continual drive to increase this further is still being implemented. Not only that our centre debts have continued to be at zero and wages are at benchmark for childcare. What more could you want.

Yours sincerely



Nicholas Rickard