**FDC PROVIDERS COMMUNICATION PLAN**

Direct Gap Fee Collection

**HOW TO USE THIS TEMPLATE:**

*This Communication Plan template is designed to support family day care services to plan and coordinate their communications as they transition to the Direct Gap Fee Collection (DGFC) model.*

*It provides a framework for identifying key audiences, messaging, channels, timing, and responsibilities to ensure clear and consistent communication with educators, families, and staff throughout the transition.*

*Each section includes editable fields for your service to complete, along with prompts and examples where relevant.*

*You are encouraged to adapt this plan to reflect your local context, preferred communication methods, and stakeholder needs.*

*A completed example of a communications plan is also available to guide you. It includes sample messages and strategies that services can adapt or build on. Use this document alongside your Business Implementation Plan and Family Day Care Provider Checklist. Consider printing it for team planning meetings and tracking communication milestones.*

CONTENTS

[1. INTRODUCTION 4](#_Toc203684038)

[2. OBJECTIVES 4](#_Toc203684039)

[Communication Objectives 4](#_Toc203684040)

[3. KEY AUDIENCES + KEY MESSAGES 5](#_Toc203684041)

[Key Audiences 5](#_Toc203684042)

[Key Messages 5](#_Toc203684043)

[4. KEY CHANNELS 6](#_Toc203684044)

[Main communication channels 6](#_Toc203684045)

[5. COMMUNICATION PLANNING TOOLS AND TRACKER 7](#_Toc203684046)

[Communications Activities Tracker 7](#_Toc203684047)

[Managing questions and feedback 8](#_Toc203684048)

[6. EVALUATION 8](#_Toc203684049)

**GLOSSARY OF TERMS**

* **DGFC –** **Direct Gap Fee Collection:** A payment model where families pay the gap fee (the portion not covered by CCS) directly to the family day care service.
* **CCS** **– Child Care Subsidy:** A government subsidy that helps eligible families with the cost of childcare.
* **CWA** **– Complying Written Arrangement:** A formal agreement between the service and family about care details and fees.
* **Gap Fee** – The out-of-pocket amount a family pays after the CCS has been applied.
* **FDCA** **– Family Day Care Australia:** The national peak body representing family day care sector.
* **DGFC Transition Start Date** – The date the service begins operating under the DGFC model. *Note: All services must transition by 1 January 2026.*

# INTRODUCTION

*Briefly describe why your service is preparing a communications plan for DGFC. You may wish to include the government requirement and your goal to ensure a smooth transition for all stakeholders.*

# OBJECTIVES

## Communication Objectives

*Outline what your communications aim to achieve. Common objectives may include:*

* *Raising awareness of the changes*
* *Ensuring consistency in messaging across staff and educators*
* *Promoting early engagement and confidence*
* *Enabling two-way communication*

# KEY AUDIENCES & KEY MESSAGES

## Key Audiences

*List the key stakeholder groups (e.g. educators, families, staff) and what they need to know.*

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| --- | --- |
| **Audience** | **Needs** |
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## Key Messages

*Summarise the core messages for each audience. For example:*

* *What’s changing*
* *Why it’s happening*
* *What action is required*
* *What support is available*

# KEY CHANNELS

*Identify which communication channels you’ll use (e.g. email, newsletters, info sessions, SMS, posters, website) and who is responsible for each.*

*Include approximate timing or frequency (e.g. fortnightly, monthly, one-off).*

## Main communication channels

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| **Channel** | **Who is responsible** | **Cadence** |
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# COMMUNICATION PLANNING TOOLS AND TRACKER

## Communications Activities Tracker

*Use a table like the one below to plan your activities:*

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| --- | --- | --- | --- | --- | --- | --- |
| **Message** | **Channel(s)** | **Audience** | **Time Frame** | **Responsible Person** | **Notes** | **Status Updates** |
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*You can also include:*

* *Activities grouped by phase (e.g. early planning, go-live, post-launch)*
* *Use of FDCA resources such as fact sheets, scripts, FAQs*

## Managing questions and feedback

*Outline how your service will track and respond to questions or issues during the transition (e.g. assign contact points, log questions, escalate as needed).*

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| --- | --- | --- | --- |
| **Topic** | **Contact Person** | **Response Method** | **Notes** |
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# EVALUATION

*Describe how you will assess whether your communications have been effective.*

*You may include:*

* *How you’ll gather feedback (e.g. surveys, feedback forms)*
* *What success looks like (e.g. understanding, engagement, bank details updated)*
* *How you will track improvements*

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| --- | --- | --- |
| **Objective** | **Success Indicator** | **How to Measure** |
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