DRAFT

Australian Government
Digital Transformation Agency

Accessing Commercial Child Care

Experience Map

SUMMARY

This Service Experience Map visualises at a high level the people, processes, information and technology, at both the front stage and backstage that enable someone to obtain child care for their child in Australia. The purpose of this map is to identify the key capabilities that underpin the user journey experienced by an Australian family. Accessing Commercial Child Care.

RESEARCH INPUT

2800+	37.5	70+
data points	hours of research	user & government insights

STAKEHOLDERS

General Telephony - General Telephony is the first point of contact for users after the Interactive Voice Recording (IVR). They're accountable for assisting users with simple enquiries, and escalating more complex enquiries through correct escalation paths.

Service Centre - Are accountable for face to face assistance for users. They may assist users through self-service online assets within Centlink service centres, or at their own desks if not.

Processing Team - Are responsible for processing online claims. When a user submits a claim online, the processing team are responsible for accepting or rejecting that claim.

Assisted Layer - Deal with a broad range of service requests across DHS/Medicare. They will assist families to follow up on the status of their claims.

TFS/SSO - Have extensive knowledge within the child care and families space. They will assist the general layer and service officers (staff) with enquiries.

ARO Team - Are accountable for the appeals process, including policy related appeals and often also have experience working in the families and child care claims/enquiries.

JETCON Team - JET trained staff members are accountable for assessing and processing JETCFS payments. JET trained staff members are quite rare, with only a handful Australia wide.

Special Child Care Benefits Team - Are accountable for Special Child Care Benefit claims. Very small team with only approximately 7 staff Australia wide.

PERSONA

Savannah & Damien (Family)

"We don't like to make any decisions without doing a lot of research first."

Shares household and financial responsibilities, high digital literacy, prefers to research online before making decisions. Relies on friends and family for information when making decisions. Results-oriented, pays bills/payments as a low-touch task and forget payments and financially savvy. Some of their key needs include:

- Ability to easily source accurate and relevant child care information to make informed decisions
- Ability to easily self-manage child care process and payments
- Want quality care in a safe environment
- Additional support needs for their child care
- Structured learning program for children while in care

User Journey Phases

AWARENESS OF CHILD CARE | NEED FOR CHILD CARE | FINDING A SERVICE | FIND CHILD CARE | SELECT A CHILD CARE PROVIDER | ENROLLING IN A SERVICE | ENROL INTO CHILD CARE | APPLY FOR SUBSIDY | PAYING FOR CARE | USING A SERVICE | ABSENCES | MANAGEMENT | EXITING A SERVICE | EXIT CARE

User Experience

Savannah and Damien become aware of child care when they fall pregnant. During the pregnancy they decide that Damien will stay at home for the majority of the first year as the primary carer, and Savannah will return to work.

12 Months after their son is born Damien is ready to return to work and they begin looking at different child care options. They are unsure if they can afford the costs associated with child care, so they use government calculators to estimate how much it will costs.

Savannah searches out to her parenting group on facebook to ask for advice on child care providers in their area. She is given a list of names to reach out to, but struggles to find a single source of information on which providers are in her area. She also finds these across my2child.gov.au, but finds this information to be out of date.

Savannah and Damien are able to find a provider that meets their needs. The centre they choose is friendly, inviting and meets their educational requirements. Although they are happy with their chosen provider, they are concerned that there wasn't any availability at their local centre.

Savannah and Damien complete the forms required to enrol in the centre, they find the process extremely time consuming.

Savannah and Damien apply for the Child Care Rebate and Child Care Benefit, but are very confused by the process and unsure they have completed the application correctly. They are the child care centre for their high flex application, but they recommend that Damien call the Centrelink office to get further assistance.

Savannah and Damien receive their invoices electronically from the child care centre. It is Savannah's responsibility to look after the household bills and one day is surprised to receive a letter from DHS saying that they're no longer eligible for CCB/CCB, as they have gone over their absence cap. Savannah knows this is unfair as she had her son in care for the full 42 days, but she doesn't know if she can do anything about it. Her child care centre is also very unhappy about the situation, but they recommend that Damien call the Centrelink office to get further assistance.

One afternoon when Savannah is picking her son up from child care she decides to ask the centre how many absences the family have before they're required to pay full fees. The provider is able to give her an estimate and explains she can track it on the invoice.

Damien has been back at work for about 3 months now and receives a promotion. Increasing the weekly income of Savannah and Damien's household. Savannah mentions this to the child care centre to find out if it will affect her CCB/CCR, the centre tells her that they don't have the ability to get further assistance. Unsure of what to do, Savannah suspended her family's payment and left it suspended for 2 weeks while she attempted the centre and myGov updated their circumstances have resolved doubts in the past.

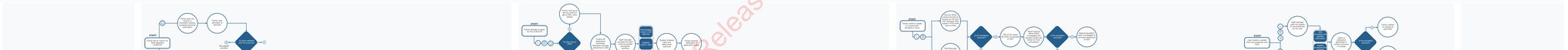
Damien and Savannah's son is ready to head off to kindergarten so they let the child care centre know they will no longer require their care services. The child care centre finishes a final invoice, and Damien and Savannah sit and look back at the best of primary school.

Hypothesis

- **Proactive engagement from government** - Government could proactively provide parents (families) with information on upcoming important events (such as provision of service or change of circumstances) they often receive information after the event and may miss important information or deadlines, or prefer to proactively search for information.
- **Discoverability of right information in urgent situations** - In some circumstances families require information assistance or information quickly, but don't know where to go or have difficulty accessing the correct information or services is difficult to find.
- **Complexity of government structure and delivery** - People struggle to use government services as they often don't understand who is responsible for what matters of government, and how they are delivered.
- **Uncertainty about government entitlements** - People are unsure of their entitlements when interacting with government services, as services are often complex and difficult to understand.
- **Not meeting service delivery expectations** - People have very high expectations of service delivery that has been shaped by their experiences with companies in the private sector. Not meeting and underdelivering their agency, this means that they are quick to get disappointed when dealing with government, as the user experience is different.
- **Providing information multiple times** - People are required to provide the same information to different agencies, often they find information is requested after they have already provided it. This means people have previously provided the same details as part of the service journey.
- **Inconsistent and inaccessible content** - People are confused by government content across various platforms and websites. Content is difficult to find, not up to date, not easily digestible, and accessibility (multiple languages) and stakeholders (limited or no access to assistance and remunerations) are not considered. This means people are unable to make informed decisions.
- **Staff impacted by questions on service complexity** - Staff have been have a greater lack of understanding on how services operate, and how they are delivered to users.
- **Data availability and lack of pre-population** - Staff are frequently asked to ask questions, and lacking of government data sources. Key systems don't integrate and require manual input. This means that users are frequently asked to provide information to staff or third parties to streamline processes and reduce the number of errors.
- **Complexity of the tools provided by government** - Staff are frequently asked to use complex tools and processes to help users navigate the system and their services. This means users are frequently asked to provide their information to staff and wait for assistance.
- **Accessibility of processes** - People often find it easier to access government information and services through a third party (family/friends) or through established relationships and existing ways of work.

Global Pain Points

Backstage


START
Family Assistance Office (DHS)
Family Assistance Office (DHS) assess the family's eligibility for CCB and CCR
Family Assistance Office (DHS) provide the family with a CCB/CCR Ref number