



CHILDCARE CONCEPTS  
SALES AND ADVISORY

# CAPABILITY STATEMENT 2023

Providing value across the disciplines of centre brokerage, centre developments, operations and marketing to generate results for childcare stakeholders.

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MEMBERS OF:



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Phillip Malek



My family has been involved within the child care industry for more than 30 years and we have developed over 80 childcare centres during that time for myself, my family or for clients. As Managing Director of my family business, I am presently the Approved Provider for eight childcare centres across Sydney and am currently developing additional centres in Brisbane, Queensland.

In 2009 I founded Childcare Concepts a childcare centre brokerage which operates in New South Wales and Queensland. Due to the success of Childcare Concepts we will be opening in Melbourne in 2018 as well to provide full brokerage services to a growing national clientele. I am well regarded as a childcare industry stakeholder having served as a Board Member of the Australian Childcare Alliance New South Wales (ACA NSW) for many years. I've learnt through my experience that passion is the single most important thing to succeed in this business and to make a difference.

Amber Bernauer



Coming from a well-established background in law and psychology allows me to make thorough, strategic and timely business transactions for Childcare Concepts clients. These skills, when coupled with my passion for child care and customer satisfaction allows me to exceed customer expectations time and time again.

I understand the level of professional and personal investment that goes into owning and operating child care centres and it is this understanding that drives me to ensure that our customer's experience when purchasing or selling a centre, is as smooth and stress free as possible.

I like to provide the tools that you need to make informed, smooth child care business decisions that bring you the outcomes you deserve.

David Shaw



For the last 6 and a half years, David has been working for Flight Centre's business travel group as an assistant team leader managing corporate portfolios and organising business conferences for his clients. During David's tenure with Flight Centre he turned a failing store into one of the most improved stores in the area - resulting in David being recognized globally by the Flight Centre group.

David is no stranger to the early childhood sector as his wife is a qualified Early Childhood Teacher who has also completed her Master's in Early Childhood Education post graduate degree. David has learnt a lot about the sector during his wife's 16 year career in the early childhood field so is familiar with the high and lows of operating a service, the sector's legislation and regulations and about providing a quality service to maintain occupancy and remain competitive at all times.

As a sales professional David brings a positive approach to the team with his customer service, communication skills, people, and organisational management. Providing value and servicing clients is a passion that enables David to develop strong successful relationships and get results for our Childcare Concepts clients.

Hilary Knights



Hilary has over 20 years' experience in the childcare sector as a specialised education marketing professional. During this time, she has worked with childcare entities such as the Queensland Professional Childcare Centres Association (now known as ACA Qld) and ABC Early Learning Centres as well as numerous independent centres. In addition, Hilary has been a Non Executive Director on Sesame Lane Childcare's Board, Misso Institute's Board, Sunshine Coast Grammar School's New Leaf Early Learning Centre's Council, Brisbane North Institute of TAFE's Council and Queensland TAFE's Council.

Hilary's extensive childcare, business and marketing experience has made Hilary a well respected and knowledgeable professional and a regular conference presenter. As Director of marketing agency Outsource to Us and a Queensland childcare centre Broker for Childcare Concepts Hilary is well placed to guide, support and achieve strategic business objectives for stakeholders, at whatever stage of their childcare journey.

Offering 50 years of combined child care industry experience. **High levels of professionalism and confidentiality assured.** Consistently exceeding sale price and clients' expectations.

CAPABILITIES



Centre Design

We work with architects and clients to create viable centres that exceed industry standards that are beneficial and highly engaging for children, families and all childcare stakeholders.



Centre Development

We use our extensive industry experience and networks of experts to assist and support owners and centre purchasers during their childcare development journey.



Centre Leasing

We assist our clients to negotiate commercially advantageous lease agreements that are in line with industry standards.



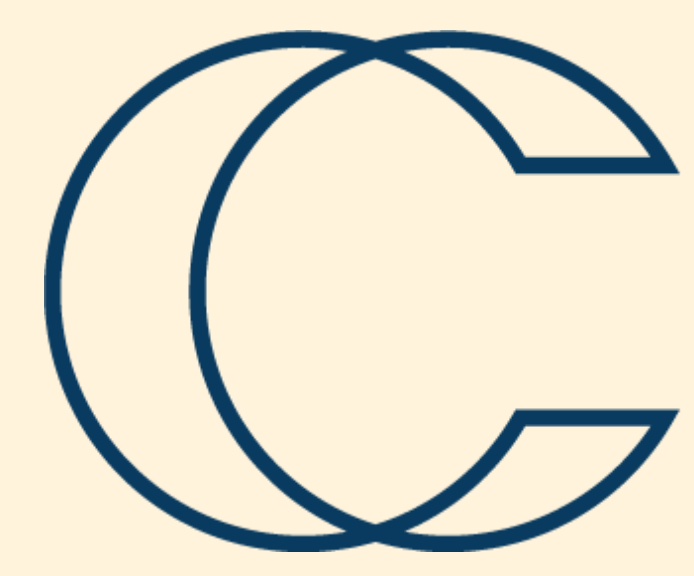
Centre Brokerage

We use our industry connections to ensure profitable and speedy centre sales nationally



Viability

Our business experience and commercial acumen is at the very core of our services ensuring all transactions are financially viable and achieve objectives.



**STEP 1**

## Discovery Meeting

We meet in person or via phone/zoom to discuss your expectations, the centre's/s' operational attributes and our marketing program. This meeting can be held, after hours, on or off site but at all times we are discreet, so staff are not aware of the potential sale.



**STEP 2**

## Source Documentation

In order to present our listing professionally we source all relevant information from you and develop a comprehensive Information Memorandum (examples available upon request). This places your centre in the best position with all relevant and up to date information so that we can pre-qualify prospective purchasers and answer all initial questions prior to viewing your centre. During the sale period we do ask that you provide us with regular occupancy reports to ensure we are advising of the latest occupancy figures to prospective purchasers.



**STEP 3**

## Marketing Campaign

We work with all corporate groups through to small independent operators. We have discreet discussions with our extensive database of pre-qualified purchasers to match their acquisition profile with your offering. At times we will send a communications piece to our database to alert them of the new listing. However, this will have non-identifying descriptions – again to maintain discretion and confidentiality at all times. We undertake all marketing activities at our own cost so there is no additional cost for you the client.



**STEP 4**

## Enquiries

We work through all buyer approaches and enquiries to pre-qualify interest, so we maximise everyone's time.



**STEP 5**

## Centre Viewings

We will organise centre viewings outside of the centre's operating hours to show prospective purchasers through the service



**STEP 6**

## Offer

We will present all offers to you as our client and discuss the merits of each offer.



**STEP 7**

## Due Diligence Phase

We will support you throughout this stage and will assist with any discussions where needed to ensure this stage is smooth for you. Given our careful prequalification of prospective purchasers and knowing their purchasing profiles we ensure that many due diligence areas are covered in a timely manner even before this stage to ensure a sale at the end of this process.



**STEP 8**

## Settlement and Handover

During the last few weeks, we will work with you and your solicitor to ensure all is completed for handover and your centre is ready for settlement. We look forward to acknowledging and celebrating your sale and working with you again on any further sales or acquisitions in the future.

