

CHILD CARE IS GOOD BUSINESS

Here's Why:

For BC businesses, economic success depends a great deal on the stability and wellbeing of employees.

Parents with children who require child care need reliable child care services, so they can go to work.

Countries around the world have recognized the importance of building strong early learning and child care systems.

Research has repeatedly proven that investing in child care returns more than \$2 for every \$1 invested.

But this is more than a dollars-and-cents issue. This is about building sustainable communities, supporting quality of life and work/life balance.

Companies that support quality child care are found throughout the Maclean's Magazine Top 100 Canadian Employers ranking.

Quality affordable child care is an essential part of the work/life equation

CUTS TO CHILD CARE COST

Here's How:

Despite a record budget surplus, the BC government has singled out child care services for cuts.

- Most families need child care, yet only 16% of children in BC have access to regulated child care spaces.
- BC parents pay among the highest child care fees in the world.
- Child care waitlists are growing longer every day.
- 44% of BC employers report labour shortages.

Improved access to affordable quality child care would allow more parents to work.

A recent report by the Organization of Economic Cooperation and Development places Canada at the bottom for public spending on child care out of 14 leading developed countries.

The Campbell government's child care cuts affect the ability of parents and child care workers to maintain the tax-paying jobs that support our families and our economy. Bottom line - child care cuts affect ability to work, attendance and productivity.

As other countries and provinces continue to improve access to quality child care, British Columbia is falling behind. Let our government know that building a quality public child care system is key to staying competitive in today's global economy.

Investing in quality public child care is good business

Child Care - Let's Make It Happen!

Coalition of Child Care Advocates of BC
BC Government and Service Employees' Union
www.cccabc.ca www.bcgeu.ca

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