

## FACT SHEET

**\$10 A DAY CHILD CARE PLAN****Good for BC Business**

In 2011, the Coalition of Child Care Advocates and the Early Childhood Educators of BC released a **Community Plan for a Public System of Integrated Early Care and Learning**. It offers a concrete, innovative solution to the child care crisis facing BC families with young children.

Under the Plan, child care will cost families \$10 a day, \$7 a day for part-time, and no user fee for families with incomes under \$40,000. Every child will have the right to participate in quality early care and learning programs, and families can choose the services that work for them.

Learn more, and endorse the Plan at [cccabc.bc.ca/plan/](http://cccabc.bc.ca/plan/)

This fifth fact sheet highlights why the Plan is good for BC business.

**THE \$10 A DAY PLAN IS GOOD FOR BC BUSINESS**

- 1. WORKING PARENTS STIMULATE BC'S ECONOMY.** More people in the paid labour force results in more tax revenue. The long-term benefits of providing early care and learning programs are evident in examples such as the Quebec model. Economists have documented that Quebec's provincial \$7 a day child care system now pays for itself: for every dollar Quebec invests, it recoups \$1.05, while Ottawa receives 44 cents.
- 2. PARENTS NEED CHILD CARE SO THEY CAN WORK.** Economic success for BC businesses relies on the stability and well-being of employees. When parents have stable access to affordable, high-quality child care, they are in a better position to help your business succeed.
- 3. MANY WORKING PARENTS CANNOT AFFORD CHILD CARE.** Child care fees for children under six are the second highest family expense after housing, and BC has among the highest fees in the country: Vancouver families pay an average of \$14,000 per year for their toddler, while Manitoba families pay only \$4,500 per year and in Quebec, \$1,800. BC's high child care fees are a barrier to employment.



**Business Council of BC president and CEO Greg D'Avignon has said that increasing support for early childhood education in BC is "vital" to our success.**

Questions? Contact us at [info@cccabc.bc.ca](mailto:info@cccabc.bc.ca) and [membership@ecebc.ca](mailto:membership@ecebc.ca)



**The \$10 a Day Child Care Plan: good for BC kids and families, good for BC business and our economy.**

**“Given the unquestionable number of benefits that early childhood education can provide, it follows that more focus should be put on investing in and improving the system.”**  
— TD Economics, 2012



**“The lack of child care in the Cranbrook area means that people are turning away local jobs and not moving here, or they are having to leave the area, which is an economic barrier for business and services in our community.” — Cranbrook City Council, in its motion to endorse the Plan, October 21, 2013**

- 4. THE PLAN SUPPORTS A LIVING WAGE.** Today, a living wage for families has to cover high child care fees. The Plan reduces the pressure on wages alone to cover these costs. It will help your workers and grow the BC economy.
- 5. EARLY LEARNING AFFECTS THE FUTURE WORKFORCE.** “A more skilled workforce creates a more innovative and productive economy,” says Craig Alexander, TD Bank Group Senior VP and Chief Economist. “Furthermore, it can address future pressing issues, like skills shortages, reduce social ills, like poverty and help to address income inequality. All of which leads to a stronger economy and society.”
- 6. POVERTY IS COSTLY FOR BC.** Despite being one of the wealthiest provinces in Canada, BC has one of the highest rates of child poverty and income inequality in Canada. Poverty is costly to us as a province. The Plan is one of the single quickest ways government can help BC families and children move out of poverty.
- 7. BC BUSINESS IS PAYING FOR INACTION ON CHILD CARE.** Research from UBC’s Human Early Learning Partnership shows that work-life conflict for parents causes problems for employers, including higher absenteeism, greater turnover, lower productivity, costing the BC business community \$600 million per year.

Countries around the world have recognized the importance of strong early care and learning systems, and other provinces have surpassed BC. Meanwhile, momentum for the Plan is growing. Positive impacts to the economy are well known, and broadly supported. It’s time for the BC government to lead by implementing the Plan today.

## **WE CAN AFFORD IT**

BC businesses understand that by prioritizing public investment in early care and learning we will reduce the costs of unemployment and poverty, support BC businesses and workers, and invest in our province’s long-term economic growth.

## **HOW BC BUSINESSES CAN HELP**

- **ENDORSE THE PLAN.** The \$10 a Day Child Care Plan is now seeking endorsements from the business community. Add your support at [cccabc.bc.ca/plan/](http://cccabc.bc.ca/plan/)
- **TELL THE BC GOVERNMENT YOU SUPPORT THE PLAN.** Let our elected leaders and representatives know you believe the \$10 a Day Child Care Plan is a worthwhile investment, and that your business understands the benefits that come from decreased pressure on wages and increased economic growth.
- **SPREAD THE WORD.** Share your support for the \$10 a Day Child Care Plan with employees, colleagues, business counterparts, associations, and more.



**ENDORSE THE PLAN TODAY.**  
Join BC business groups that have endorsed the Plan, such as the Surrey Board of Trade and Vancity.