



COMPASSION KIDZNET

"Embracing The Innocence"

P R O F I L E

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CONTENTS

PAGES

01

INTRODUCTION

07

KEY SUCCESS AREAS

02

VISION, MISSION & VALUES

08

MARKET STRATEGIES

03

OUR SERVICES

09

CORPORATE SOCIAL
RESPONSIBILITY & GOOD
GOVERNANCE

04 - 05

PHILOSOPHY

06

OUR BELIEFS



INTRODUCTION

Compassion Kidznet was founded by Judith Jane Johnstone-Elasto in September 2019 Sydney, NSW , Australia. Judith is an entrepreneur with great passion for children. She is a pediatric registered nurse and an occasional foster parent who holds a diploma in children’s services/childcare , Australia. Judith believes in scaffolding and positive role-modelling to children ,hence helping them to grow in self-confidence and develop a very positive self-concept. She believes in the following children developmental theories:

"Children learn with guidance and assistance of those in their environment"
 (Theorist Lev Vygotsky)

"A person's a person, no matter how small."
 (Dr. Seuss)

Working alongside Judith Jane Johnstone-Elasto in partnership is Shamie Mitchell Mutekede. Shamie is the co-founder of Compassion Kidznet who holds a Diploma in Children’s services including before and after school care for more than 8 years in NSW, Sydney, Australia. She currently works in a childcare centre as a room leader for ages 0-2years but also has experience with all age groups. Shamie has great passion for children alongside as hardworking and driven. She believes that each child is an individual and as an educator she values and develops each child’s strengths, interests, skills, abilities and knowledge to extend their learning.

As working adults in a fast developing society, the typical family now has both parents going to work. This trend has created a need for quality child care services to assist with baby-sitting and minding the children. Some of the best valuable years in our life are the times of childhood , hence, sometimes we forget just how precious and memorable it is to children.

So parents and families, Compassion kidznet is here 24/7 to relieve your pressures. !!!



Our Vision

Our goal is to support and nurture children’s desire to be life-long learners. We aim to offer and attain quality care and respectful relationships amongst the children and families. With us your child will be guaranteed the best possible care. Our vision is to promote a sense of security and loving environment for the children to build trust and feel comfortable. With Compassion Kidznet, children will begin to explore, develop interests, create their own identity and make meaning to the world around them through the sense of Belonging, Being & Becoming.

Our Mission

We are a team that honors our values. We desire to passionately nature and strengthen our brand by delivering exciting and exceptional care towards children and families.

Our Long Term Goals:

- To operate as long day childcare centre
- Assisting with homework
- School readiness program

We Believe In:

- Excellence and children above all else
- Compassion and empathy
- Professionalism and ethics
- Integrity
- Trust and confidence build-up
- Honesty
- Justice
- Respect
- Innovation and commitment
- Transparency
- Teamwork
- Motivation and determination to succeed
- Collective responsibility and leadership



Our Services

- Compassion Kidznet provides pick-ups and drop offs to and from schools with the consent of parent. Parents are welcome to drop off their children at our services before and after school for care
- 24/7 baby-sitting services of all ages between 0-16 yrs
- We assist in taking your children to and from all or any booked appointments such as doctors' appointments, recreational activities & more
- We provide exciting incursions & excursions based on your children's interest and needs
- Taking care of children with special needs (autism, cerebral palsy, spinal-bifida, attention deficit hyperactive disorder)
- Taking care of children with gastrostomies for enteral feeding





OUR PHILOSOPHY

Compassion kidznet, believes and acknowledge that “a person is a person, no matter how small.” We deliver extraordinary care to children and families guided by National Quality Standards (NQS) and Early Years Learning Framework (EYLF).

We apply and implement EYLF principles, practices and learning outcomes.

Children have a strong sense of identity

Children develop a sense of belonging when they feel accepted, develop attachments and trust those that care for them. In accordance to this belief, staff aim to be one of the positive relationships in children’s lives. This involves us adopting a holistic approach in understanding each child’s interest, background, culture and preferences. In turn sharing this information about ourselves with the children we build a meaningful and positive relationship, furthermore our program is inclusive of children with additional needs as well as reflecting the traditional owners of our land, the Darug nation descending from our Indigenous Australians. We aim to create a multi-faceted environment that caters for the needs of all children.

Children are connect with and contribute to their world.

From birth children experience living and learning with others in a range of communities. We believe having a positive sense of identity and experiencing respectful, responsive relationships, strengthens children’s interest and skills in being and becoming, active contributors to the world.

Our emphasis is on partnerships with families and greater community. Families are supported through involvement in the service and contribution to the service decisions. The expertise, culture, values and beliefs of families are respected. Families share in decisions making about their children’s wellbeing and care. We endeavor to become co-learners with children, families and our communities.

Children have a strong sense of wellbeing.

We believe the readiness to preserve when faced with an unfamiliar and challenging learning situations create the opportunity for success and achievement furthermore believe wellbeing incorporates both physical and phycological aspect central to belonging being and becoming. We also aim to support children physical development through divers age appropriate strategies to ensure the best outcomes are achieved. Positive encouragement and reinforcement are used as tools to direct and promote behaviors. With this we aim to build high self-esteem and self-worth in the children and staff role model positive behavior and communication skills.

Children are confident and involved learners.

Staff believe that children develop understanding of themselves and their world through active hands on investigation therefore we aim to provide a supportive and active learning environment that encourages children's engagement in learning which can be recognized as deep concentration and complete focus on what captures their interests.

Children are effective communicators.

We view children as social beings who are intrinsically motivated to exchange ideas, thoughts questions and feelings. They use a range of tools and media including music, dance and drama to express themselves, connect with others and extend their learning. We endeavor to provide a stimulating learning environment that embraces this belief.

Cultural Diversity

We work in partnership with families involving both parents and children in their care. Compassion kidznet have respect for parents, children and individuals beliefs, religion, culture and customs. We believe in a strong commitment to accessibility and diversity

Self-help skills

We assist, prompt and encourage children to tie up their shoe laces, feed themselves, dress up, hand washing, brushing up hair, apply sun screen. Assist with toileting.

Cognitive Support

Provision of age appropriate and children choices of activities. We promote and encourage children to discover and explore the world through different types of play. Support children with optimism, creativity and initiative.

Social support & interaction

We assist and encourage children to develop social skills and interaction through different types of play. We encourage children to express their emotions through communication.

Promote physical activity

We encourage different types of play thereby promoting independence through decisions. We encourage health eating and body exercises.

Care for children with special needs

We provide expert support to children with special needs and their families. Our special needs care is focused on meeting the requirements of children with circumstances interfering with day to day living activities. These include children with autism, epilepsy, cerebral palsy, spina-bifida, hydrocephalus, attention deficit hyperactivity disorder, tracheostomies, gastrostomies for enteral feeding.

WE BELIEVE IN



“A person's a person, no matter how small.” - Dr. Seuss

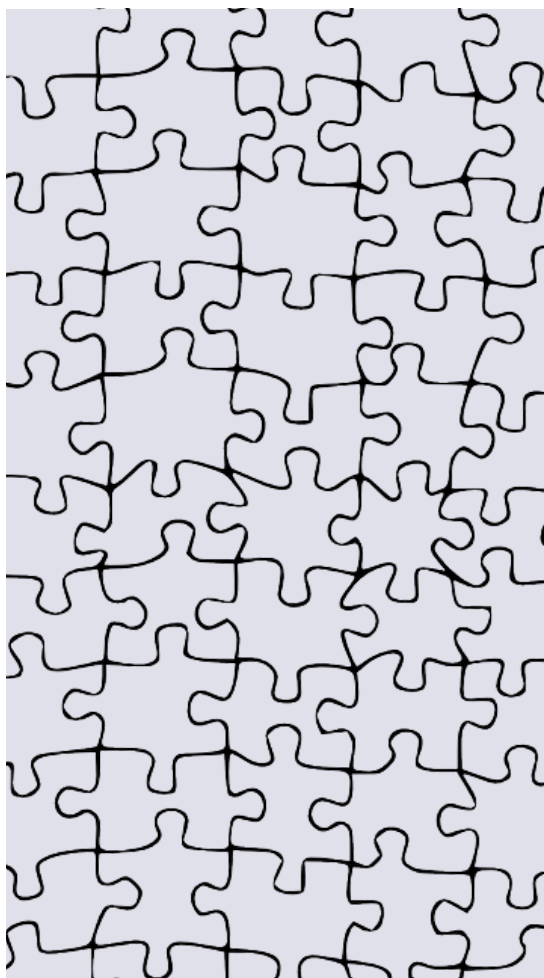
**“Children are likely to live up to what you believe of them.”
- Lady Bird Johnson, Former First Lady of the United States**

**“Children must be taught how to think, not what to think.”
- Margaret Mead, cultural anthropologist**

**“We worry about what a child will become tomorrow, yet we
forget that he is someone today.” - Stacia Tauscher, dancer and
artist**

**“Children are not things to be molded, but are people to be
unfolded.” - Jess Lair, author**

WHY CHOSE COMPASSION KIDZNET



- Service quality: We provide care based on your children's choices and needs. Our care giving and educational programs provided by certified educators, child care workers, tutors and subject matter industry professionals.
- Reputation: maintaining a highly regarded reputation for excellence in care giving, education and community involvement and being the employer of choice in our market for child care and educational talent.
- Profitability: controlling costs and managing budgets in accordance with company goals, adhering to strategic business plans for growth and expansion and reinvesting in the business and its employees.

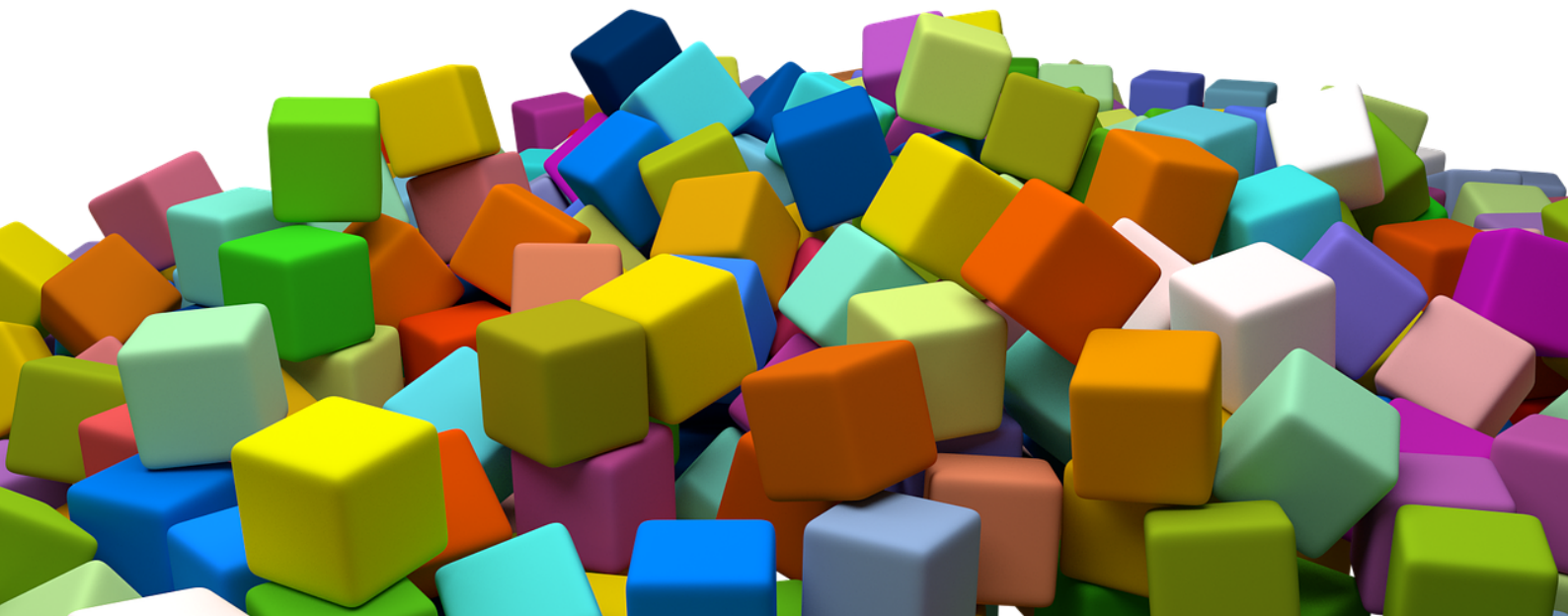




OUR MARKET STRATEGIES

Compassion Kidznet has a focus on meeting the local community needs for child care services within Sydney, Australia.

The target market for Compassion Kidznet is full-time working couples, guardian, families. Referral marketing, direct-mail campaigns, social media marketing and community activity days will be the primary types of marketing strategies are utilized. Maintaining and enhancing its reputation with families and community will be crucial in obtaining the planned market share growth of this target .





CORPORATE SOCIAL RESPONSIBILITY & GOOD GOVERNANCE

Compassion Kidznet believes strongly in a philanthropical approach to business and impresses upon staff that good business comes in line with treating every child within our care as own. Thus good governance is as important as the professional service we strive to deliver to our clients.

Besides clients and staff, Compassion Kidznet believes in working and uplifting the community at large.





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