



Sesame Lane - The Business

Sesame Lane is a leading childcare operator in the Brisbane region. The business started from humble beginnings, opening their first childcare facility in Redcliffe in 1987. Since then the business has flourished, now operating a network of 13 childcare centres with clear recognition as a prominent brand in the childcare industry.

With a proven childcare management system Sesame Lane has experienced strong financial performance. The Sesame Lane Management system has provided a strong foundation for operational excellence, which when combined with the people, branding and customer focus, is a strong competitive advantage in the industry.



Growth

How do we grow in a market where large corporate organisations have enormous resources?

The Challenge

Sesame Lane had grown into a substantial network of childcare centres and a prominent brand in the industry.

The challenges Sesame Lane management faced were:

- The industry itself was extremely competitive, made worse with the emergence of large corporate childcare centres. As a result, it was important to develop an appropriate strategy in response to this development
- Providing existing childcare operators with a structured vehicle for accessing Sesame Lane's key operational intellectual property, to enable them to remain competitive
- Maintaining and developing the competitive edge of Sesame Lane among the smaller non-corporate family based centres

Know Your Strengths

By leveraging their strengths and competitive advantage Sesame Lane was able to move into the next growth phase

The Solution

DC Strategy (DCS) was engaged to develop a business plan and strategy for growth. In considering the growth options for Sesame Lane, capital and personnel issues became central as well as transitioning into a more structured and professional approach to managing its network of childcare centres.

The strategic initiative embraced was the development of a licensing system in the form of the Sesame Lane Alliance Network. A licensing program was developed for independent family operated childcare centres. Simultaneously, a renewed organisational structure was established to provide structured support. This allowed Sesame Lane to benefit from the entrepreneurial nature of independent childcare operators and a structured management that maintains focus.



Strategic Alignment

Aligning the structures and systems of the organisation results in appropriate growth strategies

The Outcomes

DCS worked very closely with Sesame Lane to overcome the challenges and create the following outcomes:

- Developed an appropriate management structure that provides a framework for the implementation of strategic initiatives
- The Sesame Lane Alliance Network licensing program was developed including the commercial and economic model, along with the business plan to achieve the objectives
- Established a training college to increase the professionalism of the industry
- Established channels of communication between stakeholders
- Developed a foundation for a performance based culture
- Established a team oriented culture in the business

Sesame Lane is well positioned to leverage its core intellectual property to grow the network and increase its presence in the childcare industry.

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