An Oxbridge Academy Guide:
The A to Z of starting an Early Childhood Development Centre
# Table of Contents

1. Introduction ................................................. pg.3

2. To Be or Not to Be ............................................. pg.4
   *Deciding whether you should start your own business*

3. Taking Care of Business ..................................... pg.8
   *Planning and Paperwork*

4. Rolling Up Your Sleeves ..................................... pg.14
   *Starting Your Business*

5. But first ..................................................... pg. 23
   *Get the training and qualifications you need*
Introduction

Starting your own Early Childhood Development (ECD) centre can be your chance to be your own boss while making a living doing what you love doing.

An ECD centre can range from being a crèche to a day care centre, a preschool, or an aftercare facility.

Starting your own business can be a daunting undertaking, however. So much so that many people get discouraged before they really even get started.

The aim of this book is thus to help you:

- Determine whether you’ve got what it takes to start your own business
- Find out what you need to start an ECD centre
- Figure out how to finance your ECD centre
- Learn about regulations and requirements for starting an ECD centre
- Write a business plan
- Market your ECD centre
- Find out how to get the training you need to succeed

By reading this e-book, you will be able to learn about the most important things you need to know about starting an ECD centre – before you decide to take the big plunge!

One book, one pen, one child, and one teacher can change the world.

Malala Yousafzai
To Be or Not to Be: Deciding whether you should start your own business

Before you start planning, coming up with company names, or buying equipment, you need to ask yourself if this is the right choice for you. Do you have what it takes to start your own business? And more importantly: are you going to see it through?

A Poem:
If a task has once begun
Never leave it till it’s done
Be it labour great or small
Do it well or not at all

5 Tough Questions to Ask Yourself before Starting a Business
(Be honest in answering them!)

1. **Am I driven enough?**
   Being your own boss means that you have to inspire, motivate, and compel yourself to work hard and succeed. You won’t have a manager or boss who will compel you to work harder.

2. **Do I enjoy challenges?**
   If challenges overwhelm and paralyse you, then running a business will not be pleasurable for you. You need to be able to enjoy a good challenge, because you will be facing them daily as a business owner.

3. **Am I up for all of the admin work?**
   As an ECD centre owner, you will be spending as much time doing paperwork as you will with the children.

4. **Am I willing to sacrifice my time?**
   Running your own business means you won’t be ‘clocking out’ and going home at 5pm. You will be staying up at night working, and you will work over weekends, too. Running a business (especially at the beginning) means sacrificing a lot of your free time to make it work.

5. **Will I give it all I’ve got?**
   Making a small business succeed can only happen when you give it all you’ve got (and more!). There will be plenty of problems, and you must plough through them while keeping your eye on the prize.
The Benefits of Starting Your Own Business

Yes, starting your own business will be hard. But the rewards are unparalleled. As they say:

ellt mountain, the better the view! 

Is childcare right for you?
If you start your own ECD centre, you won't just be a business owner – you will also be a childcare practitioner.

A good childcare practitioner has:
1. High energy levels
2. Patience
3. A pleasant personality
4. A positive attitude
5. A love of children

Click here to find out about childcare training!

1 You will be a master of your own time
Though you might initially put in a lot of your free time, you will have more flexibility once you can afford to hire more staff to manage the day-to-day operations.

2 There are tax benefits
If you are a small business owner, there are many tax benefits and deductions that you can take advantage of.

3 You will leave something behind
Building a successful business means that your children can inherit it one day. If you have built a successful business, you will have built something that can sustain your children even when you are gone.

4 Job security
Even though your business might struggle sometimes, at least you'll never get fired or retrenched!

5 Something to be proud of
You will have created something to be proud of. There aren't many things as satisfying as knowing that you have built a successful business of your own.

6 It’s an adventure  An interesting idea
Having your own business means that if you have a brilliant idea, there is nothing stopping you from making it a reality.

7 Financial independence
The biggest benefit is that all your profits go into your own pocket. You aren't working for a wage, making other people rich, and hoping for a raise anymore.

The biggest benefit:
If you start your own ECD centre, you will be doing something that makes a difference in the world. You will be giving South African children the developmental opportunities they need to grow into good citizens.
The ECD landscape in South Africa

Before starting your ECD centre, you might also want to do some research about the industry you are entering. So here are some facts about the ECD landscape in South Africa that might help you:

TIP:
When you get to writing your business plan, you are going to have to do market research and see where there is a gap in the market for you.

In 2008, the South African government designated Early Childhood Development as a national developmental priority. This meant that going forward, government programmes would focus on developing the ECD landscape in South Africa, improving the quality of existing ECD centres, promoting a standardised ECD curriculum, and establishing more ECD centres where there is a need for them. The Department of Social Development wants to make sure that all children in South Africa get the developmental care they deserve:

ECD programmes must provide appropriate developmental opportunities and care for our children, ensuring that their emotional, cognitive, and physical development needs are met throughout their early lives.

Department of Social Development Minister Bathabile Dlamini

Opportunities

At the moment, there are over **19 900 ECD centres nationwide**. Many of these, unfortunately, are unregistered and do not meet the standards set out by the government. Though the competition might be high in this industry, there aren’t nearly enough ECD centres that meet the government requirements.

Problem Areas

In an audit that the Department of Social Development started in 2014, they found that:

- 10% of ECD centres operated from a shack
- 42% required urgent maintenance
- About 40% of the ECD practitioners don’t have Matric
- 91% of centres didn’t offer a recognised curriculum
- 40% did not have sufficient pupil support material
- Only 50% of ECD centres were formally registered
The need for good ECD centres is also increasing because of the social changes in the labour market. Dual-income households are rapidly on the rise, with both parents having to work full-time. In South Africa there is also a high rate of single-parent households. All of this means that there is a need for **affordable, quality childcare services** across the country.

To be successful in any business, you first need to understand the industry you are going into. You need to know what the problems, needs, challenges, and opportunities are. You need to do sufficient research before starting your business.

If you have worked in ECD before, you might already be familiar with these things. If you don’t have sufficient experience in the industry, you can decide to take a distance learning course in ECD that will teach you all about the industry and give you relevant vocational skills. For more experience, you can even job shadow a working professional while completing your course in your spare time!

**A working mother’s needs:**

“I have two children, aged nine and six. My husband and I both have to be at work by 8am, so we take the children to school early on the taxi and go on to work. I am not happy as they have to wait by themselves, the teachers don’t arrive until later. After school they come home by themselves by taxi, and are alone until we get home in the evening. This is not safe, but there is no after-school care at the school they go to, and my work won’t give me flexi-hours.”

*Leigh-Ann (29)*
*Source: Labour Rights for Women*

Get an introduction to ECD with an Oxbridge Academy distance learning course
Taking Care of Business: Planning and Paperwork

Starting your own ECD centre will take a lot of planning. As one of history’s greatest strategists said:

"Those who fail to plan, plan to fail"

-Winston Churchill

Getting your planning and paperwork in order won’t only help you get your business off the ground, but it will make growing your business much easier in the long run.

Your Business Plan

A business plan is always at the heart of any new venture. Writing a detailed and realistic business plan for your ECD centre will:

- Allow you to conceptualise your business idea
- Reveal opportunities in the market that you can capitalise on
- Help you identify and solve problems you might encounter
- Set specific operational goals for your centre
- Ensure you have a financial plan and budget in place
- Give you something to present to banks, partners, and investors
- Determine a long-term growth plan

The elements of a business plan:

1. **Executive Summary:** This first section should contain the overall outline of your business proposal.
2. **Business Description:** This section should describe your business as well as its structure.
3. **Services and Products:** This section should be about what you are selling, how you are going to sell it, and what makes your product or service unique.
4. **Marketing and Sales Plan:** This section should outline how you are going to make money, reach your target audience, and grow your client base.
5. **Financial Plan:** In this section, you will need a budget, an asset assessment of your company, an operational costs breakdown, and income projections.
6. **Strategy and Implementation:** In this section, you should address how you are going to take this business plan and turn it into a reality.
Writing an ECD business plan

Because there are countless easily accessible business plan resources and templates on the internet, we will rather focus on giving you ECD-specific advice here:

1. You should **tailor your ECD business plan** according to the audience. Is it to present to potential partners, to a bank for a bank loan, or to a government department for a departmental grant?

2. A home ECD centre is not a multinational conglomerate. So don't make your business plan too long or complicated. **Keep it concise!**

3. **Do research** about the needs of the ECD industry in South Africa. The more knowledgeable you are about your industry and market, the more trust people will put into your business plan. Pay special attention to the needs of your particular geographical area!

4. Talk about the **unique services you deliver**, such as providing transport, catering for disabled children, or having language or music classes. Back the value of these services up with market research.

5. Make sure you mention that you have **registered**, are planning to register, or are in the process of registering, your ECD centre.

6. Make sure you talk about the **qualifications and certifications** held by you and your proposed staff.

7. **Define your goals**. These can include things like:
   - *We will reach an enrolment of 90% to capacity within the first six months.*
   - *In 2 years, we will expand our centre with 2 new classrooms and 4 new staff members.*

8. Show **realistic projections** of how you will reach your goals.

9. Who are your **main competitors**? Don’t just focus on other ECD centres, but on preschools and day care centres in your area as well.

10. Make sure to **list the assets** that you already have, such as toys, facilities, kitchenware, etc.

11. If you are basing your ECD centre at home, make sure to get a **quote for the alterations** that you’ll have to make to accommodate your new business.

12. Your **supporting documents** can include:
   - *Daily schedule*
   - *Approved ECD curriculum*
   - *Proof of registration or application status*
   - *Consultant contracts*
   - *Personal and staff credentials*
   - *Letters of support*
   - *Financial statements*
   - *Copy of lease*

---

**For an example of what an ECD centre business plan might look like, visit:**

[www.bplans.com](http://www.bplans.com)

Here are some more resources you can use to make your business plan stand out from others:

- 10 Tips for Writing the Best Business Plan
- How to Write a Great Business Plan
Finances

The *Entrepreneur* magazine states that:

Because the startup costs for a family child-care business are relatively low, you’ll find traditional financing difficult to obtain – banks and other lenders would much rather lend amounts much larger than you’ll need and are likely to be able to qualify for.

This is both good and bad news. While you might struggle to get a bank loan, at least you won’t need too much money to get your business off the ground.

**Starting with what you have**

The first thing you have to do is take stock of what you won’t need to spend money on:

- **Equipment you already have (such as kitchenware or furniture).**
- **Your location (if you are starting your business at home).**
- **Personal savings you can use as capital to fund your business.**

**Remember:** the more you finance yourself, the less debt you will accumulate and the more of the profit will go straight back into your own pocket.

**Getting help from family and friends**

Your personal network can be a great way to get some of the funds you need to start your ECD centre. Make sure, however, that you still treat any kind of family loan as a business deal. Set up the necessary contract, agree to repayment terms, and show them your business plan.

*Entrepreneur* magazine gives the estimated start-up costs of a number of ECD centre owners in South Africa:

- **Branda B.** initially spent R30 000 - R40 000 on equipment to set up her home-based ECD centre.
- **Janet H.** spent about R40 000 to remodel her garage and add a bathroom for her home-based ECD centre.
- **Deborah B.** spent between R40 000 and R50 000 to start up her centre in Johannesburg.

**Credit cards**

A lot of the equipment and toys you will need can be bought at retail stores. This will mean that you can use store or retail credit cards to acquire a lot of your equipment. Just remember that you will have to pay everything back! Credit can put you in a financial hole if you aren’t careful.
**Government funding**

ECD is not the only development priority for the government – economic empowerment is, too. There are many grants aimed at promoting entrepreneurship and small businesses (if your ECD centre has a unique entrepreneurial approach, you might be able to secure one of these grants more easily).

1 **The Department of Social Development**
   When you register your ECD centre, you can simultaneously apply for departmental funding or assistance.
   - Visit the website

2 **Small Enterprise Finance Agency**
   The Small Enterprise Finance Agency provides financial support to small-scale entrepreneurs in outer urban or rural areas.
   - Visit the website

3 **National Empowerment Fund**
   This government fund helps previously disadvantaged individuals and communities obtain financial support.
   - Visit the website

4 **National Youth Development Agency**
   This agency provides funds for young entrepreneurs between the ages of 18 and 35.
   - Visit the website

5 **Local government**
   Be sure to contact your local government offices and find out if there are any funding or development opportunities for starting an ECD centre in your area.

**Donations**

If you are starting an ECD centre in a disadvantaged area, you might be able to get a lot of donations (such as food, equipment, or toys).

You can contact the Department of Social Development to find out how they help ECD centres secure donations, or you can find local Non-Governmental Organisations in your province to donate to or sponsor your centre.

You might be more qualified for donations if your centre is a non-profit organisation, if you focus on supplying low-income families with ECD facilities, or if you work with disabled children.
Private sector funding

Many private sector companies have a strong focus on corporate social initiatives. You can try talking to local businesses in your area and asking them to sponsor your centre (this will be a mutually beneficial PR opportunity for them!).

You can also search for formal funding opportunities such as the following:

- Tshikululu Social Investment
- First National Bank Fund: ECD Programme
- De Beers
- The Anglo American Chairman’s Fund
- Hollard Foundation Trust

Small business bank loans

You can talk to the banks in your area to find out if they offer small business loans, and how you can qualify for them.

Compare the following small business bank loans before making a choice:

- First National Bank
- Bidvest
- ABSA Bank
- Old Mutual
- Standard Bank
- Nedbank

Remember: only take a loan from a trusted and reputable financial services provider. You should also make sure to read your contract carefully, so that you understand all the terms of repayment.
Registering your ECD Centre

South African law requires all day care and ECD centres to be registered. So to legitimise your business, you have to register your ECD centre at your local Department of Social Development branch.

How to register your ECD centre

1. **Contact the office of the Department of Social Development** nearest to your proposed centre.

2. **Consult the local municipal authority** to obtain the right of use and the necessary health clearance certificate to run the centre in the proposed location.

3. **Contact the local Departments of Education and Health** or the Department of Social Development in your area to find out if they have any other requirements.

To register your ECD centre, you will need:

- A weekly food menu for your centre
- A daily programme for your centre
- A building plan of location (if appropriate)
- A copy of the business’s constitution, signed and dated
- A business plan (for funding applications)
- A financial report for the past year (for funding applications)
- A contract with owners of the building (in case you are leasing)

What is a constitution?

This is a formal document that defines the powers and structures of an organisation and the rules for running the organisation.

After receiving conditional or provisional registration, **you will need to undergo assessment** by the relevant Department to make sure your ECD centre complies with the Department's standards and registration requirements in terms of infrastructure, health and safety, education curriculum, and human resource management. You can learn more about the guidelines from your provincial Department of Social Development branch. You will also learn more about the guidelines further on in this e-book.
Once you have all the paperwork sorted, and while you are waiting for the Department of Social Development’s inspection, you can start building your business and running your centre.

**A brand**

Don’t underestimate the importance, or power, of branding. A brand will be the identity of your childcare centre and will influence everything about your operation, from the colour you paint the walls to what you serve on your daily menu.

Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors’. Your brand is derived from who you are, who you want to be and who people perceive you to be.

*Entrepreneur magazine*

Or as Steve Forbes says:

Your brand is the single most important investment you can make in your business.

*Steve Forbes*

**An identity**

Branding is essentially about who you are as a company. So think a bit about what makes your centre unique, who your target market is, and what kind of experience your centre should give children and their parents. You can type out a business description, a set of business values, or a mission statement, to help you do this.
A name

The thing that defines your business the most will be your centre’s name. Being in the childcare business affords you a unique opportunity to be really playful and creative with the name. **You should still pay attention to the following elements, however:**

- The language and culture of your target market
- The age range of the children
- Elements that make your business unique
- Memorability (Will people be able to remember the name?)
- Search engine friendliness
- Uniqueness
- Playfulness

You can also consider adding some personalisation to your centre’s name by including your own name. For example: “Cindy’s Childcare Centre”, or “Jameelah’s Toddlers”.

A logo

Your logo should work with your centre’s name, so it is often beneficial to think of your name and logo at the same time. A logo should also have the same characteristics as the name (such as ‘uniqueness’ and ‘memorability’). **However, your logo should immediately tell people that you are, in fact, a day care centre.** That is why so many day care centres have cartoon-style logos. That is also why so few day care centres really stand out from one another. So try to find a balance between recognisability and uniqueness.

**It can be a good investment to get a freelance graphic designer to help you design your logo.**

Here are some name suggestions:
- Bambi Land
- Bebe Kidz
- Children in Learning
- Children First
- Children’s Choice
- Happy Hearts
- La Petite Academy
- Laugh a Lot Kids
- Learning Ladder
- Playful People
- Playful Penguin
- Precious Moments
- Pumpkin Patch

To give you some inspiration, you can try using this online childcare name generator:

Childcare Name Generator
Location

Firstly, you need to choose a location and set up your centre.

Working from home

As already noted, most new ECD centres are run from home. But just because you will be working from your home, it doesn't mean you won't have to make an effort in converting your venue to meet departmental standards.

Leasing a building

If you want to set up a larger commercial centre, or eventually expand, you will need to lease a building for this purpose. Other reasons for leasing might include:

- That your home is not large enough, or that it is otherwise unfit, for housing an ECD centre
- That your home is not in your target market area
- That there is another ECD centre in your vicinity and you would rather set up your centre somewhere where there is a higher demand

Did you know?

60% of ECD centres in South Africa are within 1km of a primary school.
(Source: The Department of Social Development)

Requirements

Whether you start your centre at home or at another venue, you will need to make sure that it meets departmental standards for an ECD centre.

The Department of Social Development notes that the most common reason why they don't give full registration credentials to ECD centres is inadequate infrastructure.

This relates to things like: building design and regulations, basic needs, and accessibility for children with special needs.

Here are some of the basic ECD infrastructure requirements laid out by the Department of Social Development:

- The kitchen must be separated by at least a partition from other childcare areas
- Indoors, there must be 1.5 m² room per child
- Outdoors, there must be 2 m² play space per child
- There must be a sickbay for sick children
- There must be disability facilities
- The building must be clean, well-lit, and well-ventilated
- The building should be safe, with precautions taken to prevent any harm to children (this includes aspects such as ‘baby-proofing’ the house, and ensuring that swimming pools are fenced off and covered).
Equipment

First and foremost, you have to make sure that the equipment you use is safe for the children. Secondly, you have to make sure that there is enough equipment: the ratio of equipment to children must be right. You will also need to make sure that you have toys that are appropriate for the different age groups at your centre.

But what equipment will you need?

Toys and educational items:

- Books
- Educational toys
- Arts and crafts equipment
- Paint and brushes
- Clay (or play-dough)
- Puzzles
- Word games
- Blocks and construction sets
- Pets (guinea pigs, fish, birds)

Multimedia:

- Educational and entertainment DVDs
- CDs
- Computers
- Music and movement material

Playground equipment:

- Climbing apparatus
- Sand pit
- Bean bags
- Balls
- Skipping ropes
- Wagons
- Tricycles
- Gardening tools (suitable for children)

Kitchen equipment:

- Kitchen appliances (microwave, refrigerator, stove)
- Kitchenware and cutlery
- Washer and dryer

Make your own toys

Remember, your equipment doesn’t all have to consist of expensive store-bought items. Building blocks, bean bags, and other items are easy to make at home by yourself.

UNICEF has a list of fun, and stimulating, toys that you can make at home that you can see here:
Furniture:

- Highchairs
- Booster seats
- Couches
- Cots, beds, and sleeping mats
- Child-sized tables and chairs
- Step stools
- Storage shelves
- Infant monitor
- Potty chair

Many of the items above, such as pets or computers, are not required, but will increase the appeal of your centre because they will increase the ECD services you provide. **Remember:** ECD is about providing “appropriate developmental opportunities and care for our children, ensuring ... their emotional, cognitive, and physical development,” as the Minister of Social Development said.

You can see a full equipment suggestion list here:

![Child Care Equipment & Materials List](#)

Educational curriculum

Many of the toys and equipment mentioned in the lists above will form part of your ECD curriculum. Puzzles, music, arts and crafts, and outdoor play are all useful tools that can be used by Early Childhood Development practitioners to facilitate learning.

To gain full registration as an ECD centre, you are required to have a curriculum that meets certain educational standards. **You can read The South African National Curriculum Framework for Children from Birth to Four here:**

![The South African National Curriculum Framework for Children from Birth to Four](#)

The Department of Basic Education states in their National Curriculum Framework:

- A comprehensive ECD learning programme for quality and equality of opportunities pays attention to:
  - [a child’s] developmental domains (social, emotional, cognitive, physical – with a focus on health and nutrition)
  - [a child’s] content areas (languages and mathematics) and
  - [a child’s] strong links with my family and later, [a child’s] links to schooling

Department of Basic Education
The framework for children has **6 early learning and development areas:**

1. **Well-being:** Includes emotional, social, and physical aspects of a child’s development.

2. **Identity and Belonging:** Concerns personal and social development, relationships, and celebration of differences.

3. **Communication:** Focuses on verbal and non-verbal communication skills.

4. **Exploring Mathematics:** Concerns problem solving, reasoning, and use of mathematical concepts.

5. **Creativity:** Aimed at teaching children how to produce new and useful ideas and solutions. Encourages children to be inventive, expressive, and imaginative.

6. **Knowledge and Understanding of the World:** Focuses on helping children make sense of their immediate physical surroundings, history of their families, geographical surroundings, and tools.

### Employees

Employees form part of the resources you need to start up your ECD centre. They are **human resources**, to be exact.

Who you hire will depend on your immediate needs. Perhaps you will be looking after the children, and you simply need someone to cook and clean. Perhaps you will need another ECD practitioner to help out. The Department of Social Development specifies that **you need 1 teacher for every 6 children**.

**When hiring an ECD practitioner, you need to look at:**

- Whether they have medical clearance
- Whether they have training in first aid
- Whether they are knowledgeable in the field of childcare
- Whether they are respectful toward others (including children)
- Whether they have ECD training or qualifications

It’s also important to hire employees who interact well with the parents. **Read why below:**

**Characteristics Parents Look for in a Childcare Worker**
Admin

Lastly, you need a system in place to keep track of all your admin and finances. Even if you have a bookkeeper, you still need to keep track of expenses and income in order to allow your bookkeeper to make sense of your business.

You will also need a system for keeping track of things like:

- Employee shifts and schedules
- Employee records
- Client records
- Children’s needs and requirements (such as food allergies)
- Evacuation procedures
- Medication management policies
- Immunisation records

Learn how to run a home-business successfully

Oxbridge Academy offers a number of short courses that you can study part-time from home – and these courses are designed to teach you and other aspiring business owners how to run your small businesses successfully. Take a look at:

**Short courses:**
- Small Business Management
- Business Practice
- Entrepreneurship
- Basic Accounting Skills

**Online courses**
- Effective Time Management
- Finance and Accounting for Non-Financial Managers
- Oxbridge Academy Online Short Course: Financial Literacy
Marketing

As you start your business, you will need to start getting clients. There are various new, as well as tried-and-trusted, ways in which you can reach parents. But first, you might want to revisit the section in your business plan about your target market.

**Your target market will determine your initial approach to marketing and promotions.** If you are in a close-knit community, for example, you can start by getting people you know to use your services. You should also think about what you can do, or say, to appeal to your specific target market.

**Word of mouth**

Word of mouth is the oldest, and also still best, way to market your business. This is because when people talk about your business in a favourable way, or when they recommend your business to people they know, they spread a sense of trust in you.

**To get a lot of clients this way, however, you will need to deliver excellent and praise-worthy services.**

You might also want to consider asking your oldest and most valued clients to tell their friends about your services.

**Promotional material**

A good place to start in terms of promotional material is to make sure that you have pamphlets and business cards. This will also help your current clients market you to their friends and family.

You can eventually expand to promotional material such as **branded pens, tote bags, or more comprehensive pamphlets or publications.**

**Website**

Having a website is an excellent way to legitimise your business. It will immediately suggest to prospective clients that you are a respectable and established centre.

A website will also help you with online marketing. It will help people find you through basic Google searches, on Google Maps, and on website directories.
Directories

Online directories are a great place to market yourself to people doing Google searches. If you have a website, you can include a link, otherwise simply supply contact details and a centre description.

**Here are some directories where you can list your ECD centre:**

- www.connectingkidz.co.za
- www.rainbowkids.co.za
- www.kiddicare.co.za
- www.easyinfo.co.za
- www.yellowpages.co.za
- www.yalwa.co.za
- www.biznizdirectory.co.za
- www.snupit.co.za
- www.hotfrog.co.za
- www.cylex.co.za

*You should also search for online directories specific to your province, municipality, or town.*

Social Media

Facebook is one of the most powerful tools small business owners can use to market their services. It’s a great place to reach new clients, advertise your services, and connect with your current clients.

Wouldn't parents love seeing photos of their children enjoying themselves throughout the day on Facebook? And wouldn't they love sharing those photos so that people in their social circles can also see? And wouldn't that be a great way of getting some exposure for your ECD centre?

**Here is Facebook's own guide for using this platform for your business:**

[Facebook Business Basics](#)

Other useful tools include: **Pinterest, Twitter, and even Instagram.**
But first!
Get the training and qualifications you need

Making your ECD centre a success takes more than just determination and organisational skills. You might want to take an ECD training course to get the knowledge (and the confidence that knowledge will bring) before you launch your centre.

**Oxbridge Academy provides educational and skills development opportunities precisely for people like you. We offer our courses via distance learning, which means:**

1. You can enrol anytime of the year without having to wait for a new academic semester to start

2. You study at your own pace, in your own time

3. You study from home, from anywhere in South Africa

4. You can work full-time, or start building your ECD centre, while you study

5. You don’t have to travel to or attend any physical classes in order to pass your course

**Oxbridge Academy offers the following childcare courses that you can complete to get the training you need:**

**National Qualifications (ECD Courses):**

- National Certificate: N4 Educare
- National Certificate: N5 Educare
- National Certificate: N6 Educare

**Oxbridge Academy Skills Courses**

- Oxbridge Academy Short Course: Caring for Children
- Oxbridge Academy Short Course: Stimulating Childhood Development
- Oxbridge Academy Short Course: Childhood Nutrition
- Oxbridge Academy Short Course: Health and Safety for Childcare Workers
- Oxbridge Academy Certificate: Childcare/Au Pair

*These are non-credit bearing skills development courses*
What will an ECD course teach you?

The N-level Educare courses will teach you a number of skills and expand your expertise in the following fields:

- Educational Psychology
- Day Care Management
- Child Health
- Education
- Day Care Personnel Development
- Entrepreneurship and Business Management

To find out more about the content of these courses, you can contact us on 021 1100 200 and speak to a Student Advisor.

Getting an ECD qualification will also help you promote your ECD centre as a credible and trustworthy institution with qualified management.