



Giving Red Cliffs children the foundation for a bright future

Help us even the playing field.

The Andrews Government has committed to building Government Childcare Centres where they are needed most - and Red Cliffs needs one most of all.

Red Cliffs is one of the most socio-economic disadvantaged areas within the Mildura Local Government Area and by extension, Victoria*. This community has no access to childcare within a 20km radius and the closest centre is not on a public transport route. Red Cliffs is the most significant 'childcare desert' within the Mildura municipality.

Why does Red Cliffs need affordable childcare?

Families in Red Cliffs, especially mums, have told us that lack of access to childcare is stopping them from participating in the workforce.

Those not able to drive their children to a long day care facility in a neighbouring town, are at a huge disadvantage.

They are:

- excluded from working
- excluded from being financially independent
- excluded from being able to fully participate in community life

As a community with a very high proportion of single parent families with young children, the barriers are even more magnified.

This isn't good for mums and primary carers, it's not good for families, it's not good for children and it is not good for the community as a whole.

Red Cliffs children deserve better.

The Red Cliffs community has mobilised alongside key service providers and local agencies, to raise awareness about the fact that not all Red Cliffs children are getting the best start to life.

An accessible long day care service is seen as part of a broader plan to balance the odds and ensure Red Cliffs children are not being left behind.

The Red Cliffs community have told us if they had access to childcare then they would have more opportunities to make choices, be their own agents for change and be empowered to make decisions to best support their families.

In turn this will:

- reduce the isolation
- reduce stress and support good mental health
- increase financial independence
- strengthen the entire community



Mildura Rural City Council

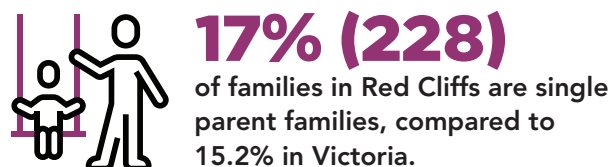
While Mildura has been listed as an LGA that will get a “low cost, government built and run” facility, it is unclear how the exact site will be chosen and who will make this decision.

We are advocating strongly for you to listen to our community voice, prioritise this community need and not look at enrolment numbers alone as the sole indicator of success.

The Red Cliffs community are doing everything in their power to balance the odds for their children, they need support from government to enact their vision:

Red Cliffs is a place where families matter, and children thrive.

Red Cliffs snapshot



Social, Economic and Educational



*(according to the Index of Relative Social Advantage)
Demographics & Key Population level data (Census, 2021 ABS)

Deakin Avenue Service Centre 76 Deakin Avenue, Mildura
Madden Avenue Service Centre 108 Madden Avenue, Mildura
Ouyen Service Centre 79 Oke Street, Ouyen