



### 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.

---

## DC Strategy Contact Details

### International Head Office

Level 5, 530 Collins Street,  
Melbourne VIC 3000 Australia

[growth@dcstrategy.com](mailto:growth@dcstrategy.com)

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

### Australia

Melbourne +61 (0)3 8102 9200

Sydney +61 (0)2 8220 8700

Brisbane +61 (0)7 3015 7600

Perth +61 (0)8 6222 1011

Canberra +61 (0)2 8220 8700