

T O P I C S

Let's open a nursery school for your employees.

Respond to employees' diversity

Dynacity Corporation (Odawara City, Kanagawa Prefecture)

Dynacity Corporation which manages and operates shopping centres thought that establishing a workplace environment where women can work without any worries and long term was important in order to secure tenants' employees. While considering establishment of a nursery school, they found merits in financial support for maintenance and operation cost and in sharing usage among the tenants. Hence they came to the conclusion of using this subsidy system.

About 80% of tenants' staff such as customer service and sales staff working at their shopping centre are female. Working hours and working styles vary depending on stores, so it is necessary to respond to employees' various ways of working. Therefore, the nursery school opens 7 days a week and offers childcare from 8:00 am to 9:00 pm.

In the recruitment of children, there was no growth in enterprises' application at the beginning. It was because the enterprises cancelled their application when they were accepted by an authorised local government nursery school. In addition they were concerned with unplanned changes such as store relocation and staff changes. However, Dynacity Corporation successfully increased the number of applications as they posted advertisement poster on the backyard noticeboard, explained several times to the tenants, organised a facility tour and kept recruiting with the support of local government.

Moreover, Dynacity Corporation considers that being a suburban type shopping centre and having a sufficient parking lot is an important factor as it can reduce the stress of both parents and children at the time of commuting.

Contribute to management strategy and CSR

Heisei Legs Corporation (Takamatsu City, Kagawa Prefecture)

Employees of Heisei Legs Corporation which operates a taxi business aged and their average age has reached 63.7 years old. Securing young staff is an urgent issue and the company is processing its management reforms in order to enhance their services for the elderly people and people with disabilities. The company has opened a nursery school using this subsidy system as one of the measures to employ the women who are willing to work but not possible because of childcare.

Heisei Legs outsources nursing services and allows nursing staff's children to use the facilities. The nursery school opens 11 hours a day and 7 days a week.

Moreover, a nurse is stationed, so the nursery school can respond to children when they feel sick.

Thanks to the introduction of this nursing service, six women in childrearing applied for job openings. The company employed four of them. By offering appropriate services, Heisei Legs's goal is to increase the number of lively elderly people and people with disabilities. They also aim to increase the number of women in childrearing who can work feeling safe.



(Walk on the roof of the shopping centre)



(Women who leave their children in nursery school and go to work)

Change to “Female friendly industrial park”

Yoshiizumi Sangyo Corporation (Hirakata City, Osaka Prefecture)

Yoshiizumi Sangyo Corporation which manufactures and sells food machinery decided to open a nursery school. It was because that they were in lack of personnel and wanted to employ highly skilled women by appealing a women friendly working environment. Although the establishment of a nursery school was considered for several years, it was abandoned because a considerable amount of self-payment would be necessary in order to make a nursery school fee comparable to an approved nursery school. Thanks to this subsidy system, their plan was resumed.

The company is located in an industrial estate and has been preparing for “a women-friendly industrial park.” While hearing the voice calling for a nursery school, the company noticed that fathers sometimes take their children to nursery schools before going to work in the morning. If a nursery school is located in the industrial park, both fathers and mothers can immediately go to the nursery school when their children’s physical condition is bad, and can go home with their children and spend family time.

Yoshiizumi Sangyo Corporation is planning to develop such an environment. If everything goes well, they plan to make an alliance with 21 companies in the industrial estate to operate and manage the nursery school. In Osaka Prefecture, the “OSAKA Working Field” (Small and Medium Business Human Resource Support Center) which has been entrusted corporate support by a

cooperation between the welfare sector and the corporate support department provides information on in-house childcare facilities. “OSAKA Working Field” also investigates companies’ needs and conducts business-to-business matchings effectively. Yoshiizumi Sangyo Corporation is preparing in cooperation with these municipalities as well.

Support for further success of female researchers

Nagasaki University (Nagasaki City)

Nagasaki University conducted a questionnaire and found that nearly 90% of faculty members and administrative staff planning to give a birth want to continue their work even after giving a birth. Many faculty members and staff have stated the enhancement of childcare facilities is necessary in order to continue their work. Therefore, the university decided to set up a nursery school by using this subsidy system on campus different from the campus that already have a nursery school.

For the establishment of a nursery school, the diversity promotion center which is promoting diversity management mainly proposes and coordinates within the university, so that all people learning and working at Nagasaki University can fully demonstrate their abilities. Opening the nursery school on-campus provides its users a convenience and security. The vice chancellor expects female researchers to be more active by the opening of this nursery school which is a part of creating a workplace that takes care of diversity.



(Completed image)



(Walking around the campus and interacting with students)

(Reference)

FY 2016 Forum of Comprehensive Support System for Children and Childrearing (February 22, 2017)

(<http://www8.cao.go.jp/shoushi/shinseido/event/forum/2016/index.html>)

Examples of company-led childcare business program

(<http://www8.cao.go.jp/shoushi/shinseido/ryouritsu/jirei.html>)