

The Annual Cost of being the Tooth Fairy in Australia

With over 24 million people residing in Australia, there is no doubt that many children are eagerly awaiting a visit from Australia's busiest worker – the Tooth Fairy!

Parbery's cost estimation team have put their skills to the test in calculating the Tooth Fairy's operations.

Jet rental
\$4,000
per day

Fuel usage
6,824
litres per year

\$17.7
million
total cost
of travel
per year

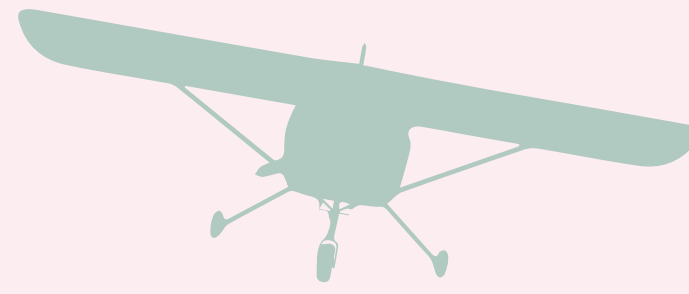
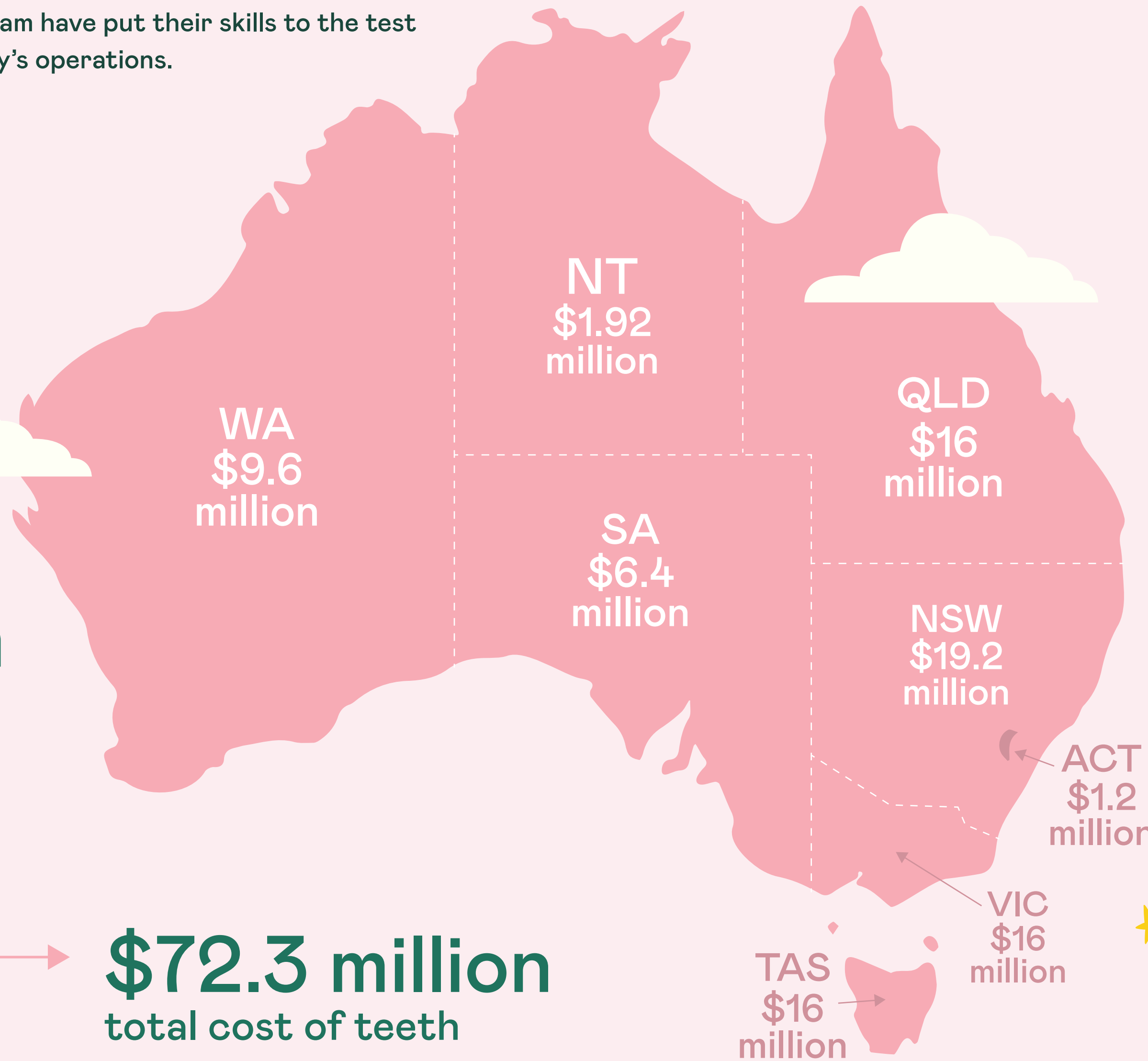
4 million
children 6-12yo

32 million
teeth per year

\$2-\$3
per tooth

\$72.3 million
total cost of teeth
per year

\$90
million
total annual cost



Cost assumptions

- 1) The payment per tooth amount for each state was determined based on correlating it to the average annual wage in that state: Research the average annual wage for each Australian state from reputable sources, i.e., ABS data. This provided a baseline for relative purchasing power and costs of living. Set the payment per tooth at \$2 for states with average wages around \$75k-\$80k (NSW, VIC, SA, TAS, QLD). \$2 represented a nominal amount at the typical level parents at Parbery have indicated historically, adjusted for inflation. Set payment higher at \$3 per tooth for NT and WA, which had significantly higher average wages of \$110k and \$90k respectively. The rationale was that costs are also higher in these states, so the tooth fairy payment proportionally maintains similar value relative to local wages. QLD's payment was set at \$2.50 since its average wage was in the middle at \$75k, between the \$2-3 range used for other states. This established a payment per tooth amount for each state that took into account relative wage levels as a proxy for purchasing power parity across locations. Higher wages = higher tooth fairy payments to preserve approximate value. These payment per tooth inputs were then used to calculate the "Teeth Collection Fees" for each state based on total teeth lost and established fee per tooth. The goal was to estimate realistic amounts children in each state might expect to receive from the tooth fairy, while reflecting average living costs as represented by differences in average wages.
- 2) Based on dental studies showing 1st baby teeth typically emerge between ages 6-13.
- 3) Assumes steady, predictable rate of 8 teeth lost on average over this period.
- 4) Used official ABS figures for reliability but doesn't account for population changes over time.
- 5) Assumed the tooth fairy would use a small private jet aircraft to travel between locations, as this would allow the most efficient coverage of Australia's vast geographical areas within a night.
- 6) Jet rental rate of \$4,000/day is consistent across all locations.
- 7) Assumed an average of \$3 per litre for aviation fuel.
- 8) Used flight planning software to estimate flight distances between major cities
- 9) The tooth fairy works 365 nights per year collecting teeth.
- 10) All teeth are collected and payments made in the calendar year they are lost.
- 11) No increase in costs or payments are estimated over time.
- 12) Expenses like fuel are subject to inflation impacts and were not built into this static single-year model.
- 13) Overhead costs like marketing, administration etc are excluded.
- 14) Responses to any surveys are representative samples - small samples may not perfectly reflect population behaviours and preferences.
- 15) No alternative tooth collection methods (e.g., drones) were considered.
- 16) Assuming the Tooth Fairy resides in Canberra in the basement of Parliament House.