

Three-year-old Kindergarten



COMMUNICATION TOOLKIT FOR 2020 AND 2021 ROLL-OUT AREAS

Contents

Communication Toolkit for 2020 and 2021 Roll-out Areas.....	1
Introduction.....	3
Background.....	3
About this toolkit	3
Printed materials	4
Digital materials	4
Action checklist	5
Background.....	6
Kindergarten programs for three-year-olds.....	6
Advertising	6
Early childhood education workforce	6
Key messages	7
About the program	7
Benefits.....	7
Program delivery.....	7
Facts about the overarching Three-year-old Kindergarten program	8
Early childhood education workforce.....	8
Program roll-out	8
Style guide	9
Sample content: 2020 roll-out areas.....	10
Website content	10
Newsletter/email content.....	11
Social media content.....	12
Sample content: workforce	14
Newsletter/email content.....	14

© State of Victoria (Department of Education and Training) 2019



Three-year-old Kindergarten Communication Toolkit is provided under a Creative Commons Attribution 4.0 International licence. You are free to re-use the work under that licence, on the condition that you credit the State of Victoria (Department of Education and Training), indicate if changes were made and comply with the other licence terms, see: [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/)

The licence does not apply to:

- any images, photographs, trademarks or branding, including the Victorian Government logo and the DET logo; and
- content supplied by third parties.

Copyright queries may be directed to copyright@edumail.vic.gov.au



VICTORIA
State
Government

Education
and Training

INTRODUCTION

BACKGROUND

The Victorian Government is investing in kindergarten programs for all three-year-olds—a nation-leading initiative. Three-year-old Kindergarten will give our youngest Victorians an extra year of play-based learning. This means by 2022, three-year-old children across the state will have access to subsidised kindergarten programs led by a trained teacher.

When it comes to early learning, evidence shows that two years are better than one. Taking part in a quality kindergarten program at an earlier age has positive effects on development, wellbeing and learning. It has even more benefits for children who need extra support or are in vulnerable circumstances.

Quality play-based learning is a powerful way to support children's learning and development, with the benefits lasting into the school years and beyond.

In 2020, up to 15 hours of subsidised Three-year-old Kindergarten programs will be available in six local government areas (LGAs), followed by an additional 15 LGAs in 2021. From 2022, three-year-old children across the rest of the state will have access to five hours of subsidised kindergarten programs. This will scale-up to the full 15-hour program by 2029.

You have been sent this kit because services in your LGA will be subsidised in 2020 or 2021.

To find out when your LGA will receive subsidised Three-year-old Kindergarten, visit: education.vic.gov.au/3yokinder.

ABOUT THIS TOOLKIT

The Department of Education and Training (DET) has put together this toolkit to help you talk about and promote Three-year-old Kindergarten with families, local communities and the early childhood education workforce.

2020 roll-out areas: This kit is designed to help you answer questions from the community, and help support services and community organisations start proactively promoting kindergarten programs for three-year-olds.

2021 roll-out areas: This kit is designed to help you answer questions from the community, and help services and community organisations think about how they will promote programs for three-year olds in the future.

The toolkit is designed to provide you with suggested content to share in your newsletter, on your website or on social media channels.

By working together to promote kindergarten programs for three-year-olds, we will be able to give the community all the information they need. We want the wider community to understand the importance of early years education, and for all families to know how they can take advantage of subsidised kindergarten programs.

We also want to work with you to attract more people to work in early childhood education, and encourage those in the sector to consider upskilling.

PRINTED MATERIALS

As part of this toolkit, in the coming weeks, you will receive printed materials including posters, postcards, brochures and frequently asked questions (FAQs). You are encouraged to share these materials with families who have questions, or have children who will be eligible for subsidised Three-year-old Kindergarten programs.

DIGITAL MATERIALS

You can access the materials listed below by visiting: education.vic.gov.au/3yokinder/toolkit

- This **stakeholder toolkit** (including suggested social media posts, website and newsletter text).
- **Video** that explains the program.
- **Parent FAQs** to help you answer questions from parents and carers.
- **Sector fact sheet.**
- **Poster** – you will receive printed copies.
- **Brochures** – you will receive printed copies.
- **Postcards** – you will receive printed copies.

ACTION CHECKLIST

For 2020 roll-out areas, below are some suggested activities

	Action	Complete
1	Include information about Three-year-old Kindergarten on your website, linking to DET's website.	
2	Include information about Three-year-old Kindergarten in your newsletter/publications.	
3	Post about Three-year-old Kindergarten on your social media accounts (e.g. Facebook).	
4	Display printed materials and hand them out (e.g. kindergartens / long day care, libraries, maternal and child health clinics, playgroups and recreation centres).	
5	Email copies of the materials to other organisations you think may benefit from knowing about kindergarten programs for three-year-olds.	
4	Send an email to your database, directing them to the online information.	
8	Share the video on your social media accounts.	
9	Talk to Maternal and Child Health and family support services about Three-year-old Kindergarten, and provide them with information and materials to share.	

BACKGROUND

KINDERGARTEN PROGRAMS FOR THREE-YEAR-OLDS

At its heart, introducing kindergarten programs for three-year-olds is about giving children every possible opportunity to succeed. Currently, the Victorian Government subsidises 15 hours per week of kindergarten in the year before school. This is known as 'four-year-old kindergarten'.

Research consistently shows that two years of kindergarten are better than one, so this initiative will make sure that all Victorian children have the best start.

Just like with four-year-old kindergarten, kindergarten programs for three-year-olds will be tailored by individual providers to meet the needs of their communities.

ADVERTISING

During June and July, there will be some targeted advertising in the 2020 roll-out areas. The purpose of this is to inform families that subsidised kindergarten programs for three-year-olds will be available from next year, and to encourage them to go to DET's website for more information.

You might see this advertising at a local supermarket, in your local newspaper, or online—e.g. on Facebook.

EARLY CHILDHOOD EDUCATION WORKFORCE

The roll-out of kindergarten programs for three-year-olds is expected to create more than 6,000 jobs. More than 4,000 additional kindergarten teachers and 2,000 additional early childhood educators are needed as the program expands state-wide.

The Victorian Government has a range of initiatives to support people who want to begin or further their career in early childhood education.

The Early Childhood Scholarship Program will provide eligible recipients with up to \$34,000 towards a bachelor qualification or up to \$24,000 towards a postgraduate qualification.

Incentive payments of up to \$9,000 are available for early childhood teachers who move to 2020 roll-out areas.

To find out more, visit the [scholarships and incentives](#) page on the DET website.

In addition, the Victorian Government has also expanded the Free TAFE courses to include the following courses from 2020:

- Diploma of Early Childhood Education and Care
- Certificate III in Early Childhood Education and Care.

KEY MESSAGES

Key messages are the main points and facts about Three-year-old Kindergarten. They are short statements to help people understand. These messages can be adapted for use across a range of communications.

ABOUT THE PROGRAM

- The Victorian Government is investing in kindergarten for all three-year-olds—giving our children an extra year of learning, playing and making friends.
- This investment is being progressively rolled out across Victoria, starting in 2020 in six regional local government areas, and available in every area from 2022.
- From 2020, the Victorian Government is funding an extra year of kindergarten in the first roll-out areas, by subsidising up to 15 hours of kindergarten programs for three-year-olds per week, for every child.
- This change means reduced costs for many Victorian families and greater access to early learning for all children.

BENEFITS

- Learning starts at birth. The skills young children learn set the foundation for the rest of their lives.
- Research consistently shows that two years of kindergarten are better than one. That's why the Victorian Government is funding an extra year of kindergarten—ensuring our kids are ready for school, and set for life.
- Enrolling your child in two years of quality kindergarten gives them the best start in life.
- Learning through play. Local facilities. Evidence-based programs. Qualified teachers. The best start.

PROGRAM DELIVERY

- Government-subsidised kindergarten programs are planned and delivered by trained teachers.
- Kindergarten programs will be delivered in both “sessional” or stand-alone kindergartens, and long day care centres.
- Kindergarten programs will be delivered by local providers across the state, and tailored to meet the needs of their communities.

- Local kindergarten delivery. National standards focused on quality. Education tailored to your family's needs.

FACTS ABOUT THE OVERARCHING THREE-YEAR-OLD KINDERGARTEN PROGRAM

- The Victorian Government has committed almost \$5 billion over 10 years so that three-year-old children across the state will have access to a subsidised kindergarten program.
- This will mean that in the Education State, an extra year of subsidised play-based learning, led by a teacher, will be added to Victorian children's education.
- The Victorian Government is co-investing in the building and expansion of kindergarten facilities across the state to make sure children have the right learning environments and facilities, no matter where they live.
- From 2021, every new Government primary school will include a co-located kindergarten facility, supporting a smooth transition to school and helping more families to avoid the 'double drop-off'.

EARLY CHILDHOOD EDUCATION WORKFORCE

- We will be developing the early childhood workforce, including expanding the Free TAFE initiative to include the Diploma of Early Childhood Education and Care and Certificate III in Early Childhood Education and Care from 2020.
- Scholarships valued up to \$34,000 are available for those looking to start a rewarding career as an early childhood teacher, as well as those wanting to upskill and become degree-qualified early childhood teachers.

PROGRAM ROLL-OUT

- Subsidised kindergarten programs for three-year-olds will roll out across Victoria in stages, starting in 2020. These will be available in both sessional or 'standalone' kindergartens and in long day care centres.
- In 2020, up to 15 hours of subsidised three-year-old kindergarten programs will be available in six local government areas (LGAs).
- In 2021, families in an additional 15 LGAs will also have access to up to 15 hours of subsidised kindergarten programs.

- From 2022, three-year-old children across the rest of the state will have access to five hours of subsidised kindergarten programs delivered by a teacher. Services will then scale-up their hours to reach 15 hours a week by 2029.
-

STYLE GUIDE

To provide a consistent approach and shared understanding of terms, DET asks that you use the following language:

- Name of the program: Three-year-old Kindergarten
- Description: kindergarten programs for three-year-olds
- Roll-out: Use 'progressive' to describe the roll-out in stages
- Website: www.education.vic.gov.au/3yokinder
- Other terms:
 - 'kindergarten service' when referring to the service
 - 'kindergarten facility' when referring to a physical building.

SAMPLE CONTENT: 2020 ROLL-OUT AREAS

This kit has been designed to provide services, local councils and other key stakeholders with sample content to share through their communication channels. You know your audience best—the parents who come to your kindergarten or families in your community. You also know your channels—whether it is a newsletter, website, social media or something else.

Therefore, we suggest that you copy and paste the suggested content below and tailor it for your audience and channels. You'll want to use language that is familiar, has the right level of detail and add localised information. We want to make it easy for you to share the facts.

WEBSITE CONTENT

It is recommended that you consider including a page on your website (linked from a prominent location on the home page) with information about Three-year-old Kindergarten.

We suggest linking to www.education.vic.gov.au/3yokinder from the page on your website.

Three-year-old Kindergarten

Every child deserves the opportunity to have the best start. That's why kindergarten programs for all three-year-old children will soon be made available [in/at <insert location/service name>]. This means an extra year of learning, play and making friends.

Funded by the Victorian Government, and delivered locally, every child who will be three will be eligible for up to 15 hours per week of subsidised kindergarten.

Research consistently shows that two years of kindergarten are better than one. The skills children learn set the foundation for the rest of their lives.

In a kindergarten program, children enjoy play-based learning. Teachers support children to develop curiosity, concentration, resilience and creativity. Through play they learn language skills, basic maths concepts, how to regulate their behaviour and get along with others.

The program will be rolled out across Victoria in stages. From 2020, three-year-olds in six council areas, including ours, will be able to access up to 15 hours per week of kindergarten. The Three-year-old Kindergarten program means greater access to early learning for all children.

For more information, visit: www.education.vic.gov.au/3yokinder

NEWSLETTER/EMAIL CONTENT

The following content can be included in your newsletters/bulletins, regular emails or messages sent to families, the community and the early learning workforce. This will give you a head start in promoting kindergarten programs for three-year-olds, and providing information to the community.

Short article

Three-year-old Kindergarten is coming to [insert location/service name]

Do you know a child who will be three next year?

In 2020, kindergarten programs for three-year-olds will be made available [in/at <insert location/service name>]. This means an extra year of learning, play and making friends.

Research shows that two years of kindergarten are better than one. In a kindergarten program, children enjoy play-based learning guided by trained teachers.

The skills we learn as children set the foundation for the rest of our life. Starting kindergarten at three years old gives them the best start.

More information will be made available soon about how you can enrol.

For more information, visit www.education.vic.gov.au/3yokinder

Long article

Three-year-old Kindergarten is coming to [insert location/service name]

Do you know a child who will be three next year?

In 2020, kindergarten programs for three-year-old will be made available [in/at <insert location/service name>]. This means an extra year of learning, play and making friends.

Currently, the Victorian Government subsidises 15 hours per week of kindergarten in the year before school, this is known as 'four-year-old kindergarten'. From next year, <insert information about your service>.

Trained teachers support children to develop curiosity, concentration, resilience and creativity. Through play they learn language skills, basic maths concepts, how to regulate their behaviour and get along with others.

Just like with Four-year-old Kindergarten, three-year-old kindergarten programs will be tailored to meet the needs of local children.

The skills we learn as children set the foundation for the rest of our life. Starting kindergarten at three years old gives them the best start to life.

More information will be available soon.

For more information, visit www.education.vic.gov.au/3yokinder

SOCIAL MEDIA CONTENT

The following sample posts have been provided for use on your social media channels. These can be adapted to your audience, provided the key information does not change.

DET's Twitter and LinkedIn pages will also be used to promote the roll-out of Three-year-old Kindergarten. These posts can also be shared on your social media.

A note on images and photos

Using photos of children can have a great, positive impact when sharing information and helps gain the interest of your audience. Make sure you comply with Victorian privacy law and check the rules of your service or organisation. This will include gaining written parental consent.

Use the hashtags #3YOKinder and #kindervic when sharing posts

Images for social media posts are available at: [education.vic.gov.au/3yokinder/toolkit](https://www.education.vic.gov.au/3yokinder/toolkit)

Facebook

When it comes to early learning, research shows that two years are better than one. That's why Three-year-old Kindergarten will be rolled out in [insert location] from next year.

This means an extra year of learning, play and making friends.

At kinder, children enjoy play-based learning guided by trained teachers.

www.education.vic.gov.au/3yokinder #3YOKinder #kindervic

Do you know someone living in [insert '2020 roll-out' local government area] who has a child who will be three next year? Let them know that they are eligible for up to 15 hours a week of subsidised kindergarten programs for three-years-olds.

www.education.vic.gov.au/3yokinder #3YOKinder #kindervic

Have you heard about new subsidised kindergarten programs for three-year-olds?

We'll rolling it out from 2020!

Learning through play. Local facilities. Quality education programs. Qualified teachers. The best start.

Stay tuned to learn how you can enrol your child.

www.education.vic.gov.au/3yokinder #3YOKinder #kindervic

Twitter

Three-year-old Kindergarten is coming! Soon there will be two years of play-based learning for Victorian children. To find out more, visit www.education.vic.gov.au/3yokinder #3YOKinder #kindervic

From 2020, all children in [insert '2020 roll-out' local government area] will have access to up to 15 hours of subsidised kindergarten programs for three-year-olds.
www.education.vic.gov.au/3yokinder #3YOKinder #kindervic

Three-year-old Kindergarten: Learning through play. Local facilities. Quality education programs. Qualified teachers. The best start. www.education.vic.gov.au/3yokinder #3YOKinder #kindervic

An extra year of learning, play and making friends. Three-year-old Kindergarten: it just adds up. www.education.vic.gov.au/3yokinder #3YOKinder #kindervic

Kinder now starts at 3, because 2 years are better than 1. Three-year-old Kindergarten: it just adds up. www.education.vic.gov.au/3yokinder #3YOKinder #kindervic

Instagram

Three-year-old Kindergarten is coming to [insert location/service name] from next year!
#3YOKinder #kindervic

Know a child who will be three next year? Children in [insert '2020 rollout' local government area] get 15 hours a week of subsidised Three-year-old Kindergarten. #3YOKinder #kindervic

Kinder now starts at 3, because 2 years are better than 1. Three-year-old Kindergarten: it just adds up. #3YOKinder #kindervic

Three-year-old Kindergarten means another year of learning, playing and making friends.
#3YOKinder #kindervic

SAMPLE CONTENT: WORKFORCE

NEWSLETTER/EMAIL CONTENT

As you may be aware, the Victorian Government is rolling out subsidised Three-year-old Kindergarten in stages. [Insert LGA name] will be one of the first locations to benefit.

We have information about the progressive roll-out of the program available [insert description of how you are sharing the information].

We'd like to share information with you about how the Government's investment in early childhood education can affect you.

The roll-out of Three-year-old Kindergarten is expected to almost double the early childhood education workforce. There is a demand for more bachelor-qualified teachers to deliver kindergarten programs for three-year-olds. There's also a need for more educators.

Here is some information about programs from the Victorian Government to further support your career:

Scholarships

Receive up to \$34,000 towards a bachelor's qualification or up to \$24,000 towards a postgraduate qualification. To find out more, visit the [scholarships and incentives](#) page on the Department of Education and Training website. You can apply even if you're already studying.

Incentives

Receive up to \$9,000 to relocate and teach in a location where kindergarten programs for three-year-olds are rolling out in 2020:

- Buloke Shire
- Hindmarsh Shire
- Northern Grampians Shire
- South Gippsland Shire
- Strathbogie Shire
- Yarriambiack Shire

Free TAFE

The Victorian Government is expanding Free TAFE to include the Diploma of Early Childhood Education and Care, and Certificate III in Early Childhood Education and Care from 2020. For more information, visit: www.vic.gov.au/freetafe

To learn more about Three-year-old Kindergarten, visit: www.education.vic.gov.au/3yokinder