

Three-Year-Old Kindergarten Communication kit – 2020 launch



3-YEAR-OLD KINDER

Best Start

Best Life

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RESOURCES DESIGNED TO HELP YOU

The Department of Education and Training (DET) has put together this stakeholder kit to help you talk about Three-Year-Old Kindergarten to your community on your channels.

It is designed to provide you with suggested content to share on your social media channels, in your newsletter, and on your website.

DIGITAL MATERIALS

- Suggested content for your social media channels
- Suggested content for your newsletter or your website
- Best Start, Best Life logo
- Infographics
 - Three-Year-Old Kindergarten snapshot
 - Evidence-based benefits of two years of kindergarten
 - A child's experience of the first day of kindergarten
- Video
 - 30 second TVC
 - Sketch video
- The vimeo link to the 30 second TVC including subtitles can be viewed here:
<https://vimeo.com/363231186/3dee756b49>

To access the materials in the list, visit the [Three-Year-Old Kindergarten drop box](#)

The Three-Year-Old Kindergarten website is: www.vic.gov.au/kinder



SAMPLE CONTENT: FOR YOUR COMMUNITY

As you know your channels best, we suggest that you copy and paste the sample content below and personalise it for your audience.

We want to make it easy for you to share the facts.

SOCIAL MEDIA CONTENT

The following sample posts have been provided for you to share on your social media channels (e.g. Facebook, Instagram or Twitter). This content can be adapted to suit your audience, provided the key information does not change.

If you would like to include a link to a website for your audience to find out more information, we suggest linking to www.vic.gov.au/kinder

Images of social media posts are available in the [Three-Year-Old Kindergarten drop box](#)

Facebook/Instagram

Sample post:

This month, we're excited about the launch of Three-Year-Old Kindergarten!

Victoria is the first state or territory in Australia to roll out funded Three-Year-Old Kindergarten. This means an extra year of learning, playing and making friends. To find out more, visit www.vic.gov.au/kinder

Sample post:

Three-Year-Old Kindergarten is here!

Today, we celebrate the first Victorian children to start funded Three-Year-Old Kindergarten. To find out more, visit www.vic.gov.au/kinder

Sample post:

Three-Year-Old Kindergarten has officially launched in Victoria!

We're excited to welcome those Victorian families who will access up to 15 hours of Three-Year-Old Kindergarten. To find out more, visit www.vic.gov.au/kinder

Sample post:

We are so proud to be the first state or territory to start rolling out universal funded Three-Year-Old Kindergarten. To find out more, visit www.vic.gov.au/kinder

Sample post:

It's official. The first funded Three-Year-Old Kindergarten programs are now being offered to local families in Buloke, Hindmarsh, Northern Grampians, South Gippsland, Strathbogie, and Yarriambiack. To find out more, visit www.vic.gov.au/kinder

Sample post:

The historic \$5 billion decade-long reform to deliver funded Three-Year-Old Kindergarten is here! Three-Year-Old Kindergarten will create 6,000 new teaching jobs as the program expands state-wide over the next decade. To find out more, visit www.vic.gov.au/kinder

Sample post:

Three-Year-Old Kindergarten has arrived in Victoria!

We're excited to welcome those early childhood teachers and educators who will be leading our kindergarten programs in 2020. To find out more, visit www.vic.gov.au/kinder

Twitter

Sample post:

Three-Year-Old Kindergarten is here! This means an extra year of learning, playing and making friends for children. To find out more, visit www.vic.gov.au/kinder

Sample post:

Three-Year-Old Kindergarten has arrived. It's the largest reform to early childhood education in Victoria's history. To find out more, visit www.vic.gov.au/kinder

Sample post:

Today, we celebrate the first Victorian children to start funded Three-Year-Old Kindergarten. To find out more, visit www.vic.gov.au/kinder

Sample post:

We are so proud to be the first state or territory in Australia to offer universal funded Three-Year-Old Kindergarten. To find out more, visit www.vic.gov.au/kinder

Sample post:

The historic \$5 billion decade-long reform to deliver universal funded Three-Year-Old Kindergarten is here! To find out more, visit www.vic.gov.au/kinder

Sample post:

Victorian children in six local government areas now have access to two years of universal funded kindergarten. To find out more, visit www.vic.gov.au/kinder

NEWSLETTER/PLATFORM CONTENT

Victoria Government's funded Three-Year-Old Kindergarten is here!

Three-Year-Old Kindergarten has officially started in six local government areas across Victoria!

This follows the announcement to invest almost \$5 billion over the next decade to deliver up to 15 hours per week of Three-Year-Old Kindergarten.

Services in Buloke, Hindmarsh, Northern Grampians, South Gippsland, Strathbogie and Yarriambiack will be among the first to deliver funded Three-Year-Old Kindergarten in Victoria. This means an extra year of learning, playing and making friends for children.

It's a credit to the Victorian early childhood education sector.

"The evidence shows two years are better than one when it comes to early learning, which is why we are giving children access to the quality kindergarten programs they deserve earlier." – Minister for Education, James Merlino

To find out more information, visit www.vic.gov.au/kinder

FAST FACTS

These are the main points and facts about funded Three-Year-Old Kindergarten, these statements can be adapted for use across a range of communications.

ABOUT THE PROGRAM

- The Victorian Government is investing nearly \$5 billion over the next decade to introduce Three-Year-Old Kindergarten – giving our children an extra year of learning, playing and making friends.
- Children in our local area will be one of the first to benefit from funded Three-Year-Old Kindergarten.
- **‘Three-Year-Old Kinder. Best Start. Best Life’.**

ROLL-OUT

- Three-Year-Old Kindergarten is being progressively rolled out across Victoria, starting in 2020 in six regional local government areas (Buloke, Hindmarsh, Northern Grampians, South Gippsland, Strathbogie and Yarriambiack), with up to 15 hours a week.
- In 2021, up to 15 hours a week will also be available in an additional 15 LGAs (Alpine, Ararat, Campaspe, Central Goldfields, Colac-Otway, Corangamite, East Gippsland, Glenelg, Hepburn, Indigo, Loddon, Murrindindi, Southern Grampians, Towong and West Wimmera).
- In 2022, five hours of Three-Year-Old Kindergarten each week will be available across the rest of the state. This will progressively build up to the full 15-hour-a-week program by 2029.

PROGRAM DELIVERY

- Kindergarten programs are focused on play-based learning and designed to meet the needs of their local families. All kindergarten programs work with the Victorian Early Years Learning and Development Framework. This makes sure the programs are right for children’s ages.
- Young children learn about the world through play. It gives children the opportunity to use their imagination and practise important skills. It also helps their social and emotional development, and wellbeing.
- In a kindergarten program, children use play to build their language skills and learn about numbers and patterns. They also learn how to get along with others, share, listen, and manage their emotions. Teachers and educators help children become curious, creative and confident about learning.
- Kindergarten programs are planned and delivered by qualified teachers.



- Funded kindergarten will be available in both sessions or standalone kindergarten services and long day care centres.

BENEFITS

- Enrolling your child in two years of quality kindergarten gives them the best start in life.
- Evidence shows that quality play-based early learning has a profound positive effect on children's learning and development.
- Two years are better than one: taking part in a quality kindergarten program at an earlier age boosts children's development, wellbeing and learning. It has even more benefits for children who need extra support or are in vulnerable circumstances.

THE EARLY CHILDHOOD EDUCATION SECTOR

- The roll-out of Three-Year-Old Kindergarten is expected to create more than 6,000 new jobs in Victoria. More than 4,000 additional kindergarten teachers and 2,000 additional early childhood educators will be needed as the program expands state-wide.
- New initiatives have been introduced to increase the number of people taking up a career in early childhood, and work to support services and providers' efforts to recruit in 2020 areas.
- Employment incentives of up to \$9,000 are available for qualified teachers who take up positions in kindergarten services that are delivering funded Three-Year-Old Kindergarten in 2020 and 2021 initial roll-out LGAs.
- The Early Childhood Scholarship Program provides eligible recipients with up to \$25,000 towards an approved bachelor qualification or up to \$18,000 towards an approved postgraduate qualification. Higher scholarships of up to \$34,000 are available for Aboriginal pathways programs.
- The Certificate III in Early Childhood Education and Care and Diploma of Early Childhood Education and Care are being added to the Free TAFE course list from 2020. This means the courses will be tuition-fee-free for eligible students.

To find out more about the financial support available, visit the [scholarships and incentives](#) page on the DET website or www.vic.gov.au/kinder