

[Introduction](#)[Microsite](#)[Brochures](#)[Posters](#)[Postcards](#)[Factsheets](#)[Social media](#)

Best Start Best Life



Marketing toolkit

For services to promote 2026 enrolments in early childhood education

April 2025



What is the purpose of the marketing kit?

This marketing kit provides resources and marketing materials that can be used, downloaded and distributed to effectively communicate and promote Pre-Prep in-line with the paid marketing campaign.

How can you use the marketing kit?

1. Be informed of the assets available
2. [Download](#) assets, or
3. Order from the [microsite](#) from 15 April
4. Distribute to your networks



The department has a suite of resources, including factsheets, brochures and translated materials, available to help in communicating to parents about kindergarten.

The resources microsite allows you to order hard copies of these materials free of charge, with some restrictions.

You can register to access resources microsite by selecting 'Create an account' on the [Sign In](#) page



Kinder Tick



Best Start, Best Life

Translations and
support

Recruitment

MCH - kindergarten
resources

Pre-Prep

What is the purpose of the brochures?

To provide information about kindergarten in Victoria, the new BSBL reform, roll out plan for Four-Year-Old Kinder, benefits and links to the website for more information.

Which brochure should you use?

Use 'About kindergarten in Victoria' for general information on kindergarten.

Use 'Four-Year-Old Kinder is becoming Pre-Prep' for information about Pre-Prep.

How to use it?

Distribute brochures to families who would like information on kindergarten and Pre-Prep.

Speak with your preferred kindergarten service or local council today about how to register for a place.

To find kindergarten services, visit: findakinder.education.vic.gov.au



Best Start, Best Life reforms

The Victorian Government's \$14 billion Best Start, Best Life reforms are the most significant change to Victoria's early childhood sector in a generation. These reforms include:

- Free Kinder:** Free Kinder is now available for Victorian 3- and 4-year-old children. Children enrolled in participating standalone (sessional) kindergarten services receive a free program — a saving of up to \$2,500 per child. Children enrolled in participating long day care centres will receive a fee offset of up to \$2,000 per child. A Health Care Card or Australian Citizenship is not required to access Free Kinder.
- Three-Year-Old Kindergarten:** The roll-out of Three-Year-Old Kindergarten continues, with programs increasing to 15 hours a week across the state by 2029.

- Pre-Prep:** Four-Year-Old Kindergarten will gradually transition to 'Pre-Prep' — increasing from 15 hours to a universal 30-hour-a-week program of play-based learning at the full roll out.
- Early learning and childcare centres:** 50 Victorian government-owned and operated early learning and childcare centres will be built in areas with the greatest need, with the first centres opening in 2025.

To find out more visit: vic.gov.au/best-start-best-life-reforms



Information in your language

Information is available in 30 languages about Free Kinder; the benefits of 2 years of kindergarten and how to enrol, at: vic.gov.au/kinder/translations



About kindergarten in Victoria




THE VICTORIAN GOVERNMENT **VICTORIA** **Department of Education**


Kindergarten programs in Victoria

Kindergarten, also known as kinder, is an early education program for young children where they learn through play.

Kindergarten programs are available in standalone (sessional) kindergarten services and long day care centres. No matter where your child goes to kindergarten, teachers and trained educators will lead the program.

In Victoria, Three-Year-Old Kindergarten programs are available 5-15 hours per week, and Four-Year-Old Kindergarten programs are available 15 hours per week. These hours will increase as part of the roll-out of the Best Start, Best Life reforms.



To find out more, visit: vic.gov.au/learning-child-kinder



Benefits of 2 years of kindergarten


Two years of quality early childhood education is shown to have more impact than 1 year and can lift children's outcomes across all aspects of learning. By the time a child turns 5 years old, around 90 per cent of their brain development has occurred. Between the ages of 3 and 5, children learn important social and emotional skills, such as how to regulate their emotions and behaviour. Kindergarten is a safe place for children to build these skills, as well as their independence and concentration, while forming positive relationships and making friends.

For these reasons, it is recommended children attend kindergarten programs for 2 years before school.

When to start kindergarten

When your child starts at kinder directly relates to the age they will start at primary school. To help you decide when a child can start kindergarten, use the Starting Age Calculator, vic.gov.au/kinder-age-calculator



Choosing and enrolling in a kindergarten service

Look for the Kinder Tick — when a Kinder Tick is displayed at an early childhood service, families can be confident that:

- the program will be led by a qualified teacher
- children will benefit from play-based learning
- the kindergarten program is Victorian Government funded and approved
- the program complies with government guidelines and the National Quality Framework.

Families can register for a kindergarten program through their local council's Central Registration and Enrolment Scheme (CRES) or through their preferred service (if it is not part of a council CRES) a year before a child starts a kindergarten program.

Introduction

The Victorian Government's \$14 billion Best Start, Best Life reforms are the biggest changes to Victoria's early childhood education sector in a generation. These reforms give Victorian children — regardless of their life circumstances, background or postcode — access to 2 years of quality early learning before they start primary school.

To find out more, go to vic.gov.au/best-start-best-life-reforms



Benefits of 2 years of early childhood education

When children access 2 years of quality early learning before school, it has many benefits, especially for those who need additional support.

Between the ages of 3 and 5, children learn important social and emotional skills. Kindergarten is a safe place for children to build these skills, their independence and concentration while forming positive relationships and making friends.

Studies show that children who attended 2 years of kindergarten had better development in language, pre-reading, and early number concepts.

Cost of Pre-Prep

Pre-Prep, like Four-Year-Old Kindergarten, will be free for children enrolled at participating standalone (sessional) kindergarten services across Victoria. Families who enrol their children at a long day care centre will receive a fee offset.

Learn more about Pre-Prep at vic.gov.au/pre-prep



Four-Year-Old Kinder is becoming Pre-Prep




THE VICTORIAN GOVERNMENT **VICTORIA** **Department of Education**

Pre-Prep is rolling out

Four-Year-Old Kindergarten is becoming Pre-Prep, with programs across Victoria gradually increasing from 15 to 30 hours each week.

By 2036, all 4-year-old children in Victoria will have access to 30 hours of Pre-Prep.

About Pre-Prep

Pre-Prep will be delivered in standalone (sessional) kindergarten and long day care centres. Like Four-Year-Old Kindergarten, Pre-Prep programs will be play-based and led by qualified teachers. The additional hours mean even greater access to the many benefits of early childhood education.

Benefits for children

Increased hours of learning in the year before school gives more time for children to deepen their learning and development.

More hours of play-based learning in Pre-Prep can lead to:

- improved learning and social outcomes
- increased literacy and numeracy
- positive self-regulation and social skills.



Pre-Prep roll-out schedule

Pre-Prep started in 6 local government areas (LGAs) in 2025, and will gradually roll out across the state. In 2026, Aboriginal and Torres Strait Islander children, children from a refugee background, and families who have had contact with Child Protection services will be eligible for Pre-Prep, no matter where they live in Victoria. An additional 12 regional LGAs will also start Pre-Prep in 2026.

2025 launch LGAs	2026 launch LGAs and priority groups
<ul style="list-style-type: none"> Ararat Rural City Gannawarra Shire Hindmarsh Shire Murrumbidgee Shire Northern Grampians Shire Yarriambiack Shire 	<ul style="list-style-type: none"> Benalla Rural City Buloke Shire Corangamite Shire East Gippsland Shire Horsham Rural City Loddon Shire Mansfield Shire Mitchell Shire Pyrenees Shire Strathgibbon Shire Wangaratta Rural City Wodonga Rural City

Pre-Prep becomes available across Victoria to Aboriginal and Torres Strait Islander children, children from a refugee or asylum seeker background and children who have had contact with Child Protection services.

2027 launch LGAs	2028 launch LGAs and priority groups
<ul style="list-style-type: none"> Alpine Shire Central Goldfields Shire Colac-Otway Shire Glenelg Shire Indigo Shire Moorabool Shire Mayme Shire South Gippsland Shire Southern Grampians Shire Swan Hill Rural City Moiira Shire West Wimmera Shire Mildura Rural City Mount Alexander Shire Queenscliff Borough Surf Coast Shire Towing Shire Warrnambool City Warrnambool City Wellington Shire 	<ul style="list-style-type: none"> Bass Coast Shire Baw Baw Shire Campanie Shire Golden Plains Shire Greater Shepparton City Heppburn Shire Lalor Shire Macedon Ranges Shire

Pre-Prep becomes available across Victoria to children who have (or have a parent or guardian who has) a Commonwealth concession card and children who are a multiple birth child (triplets or more).

Find out when your child is eligible
Use the Pre-Prep calculator to find out when your child is eligible to attend Pre-Prep at vic.gov.au/pre-prep-calculator

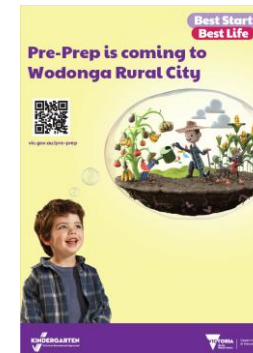


For launch LGAs from 2029 to 2036 and further information, please refer to vic.gov.au/pre-prep



Which services should use these assets?

Posters are available for services in the 12 LGAs with 2026 Pre-Prep roll-out.



More hours, more learning, more play



Four-Year-Old Kinder is gradually becoming Pre-Prep across Victoria. This means more hours of kinder each week to learn through play. Speak with your preferred kinder service or local council today or visit vic.gov.au/pre-prep

Did you know that 90 per cent of a child's brain develops before the age of 5? Play-based learning is a powerful way to support your child's development and provide benefits that last into the school years and beyond. Give your child the best start in life and enrol in Pre-Prep today. Learn more at vic.gov.au/pre-prep



Use the Pre-Prep calculator to find out when your child is eligible to attend Pre-Prep at vic.gov.au/pre-prep-calculator



**Best Start
Best Life**

Information about kindergarten in your language



Information about kindergarten in your language

Learn more about kindergarten in Victoria in 30 languages.



Scan the QR code visit vic.gov.au/kinder/translations

24-07-22



**Best Start
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Know someone with a 2-year-old?

Three-Year-Old Kinder is available across Victoria. Ask your kinder service about Free Kinder. Go to vic.gov.au/kinder to find out more. For translated information:

THE EDUCATION STATE **VICTORIA** **KINDERGARTEN**

**Best Start
Best Life**

Did you know that kinder starts at 3?

It's strongly recommended children go to a quality kinder program for two years before starting school. Find out more: vic.gov.au/kinder

Find a Kinder

THE EDUCATION STATE **VICTORIA** **KINDERGARTEN**

Free Kinder!

Three- and Four-Year-Old Kindergarten programs are now free. Enrol now.



90 per cent of a child's brain develops before the age of 5. Two years of learning through play is a powerful way to support children's development.

The benefits last into the school years and beyond. Give your child the best start in life and enrol in kinder today.



Find a Kinder visit vic.gov.au/kinder



Recruitment

Are you an early childhood professional?



**Best Start
Best Life**



Share these factsheets with families who would like to know more about the benefits of 2 years of kinder before school

Best Start Best Life

Two years of early childhood education – what the evidence says

Children who have programs in the first two years of life learn more about themselves and the world around them. They learn to play, to explore, to discover, to learn, to grow, to become. They learn to become the children of the future.

Two years of early childhood education (ECE) is a key part of the Victorian Government's commitment to providing all children with the best start in life. It is a time when children learn to play, to explore, to discover, to learn, to grow, to become. They learn to become the children of the future.

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Endnotes

1. Commonwealth Government, *My Child and My Community*, 2010.
2. *My Child and My Community*, 2010.
3. *My Child and My Community*, 2010.
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Cumulative impact of Victoria's kindergarten expansion

Kindergarten expansion in Victoria has been a significant achievement, providing more children with the opportunity to attend kindergarten before school. This expansion has been a key part of the Victorian Government's commitment to providing all children with the best start in life.

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Improving outcomes

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Making the most of childhood – The importance of the early years

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Best Start Best Life

Play-based learning and your child

Young children are naturally motivated to play. Research shows that in children's early years, play is also the best way for them to learn and grow.

Play-based learning is a key part of the Victorian Government's commitment to providing all children with the best start in life. It is a time when children learn to play, to explore, to discover, to learn, to grow, to become. They learn to become the children of the future.

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Best Start Best Life

Advice for families: Free Kinder in sessional services

Free Kinder is available for all children enrolled in funded kindergarten or programs at services participating in Free Kinder. This fact sheet is for families with children enrolled in participating sessional services.

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Best Start Best Life

Advice for families: Free Kinder in long day care

Free Kinder is available for all children enrolled in funded kindergarten or programs at services participating in Free Kinder. This fact sheet is for families with children enrolled in participating long day care services.

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Suggested social body copy:

1. Four-Year-Old Kinder is becoming Pre-Prep, with programs across Victoria increasing to 30 hours each week by 2036. Learn more at vic.gov.au/preprep
2. Use the Pre-Prep Calculator to find out when your child is eligible to attend Pre-Prep and the number of hours they can access. Learn more at vic.gov.au/preprep
3. Four-Year-Old Kinder is becoming Pre-Prep. Increasing the hours of play-based learning in the year before school gives children even greater access to the many benefits of early childhood education. Learn more at vic.gov.au/preprep



For more information on Free Kinder
vic.gov.au/kinder

For more information on Pre-Prep
vic.gov.au/pre-prep

For more information on recruitment
vic.gov.au/education

Best Start
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