Communications kit   
for 2024 programs

For services to promote Three-   
and Four-Year-Old Kindergarten enrolments

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# INTRODUCTION

As we approach the kindergarten enrolment period for 2024, the Department of Education would first like to thank you for your contribution to the ongoing roll-out of Three-Year-Old Kindergarten and the launch of Free Kinder.

Your professionalism and commitment to early childhood education makes a profound difference to the lives of Victorian children and families.

The focus for next year remains on supporting Victorian 3 and 4-year-old children to be enrolled and experiencing the benefits of a high-quality, play-based kindergarten program.

With Free Kinder now available, you may find more families getting in touch to ask about your programs. This may include families who are engaging in early childhood learning for the first time.

You can use the content in this kit to promote your 2024 kindergarten programs and explain the benefits of two years of teacher-led play-based learning before school. The materials may also help you respond to questions from families about Free Kinder and Three-Year-Old Kindergarten.

This kit can be used by service directors and managers, teachers, and educators in sessional kindergartens and long day care services.

If you have any questions or need support responding to questions from families, contact your [**Local Early Childhood Improvement Branch**](https://www.vic.gov.au/contact-early-childhood-improvement-branch).

# SAMPLE TEXT

The following text can be used to help you promote your funded kindergarten programs and attract enrolments for 2024.

There is an article for your newsletter, website or online communication application, as well as posts for your social media on the following page.

As you know the families in your community best, we encourage you to use the text below and personalise to reflect your service.

You can include details in this editable brochure and share with your kinder community so that families know how and when to enrol in 2024 programs.

## Newsletter/website/app article

***Enrol your child in Free Kinder at <insert location/service name>***

*If you have a 2-year-old, now is the time to enrol them in Free Kinder next year. Our enrolments for 2024 open on* ***<Insert day/date 2023>.***

*Kindergarten programs are an important step for children – it’s strongly recommended you send your children for two years of funded kindergarten learning before they start school. Victoria is the only state or territory to fund two years of universal kindergarten programs before school.*

*Ninety per cent of a child’s brain develops by the time they turn five, with two years of quality play-based learning proven to support setting them up for success.* [*Studies*](https://www.researchgate.net/publication/266373009_Effective_Pre-school_Primary_and_Secondary_Education_EPPSE_3_-_16_Project_Influences_on_students%27_dispositions_and_well-being_in_Key_Stage_4_at_age_16) *show that students who went to kindergarten for at least two years had better development in language, pre-reading, and early number concepts.*

*Between the ages of three and five, 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. The benefits are even greater for children experiencing vulnerability or disadvantage.*

*To set your child up for success, it is recommended you send them to:*

* *a funded Three-Year-Old Kindergarten program – we offer* ***<insert service hours>*** *hours per week -, followed by*
* *a funded Four-Year-Old Kindergarten program for 15 hours each week (600 hours a year).*

*If you have any other questions about our 2024 programs or the benefits of children going to kindergarten for two years before school, talk to us today or go to* [*vic.gov.au/kinder*](http://www.vic.gov.au/kinder)*.*

Consider sharing this video in your online communications: [Make everyday a new adventure – YouTube](https://www.youtube.com/watch?v=X-VUErkm2wM&t=3s)

## 

## Social media content

You can share the following posts on your social media channels (e.g., Facebook, Instagram or Twitter) to promote 2024 enrolments.

You may choose to focus on Free Kinder, Three-Year-Old Kindergarten and/or the benefits of two years of kindergarten. Use and adapt the below content to suit your audience.

|  |
| --- |
| ***Free Kinder*** |
| *To dream big, kids need the best start in life. That’s why families can now access Free Kinder for their 3- and 4-year-old children, including at* ***<insert service name>****. This is an Australian first and will save you up to $2,500 per child each year! Research shows two years of kindergarten is better than one. Talk to us about how to enrol.* |
| *Everyone benefits with Free Kinder. Children get to experience new adventures while getting quality early education and care, and families have more flexibility to return to work if they choose. Contact us today to find out how to enrol.* |
| *Your child deserves to thrive. That’s why we have Free Kinder available in 2024. When children start kinder at age 3 rather than 4, quality programs have more of an impact. To find out more, talk to our service or visit* [*vic.gov.au/kinder*](http://www.vic.gov.au/kinder)*.* |

|  |
| --- |
| ***Three-Year-Old Kindergarten*** |
| *90% of a child’s brain develops by the time they turn five! Which means the benefits of children going to kinder for two years before school can last a lifetime. Contact us to find out how to enrol in Three-Year-Old Kindergarten for 2024.* |
| *Does your child turn 3 by April next year? It’s time to enrol them in a Three-Year-Old Kindergarten program for 2024! Taking part in a quality kinder program at an earlier age can boost your child’s development, wellbeing, and learning.* ***<Insert service name>*** *is proud to offer Free Kinder.* |
| *Do you know someone**with a 3-year-old by the end of April next year? Pass on the good news that they are eligible for Free Kinder in 2024. They can contact* ***<insert service name>*** *to enrol and find out more about the benefits of children going to kinder for two years, from age 3.* |

|  |
| --- |
| ***Benefits of two years of kindergarten*** |
| *Three-Year-Old Kindergarten is available at* ***<insert service name>****! An extra year of learning, playing and making friends can be life-changing for your child. To find out more about why two years of kinder are better than one, talk to us today or go to* [*vic.gov.au/kinder*](http://www.vic.gov.au/kinder)*.* |
| *Kindergarten is an important step for children. Research shows that two years of quality kindergarten before school is better than one. It leads to better development in language, pre-reading, early number concepts, independence, and concentration. Talk to us about how to enrol for 2024.* |
| *Two years of quality kindergarten programs before school can set children up for success at school, and in life. What a child experiences between the ages of 3 and 5 can make a big difference to their future cognitive, social and emotional outcomes.* |

# TALKING POINTS

To assist your conversations with families, your workforce and your broader community.

## Free Kinder

* Free Kinder is available for Three and Four‑Year-Old Kindergarten programs (if your service opted in) at participating services.
* There is an ‘Advice for families’ fact sheet about Free Kinder on the [Communicating about kindergarten to your community webpage](https://www.vic.gov.au/communicating-about-three-year-old-kindergarten-your-community).

#### **Sessional kindergartens (participating services)**

* From 2023, families with children enrolled in funded kindergarten programs receive a free program.
* For three-year-olds, Free Kinder means a free kindergarten program of between 5 and 15 hours per week. Our service offers **<insert service hours>**hours per week.
* For four-year-olds, Free Kinder means a free kindergarten program of 15 hours per week (600 hours a year).

#### **Long day care (participating services)**

* Families with 3- and 4-year-old children enrolled in long day care services, which also attract [Commonwealth Childcare Subsidy (CCS)](https://www.education.gov.au/child-care-package/child-care-subsidy) payments, will receive a fee offset of up to $2,000 per child.
* This means a saving of $2,000 for children enrolled in a 15-hour kindergarten program.
* Children enrolled in a Three-Year-Old Kindergarten program of less than 15 hours will receive a pro-rata amount. At our service, our program is for **<insert service hours>** hours per week, which means a saving of **<insert savings per child>** per child.

## Flexible hours for Three-Year-Old Kindergarten

* Three-Year-Old Kindergarten program hours will vary from service to service, providing families with between 5-15 hours each week. At our service, we offer **<insert service hours>** hours per week.
* Hours of delivery will increase state-wide as infrastructure and workforce supply increases, with services delivering a 15-hour program by 2029.
* Having different numbers of hours at different services will help ensure the reform grows in a sustainable way.
* Where places are limited, the participation of children is prioritised over the number of weekly program hours delivered.
* This is to enable as many Victorian children as possible to have access to free Three-Year-Old Kindergarten programs, and the benefits that come with them.

## Benefits of two years of kindergarten

* Australian and international evidence shows that quality play-based learning helps lay the foundation for success throughout a child’s education and life.
* Two years of quality early childhood education is shown to have more impact than one year and can lift children’s outcomes across all learning domains.[[1]](#footnote-2)
* A United Kingdom study[[2]](#footnote-3) showed children who attended at least two years of kindergarten had:
  + better development in language, pre-reading, early number concepts, independence and concentration when starting school
  + higher exam scores, and better grades in English and maths
  + better social behaviours and self-regulation.
* The first five years of life are a period of rapid brain development – by the time a child turns 5, around 90 per cent of their brain development has occurred.
* Children start learning how to manage their emotions and self-regulation skills at kindergarten. They start to build resilience and learn how to focus their attention.
* Two years of early childhood education has a stronger positive effect for children experiencing vulnerability or disadvantage or those who need extra support, giving them more time to maximise their full potential.[[3]](#footnote-4)

## Best Start, Best Life reform

* The [Best Start, Best Life (BSBL) reform](https://www.vic.gov.au/give-your-child-the-best-start-in-life) includes:
  + Free Kinder for all 3‑ and 4‑year‑old children at participating services
  + Four-Year-Old Kindergarten will transition to ‘Pre-Prep’ over the next decade, becoming a universal 30-hour a week program of play-based learning available to every 4-year-old child in Victoria by 2032. The staged roll-out will begin in 2025 – go to [vic.gov.au/pre-prep](https://www.vic.gov.au/pre-prep) for the roll-out schedule
  + [50 new government-owned and affordable early learning](https://www.schoolbuildings.vic.gov.au/50-childcare-centres-victoria) centres will be established. These centres will be built in locations across Victoria that have the greatest need and will make it easier for families to access education and care. The first four of the centres will be available in 2025.
  + Ongoing roll-out of Three-Year-Old Kindergarten reform, which will continue as planned, with no change to its rollout schedule.

# Further resources

The below resources can also be used in your communications with families.

|  |  |
| --- | --- |
| **Resource** | **Details** |
| [**Online kindergarten Starting Age Calculator**](https://www.vic.gov.au/give-your-child-the-best-start-in-life#when-to-start-three-year-old-kindergarten) | To help families find out what year they can start Three- and Four-Year-Old Kindergarten. |
| [**Kinder Tick**](https://www.vic.gov.au/kinder-tick) | The [Kinder Tick](https://www.vic.gov.au/kinder-tick) helps Victorian families find a kindergarten program that:   * is funded and approved by the Victorian Government * delivers play-based learning * is led by a qualified teacher.   [Order Kinder Tick materials,](http://shout.finsbury.com.au/kinder/) including signage for your service. |
| [**Find a Kinder Program**](https://findakinder.educationapps.vic.gov.au/) **map** | This [interactive map](https://findakinder.educationapps.vic.gov.au/) helps families find services in their area. The site can be translated into more than 100 different languages. |
| [**Communicating about kindergarten to your community**](https://www.vic.gov.au/communicating-about-kindergarten-to-your-community) **(web page)** | Access the following digital materials:   * [posters and postcards](https://www.vic.gov.au/communicating-about-kindergarten-to-your-community) * [social media tiles and email signature](https://www.vic.gov.au/communicating-about-kindergarten-to-your-community) * [infographics](https://www.vic.gov.au/communicating-about-kindergarten-to-your-community). |
| [**Victorian Kindergarten portal**](https://shout.finsbury.com.au/uStore/login.aspx?StoreID=112) | You can order printed information online to help you promote your kindergarten program to your community. These materials are paid for by the department and printed and delivered to your service.  This includes information related to: Three-Year-Old Kindergarten; Early Start Kindergarten; Koorie Kids Shine; Kinder Tick (including signage); and translated resources to support families from cultural and linguistically diverse (CALD) backgrounds enrol in kindergarten. |
| [**Supporting CALD families**](https://www.vic.gov.au/supporting-cald-families-engage-kindergarten) | Access resources and supports for engaging with CALD families in your community. Resources include a ‘[Community event toolkit](https://www.vic.gov.au/supporting-cald-families-engage-kindergarten)’ with tips on engaging with CALD families, and in-language videos of CALD families talking about the benefits of kinder and sharing their experience in enrolling. |
| [**Kinder translations**](https://www.vic.gov.au/kinder/translations) | Access [resources](https://www.vic.gov.au/kinder/translations) in 30 languages to assist you communicate with CALD families about kindergarten and its benefits, and how to enrol. All content on these pages is in-language. |
| [**Koorie Kids Shine**](https://www.vic.gov.au/koorie-kids-shine) | Aboriginal and Torres Strait Islander families that come to your service may have heard about kindergarten through the [Koorie Kids Shine](https://www.vic.gov.au/koorie-kids-shine) initiative.  [Order Koorie Kids Shine materials](http://shout.finsbury.com.au/kinder/) to promote the initiative to your communities. |

1. [Starting Strong 2017: Key OECD Indicators on Early Childhood Education and Care.](https://www.oecd-ilibrary.org/education/starting-strong-2017_9789264276116-en) [↑](#footnote-ref-2)
2. [Effective Pre-School, Primary and Secondary Education Project (EPPSE) Research Report: Influences on students’ GCSE attainment and progress at age 16](https://www.researchgate.net/publication/266373009_Effective_Pre-school_Primary_and_Secondary_Education_EPPSE_3_-_16_Project_Influences_on_students%27_dispositions_and_well-being_in_Key_Stage_4_at_age_16) [↑](#footnote-ref-3)
3. [Pre-school - Two years are better than one](https://www.vu.edu.au/sites/default/files/two-years-are-better-than-one-mitchell-institute.pdf) [↑](#footnote-ref-4)