Three-Year-Old Kindergarten

Resources to help services talk about the launch of state-wide funded Three-Year-Old Kindergarten

# INTRODUCTION

## Funded Three-Year-Old Kindergarten launches state-wide

In an Australian first, children across Victoria can now access two years of funded kindergarten before school.

This is a significant step for the learning, development and wellbeing of young children that can have a big impact on their future. This communications resources pack will help promote early childhood education to your families, workforce and broader community.

The roll-out of funded Three-Year-Old Kindergarten is an important and exciting milestone for Victoria, and for your community and service.

To celebrate the roll-out, the Victorian Government is giving all children enrolled in a funded Three-Year-Old Kindergarten program in 2022 a Kinder Kit. Services will have already ordered Kits from the Department of Education and Training (DET) in 2021, and they will be delivered throughout early Term 1.

***Thank you for the work your service has done to deliver this historic reform, and for everything you do to support families and children.***

If you have any questions or need help communicating about Three-Year-Old Kindergarten, contact your [**Local Area**](mailto:Local%20Area)[**staff,**](mailto:staff,%20) or email [**3YO.kindergarten@education.vic.gov.au**](mailto:3YO.kindergarten@education.vic.gov.au).

See [**vic.gov.au/kinder**](https://edugate.eduweb.vic.gov.au/edrms/KRID/comms/vic.gov.au/kinder) for more information about Three-Year-Old Kindergarten, and [**education.vic.gov.au/childhood/Pages/running-three-year-old-kinder.aspx**](https://www.education.vic.gov.au/childhood/Pages/running-three-year-old-kinder.aspx) for more information about the reform and support for running your programs.

# RESOURCES TO HELP YOU

This resource kit has been designed to make it easy for you to create and share news with your kindergarten community. We have included materials for your service’s social media channels, website, family communication platform (e.g. Storypark/One Child) and newsletter.

## Digital materials

Visit the [Communicating about Three-Year-Old Kindergarten webpage](https://www.education.vic.gov.au/childhood/Pages/comms-materials.aspx) to find:

* Additional resources to help welcome all families to your service
* Email signature image
* Social media tiles
* ‘Tell a friend’ flyer
* Poster, factsheets, and postcards
* Infographics to show the benefits of two years of kindergarten for children
* Translated images for your social media channels.

## 

## Printed materials

[Services can order printed materials](http://shout.finsbury.com.au/kinder/), including posters, banners and additional [Kinder Tick](https://www.vic.gov.au/kindertick) items, including signage. These materials are printed and delivered to your service. Printing and delivery cost is covered by DET.

## Kinder Kits

## [Kinder Kits](https://www.vic.gov.au/kinderkits) are carry cases filled with books, toys and activities made especially for three-year-old children and their families to enjoy at home.

All children starting funded Three-Year-Old Kindergarten in 2022 in Victoria are eligible to receive a Kit, and so are children commencing Early Start Kindergarten.

There are digital materials, such as videos and social media tiles, to promote the Kits to families.

Services that missed the order deadline or services that have only recently received funding approval will be contacted during Term One to place their order. Queries about this, or other matters about kits for late enrolments, can be directed to [kinder.kits.2022@education.vic.gov.au](mailto:kinder.kits.2022@education.vic.gov.au).

## Kinder Tick

The Kinder Tick helps Victorian families find a funded kindergarten program for their children.

The Kinder Tick means:

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

[Order Kinder Tick materials,](http://shout.finsbury.com.au/kinder/) including signage for your service.

# ACTION CHECKLIST

The first day of kindergarten is a special occasion for your service and for families – especially this year! Here are some fun ways to mark the start of your kindergarten year:

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| --- | --- | --- |
|  | **ACTION** | **COMPLETE** |
| **BEFORE THE FIRST DAY OF KINDERGARTEN** | | |
| **1** | Before the first day of kindergarten, you might like to update your website, social media channels and newsletter with information on any vacancies your service may have.  You could include a link to the [kinder 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. |  |
| **2** | Check your [Kinder Tick](https://www.vic.gov.au/kinder-tick) logo is still displayed on your building, and on your other information materials.  [Order more signage](http://shout.finsbury.com.au/kinder/), if you need it. |  |
| **WHEN KINDERGARTEN STARTS FOR 2022** | | |
| **3** | When they arrive at your service, hand out the Kinder Kits to children enrolled in your Three-Year-Old Kindergarten and Early Start Kindergarten programs.  Help families understand how they can use the contents of the Kits to extend children’s learning and play at home.  Share the two-minute Guide for Families video and [the link to the Kinder Kits website.](https://www.vic.gov.au/kinderkits) |  |
|  | Include information and some fun photos about the start of Three-Year-Old Kindergarten and the Kinder Kits in your newsletter, website and social media channels, as well as your family communication platform (e.g. One Child/Storypark). |  |
| **4** | Display the printed posters and any materials that you order online. |  |
| **5** | Add the Three-Year-Old Kindergarten image to the signature on your emails. |  |
| **6** | Share links about how to use the Three-Year-Old Kindergarten frames to parents/carers for use on their own social media. |  |

# BACKGROUND

## Three-Year-Old Kindergarten

When it comes to early learning, evidence shows that two years of kindergarten are better than one. Kindergarten programs are where children learn key skills for life, including creative thinking, social and emotional skills as well as early literacy, numeracy, and language skills.

A quality kindergarten program will have more of an impact for children who start at age three rather than age four. It has additional benefits for children who need extra support or are in vulnerable circumstances.

The Victorian Government is investing almost $5 billion over a decade in the reform. Victoria is the first state or territory in Australia to introduce funded Three-Year-Old Kindergarten for children across the state.

The roll-out started in 2020 in six regional council areas (LGAs). Last year, it was launched in a further 15 LGAs.

This year marks the start of funded Three-Year-Old Kindergarten being available across the whole state – which means tens of thousands more Victorian three-year-olds will be able to enjoy another year of learning, playing and making friends.

## Kindergarten workforce – Support and incentives

The introduction of funded Three-Year-Old Kindergarten is expected to create more than 6,000 new jobs in Victoria.

There will be demand for more than 4,000 additional kindergarten teachers and 2,000 additional early childhood educators by 2029. Employment incentives between $9,000 and $50,000 are available for eligible qualified teachers who take up new positions at selected kindergartens.

Plus, there are employment incentives of $9,000 available for eligible qualified teachers, currently working outside the Victorian early childhood sector, who take up a role at any kindergarten delivering Three-Year-Old Kindergarten.

Check out the early childhood recruitment website [Early Childhood Jobs](https://ecjobs.educationapps.vic.gov.au/) – here you can post free job advertisements and read about Victorian Government early childhood education career initiatives.

There is more exciting news for your staff who want to further their career and upskill. Under the expanded ‘Innovative Initial Teacher Education’ program, the Victorian Government is partnering with universities to provide supported, employment-based pathways for Diploma-qualified educators to upskill.

Find more information opportunities for [the workforce](https://www.vic.gov.au/early-childhood-teaching) and [to study.](https://www.vic.gov.au/make-difference-early-childhood-teaching)

Check out the [**Three-Year-Old Kindergarten Teaching Toolkit**](https://www.education.vic.gov.au/childhood/professionals/learning/Pages/three-year-old-toolkit.aspx). It has advice and resources and other supports to help teachers deliver quality programs aligned to the Victorian Early Years Learning and Development Framework.

# KEY MESSAGES

Funded Three-Year-Old Kindergarten is something to celebrate. The key points below can help explain to families what we are doing and why.

## About the program

* + The Victorian Government is investing $5 billion over the decade to introduce Three-Year- Old Kindergarten. This gives children an extra year of learning, playing and making friends.
  + Victoria is the first place in Australia to introduce funded Three- Year-Old Kindergarten to children across the state.
  + By choosing to enrol your child in Three-Year-Old Kindergarten, you are supporting their learning and development. The benefits of quality play-based learning extend through school years and beyond.
  + Three-Year-Old Kindergarten started rolling out across Victoria in 2020 in six regional LGAs. Last year, it was available in a further 15 LGAs. This year marks Three-Year-Old Kindergarten being available across the entire state.
  + Three-year-old children across the state now have access to at least five hours of funded kindergarten. The funded hours will increase to 15 hours a week by 2029.

## How kindergarten programs are run

* + Kindergarten programs are planned and delivered by qualified teachers and educators.
  + Kindergarten programs focus on play-based learning and are designed to meet the needs of local families. All kindergarten programs work within the Victorian Early Years Learning and Development Framework. This ensures the programs are right for children’s ages and stages of development.
  + In a quality kindergarten program, children use play to build their language, numeracy, and problem-solving skills. 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.
  + Funded kindergarten programs are available in both sessional or standalone kindergarten services and long day care centres.

## Benefits of two years of kindergarten

* + Enrolling your child in two years of quality kindergarten gives them the [best start in life](https://www.vic.gov.au/give-your-child-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.
  + Research shows there is an ‘achievement gap’ of nearly one-and-a-half years between children who attended more than one year of kindergarten, and those who attended for one year or less.
  + At age 16, students who attended two to three years of kindergarten had higher scores in English and maths. They also generally have better social and emotional outcomes.
  + Children make friends and learn how to get along with others at kindergarten, which is essential to their social development.
  + Quality kindergarten programs that include nurturing relationships between children and educators have a lasting emotional impact on children.
  + Children start learning how to manage their emotions and self-regulation skills at kindergarten. They start to build resilience and learn to focus their attention.

# SAMPLE TEXT

We encourage you to copy and paste the sample text below and personalise it for your families and online communities.

We want to make it easy for you to share the good news – that funded Three-Year-Old Kindergarten is here – which means an extra year of learning and play for Victorian children.

## NEWSLETTER AND WEBSITE CONTENT

The following content can be included in your newsletter, website or shared on your family communication platform or via email.

#### **Funded Three-Year-Old Kindergarten is here!**

*We are proud to offer funded Three-Year-Old Kindergarten to our community. This means an extra year of learning, playing and making friends for children.*

*Victoria is the first state or territory in Australia to offer three-year-old children at least five hours a week of funded Three-Year-Old Kindergarten.*

*Research shows that* ***two years of kindergarten are better than one****. And these positive impacts continue through the school years and beyond.*

*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.*

*By 2029, all three-year-old kindergarten programs will provide 15 hours of funded kindergarten across Victoria.*

*For more information, ask our staff or visit* [*vic.gov.au/kinder*](http://www.vic.gov.au/kinder)*.*

#### **Funded Three-Year-Old Kindergarten now available [in/at <insert location/service name>]**

*Every child deserves the best start in life. That’s why funded Three-Year-Old Kindergarten is now available across the state.*

*Research shows that**two years of kinder are better than one when it comes to early learning. There are benefits for language, pre-reading, early number concepts, independence, concentration and social skills.*

*Play-based learning is a powerful way to support a child’s development and these benefits last into school years and beyond.*

*Victorian children starting at Three-Year-Old Kindergarten this year will also receive a special Kinder Kit. The free Kits are full of educational and creative activities and celebrate the statewide roll-out.*

*See* [*vic.gov.au/kinder*](http://vic.gov.au/kinder) *or talk to one of us today about how to enrol your child and the benefits.*

**For services with vacancies**

***Kindergarten now starts at three — enrolments are open for 2022***

*Still thinking about Three-Year-Old-Kindergarten for 2022? It’s not too late to enrol your child.*

*Going to kindergarten from age three has lasting and positive effects for children, and their early learning experiences will follow them into their school years and throughout their lives.*

*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.*

*The Victorian Government is funding kindergarten programs to reduce the cost to families and keep out-of-pocket fees low. Families who go to kindergarten at a long day care service can access the Commonwealth Child Care Subsidy. Some families are also eligible for extra subsidies that mean kindergarten fees are very low or even free.*

*For more information about costs and what financial support is available for your family, contact us today.*

*We still have vacancies in our service and**it’s not too late to enrol for 2022.*

*To enrol your child or children in three-year-old kindergarten in 2022, visit* ***<online enrolment form>****.*

*For more information, ask our staff or visit* [*vic.gov.au/kinder*](http://www.vic.gov.au/kinder)*.*

## SOCIAL MEDIA CONTENT

You can share the following posts on your social media channels (e.g. Facebook, Instagram or Twitter). This content can be adapted to suit your audience as long as the key information does not change.

If you would like to provide more information, consider including the Three-Year-Old Kindergarten website – [vic.gov.au/kinder](http://www.vic.gov.au/kinder).

Images to use as social media posts are available in the [**Three-Year-Old**](https://drive.google.com/drive/folders/1cg9yhfV7Xa6WfC8-PjZImYONDS13O-7W?usp=sharing) **Kindergarten site for services**

**Instagram and Facebook**

**Instagram and Facebook**

#### **Sample posts:**

|  |  |
| --- | --- |
| ***1*** | *We’re excited about the start of Three-Year-Old Kinder in 2022!*  *Two years of funded kindergarten is now available for <insert kindergarten/location> families. This means an extra year of learning, playing and making friends for the children at <insert service name>.* |
| ***2*** | *It’s the first day of Three-Year-Old Kinder!*  *We’re excited to start a year of fun and learning. Starting a quality kinder program at an earlier age can have positive effects on a child’s development.* |
| ***3*** | *We’re proud to now offer funded Three-Year-Old Kinder.*  *This will support local children’s learning and development and ensure they get the best start in life.* |
| ***4*** | *To celebrate the statewide roll-out of Three-Year-Old Kindergarten, each enrolled child will receive a free Kinder Kit full of educational and fun items to help them develop their skills and creativity.* *The Kits can be taken home and enjoyed by the family as they help their three-year-olds learn through play – scan the QR code or visit* [*vic.gov.au/KinderKits*](file:///C:/Users/10256824/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/51HN7S75/vic.gov.au/KinderKits)*.* |
| ***5*** | *Did you know that Kindergarten now starts at three? If you know a family who has a three-year-old child, let them know that they are eligible for five hours a week of funded Three-Year-Old Kindergarten at our service this year.* | |
| ***6*** | *Did you know that funded Kindergarten now starts at three? We still have vacancies available for 2022! Contact us**today to enrol your child.* | |

**Twitter**

#### **Sample posts:**

|  |  |
| --- | --- |
| ***1*** | *Three-Year-Old Kindergarten is here! This means an extra year of learning, playing and making friends for children. To find out more, visit vic.gov.au/kinder.* |
| ***2*** | *The children of [insert location/service name] can now benefit from funded Three-Year-Old Kindergarten – an Australian first! To find out more, visit* [*vic.gov.au/kinder*](http://www.vic.gov.au/kinder)*.* |
| ***3*** | *Victorian three-year-olds starting kinder this year will receive a Kinder Kit with fun activities! The Kits are part of the celebration of the statewide launch of Three-Year-Old Kinder. Families can scan the QR code on the Kit for more information.* |
| ***4*** | *We want to help your child thrive. We still have vacancies available for funded Three-Year-Old Kindergarten in 2022. To find out more, talk to our service or visit* [*vic.gov.au/kinder*](http://www.vic.gov.au/kinder)*.* |
| ***5*** | *Did you know that kindergarten starts at three? If you know a family with a three-year-old child, tell them that Three-Year-Old Kindergarten is one of the best ways to help their child learn, develop, and get their best start in life. Talk to us to find out more.* |