

3-YEAR-OLD KINDER

Best Start

Best Life

Three-Year-Old Kindergarten

Communication resources to help your service talk about Three-Year-Old Kindergarten ahead of 2022



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INTRODUCTION

UNIVERSAL FUNDED THREE-YEAR-OLD KINDERGARTEN: STATE-WIDE IN 2022

We are proud to be rolling out Three-Year-Old Kindergarten across the state. In 2022, Victoria will be the only state or territory in the nation to be delivering two years of universal funded kindergarten.

Thank you for the work your service is doing to deliver this historic initiative, which will support Victorian children and families.

The Department of Education and Training (DET) is committed to working with services and providers to ensure they are well supported to implement Three-Year-Old Kindergarten. If you have any questions, please send your enquiries to the Department of Education and Training directly by contacting your [local Area staff](#) or emailing 3YO.kindergarten@education.vic.gov.au

For the full Three-Year-Old Kindergarten roll-out schedule, visit: www.vic.gov.au/kinder

RESOURCES DESIGNED TO HELP YOU

This resource kit is designed to help you by providing suggested content to share across your communication channels; e.g. social media, newsletter, family communication platform, on your website and within your service.

This will help to spread the word that funded Three-Year-Old Kindergarten programs will be available at your service and in your area in 2022.

DIGITAL MATERIALS

- This resource kit – including suggested text to use on your social media channels, newsletter, online family communication platform and your website
- Email signature image
- Poster (digital version) – to inform the community about the availability of funded Three-Year-Old Kindergarten
- Postcard (digital version) – to inform the community about the availability of funded Three-Year-Old Kindergarten
- Brochure (digital version) – to provide families with general information about the introduction of Three-Year-Old Kindergarten, and what it means for them
- Social media tiles, including translated versions
- Link to Kinder Tick logo and resources to apply to your service
- Infographics – showing the benefits of two years of kindergarten programs for children

To access the materials in the following list, visit the 'Communication resource' section of the [Three-Year-Old Kindergarten webpage for services](#)

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

Additional translated text is available at: vic.gov.au/three-year-old-kindergarten-translations

ACTION CHECKLIST

Listed below are some activities that you are welcome to consider:

	ACTION	COMPLETE
1	<p>Display your Kinder Tick signage where your community can see it, and add the Kinder Tick logo to your website. Access the Kinder Tick communication toolkit.</p> <p>There is currently a Victorian Government advertising campaign asking Victorian families to 'look for the Kinder Tick' as they consider a kindergarten program for their children.</p>	
2	<p>Share the brochure and fast facts (in this document) with your teachers, educators and support staff – this information may assist their conversations with families.</p>	
3	<p>Include information about universal funded Three-Year-Old Kindergarten commencing at your service in 2022 in your newsletter or on your family communication platform.</p> <p>You may like to consider promoting this in your community as well, such as through your local Maternal and Child Health service, playgroups, school newsletters, on community noticeboards or at community facilities, such as the library.</p>	
4	<p>Include information about the availability of Three-Year-Old Kindergarten at your service/s on your website, linking to the website with information about Three-Year-Old Kindergarten: www.vic.gov.au/kinder</p>	
5	<p>If you have social media accounts, post about funded Three-Year-Old Kindergarten, explain some of the benefits, and practical information for parents and carers.</p> <p>You could use some of the supplied infographics for this.</p>	
6	<p>Add the Three-Year-Old Kindergarten image to the signature of your emails.</p>	

	ACTION	COMPLETE
7	Share information with families, this might include: <ul style="list-style-type: none"> • printing and displaying posters, postcards and brochures at your service or emailing the documents to families • distributing using your preferred communication channel. 	
8	Services and providers are encouraged to start their workforce planning (for 2022) now. Services can find: <ul style="list-style-type: none"> • recruitment tips on the Three-Year-Old Kindergarten webpage for services • sample job ads to help advertise your roles in this Dropbox • resources to promote early childhood education careers in this Dropbox. 	

BACKGROUND

THREE-YEAR-OLD KINDERGARTEN

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

The Victorian Government is investing almost \$5 billion over a decade to introduce Three-Year-Old Kindergarten – a nation-leading initiative that will benefit children across the state. This will mean another year of learning, growing, playing and making friends for Victorian children.

This initiative has been progressively rolled out across Victoria, and is now available in 21 regional local government areas.

In 2022, three-year-old children in all other areas will be eligible for five hours of a funded kindergarten program each week.

These hours will increase up to the full 15-hour-a-week program by 2029.

EARLY CHILDHOOD EDUCATION WORKFORCE

We encourage all services to be thinking about their workforce needs as early as possible when planning for the delivery of Three-Year-Old Kindergarten in 2022. Talk to your [local Area staff](#) for further advice and support.

New initiatives have been introduced to increase the number of people taking up a career in early childhood, and to support services and providers' efforts to recruit in hard-to-staff areas.

Employment incentives will also be available for qualified teachers who take up positions in kindergarten services that are delivering funded Three-Year-Old Kindergarten in hard-to-staff areas in 2022. More information on this will be available in coming months.

We encourage you to support your early childhood educators to upskill to become degree-qualified teachers. There is [financial support](#) available for people who want to begin their study or further their career in early childhood education, including upskillers.

Eligible recipients could receive 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 also available through the Early Childhood Aboriginal pathway.

In addition, the Certificate III in Early Childhood Education and Care and Diploma of Early Childhood Education and Care are available through [Free TAFE](#). This means the courses will be tuition-fee-free for eligible students.

The next intake of enrolments for the [innovative initial teacher education program at Deakin University](#) will open in July 2021 for programs starting in March 2022. This course allows educators to study at Deakin and become qualified early childhood teachers sooner while giving pre-service teachers access to supports such as mentoring and involvement in professional networks.

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

KINDER TICK

The Kinder Tick is a new and valuable tool for Victorian parents and carers, who need to navigate a lot of information when it comes time to enrol their child in a kindergarten program. The Kinder Tick was launched in February 2021 and services and providers across the state have been provided with signage packs and communications materials to support using the new brand.

A state-wide advertising campaign is reaching Victorian families, so it's important that services with funded kindergarten programs display the Kinder Tick, as we tell parents and carers through advertising to 'look for the Kinder Tick'.



Victoria has a diverse early childhood education and care sector, and the Kinder Tick will help families know that kindergarten programs that are funded and approved by the Victorian Government are delivered in both long day care and standalone kindergarten services.

It is a simple logo that parents and carers can look for in their own communities. Wherever they see the Kinder Tick, Victorian families can be confident that:

- the program will be led by a qualified teacher
- their children will benefit from play-based learning, and
- the program complies with government guidelines and the National Quality Framework.

Research shows that these are elements that help to boost children's learning and development. We want all Victorian children to benefit from participation in an approved program.

The Kinder Tick is not a new accreditation. It does not act as a 'rating' system, nor as a mark of quality — the existing independent process for assessment and rating has not changed, and remains separate. Use of the Kinder Tick is not linked to other Victorian Government initiatives such as Free Kinder. The Tick simply tells parents that an approved kindergarten program is available at each service displaying it, making clear all the available kindergarten options for their family.

To find out more about the Kinder Tick, visit the [Kinder Tick resources](#) page on the DET website or www.vic.gov.au/kindertick or email kinder-tick@education.vic.gov.au

Services can order additional Kinder Tick signage and materials through [this website](#)

FAST FACTS

These are the main points and facts about universal funded Three-Year-Old Kindergarten, and these statements can be adapted for use across a range of communications. These fast facts may also help your teachers and educators answer questions from families.

ABOUT THE PROGRAM

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

ROLL-OUT

- Funded Three-Year-Old Kindergarten has been progressively rolled out across Victoria, starting with six Local Government Areas (LGAs) in 2020 (Buloke, Hindmarsh, Northern Grampians, South Gippsland, Strathbogie, Yarriambiack).
- In 2021, it was also introduced across another 15 LGAs (Alpine, Ararat, Campaspe, Central Goldfields, Colac-Otway, Corangamite, East Gippsland, Glenelg, Hepburn, Indigo, Loddon, Murrindindi, Southern Grampians, Towong and West Wimmera). Families in 2020 and 2021 roll-out areas can access up to 15 hours of kindergarten programs a week.
- In 2022, five hours of universal funded Three-Year-Old Kindergarten will be available to children across the rest of the state.
- By 2029, Three-Year-Old Kindergarten programs across the state will offer 15 hours a week to families.

PROGRAM DELIVERY

- There will be a mix in the number of hours of Three-Year-Old Kindergarten across the state. In 2022, families in the new roll-out areas will have access to five hours each week. Families in the 2020 and 2021 roll-out areas (see above) will continue to have access to between five and 15 hours a week. From 2023, services across the state will offer between five and 15 hours a week.
- All Victorian kindergarten programs are required to adhere to the Victorian Early Years Learning and Development Framework, which is based on evidence about the best ways to support children’s learning, development and wellbeing. Teachers and educators deliver programs based on stages of learning and development for each individual child regardless of their age.



- Young children learn about the world through play. This gives children the opportunity to use their imagination and learn and practise important skills, such as problem solving. 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 can be provided in standalone sessional kindergarten services or in long day care services in either sessional or integrated delivery models and may be delivered in a 'mixed-age group' kindergarten program – i.e. a combined three and four-year-old program.
- Early Start Kindergarten currently provides up to 15 hours of free or low-cost kindergarten per week to all eligible children for two years prior to starting school. This includes children from Aboriginal and Torres Strait Islander families, refugee and asylum seeker backgrounds, or those known to Child Protection. This funding will continue across all services in the state until 2029 when 15 hours of funded Three-Year-Old Kindergarten is available across the state. It is important that all eligible children continue to be enrolled for the full 15 hours that the Early Start Kindergarten program offers.

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 learning, development, health and wellbeing outcomes. It has even more benefits for children who need extra support or are in vulnerable circumstances.

SAMPLE CONTENT: FOR COMMUNITIES IN 2022 ROLL-OUT AREAS

As you know families in your community best, we suggest that you take the sample content below and adapt and personalise it as you require. You may need to tailor the content, depending on whether your service already runs unfunded three-year-old programs or you are introducing these programs for the first time.

WEBSITE/NEWSLETTER/PLATFORM 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 Three-Year-Old Kindergarten.

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

Three-Year-Old Kindergarten is coming to <insert location/service name>

Do you know a child who will be three in 2022?

Every child deserves the opportunity to have the best start. That's why funded Three-Year-Old Kindergarten will be available in the <insert local government area name> from 2022. This means an extra year of learning, playing and making friends for children.

From next year, <insert service name> will be offering five hours a week of a funded Three-Year-Old Kindergarten program.

In a kindergarten program, qualified teachers support children by offering them a range of learning experiences and activities that are both stimulating and fun. Your child's learning and curiosity will be encouraged through experiences and activities such as exploring the natural world, being exposed to new ideas and solving problems.

Just like with Four-Year-Old Kindergarten, Three-Year-Old Kindergarten programs will be tailored to meet the needs of children. Qualified teachers support children's learning and development through play-based learning.

Play-based learning is how young children learn best. *It helps them to build important skills such as language, maths and science concepts, how to manage their emotions and get along with others. Children also develop their imagination, curiosity and a love of learning when learning through play.*

Research shows that two years of quality kindergarten are better than one.

Talk to us about how to enrol today / More information will be made available soon about how you can enrol.

For more information, ask our staff or visit www.vic.gov.au/kinder

NEWSLETTER/PLATFORM CONTENT

The following content can be included in your newsletters, on your parent communication platforms, or through regular emails or messages sent to families and local communities.

Three-Year-Old Kindergarten is coming to <insert location/service name>

Do you know a child who will be three in 2022?

Every child deserves the opportunity to have the best start. That's why funded Three-Year-Old Kindergarten will be available in the <insert local government area name> local government area from next year. This means an extra year of learning, playing and making friends for children.

Currently, the Victorian Government funds kindergarten programs in the year before school, which is known as 'Four-Year-Old Kindergarten'.

*Research shows that **two years of kindergarten are better than one**. And these benefits last into school years and beyond.*

Just like with Four-Year-Old Kindergarten, the funded Three-Year-Old Kindergarten program will be tailored to meet the needs of our children and community.

Talk to us about how to enrol today / More information will be made available soon about how you can enrol.

For more information, ask our staff or visit www.vic.gov.au/kinder

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.

You can consider posting one of Three-Year-Old Kindergarten infographics as images to accompany the text below.

Facebook

Sample post:

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 at <insert service name> in 2022.

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

Talk to us about your child's best start.

Sample post:

Do you know someone living in <insert 2022 roll-out local government area> who has a child who will be three next year?

Let them know that they are eligible for five hours a week of funded Three-Year-Old Kindergarten.

Sample post:

Have you heard about funded Three-Year-Old Kindergarten? We'll be introducing it from 2022!

This will give local children the best start in life to help them reach their full potential.

Twitter

Sample post:

*Three-Year-Old Kindergarten is coming to **<insert service name>**! This means an extra year of learning, playing and making friends for children. To find out more, talk to us or visit www.vic.gov.au/kinder*

Sample post:

*From 2022, funded Three-Year-Old Kindergarten programs will be available to **<insert 2022 roll-out local government area>** children for the first time. To find out more, talk to our service or visit www.vic.gov.au/kinder*

Sample post:

Play-based learning supports children's development, with benefits lasting past school years. Research also shows that two years of kinder are better than one. That's why we're introducing funded Three-Year-Old Kindergarten in 2022.

Talk to us about enrolling today.

SAMPLE CONTENT: FOR COMMUNITIES STATE-WIDE

As you know families in your community best, we suggest that you take the sample content below and adapt and personalise it as you require. You may need to tailor the content, depending on whether your service already runs unfunded three-year-old programs or you are introducing these programs for the first time.

WEBSITE/NEWSLETTER/PLATFORM 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 Three-Year-Old Kindergarten.

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

Three-Year-Old Kindergarten available at [insert location/service name]

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

Every child deserves the opportunity to have the best start. That's why funded Three-Year-Old Kindergarten will be available across the state from 2022. This means an extra year of learning, playing and making friends for children.

Next year, <insert service name > will be offering <include number> hours a week of a funded kindergarten program.

In a kindergarten program, qualified teachers support children by offering them a range of learning experiences and activities that are both stimulating and fun. Your child's learning and curiosity will be encouraged through experiences and activities, such as exploring the natural world, being exposed to new ideas and solving problems.

Just like with Four-Year-Old Kindergarten, Three-Year-Old Kindergarten programs will be tailored to meet the needs of children. Qualified teachers support children's learning and development through play-based learning.

Play-based learning is how young children learn best. *It helps them to build important skills such as language, maths and science concepts, how to manage their emotions and get along with others. Children also develop their imagination, curiosity and a love of learning when learning through play.*

Research shows that two years of quality kindergarten are better than one.

Talk to us about how to enrol today / More information will be made available soon about how you can enrol.

For more information, ask our staff or visit www.vic.gov.au/kinder

NEWSLETTER/PLATFORM CONTENT

The following content can be included in your newsletters, on your parent communication platforms, or through regular emails or messages sent to families and local communities.

Three-Year-Old Kindergarten available to <insert location> families

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

Every child deserves the opportunity to have the best start. That's why funded Three-Year-Old Kindergarten will be available across Victoria from 2022. This means an extra year of learning, playing and making friends for children.

Currently, the Victorian Government funds kindergarten programs in the year before school, which is known as 'Four-Year-Old Kindergarten'.

*Research shows that **two years of kindergarten are better than one**. And these benefits last into school years and beyond.*

Just like with Four-Year-Old Kindergarten, the funded Three-Year-Old Kindergarten program will be tailored to meet the needs of our children and community.

Talk to us about how to enrol today / More information will be made available soon about how you can enrol.

For more information, ask our staff or visit www.vic.gov.au/kinder

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.

You can consider posting one of Three-Year-Old Kindergarten infographics as images to accompany the text below.

Facebook

Sample post:

When it comes to early learning, research shows that two years are better than one. That's why Three-Year-Old Kindergarten is available at <insert service name>.

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

Talk to us about your child's best start.

Sample post:

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

Let them know that they are eligible for funded Three-Year-Old Kindergarten.

Sample post:

Have you heard about funded Three-Year-Old Kindergarten? This is available at <insert service name> next year.

This will give local children the best start in life to help them reach their full potential. Talk to us about enrolling today.

Twitter

Sample post:

Three-Year-Old Kindergarten is available at <insert service name>. This means an extra year of learning, playing and making friends for children. To find out more, talk to us or visit www.vic.gov.au/kinder

Sample post:

Play-based learning supports children's development, with benefits lasting past the school years. Research also shows that two years of kinder are better than one. That's why we're offering funded Three-Year-Old Kindergarten for next year.

Talk to us about enrolling today.

SAMPLE CONTENT: WORKFORCE

We want to share information with you about how the Victorian Government's investment in early childhood education will benefit and develop the wider early childhood education workforce.

EMAIL TEXT / PRINT FOR DISPLAY

The following text can be emailed to staff or displayed in the staff area.

As you are aware, the Victorian Government has introduced funded Three-Year-Old Kindergarten in Victoria. Our service will benefit from this next year as part of the state-wide roll-out, and we're leading the country in bringing this reform to our community.

Teachers and educators are an essential part of the Three-Year-Old Kindergarten reform, which is why there is additional support for the early childhood workforce.

Have you considered upskilling?

There is more demand than ever for bachelor-qualified teachers to deliver Three-Year-Old Kindergarten so there's no better time to enrol in a bachelor degree to become an early childhood teacher.

There are financial support packages available now to upskill by studying to become an early childhood teacher. Eligible recipients could receive up to \$34,000 towards an approved bachelor qualification or up to \$24,000 towards an approved postgraduate qualification.

Employment incentives will also be available to attract qualified early childhood teachers to work in hard-to-staff areas.

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

Free TAFE

As part of the Free TAFE initiative, the following courses are now being offered tuition fee-free:

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

Training to become an early childhood educator is a great way to enter the workforce sooner and see if you enjoy working in the sector. Find out more about Early Childhood [Free TAFE courses here](#).

*Once you have a Certificate III or Diploma of Early Childhood Education and Care, you can also upskill to become an early childhood teacher in the future by completing a bachelor's qualification – and there's financial support available to help you to upskill. *

Tell your friends!

Do you know someone who would be a good educator or teacher? Or a kindergarten teacher looking for new opportunities or ready for a change in scene? Share this information with them or send them to www.vic.gov.au/kinder for more information.