Every young child is thriving and learning.

Our role in achieving this vision is to be an effective advocate for young children and a champion for quality outcomes in early childhood education and care.

We specifically acknowledge the rights of Aboriginal and Torres Strait Islander children and their families, and the past and current injustices and realities for them around Australia.

Our work is informed by our:

- commitment to children’s rights
- knowledge of early childhood development, learning and pedagogy
- commitment to an inclusive and just society
- respect for the rights and aspirations of families
- the active involvement of our members.

Acknowledgement of Country

Early Childhood Australia acknowledges the Traditional Owners of Country throughout Australia, and their continuing connection to land and community. We pay our respects to them and their cultures, and to the Elders both past and present.

Please note: All content provided in this report covers the financial period of 2018–2019, and therefore is correct as on 30 June 2019.
President’s report
Board Members
CEO’s report
Year in review
Audited financials
Thank you to all ECA members, branches, board directors and volunteers for the significant contribution you each make. You help ECA achieve its objective of improving outcomes for young children across Australia. ECA is not only the largest network of people who care about young children but also the most active and the most ambitious. I am very proud to be the National President of this diverse and vibrant professional community.

I would like to pay tribute to Ros Cornish who completed her second term as National President in 2018 and stepped down from the Board. It has been a pleasure working with Ros; she has been tireless in her contribution to ECA across the national network and the Tasmania branch. Ros has a demonstrable commitment to the highest quality in service delivery and she is a strong advocate for the advancement of professionals in the early childhood sector. She continues to be a valued member of the ECA leadership network as the Tasmania Branch President and as Chair of the National Conference Committee.

I would also like to acknowledge the contribution of Kate Ryan who stepped down in 2018 after two terms on the National Board. Kate’s commitment to the principles of the Reggio Emilia approach and her very practical orientation to the needs of educators, teachers and service directors were invaluable around the Board table. She continues to be an active member of the ECA Learning Hub Reference Group and the Publications Advisory Committee.

In other changes on the Board, Ian Alchin became Deputy National President and we welcomed two new Board Members: Marina Papic from NSW and Italia Parletta from SA. Ian continues to Chair the Finance, Audit and Risk Committee; Marina will be the Board representative on the Reference Group for the National Statement on Play; and Italia will support the Early Learning: Everyone Benefits campaign.

My thanks to the continuing Board Members Jo Darbyshire, Maree Bredhauer, Wendy Gorman, Jodie Ledbrook, Kellie Watson and Janet Williams-Smith for their support and diligence over the past year. All of you contribute to ECA’s work in multiple ways and bring complementary skills across disciplines and roles relevant to the broad purpose of ECA.

In early 2019, we commissioned a Governance and Leadership Review by external consultancy firm, Think Insight, which will lead a discussion at the 2019 National Council meeting about options for ECA’s governance going forward. I look forward to engaging in the discussion with branch delegates and the broader ECA membership. Alongside this review, the Board has paid some attention to improving systems and processes. As a result, we have adopted an online portal to manage Board meeting documents, and have replaced one in-person meeting with a video conference to reduce travel costs and the time that directors, as volunteers, have to take out of their paid positions. In terms of structure and process, this is a critical time in ECA’s evolution. Our aim is to plan for the future and design a network that can effectively support and engage members at both the local and national level.

On behalf of the Board, I would like to thank our CEO, Samantha Page, for leading the organisation and the National Office team with such enthusiasm and commitment—especially in an ever-changing landscape—to champion the rights of every young child to learn and thrive.
My thanks to the continuing Board Members ... All of you contribute to ECA’s work in multiple ways and bring complementary skills across disciplines and roles relevant to the broad purpose of ECA.

— National President
I would like to begin by adding my own tribute to Ros Cornish as outgoing National President. It has been a pleasure to work with Ros over the past seven years. I am also grateful to Kate Ryan who has helped me better understand the important role that ECA can play in the everyday work of early childhood educators, teachers and leaders.

While the primary role of the National Board is to set the agenda and strategic direction, it is also an important source of support and advice to me and the executive team within ECA. Our sincere thanks to all who give their time to the Board and to the various advisory and reference groups that make up our broader governance structure.

The National Operations team, led by Gregory Mowle, has been busy implementing changes to ECA’s finance, payroll and HR systems. The team has also been preparing for the implementation of a new Customer Relationship Manager (CRM) system and the ECA app. The CRM will improve the way we manage membership renewals, and add value to our stakeholders’ interactions with ECA. The app will provide members with a new method of engaging with ECA and allow us to keep them updated with our exciting range of activities.

Policy and advocacy work continues to be our primary focus, with ECA urging a review of the Child Care Subsidy and the Additional Child Care Subsidy. We are also advocating for the expansion of Universal Access to Early Childhood Education to two years instead of one. We recently completed joint policy work with SNAICC on improving outcomes for Aboriginal and Torres Strait Islander children. We continue to represent early education in the consultations on the Melbourne Declaration on Educational Goals for Young Australians, and to engage in broader advocacy around children’s rights, including the release of children held in Australian immigration detention centres, and the implementation of the National Principles for Child Safe Organisations.

In 2018, after nearly 10 years, KidsMatter Early Childhood was absorbed into the broader Be You national education initiative. ECA is proud to be part of this initiative along with Beyond Blue and headspace. Our capacity has expanded and we are delighted to have exceeded the target by engaging more than 2000 services in the new initiative. Congratulations to the Be You team and General Manager Judy Kynaston on this achievement. The role of the Be You Consultants in guiding services through professional learning is vital to the effectiveness of the initiative, and the calibre of the team is impressive. Also noteworthy is the experienced and skilled team that supports the delivery and implementation of Be You. ECA members who have not yet signed up are encouraged to get in touch with the Be You team and take a look at Be You resources: www.beyou.edu.au.

Lastly, my thanks to the Professional Learning teams—led by Dr Kate Highfield—for deftly managing a high workload. With the National Conference moving to an annual cycle and several new projects underway, the ECA Learning Hub, Events and Publishing teams have been exceptionally busy. ECA is at the forefront of important work in the sector—improving responses to family violence, examining professionals’ needs in relation to trauma-informed practice, and developing resources to support quality improvement in outside school hours care services. We are also incredibly proud of our publications. Our Australasian Journal of Early Childhood has risen to a Q2 academic rating, the Box of Provocations has been very popular and the Ethics in Action implementation guide continues to be in demand. Thank you to all of the writers, reviewers and editors who help make this possible.
ECA is at the forefront of important work in the sector ...
Our Strategic Plan 2017–2020 has five Strategic Priorities:

1. **Speak up for children**
   ECA is a courageous voice for young children and their families, representing their rights and interests in public, policy and funding debates.

2. **Build social capital**
   ECA works collaboratively to build social capital in which all young children can thrive and benefit from Australia’s future prosperity.

3. **Champion quality in early education**
   ECA enhances the capacity of the early learning sector to provide high-quality services that amplify children’s development, reduce inequity and improve long-term educational outcomes.

4. **Lead and inspire professional learning**
   ECA develops and delivers high-quality professional resources and learning opportunities to build the knowledge base of educators, teachers and other professionals working with young children.

5. **Position ECA for long-term success**
   ECA’s future will be secured as a well-governed, sustainable, agile and innovative network that delivers benefits to our members and stakeholders.
DR KATE HIGHFIELD
Professional Learning and Research Translation
General Manager

Our Professional Learning teams (ECA Publishing and Studio, ECA Learning Hub and ECA Events) have been working together to ensure that we lead and inspire professional learning. The teams have also continued engaging with experts and educators from across the early childhood sector to ensure that professional learning from ECA remains at a high standard. Over the past year, the teams have worked on a range of collaborative tenders focusing on content that champion’s quality in early education. As you will see in the following sections, this year each team brought a range of innovations, including revisions to our online learning design; additional resources for publications; and changes to the formats of some events. We see these innovations as iterative and look forward to hearing from our members as we evaluate these changes and make further developments to ensure that we build on each of ECA’s strategic goals.
The Publishing and Studio team at ECA has strived to embed ECA’s vision—Every child is thriving and learning—by continuously aiming to equip early childhood educators and leaders with high-quality resources to further their knowledge and skills of teaching and nurturing the children in their care.

With ECA’s strategic direction at the forefront of the team’s publishing agenda, our resources and core publications focused on implementing the five Strategic Priorities: speak up for children, build social capital, champion quality in early education, lead and inspire professional learning, and position ECA for long-term success.

Each of the core quarterly publications—Every Child magazine, the Australasian Journal of Early Childhood (AJEC), Research in Practice Series (RIPS), Everyday Learning Series (EDL) and ECA Voice newsletter—has been produced collaboratively with sector experts and ECA’s Publications Advisory Committee. New voices from within the sector were nurtured to produce much of the content, and families and children were supported in finding their unique voices through stories, interviews or artwork.

In response to the changing needs and demands of our ever-growing sector, we have developed innovative additional online resources to complement the RIPS and EDL books, in the form of PowerPoint presentations and fact sheets respectively. In addition to the core publications, the team also delivered other key strategic resources. We worked with SNAICC on the editing and printing of the position paper, Working together to ensure equality for Aboriginal and Torres Strait Islander children in the early years. We also partnered with the Australian Children’s Education and Care Quality Authority (ACECQA) to produce The educational leader resource, and fulfilled ECA’s Strategic Priority of building social capital. To lead and inspire professional learning, the team produced two ECA Learning Hub Professional Learning Guides over the past 12 months, and worked closely with the ECA Events team to produce all the 2018 and 2019 ECA National Conference materials.

Finally, the ECA Publishing and Studio team proudly announced a partnership with the prestigious international publishing house, SAGE Publishing, for the publication of AJEC. This new partnership will ensure a strong future for AJEC, allowing the journal to continue publishing contemporary and important research for the early childhood education and care sector, thus positioning ECA for long-term success.
ECA EVENTS

As always, the ECA Events team had a year full of activity and organised several important events relevant to the sector.

Munch & Move Conferences

Munch & Move is a fun, play-based NSW Health initiative that aims to promote and encourage healthy eating and physical activity habits, and reduce small-screen recreation in young children aged birth to five years who attend early childhood education and care (ECEC) services in NSW.

Organised in partnership with ECA, this year’s Munch & Move Healthy Eating and Active Play Conferences were aimed at helping service leaders reflect and build on their existing knowledge and skills to make sustainable changes. The conferences extend beyond Munch & Move program training to offer insights from health professionals, academics and ECEC sector experts, including Catharine Hydon, Jill McLachlan, Dr Luke Touhill and Dr Yeshe Colliver.

The ECA Events team has successfully delivered nine events so far, with six still to be hosted across NSW.

Ethics in Action Workshops

The ECA Events team also presented the Ethics in Action Workshops, Engaging with the ECA Code of Ethics. So far, we’ve held four out of the five half-day workshops across regional NSW. In these workshops, facilitator Catharine Hydon—co-author of the ECA Code of Ethics and Ethics in Action: A practical guide to implementing the ECA Code of Ethics—explores the ethical dimensions of the work of early childhood professionals, and helps strengthen their capacity to make more effective and respectful decisions.

The last workshop is scheduled for October and will be hosted in Merimbula.

AJEC Research Symposium

Another successful event organised by the team was the 2019 AJEC Research Symposium. It was held in Melbourne at the Australian Catholic University (ACU) on 14 and 15 February, in partnership with ACU and La Trobe University. The symposium attracted more than 170 delegates.

We heard many thought-provoking and rigorous conversations over the two days, including keynote addresses by Professor Adrian Piccoli and Laureate Professor Marilyn Fler. We also heard from eminent speakers including Professors Sue Grieshaber, Sharon Goldfeld, Linda Harrison, E. Jayne White and Joce Nuttall.

This year’s symposium also saw the introduction of flash presentations. This format included individual paper presentations of 10 minutes each (with five minutes for questions) in either theoretical or methodological approach streams, grouped together in four to six presentations per stream.

This was also the first time that we had exhibitors at the AJEC Research Symposium: ECA and Cambridge University Press.

The Events team is now busy planning for the 2020 AJEC Research Symposium, which will be hosted in Sydney on 13 and 14 February, in partnership with Macquarie University. Applications to present and registrations are now open.
ECA EVENTS

ECA Reconciliation Symposium

The 2019 Reconciliation Symposium, Advancing reconciliation in early childhood education and care, was held at the Moonee Valley Racing Club in Melbourne on 10 and 11 May. There was a record number of 401 delegates in attendance. Keynote speakers included Karen Mundine (Reconciliation Australia), who spoke on ‘Race relations and the five dimensions of reconciliation in Australia’, followed by Diana David (Reconciliation Victoria) who discussed ‘Reconciliation in Victoria: Grassroots engagement in education, local government and community’. Justin Mohamed (Victorian Commissioner for Aboriginal Children and Young People) talked about ‘Improving children’s outcomes: Systemic factors’. Muriel Bamblett (Victorian Aboriginal Child Care Agency) focused on wellbeing and the individual child, and John Briggs gave a thought-provoking closing address. There was also a special performance by the Djirri-Djirri Dance Group.

This year’s symposium also included concurrent workshops that were very well-received. These presentations covered an array of topics, including:

- Wurundjeri language and stories
- incorporating culture into trauma-informed approaches
- using Indigenous frameworks and pedagogy to teach mathematics
- tackling tokenism
- understanding cultural safety in early childhood education and care
- taking reconciliation activism to the next level.

The ECA Events team would like to thank all the attendees, sponsors and exhibitors for their continued commitment to reconciliation in the early years. The 2020 ECA Reconciliation Symposium will be hosted in Western Australia. Registrations will open later in 2019.

2019 ECA National Conference

Planning is currently underway for the 2019 ECA National Conference, From vision to action, to be held in Hobart from 25–28 September. An array of eminent speakers will be joining the conference, including Professors Peter Moss and Gunilla Dalhberg as international keynote speakers.

This conference will explore current and emerging practice to enhance young children’s experiences across the spectrum of service and education settings they attend. This includes early childhood education and care (ECEC) as well as the early years of school, outside school hours care and child–parent programs such as playgroups and family centres.

The conference will engage participants in a discourse on rights, wellbeing and quality improvement to facilitate deep reflective thinking and enhance ongoing professional learning and development.

For delegates unable to join us in person, this year we’ve introduced Virtual Delegate Passes that will provide access to some conference sessions via live streaming.

Images from the 2019 Reconciliation Symposium
ECA Learning Hub has had a successful year thus far, and while ECA continues to be the sector’s leading provider of online professional learning, our key focus has been on quality improvement to ensure we continue to lead and inspire professional learning while championing quality in early education.

Our quality improvement journey has allowed us to ensure all learners receive the best possible learning experience—one designed to support practice improvements in ECEC settings. The quality improvement process included:

- developing the ECA Learning Hub professional learning principles that guide the design and creation of all our online learning
- re-imagining the learning design process in order to support the development of engaging and innovative online learning content
- collaboratively evaluating the quality-assurance process, and setting guidelines in place for the selection of quality reviewers who support the delivery of quality online learning.

The ECA Learning Hub has also focused on positioning ECA for long-term success. We have achieved several intentional business goals, including:

- bringing the learning design and course development in-house—this has involved training staff in the use of an authoring tool and a new software
- reviewing all our operating expenses to ensure we receive quality services at a competitive rate—this has reduced our expenditure by over $185 000 compared to the previous year, and contributed to ECA’s overall profit
- collaboratively reviewing processes and workflows to ensure we continue to have an efficient, engaged and cohesive team that is working towards our common goal.

**Special project highlights**

**NSW OSHC Quality Development Program**

ECA Learning Hub has been successfully delivering the Outside School Hours Care (OSHC) Quality Development Program over the past year. The program is a comprehensive collection of online professional learning resources developed by ECA for the NSW Department of Education.

The program is designed to support quality improvement in the OSHC sector. The targeted, free online professional learning has been custom-made by ECA to meet the unique needs of NSW OSHC services. Details of the online professional learning content currently available can be found on our website: http://bit.ly/2zGw6co.

**Claire Warden**

ECA Learning Hub has partnered with Claire Warden to deliver three exciting professional learning packages on participatory planning, *The Floorbooks® Approach*. Details of these packages can be found on our website: http://bit.ly/2zMxLNq.

In September 2019, ECA Learning Hub and Claire Warden will also be releasing 10 new modules focused on nature pedagogy.

**Understanding sleep and safe sleep practices in early childhood education and care**

This year we also developed a professional learning package on sleep, in partnership with the Centre for Community Child Health, Murdoch Children’s Research Institute (MCRI). This comprehensive and highly practical package examines the importance of sleep to the overall health, wellbeing, learning and development of infants and children, in line with ACECQA’s safe sleep and rest practices. For details on the online learning package, please visit: http://bit.ly/2zKvhzq.
GREGORY MOWLE
Finance and Operations General Manager

Our National Operations teams (Finance, Customer Service, Communications, Marketing, Media, Policy and Advocacy) support our Strategic Priority to position ECA for long-term success. Over the past 12 months, the Finance team has implemented new programs and procedures to streamline processes such as payment of invoices, reconciliation payments and ECA’s payroll. The Customer Service team continues to offer a high level of service to our members and stakeholders—from advising on the most appropriate membership option or subscription category, to answering a broad range of ECA Learning Hub and Events–related questions on the phone and electronically.

Our newly restructured Communications, Marketing and Media teams now work more synergistically to reflect the interrelatedness of these areas. Our social media interaction procedures have been reviewed and updated to become more effective, and further improve the interactions between ECA and our stakeholders.

As we work together to improve our level of service and offerings to our members, the National Operations team is most aligned to the priority of ensuring ECA’s long-term success, as we believe this priority lays the foundation for the achievement of all other Strategic Priorities.

Our team’s main goal is to enable necessary organisational services—from the dissemination of communications through to payroll processing—and we will continue to provide the highest level of service to all our external and internal stakeholders.

“... the National Operations team is most aligned to the priority of ensuring ECA’s long-term success ...
ADVOCACY, POLICY AND GOVERNMENT RELATIONS

Policy statements

ECA released two major policy statements in 2018–19 to guide the work of educators, ECEC services and governments:

- **Statement on young children and digital technologies** (September 2018). The statement provides early childhood educators with an evidence base to inform decisions about children’s use of digital technologies. The document considers aspects such as relationships, health and wellbeing, citizenship, and play and pedagogy.

- The ECA and SNAICC joint position paper, **Working together to ensure equality for Aboriginal and Torres Strait Islander children in the early years** (February 2019). This position paper outlines the barriers to greater participation in ECEC services by Aboriginal and Torres Strait Islander children. It also makes 20 recommendations for change, directed principally at the Australian Government. The paper has been endorsed by more than 40 organisations.

Government relations

ECA is active in developing sound relationships with members of the federal, state and territory parliaments to provide support for policy-making in early childhood education and care around the country. In 2018–19, sitting governments were returned in the NSW and Federal Elections. Early childhood policy featured prominently in both election campaigns, reflecting the continued importance of early learning (particularly its cost, quality and accessibility) for families.

Early Learning: Everyone Benefits campaign

ECA continued to play a leading role in the Early Learning: Everyone Benefits campaign. The campaign is a partnership between eight national organisations in the early childhood education and care sector, with sponsorship and support from an additional 19 organisations. The purpose of the campaign is to increase public awareness and understanding of the benefits of investing in early learning, and to increase access to quality early learning programs for all children.

One of the highlights of 2018 was the staging of the first Early Learning Matters Week in August. The campaign invited all federal parliamentarians to visit a local ECEC service and learn about its work with children and families. Responses to our invitation were overwhelmingly positive, with 68 parliamentarians (including ministers and shadow ministers) visiting ECEC services in every state and the ACT. Such was the success of the event that Early Learning Matters Week was repeated in 2019.

The Early Learning: Everyone Benefits campaign was also active during the 2019 Federal Election. With support from other campaign partners, ECA hosted the National Early Childhood Election Forum in Melbourne in May 2019, featuring Shadow Minister Amanda Rishworth MP, Coalition representative James Paterson MP and Greens representative Senator Janet Rice. Following the election forum, the Early Learning: Everyone Benefits campaign released an election policy guide that assessed the ECEC-related policies of the major parties.

Submissions and consultations

ECA made submissions to:

- the Australian Government regarding the spending on early childhood education and care, for the 2018–19 Federal Budget
- the Council of Australian Governments, on the Melbourne Declaration on Educational Goals for Young Australians
- the Productivity Commission, for its inquiry into the ‘Social and economic benefits of improving mental health’.

ECA was also involved in consultations with Commonwealth departments on the In Home Care National Guidelines as well as the National Action Plan for the Health of Children and Young People: 2020–2030.
MARKETING AND COMMUNICATIONS

The ECA Communications and Marketing teams have been working together this year to better understand and speak to our members and audiences, and to create a more consistent ECA voice across all our communications.

We aim to inspire and provide more value to our audiences by offering a mix of paid and free resources through our communications. We introduced new formats in our direct communications, such as ‘Spend a minute’—a topic-based electronic direct mail (EDM) to lead and inspire professional development. These have been well-received, as shown by increased open rates and visits to our online content. We have put in place more regular planning discussions with other ECA teams, including ECA Be You, and we are boosting our capacity for planning, scheduling and analysis with new tools and training.

ECA’s reach and engagement through social media continue to grow, with a steady growth in followers, a substantial increase in the depth and number of comments on ECA’s Facebook posts, and a higher number of shares.

The Communications and Marketing teams are focusing on ECA’s Strategic Plan and Stretch Reconciliation Action Plan commitments, aiming to bring new and emerging voices and ideas to ECA platforms. This involves:

- identifying researchers, practitioners and ideas for our upcoming online and print publications
- linking members, readers and followers with the ideas and thought-leaders gaining attention through ECA events, publications, online media or more broadly
- leading ideas, advocacy and debates by commissioning or writing articles that provide ECA’s and diverse sector perspectives on topics that speak up for children, or are of interest to members, e.g. posts on our blog, The Spoke, about the joint ECA–SNAICC position paper; ECA’s quality-assured children’s books; perspectives on Australia Day, reconciliation and ethics in early childhood practice.

CUSTOMER SERVICE

After some staffing changes, the Customer Service team is full of new faces. Following a review of internal processes and systems, our new and diversely talented team has been busy implementing a number of improvements to our customer records database.

We’ve also been working closely with the Marketing team and the Publications Advisory Committee to streamline our quality-assurance process as well as get new titles into the ECA Shop faster and with a more rigorous review.

As our new team settles in, we’re continuing to look for new and exciting changes we can implement to keep the National Operations team running smoothly, and to support the wider organisation in achieving long-term success. We are working to set up a brand new online shop presence besides improving much of our existing infrastructure to ensure the best possible experience for our customers.

As we head into the crunch time before the 2019 National Conference, the Customer Service and Warehouse teams are in their best shape ever, and are looking forward to the exciting year ahead.
In 2018, KidsMatter Early Childhood became Be You Early Learning. Launched on 1 November 2018 by The Hon. Julia Gillard AC, Be You builds on the success, evidence base and learnings of five existing programs aimed at promoting social and emotional health and wellbeing for children and young people in the education space: KidsMatter Early Childhood, KidsMatter Primary, MindMatters, Response Ability and headspace School Support. These programs have now been integrated into Be You—one single, national initiative delivered through early learning services, primary and secondary schools.

Be You’s vision is that every learning community is positive, inclusive and resilient—a place where every child, young person, educator and family can achieve their best possible mental health. The ECA Be You team works with the Action Team Leader, and acts as a mentor and advocate to assist with the implementation of Be You in early learning services and schools. Our team has extensive knowledge about mental health and wellbeing in services and schools, and understands the important link between wellbeing and learning success.

The past year saw ECA exceeding the contractual target by engaging 2282 early learning services in the initiative. Participating services are supported by a number of online events and, this year, the ECA Be You team introduced Early Years Learning Communities, which provide opportunities for sharing and learning about education and mental health, developing a professional learning culture, and embedding participants’ Be You priorities into their everyday practice.

Be You Professional Learning is linked to the National Quality Standard, the Early Years Learning Framework as well as the My Time, Our Place framework. It supports services in the development and implementation of their Quality Improvement Plans.

The Be You team demonstrates ECA’s commitment to embedding Aboriginal and Torres Strait Islander ways of knowing, being and doing by using the Always Be You approaches, symbols and resources in its own internal practice as well as in its work with services. The team has successfully implemented strategies across marketing and communications activity, Consultant contact, Essentials events, National Check-Ins, Early Years Learning Communities and workforce professional learning.

Since the launch, we have had more than 8700 early childhood educators register with us and undertake Be You Professional Learning modules.

- 81 per cent (n = 15 130) of the total 18 785 modules accessed were by educators from participating Be You early learning services
- 90 per cent (n = 13 602) of the modules accessed by this cohort were completed
- 75 per cent (n = 1528) of the total modules started (n = 2046) also belong to educators from participating Be You early learning services.

These figures indicate that individuals connecting to a participating Be You early learning service, and the additional support they receive as a result, are proving to be a driver in motivating educators to both start and complete professional learning modules.

The ECA Be You team continues to meet and, in many instances, exceed required deliverables. A prime example of this is the Be You Early Learning social channels. The Be You Early Learning Facebook audience has organically grown to 32 657 people—an increase of close to 1200 people since the launch of Be You. Our Twitter audience has also grown to 7724 followers. These channels act as communication tools, conveying important information and updates; however, they also operate as an additional implementation tool because the content is designed to enhance and support educators’ experience of Be You. There are continuous improvement strategies consistently in play as we strive towards a sustainable and scalable online delivery model for Be You early learning services. We are currently in negotiations with Beyond Blue to extend our contract as a delivery partner until June 2021.
AUDITED FINANCIALS
INDEPENDENT AUDITOR’S REPORT ON THE CONCISE FINANCIAL REPORT
To the Members of Early Childhood Australia Incorporated

Opinion
We have audited the Concise Financial Report of Early Childhood Australia Incorporated, which comprises the Statement of Financial Position as at 30 June 2019, the Statement of Profit and Loss and other Comprehensive Income, Statement of Changes in Equity, Statement of Cash Flows for the year then ended, and related notes, derived from the audited financial report of Early Childhood Australia Incorporated (the Entity), for the year ended 30 June 2019.


Basis for Opinion
We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor’s Responsibilities section of our report. We are independent of the Entity in accordance with the auditor independence requirements of the Australian Charities and Not-for-profits Commission Act 2012 and the ethical requirements of the Accounting Professional and Ethical Standards Board’s APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the concise financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Concise Financial Report
The Concise Financial Report does not contain all the disclosures required by the Australian Accounting Standards. Reading the Concise Financial Report and the auditor's report thereon, therefore, is not a substitute for reading the audited financial report and the auditor’s report thereon. The Concise Financial Report and the audited financial report do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial report.

The Audited Financial Report and Our Report Thereon
We expressed an unmodified audit opinion on the audited financial report in our report dated 18 September 2019.

Responsibilities of the Directors for the Concise Financial Report
The Directors of the Entity are responsible for the preparation of the concise financial report in accordance with Accounting Standard AASB 1039 Concise Financial Reports, and the Australian Charities and Not-for-profits Commission Act 2012, and for such internal control as management determines is necessary to enable the preparation of the Concise Financial Report.
The Directors are responsible for overseeing the Entity’s financial reporting process.
AUDITOR’S INDEPENDENCE DECLARATION

As lead auditor for the audit of the financial report of Early Childhood Australia Incorporated for the year ended 30 June 2019, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

(i) the auditor independence requirements as set out in the Australian Charities and Not-for-profits Commission Act 2012 in relation to the audit; and

(ii) any applicable code of professional conduct in relation to the audit.

RSM AUSTRALIA PTY LTD

Canberra, Australian Capital Territory
Dated: 18 September 2019

GED STENHOUSE
Director
EARLY CHILDHOOD AUSTRALIA INCORPORATED

DIRECTORS REPORT
30 JUNE 2019

The Directors present their report on the financial report of the Early Childhood Australia incorporated (the Association) for the year ended 30 June 2019.

Directors
The following persons were Directors of the Association during the whole of the financial year and up to the date of this report, unless otherwise stated:

<table>
<thead>
<tr>
<th>Name</th>
<th>Appointed/ Resigned</th>
</tr>
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<tbody>
<tr>
<td>Ros Cornish – Previous National President</td>
<td>Completed the term on 18 September 2018</td>
</tr>
<tr>
<td>Chris Legg – National President</td>
<td>Appointed on 18 September 2018</td>
</tr>
<tr>
<td>Ian Alchin – Deputy National President</td>
<td>Appointed on 18 September 2018</td>
</tr>
<tr>
<td>Maree Brethauer</td>
<td>Appointed on 22 September 2017</td>
</tr>
<tr>
<td>Janet Williams-Smith</td>
<td>Appointed on 22 September 2017</td>
</tr>
<tr>
<td>Italia Parletta</td>
<td>Appointed on 18 September 2018</td>
</tr>
<tr>
<td>Jodie Ledbrook</td>
<td>Appointed on 18 September 2018</td>
</tr>
<tr>
<td>Jo Darbyshire</td>
<td>Appointed on 4 October 2013</td>
</tr>
<tr>
<td>Kellie Watson</td>
<td>Appointed on 2 October 2015</td>
</tr>
<tr>
<td>Wendy Gorman</td>
<td>Appointed on 2 October 2015</td>
</tr>
<tr>
<td>Marina Papić</td>
<td>Appointed on 4 February 2019</td>
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</tbody>
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Directors have been in the office since the start of the financial year to the date of this report unless otherwise stated.

Principal activities
The principal activities of the Association during the year ended 30 June 2019 were representation, policy development, public education and publishing. There were no significant changes to those activities during the year.

Objectives
The entity’s short-term objectives are to:
- Speak up for children
- Build social capital
- Champion quality in early education
- Lead and inspire professional learning
- Position ECA for long term success

The entity’s long-term vision is:
- Every young child is thriving and learning

Performance measures
The Association measures its performance against the "ECA Strategic Plan 2017 – 2020"
The directors of the Association declare that:

1. The financial statements and notes are in accordance with the Australian Charities and Not-for-profit Commission Act 2012 and the Associations Incorporations Act 1991 of the Australian Capital Territory:
   a. Comply with Accounting Standards – Reduced Disclosure Requirements; and
   b. Give a true and fair view of the financial position as at 30 June 2019 and of the performance of the Association for the financial year ended on that date

2. In the directors’ opinion, there are reasonable grounds to believe that the Association will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

Christine Legg
Director
Date 13.9.2019

Ian Alchin
Director
Date 13.9.2019
EARLY CHILDHOOD AUSTRALIA INCORPORATED  
ABN 44 950 767 752  

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 30 JUNE 2019

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue from ordinary activities</td>
<td>11,683,319</td>
<td>7,888,264</td>
</tr>
<tr>
<td>Other revenue</td>
<td>42,746</td>
<td>43,682</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>11,726,065</td>
<td>7,911,946</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Changes in inventories of publications for sale</td>
<td>-</td>
<td>71,400</td>
</tr>
<tr>
<td>Communication costs</td>
<td>(81,385)</td>
<td>(94,654)</td>
</tr>
<tr>
<td>Consultancy and contractors expenses</td>
<td>(531,946)</td>
<td>-</td>
</tr>
<tr>
<td>Corporate expenses</td>
<td>-</td>
<td>(24,040)</td>
</tr>
<tr>
<td>Depreciation</td>
<td>392,602</td>
<td>(264,939)</td>
</tr>
<tr>
<td>Event expenses</td>
<td>(1,279,780)</td>
<td>(264,938)</td>
</tr>
<tr>
<td>IT platforms, project specific</td>
<td>(217,194)</td>
<td>(196,263)</td>
</tr>
<tr>
<td>Labour costs</td>
<td>(5,057,489)</td>
<td>(5,000,790)</td>
</tr>
<tr>
<td>Occupancy costs</td>
<td>(539,393)</td>
<td>(579,394)</td>
</tr>
<tr>
<td>Postage costs</td>
<td>339,366</td>
<td>(240,346)</td>
</tr>
<tr>
<td>Printing costs</td>
<td>(151,210)</td>
<td>(154,036)</td>
</tr>
<tr>
<td>Purchases of books for resale</td>
<td>295,460</td>
<td>(406,185)</td>
</tr>
<tr>
<td>Royalties</td>
<td>5,237</td>
<td>(27,178)</td>
</tr>
<tr>
<td>Travel costs</td>
<td>(785,549)</td>
<td>(614,058)</td>
</tr>
<tr>
<td>Other expenses</td>
<td>835,276</td>
<td>(304,442)</td>
</tr>
<tr>
<td><strong>Surplus/(Deficit) before income tax expense</strong></td>
<td>23,658</td>
<td>(190,923)</td>
</tr>
<tr>
<td><strong>Other comprehensive income for the year</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total comprehensive income / (deficit) for the year</strong></td>
<td>23,658</td>
<td>(190,923)</td>
</tr>
</tbody>
</table>

The above statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes.
# STATEMENT OF FINANCIAL POSITION

**AS AT 30 JUNE 2019**

<table>
<thead>
<tr>
<th>Note</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

## Assets
### Current assets
- **Cash and cash equivalents**: 4  
  2,793,688  
  5,454,042
- **Trade and other receivables**: 5  
  451,962  
  521,839
- **Inventories**: 6  
  456,330  
  375,007
- **Other current assets**: 7  
  291,157  
  371,705
- **Total current assets**:  
  3,993,137  
  6,722,593

### Non-current assets
- **Plant and equipment**: 8  
  138,515  
  111,809
- **Intangible Assets**: 9  
  174,320  
  340,128
- **Total non-current assets**: 312,835  
  451,937

### Total assets
  4,305,972  
  7,174,530

## Liabilities
### Current liabilities
- **Trade and other payables**: 10  
  703,965  
  806,463
- **Unearned revenue**: 11  
  1,293,467  
  4,117,620
- **Provisions**: 12  
  620,354  
  403,645
- **Other current liabilities**: 13  
  11,308  
  11,268
- **Total current liabilities**: 2,528,094  
  5,428,396

### Non-Current Liabilities
- **Provisions**: 12  
  112,833  
  105,147
- **Total non-current liabilities**: 112,833  
  105,147

### Total liabilities
  2,641,927  
  5,534,143

## Net assets
  1,664,045  
  1,640,387

## Equity
- **Retained surplus**:  
  1,664,045  
  1,640,387
- **Total equity**: 1,664,045  
  1,640,387

*The above statement of financial position should be read in conjunction with the accompanying notes*
### EARLY CHILDHOOD AUSTRALIA INCORPORATED

ABN 44 950 767 752

#### STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2019

<table>
<thead>
<tr>
<th>Note</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>CASH FLOWS FROM OPERATING ACTIVITIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receipts from members</td>
<td>9,009,591</td>
<td>12,122,127</td>
</tr>
<tr>
<td>Payments to suppliers and employees</td>
<td>(11,582,501)</td>
<td>(9,091,628)</td>
</tr>
<tr>
<td>Interest received</td>
<td>42,746</td>
<td>43,662</td>
</tr>
<tr>
<td>Net cash (used in)/from operating activities</td>
<td>(2,530,254)</td>
<td>3,074,161</td>
</tr>
</tbody>
</table>

| CASH FLOWS FROM INVESTING ACTIVITIES |        |        |
| Payments for property, plant and equipment | (94,997) | (237,059) |
| Payments for intangible assets         | (35,113) | -      |
| Net cash used in financing activities  | (130,100) | (237,059) |

| Net movement in cash and cash equivalents | 2,660,354 | 2,837,102 |
| Cash and cash equivalents at beginning of financial year | 5,454,043 | 2,616,940 |
| Cash and cash equivalents at end of year | 2,793,688 | 5,454,042 |

*The above statement of cashflows should be read in conjunction with the accompanying notes.*
Early Childhood Australia incorporated
Notes to the financial statements
For the year ended 30 June 2019

The concise financial report of Early Childhood Australia Incorporated (the Association) is an extract from the full financial report for the year ended 30 June 2019. The concise financial report has been prepared in accordance with Accounting Standards AASB 1039: Concise Financial Reports, and the Australian Charities and Not-for-profit Commission Act 2012 (Cth).

The financial statements, specific disclosures and other information included in the concise financial report are derived from, and are consistent with, the full financial report of the Association. The concise financial report cannot be expected to provide as detailed an understanding of the financial performance, financial position and financing and investing activities of the Association as the full financial report. A copy of the full financial report and auditor’s report is available from the Early Childhood Australia Incorporated’s website.

The presentation currency used in this concise financial report is Australian dollars.

NOTE 2. Discussion and analysis of the financial statement
This discussion and analysis is provided to assist members in understanding the concise financial report. The discussion and analysis is based on the Association’s financial statements and information contained in the concise financial report. This information has been derived from the full financial report of Early Childhood Australia (ECA). ECA strengthened its financial position allowing the Association to continue to maintain its staffing profile and meet its strategic objectives. Additional core grant funds were received very late in the financial year, impacting on the surplus result.

Statement of comprehensive income
The Association’s operations for the year to 30 June 2019 resulted in a surplus of $23,658 (2018: loss of $190,623). This is a significant improvement from the previous financial year.

Overall total income for the year was $11,726,055 (2018: $7,911,946). Key sources of revenue were funding for the Be You program as well as retail sales

Total expenses for the year were $11,702,407 (2018: $8,102,869). The largest increases included: salaries reflecting the increase in the Be You program.

Statement of financial position
Total assets decreased to $4,305,972 in 2019 (2018: $7,174,530). Cash and cash equivalents decreased this financial year largely reflecting a timing difference in the receipt of Be You project funding.

Total liabilities decreased to $2,641,927 in 2019 (2018: $5,534,143). As at 30 June 2019, ECA’s net assets were $1,664,045.

Statement of changes in equity
The total equity increased $23,658 to $1,664,047 in 2019 (2018: $1,640,389), being the addition of the net surplus for the year.

Statement of cash flows
Cash flows indicate a net decrease in cash and cash Equivalents. A decrease in cash flows from operating activities occurred primarily through higher salaries and on-costs.
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F: (02) 6242 1818
E: eca@earlychildhood.org.au
www.earlychildhoodaustralia.org.au