



Early Childhood Australia
A voice for young children

**OUR
VISION:
EVERY
YOUNG
CHILD IS
THRIVING
AND
LEARNING**

MEDIA RELEASE

Friday 4 October 2019

ECA WA Play Strategy campaign reaches 10 000 supporters

A campaign calling on the Government of Western Australia (WA) to reinstate young children's right to learn through play at school and within the community, and develop a WA Play Strategy, has now reached more than 10 000 supporters across the state.

In addition, more than 180 organisations in WA have also endorsed the campaign to protect children's right to play, as charted in the United Nations Convention on the Rights of the Child (Article 31; General Comment 17).

The play initiative, led by Early Childhood Australia (ECA) WA for the past three years, aims to raise public awareness about the importance of play in children's lives. Dr Sandra Hesterman, Director of Early Childhood Education at Murdoch University, shared her concern that 'the opportunity for quality play in early childhood education and care settings is diminishing, particularly in the early years of school'.

'This is out of step with best practice and our international counterparts, including England, Scotland, Canada, New Zealand and northern Europe,' Dr Hesterman said.

'ECA WA has called on the WA Government to develop a government-led WA Play Strategy—in consultation with the wider community—to ensure that all children, no matter who they are or where they live, can access quality play experiences'.

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To find out more about the WA Play Strategy, visit: <http://waplaystrategy.com/>

For interviews, contact: Paige Pollard 0475 554 999

Early Childhood Australia is the peak advocacy body for children from birth to eight years, their families and early childhood professionals.