



Early Childhood Australia
A voice for young children

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

MEDIA RELEASE

Thursday 30 July 2020

THE IMPORTANCE OF EARLY LEARNING IN A VERY TOUGH YEAR EARLY LEARNING MATTERS WEEK: 3-7 AUGUST 2020

From 3-7 August, early childhood educators, parents, carers, parliamentarians and community leaders across Australia will come together (online) to raise awareness and understanding about the importance of early learning.

This year, Early Learning Matters Week takes place against the backdrop of COVID-19 and the enormous difficulties it has posed to early learning services and to the families of young children across Australia. Services and families had already been challenged by drought, bushfires and flood as the year opened.

‘Throughout the pandemic, early learning services have stayed open, so that educators can continue to support young children and families’, Early Childhood Australia (ECA) CEO Sam Page said.

‘In tough times, educators and other early childhood professionals are helping children to be confident, enthusiastic learners, building a foundation for wellbeing and achievement throughout their lives. Early Learning Matters Week is a great opportunity for the whole community to support early learning and recognise the work of early childhood professionals in a year that has been challenging for everyone.’

Community leaders, such as the Governor-General, and parliamentarians across Australia are also getting on board by sharing messages of support on the Early Learning Matters Week [website](#).

Early Learning Matters Week also coincides with National Aboriginal and Torres Strait Islander Children’s Day on August 4. ECA encourages all Australians to celebrate the day, to support the strengths and culture of Indigenous children.

To see creative and inspiring examples of early learning, visit the [website](#) and follow #EarlyLearningMatters and #EarlyLearningMattersWeek on [Facebook](#), [Twitter](#) and [Instagram](#).

-ENDS-

ECA CEO Samantha Page is available for comment in the lead-up and during Early Learning Matters Week. For interviews, contact ECA Media Officer: Katie Golding 0475 554 999

For information on National Aboriginal and Torres Strait Islander Children’s Day, contact [SNAICC](#)

For a downloadable PDF version of the media release, click here: www.earlychildhoodaustralia.org.au/media/

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