

2021 EARLY LEARNING MATTERS WEEK



Sing it from the rooftops: Early Learning Matters

Mark 26–30 July in your diary and start thinking of ways to celebrate **Early Learning Matters Week!**

Now in its fourth year, Early Learning Matters Week is a chance for educators, families, politicians and the broader community to come together—both online and through face-to-face events—and celebrate the value of early learning to children, families and the wider community.

Early Learning Matters Week is all about raising awareness and understanding of what high-quality early childhood education and care (ECEC) looks like, and all the ways it supports children's development and wellbeing.

Have you got great photos or videos of early learning in action? Perhaps you have seen an amazing idea in ECEC or reached a new level of professional understanding in the last year? Do you know an educator or an ECEC service that has gone above and beyond? Early Learning Matters Week is your opportunity to share!

Early Learning Matters Week is also a time for ECEC educators to shine a light on their profession and show the community how skilled experts can support children to develop the cognitive, social and emotional skills that enable them to thrive.

This year, Early Childhood Australia's key advocacy initiative also has the support of the Minderoo Foundation's Thrive by Five campaign. There are lots of ways to participate:

- **Hold** an on-site celebration at your ECEC service.
- **Talk** with children about what they like about their early learning service.
- **Invite** members of parliament, local councillors or other community leaders to spend time at your service.
- **Encourage** families to participate in Early Learning Matters Week, too!
- **Most importantly, share it all on social media!** Tell everyone why early learning matters to you or why you are passionate about working in the profession. Post your photos and videos, showing how you foster children's learning or support ECEC services. The hashtags are **#EarlyLearningMatters** and **#EarlyLearningMattersWeek**.

#EarlyLearningMattersWeek

#EarlyLearningMatters

For lots of information and ideas to help you plan and spread the word about the vital importance of early learning, please visit:
www.earlylearningmatters.org.au

You can also join the conversation on the Early Learning Matters Week Facebook page:
[@earlylearningmattersweek](https://www.facebook.com/earlylearningmattersweek)