



Early Childhood Australia
A voice for young children

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

MEDIA RELEASE

Sunday 25 July 2021

LET'S GEAR UP FOR EARLY LEARNING MATTERS WEEK!

From 26–30 July 2021, early childhood educators, families, politicians and the broader community will come together to raise awareness about the importance of early learning.

Now in its fourth year, Early Learning Matters Week is a great opportunity for advocates (of all ages and areas of Australia) to share how high-quality early education and care supports children in being confident, enthusiastic learners and builds a foundation for wellbeing and achievement throughout their lives.

'If the pandemic has taught us one thing, it's that early childhood education and the educators who work tirelessly to ensure children have rich early learning experiences are fundamental for Australian children, families and the economy,' said ECA CEO Samantha Page.

'Participation in Early Learning Matters Week will help share this message to decision-makers and change the discourse around the important and professional work of the early childhood education and care sector,' added Ms Page.

Hundreds of early learning services across the country are taking part by sharing photos, videos and written messages and by inviting federal and state members of parliament to visit their service face-to-face, where COVID restrictions permit, or virtually.

Visit the [Early Learning Matters Week website](https://www.earlychildhoodaustralia.org.au/early-learning-matters-week) for resources, talking points and activities, and follow #EarlyLearningMatters and #EarlyLearningMattersWeek on [Facebook](#), [Twitter](#) and [Instagram](#).

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ECA CEO Samantha Page is available for comment. For interviews, contact ECA's Media Officer Katie Golding on 0475 554 999.

Find a downloadable PDF version of this media release
at: 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.