



Early Childhood Australia
A voice for young children

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

MEDIA RELEASE

Friday 14 October 2022

MINISTER ALY KICKS OFF EARLY LEARNING MATTERS WEEK: GEAR UP FOR A WEEK OF CELEBRATING LEARNING THROUGH PLAY

Key highlights:

- Early Learning Matters Week will run from 17 to 21 October 2022.
- Around 2,000 registrations of interest have been received for the 2022 Early Learning Matters Week celebrations, with close to 100 registered events happening across Australia.
- Close to 40 MPs and senators have responded to ECA's call to engage in the event.

Minister for Early Childhood Education, Hon Dr Anne Aly, kicked off the [Early Learning Matters Week](#) celebrations from her home electorate of Cowan by visiting Goodstart Early Learning Nollamara, in Western Australia. Minister Aly spent her day at the early learning service engaging with children, educators and families to experience high-quality early learning in action.

Minister Aly said, 'One of the greatest things about my job as Minister is visiting early childhood education and care centres and seeing the important work educators do and how much the children love their teachers. Early Learning Matters Week is a time to celebrate the vital work of our early childhood educators and teachers.'

'Early Learning Matters Week provides an opportunity to celebrate and put a spotlight on the wonderful work that early childhood educators and teachers and service leaders are doing to give children the best start to their lives. Early childhood education provides children with an opportunity to learn and thrive through a high-quality, play-based environment, created not just by adults but by the children too,' said Early Childhood Australia (ECA) CEO, Ms Samantha Page.

In its fifth year now, Early Learning Matters Week will run from 17 to 21 October. Around 2,000 indications of interest, including event registrations, newsletters, social media and engagement by senators and MPs, have already supported the week-long campaign across Australia. Close to 100 registered celebrations along with many more informal events and engagement through social media will raise awareness and understanding of the importance of early learning and the difference the profession makes.

Organised by Early Childhood Australia (ECA), Early Learning Matters Week is a great opportunity for advocates of all ages and areas of Australia to amplify the message that high-quality early childhood education and care supports children to be confident, enthusiastic learners and builds the foundation for wellbeing and achievement throughout their lives.

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Early Childhood Australia CEO Samantha Page is available for comment. For interviews, please contact ECA Media Officer Reshma Jayesh on 0475 554 999.

For a downloadable PDF version of the media release, please 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.