



**Early Childhood Australia**  
A voice for young children

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

## **MEDIA RELEASE**

Monday 24 July 2023

### **IT'S EARLY LEARNING MATTERS WEEK: GEARING UP FOR A WEEK OF CELEBRATING LEARNING THROUGH CONNECTION**

Minister for Early Childhood Education, The Hon. Dr Anne Aly, kicked off the [Early Learning Matters Week](#) celebrations at The Tree House – a service run in Sydney by KU Children's Services. Minister Aly spent the afternoon at the early learning service, engaging with children and educators to celebrate the importance of early learning.

'Early Learning Matters Week provides an opportunity to celebrate and spotlight the wonderful work that early childhood educators, teachers, and service leaders are doing to give children the best start to their lives. The world-altering events of the pandemic have illuminated a profound truth: early childhood education and the tireless dedication of educators are irrefutably fundamental to Australian children, families and the economy,' said Early Childhood Australia (ECA) CEO, Ms Samantha Page.

Early Learning Matters Week will run from 24-28 July in its sixth year. Early childhood educators, families, politicians and the broader community are set to unite to raise awareness and understanding of the importance of early learning and the difference the profession makes.

Key supporter KU Children's Services CEO Chris Legg added, 'Early childhood education, led by passionate and highly skilled professionals, provides children with an opportunity to learn and thrive through a high-quality play-based environment, not only from the teachers and educators but also from their peers. Elevating our collective voice during Early Learning Matters Week is crucial to influencing decision-makers and shaping a discourse around the significance of early childhood education and care'.

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. Hundreds of participants nationwide have pledged their support, engaging in many creative ways. To ensure an unforgettable experience, the Early Learning Matters Week website is a treasure trove of resources for all to use. Join the week by following the hashtag #EarlyLearningMatters.

**ENDS**

Early Childhood Australia CEO Samantha Page is available for comment; please contact the ECA Media team on 0475 554 999.

For a downloadable PDF version of the media release, please click here:

[www.earlychildhoodaustralia.org.au/media/](http://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.