

Collective Prosperity

Why does this matter? What's at stake?



The story you're telling:

"Australia's future prosperity depends on the collective investments that we make in all of our children's development."

Strategic way to redirect thinking away from patterns such as:



- Ageing Up
- Child Care = Babysitting
- Clusters of Difference
- Family Bubble
- Threat of Modernity

Particularly effective in building support for policies in these areas:

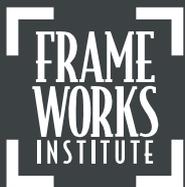


- Children's Mental Health
- Community Context and Quality
- ECEC System Reform
- Efficacy
- Poverty

Concepts and ideas included in this frame element:

- Child development is an issue for Australia as a nation, as it affects our country's future prosperity – both social and economic.
- Devoting resources to young children and the programs that support them will help ensure that we are a thriving and prosperous country in the future.
- We all benefit when we invest in improving programs and services that help all children to be healthy, to get a good education, and to contribute to our collective prosperity.

(Continued on reverse)



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- When we make an investment in children's development, we reap dividends in multiple parts of our society: in workforce participation, in community engagement, and in prevention of health burdens, for example.
- Quality child development centres and other investments in young children's development are savvy uses of our resources, because early childhood is a sensitive period, and what happens during this period has a significant lifelong impact. Investing in the earliest years of life pays off by preventing problems later on and increasing the potential of people to contribute as productive adults.

When applying this frame element, keep these user notes in mind:

For the value to be effective, both sides of the equation must be collectivized – that is, the investments must be in Australia's children (rather than specific children), and the benefits must be to all Australians.