

# Quality early learning you can make a big difference



**The first five years of every child's life can unleash a lifetime of potential.**

We recognise the importance of quality early learning with trained professionals and parents. It is not babysitting. However, many in our community do not understand, or value the importance of early learning for children under five years, including many state and federal politicians.

We invite you to join a new national campaign called **Early Learning: Everyone Benefits** with thousands of other early childhood professionals and parents.

Show your local community as well as federal and state/territory politicians that early childhood educators and staff are united in achieving better outcomes for Australian children.

How do we do this? The first step is to communicate the benefits of early learning in new ways.

Visit our website to discover surprising facts and learn more about the benefits of early learning, along with how to engage families and other stakeholders.

Early Learning  
**EVERYONE  
BENEFITS**



[www.everyonebenefits.org.au](http://www.everyonebenefits.org.au)



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# Early Learning **EVERYONE BENEFITS**

Early learning means the vital stages of children's development from birth to age five, including brain development, motor skills, communication, social and emotional wellbeing—all of the skills needed for lifelong learning. Early learning occurs in formal settings (early childhood education and care) but also at home and in relationships with family members, caregivers and educators. Our campaign recognises that the main vehicle for children's learning is play.

## The campaign is supported by:

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## For more information contact:

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