



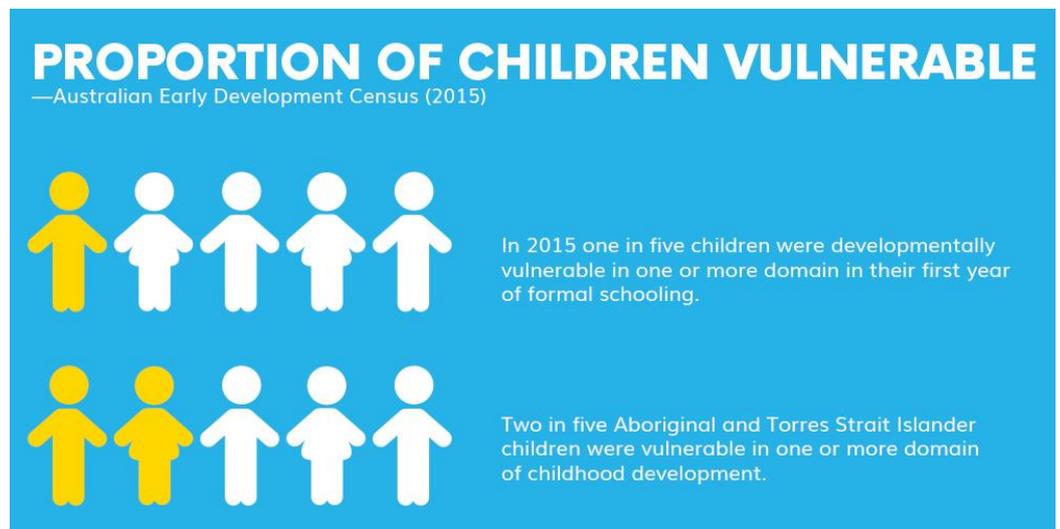
# Early Learning **EVERYONE BENEFITS**

The 'Early Learning: Everyone Benefits' campaign aims to increase public awareness and understanding of the benefits of investing in early learning for Australia's future prosperity and to secure political commitment to increase access to early learning.

## Why do we need a campaign to show that Everyone Benefits from Early Learning?

One in five Australian children start school vulnerable in their social, emotional or cognitive development, according to the Australian Early Development Census. We know that children who start behind their peers often fail to catch up.

Yet we know that children who attend early childhood education for at least a year before starting school are half as likely to have developmental vulnerabilities when they start school as children who have not accessed early learning.



Studies show that children who attend a high quality early childhood program in the year before school are up to 40 percent ahead of their peers by the time they reach year three in primary school.

The first five years matter for children's development and can unleash a lifetime of potential.

All children benefit from early learning, and vulnerable children benefit the most. It improves educational outcomes, prevents learning difficulties, improves socialisation and address emotional and behavioural problems. This provides children with a foundation that sets them up for life.

### How Everyone Benefits

It's cost effective - studies show that the great greatest return on investment in education is made from investing in early learning.

Children who get a good start to their schooling can develop the expertise and skills to become productive members of the workforce and contribute to society.

Improved outcomes for children flow on to huge economic and social benefits for all of us — estimated to contribute up to \$10 billion to our economy by 2050, according to a report by PwC.

Investing in early learning to help all children get a great start, improve their education, and to contribute to society will increase our future prosperity.

Our future depends on how we invest in our children today.

Join our campaign and support quality early learning for a quality future for Australia

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



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