# Marketing Project Officer: Writing Task

Please draft a **media release** and **accompanying email pitch** to journalists for Community Child Care Association in response to [this announcement about the new ‘Kinder Tick’](https://www.premier.vic.gov.au/helping-parents-choose-best-kinder).

**Community Child Care Association’s position:**

* This helpful new initiative will make it easier for families to identify approved and funded kindergarten programs
* It will also help to dispel the myth that children need to move from an early learning centre into a traditional kindergarten to gain access to a quality kindergarten program
* The Victorian Government has recognised that quality early education matters for children, and it is leading the country in providing funding for free kindergarten

**Quotes attributable to Community Child Care Association Executive Director Julie Price:**

* “Many families don’t realise that early learning centres have the same strict government requirements as traditional kinder when it comes to staff qualifications, space, facilities and equipment.”
* “The Kinder Tick will cut through the myth that you need to move your child from a quality early learning centre into a traditional kinder to gain access to a funded kinder program.”
* “Kindergarten in an early learning centre is convenient for working families who need care for more hours each week. It’s also a great option for families that have more than one child in care, as siblings can attend the same centre.”
* “Quality is always top of mind for families. Whether families are looking to enrol their child in a funded kinder program in an early learning centre or a traditional kindergarten, research shows that more not-for-profit early learning services are high quality and fewer are poorer quality compared to services run for profit[[1]](#footnote-1). If families are unsure, they can check a service’s overall quality rating on the StartingBlocks website.”
* “Accessible, quality kindergarten for all will set our youngest learners up for success later down the track. Research shows that quality early childhood education makes a significant contribution to achieving educational excellence in schools[[2]](#footnote-2).”

1. 41% of not-for-profit services Exceed the National Quality Standard for education and care services, whereas only 18% of for-profit services do. Only 14% of services operated by not-for-profit providers are rated as Working Towards (i.e., not yet meeting) the Standard compared to a massive 24% of services operated for profit. [↑](#footnote-ref-1)
2. [Lifting Our Game: Report of the Review to Achieve Educational Excellence in Australian Schools through Early Childhood Interventions](https://education.nsw.gov.au/content/dam/main-education/early-childhood-education/whats-happening-in-the-early-childhood-education-sector/media/documents/Lifting-Our-Game-Final-Report.pdf) [↑](#footnote-ref-2)