

Free KiNDY



Amplification Pack

Free **KiNDY** for Queensland families

The early years are critical to a child's future and we want every Queensland family to know kindy is free from 1 January 2024.

Kindy is for 15 hours per week, 40 weeks per year, at a government-approved educational program and it is FREE. It is for children who are aged at least 4 years of age by 30 June in the year before they start Prep.

Historic investment for early learning in Queensland

This \$2 billion investment over the next four years means kindy is now accessible and affordable for every family. From 2024, 64,000 Queensland families will have access to free kindy for their child.

Free kindy from 2024 means every eligible child will have access to high-quality early education, setting them up for a strong and successful future.

A state-wide advertising campaign promotes free kindy for all Queensland families and encourages families to go online to find their nearest free kindy provider.

Supporting our workforce

A key to quality early childhood programs and kindergarten, is having a qualified, resilient and capable workforce.

The Queensland Government is investing \$120 million over the next four years, this includes a co-designed **Queensland Early Childhood Workforce Strategy**. This strategy aims to help attract and retain educators, by providing opportunities to upgrade their qualifications, build leadership skills, improve professional recognition, and build educator capability.

Free kindy is



for
4-year-olds

who are 4 years of age
by 30 June in the year
before they start Prep



attending an
approved kindy

a government-
approved educational
program offering free
kindy in sessional or
long day care



with a qualified
kindy teacher

a kindergarten
program is delivered
by a qualified early
childhood teacher



for 15 hours per week,
40 weeks per year

kindy is 15 hours per week,
40 weeks per year and is FREE

Share the message

To start the conversation with families about free kindy, we have a range of resources to help you spread the word and excitement about the Queensland Government's new initiative. You will find downloadable posters, social media tiles, newsletter and web content, activities sheets and much more.

We encourage you to share and display these materials with your families and community.

Kindy is 15 hours per week, 40 weeks per year and is FREE. It is available at both sessional kindergartens and long day care services. Kindy is the year before Prep.

Be sure to visit www.qld.gov.au/FreeKindy to search for your nearest free kindy program provider and learn more about the benefits of kindy.

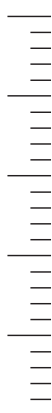


Free kindy finder

A new tool has been developed to help families locate their nearest free kindy service. The free kindy finder is on the campaign landing page, allowing families to learn about free kindy and then easily navigate to their local free kindy to enrol.

www.qld.gov.au/FreeKindy

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Queensland Government funding



Australian Government Child Care Subsidy (if eligible)

Kindy is 15 hours per week, 40 weeks per year and is FREE.
Kindy is the year before Prep.

15 hours of free kindy

Free kindy is available for 15 hours per week, 40 weeks per year and is free. Kindergarten is delivered in different ways at different services. For some services, 15 hours of free kindy might be delivered over two or three days, with additional care paid for separately. If a child attends kindy in a long day care setting, additional care may be covered in part by the Australian Government Child Care Subsidy.



Queensland Government

Free Queensland Government-approved kindergarten program identifier - ‘kindy tick’

The Free Kindergarten Approved Program provider will display the new kindy tick. Families are encouraged to look for the kindy tick to access the Queensland Government-approved kindy.

Key Messages

Messages for families

- The countdown is on to free kindy for all Queensland children from 1 January 2024.
- Kindy is free for every eligible-aged child in Queensland, from January 2024.
- Kindy is 15 hours per week, 40 weeks per year and is FREE.
- Kindy is free at both sessional kindergartens or long day care services.
- Free kindy helps reduce the cost of living for all Queensland families.
- Kindy is a part-time educational program for children in the year before they start Prep.
- Kindy is inclusive and for all Queensland families.
- Participation in kindy offers lifelong benefits, and leads to positive long-term outcomes for children.
- Keep an eye out for the kindy tick to show that a kindy is a Queensland Government-approved kindergarten program and is offering free kindy.
- Find your local kindy by searching online with the free kindy finder. www.qld.gov.au/FreeKindy
- Talk to your local free kindy provider about enrolling in free kindy for 2024.
- Eligible families attending long day care services may also be able to access cheaper childcare through the Australian Government's Child Care Subsidy.
- A state-wide advertising campaign will promote free kindy to all Queensland families to encourage families to go online to find their local kindy.
- Families can find their local kindy by using the free kindy finder to search online and enrol directly at their local kindy. www.qld.gov.au/FreeKindy

Free Kindy advertising campaign

In breaking news, the Free Kindy advertising campaign is now live across television, cinema, social media, radio and digital platforms. Watch the Free Kindy advertisement and share with services and families on social media and digital newsletters.



Watch the ad

View and share

Free Kindy Queensland ad (30 sec)

Free Kindy Queensland ad (15 sec)

Free Kindy Queensland ad (10 sec)

Free Kindy Queensland ad (6 sec)

Free **KiNDY** resources

Posters, postcards and kindy fact sheet

To inform families that kindy is now free from 2024.



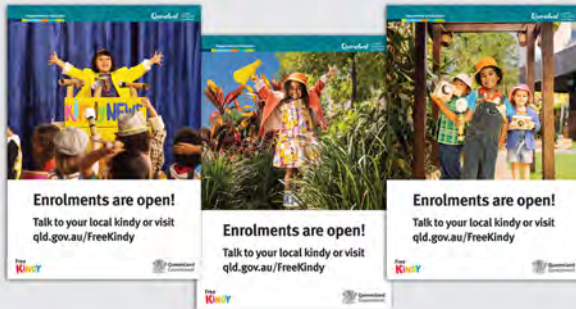
Social media tiles

Use these tiles on social media to talk about free kindy.



Enrol now posters

To encourage families to enrol now in free kindy from 2024.



Magnets and activities

To share with families.



[Download all resources](#)

Translated materials are also available.

Suggested content for services

Newsletter and website content

Free kindy from 2024

The Queensland Government is introducing free kindergarten starting in 2024.

Kindy will be free for eligible-aged children who attend a government-approved program, offering free kindy from 1 January 2024. Kindy is 15 hours per week, 40 weeks per year, delivered by a qualified early childhood teacher.

The introduction of free kindy in Queensland is a significant step and recognises the importance of early childhood education and its positive impact on a child's overall development.

By removing the financial barrier, every child will have the opportunity to attend kindy and benefit from the enriching experiences kindy offers.

The introduction of free kindy means that you will have access to high-quality early education for your child without the burden of extra cost.

This opportunity allows you to invest in your child's future and provide them with the best possible start in their educational journey.

We understand that choosing the right kindergarten provider for your child is an important decision. With the introduction of free kindy, we encourage you to visit services, ask questions, and discuss your child's specific needs and interests.

Free kindy in Queensland is a significant milestone that will positively impact families and children. We encourage all parents to take advantage of this opportunity and provide your child with a strong foundation for future success.

Families can use the online free kindy finder to find a free government-approved kindy program in their local area. For more information visit www.qld.gov.au/FreeKindy.

Stay tuned for more updates and information as we approach 2024, a year that will bring newfound educational possibilities for our little ones.

Social media post

Free kindy from 2024! Kindy is 15 hours per week, 40 weeks per year and is FREE. Kindy is available for eligible-aged children who attend a Queensland Government-approved program offering free kindy from 1 January 2024.

Link: www.qld.gov.au/FreeKindy

Downloadable graphics for
Facebook, Instagram and Twitter.



Community Service Announcement / Radio

Spoken script:

From 2024, the Queensland Government is making kindy FREE!
Kindy is the year before Prep. It's fun, you make new friends and you learn new things.
There's heaps of government-approved kindies.
You can check eligibility requirements and find your nearest kindy online.
Just ask a grown up to search for "free kindy Queensland" and enrol today