



Making big moves smaller

Amplification Kit



Queensland
Government

Together, let's make the big moves smaller.

The transition from home to early education and care, through kindergarten and on to Prep can be a big move for families.

Creating positive experiences during these periods of transition lays the foundation for a child's learning, wellbeing and development.

The Early Childhood *Making big moves smaller 2024–25* campaign will be live across social media, YouTube and Spotify from December 2024 to February 2025 statewide.

The campaign encourages families to visit www.qld.gov.au/BigMoves-EarlyYears for resources and activities to support their child make the big move smaller along their early learning journey.

This authentic, heart-warming and impactful campaign offers an array of video advertisements, social media posts and supporting communications that continue to resonate with families.

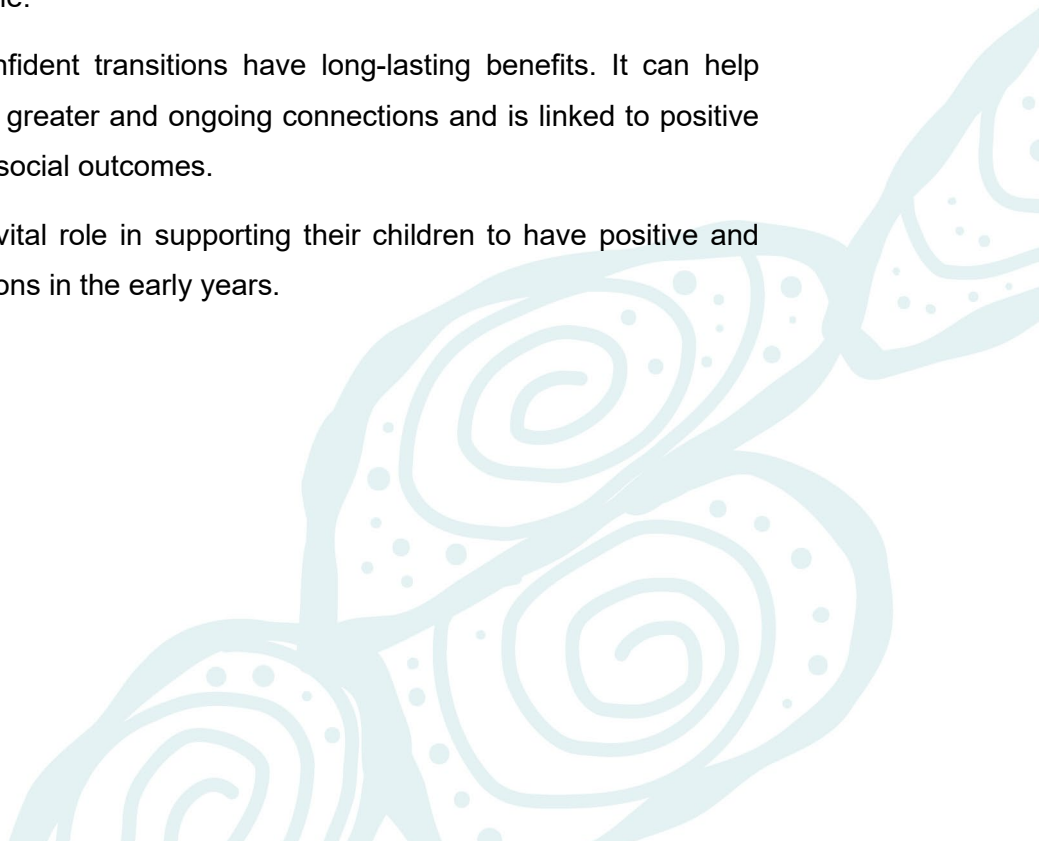
As a valued stakeholder, we encourage you to share these materials with your networks to support families across Queensland as they continue their child's learning journey in 2025.

If you have any questions about this pack, please contact ECEC.CommunityEngagement@qed.qld.gov.au.



Supporting messages

- Positive and confident transitions in the early years supports the learning and development of all Queensland children.
- Early years transitions include from home to early education and care, attending kindergarten; and to starting school.
- Quality transition practices should be responsive to children and families, and consider other contexts that may influence the child's transition.
- Effective transitions involve genuine partnerships between schools, early childhood services, families and the community.
- Children from birth to five years' experience a range of different transitions.
- Each transition provides opportunities and challenges for children as new places and settings provide different ways of operating.
- Transition involves a continuum of early learning experiences that prepare children and their families for future learning success.
- Transition is about change, relationships and adaptation to new contexts.
- Transition is a holistic process that takes place over time, rather than as a single point in time.
- Positive and confident transitions have long-lasting benefits. It can help children to enjoy greater and ongoing connections and is linked to positive educational and social outcomes.
- Families play a vital role in supporting their children to have positive and confident transitions in the early years.



Newsletter items

Making the big move to Prep smaller in 2025

Starting school is an important milestone in a child's life. Creating a positive experience and confident transition for children as they move from kindy to Prep, sets the foundation for their learning, wellbeing and development.

To help prepare your child for the move, there are some fun and helpful activities and games available on the early childhood website. To find out more visit www.qld.gov.au/BigMoves-EarlyYears.

Together, let's make the big move to Prep smaller and help your child start strong.

Image: If your organisation has a suitable promotional image to place with this news article, please use it, otherwise post the YouTube video link <https://youtu.be/j1Jg428Psc0>.

Making the big move to kindy in 2025

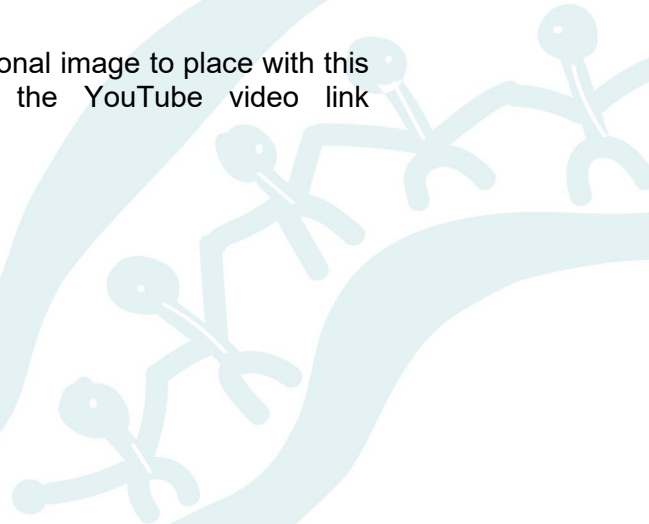
Starting kindy is an important milestone in a child's life. It can however be a big move for both the child and their family. Working together we can create positive experiences and successful transitions for your child as they start kindy, setting the foundation for their learning, wellbeing and development.

To help prepare your child for the move, there are some fun and helpful activities and games available on the early childhood website. Visit www.qld.gov.au/BigMoves-EarlyYears.

Did you know that kindy is free for all Queensland families? To learn more about the benefits of kindy visit qld.gov.au/FreeKindy. Families are encouraged to use the Free kindy finder to locate a government-approved kindergarten program provider in their area.

Together, let's make the big move to kindy smaller and help your child start strong.

Image: If your organisation has a suitable promotional image to place with this news article, please use it, otherwise post the YouTube video link <https://youtu.be/5AUXRk2O5oI>.



Social media – videos

Please help us to share the message. We all have a role to play in supporting children to positively transition from home to early years settings, kindy and school.

How to use our content on your channels:

1. Copy the text, including the link to the video
2. Paste the text into your channel (a YouTube generated tile image should display).
3. Post it.

Making big moves smaller

Making the move to somewhere new takes time. Whether starting kindy or moving to Prep, we want to support you and your child with a positive transition. Together, let's make the big moves smaller.

Call to action: Visit www.qld.gov.au/BigMoves-EarlyYears

Video for sharing: [30 second video](#)

Making big moves to kindy smaller

Is your child starting kindy this year? While the move can be a big one for both you and your child, we are ready to welcome you. Together, let's make the big moves smaller.

Call to action: Visit www.qld.gov.au/BigMoves-EarlyYears

Video for sharing: [15 second video](#)

Making big moves to Prep smaller

Starting school is an important milestone in a child's life, but the move can be a big one! Here are some activities to help them start strong as they begin Prep this year. Together, let's make big moves smaller.

Call to action: Visit www.qld.gov.au/BigMoves-EarlyYears

Video for sharing: [15 second video](#)

Social media – Static posts

Social media tiles



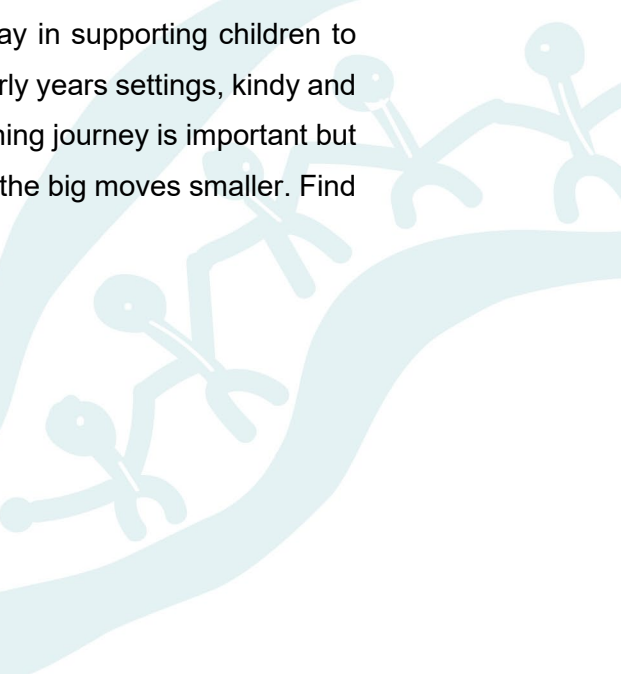
Fact Sheets



Download Making big moves smaller resources

Making big moves smaller

Services, schools and families all have a role to play in supporting children to positively and confidently transition from home to early years settings, kindy and school. Starting the next chapter of your child's learning journey is important but can also be an uncertain time. Together, let's make the big moves smaller. Find out how www.qld.gov.au/BigMoves-EarlyYears.



Making the big move tips for families

Post 1 - Talk with your child

Talking with your child about their first few days at kindy or Prep is an easy way to support them.

Talk about:

- their first day
- how to make friends
- your happy memories of kindy and Prep.

Find out more: www.qld.gov.au/BigMoves-EarlyYears



Post 2 – Read with your child

Reading with your child is special. You are bonding together and supporting their growth.

Sharing books with your child:

- builds their reading and language skills
- encourages a love of reading
- grows their understanding of the world.

Find out more: www.qld.gov.au/BigMoves-EarlyYears



Post 3 – Build independence

At kindy and Prep, your child will look after their belongings and follow daily routines. Independence supports your child to join in at kindy and Prep.

Support your child's independence by:

- setting morning and evening routines
- helping them choose a lunchbox they can open and close
- practising putting on their socks and shoes.

Find out more: www.qld.gov.au/BigMoves-EarlyYears



Post 4 – Celebrate starting kindy or Prep

Starting kindy or Prep is a time to celebrate. Your child will feel important and their confidence will grow.

Celebrate starting kindy or Prep by:

- counting down to the first day of kindy or Prep
- taking photos of your child's first day
- have a family celebration

Find out more: www.qld.gov.au/BigMoves-EarlyYears



Post 5 – Your community

Starting kindy or Prep is a chance for you to make new friends with other families and support each other.

You can meet other families by:

- spending time in your child's learning environment
- attending events at kindy or Prep
- helping out at the Prep tuckshop or uniform shop.

Find out more: www.qld.gov.au/BigMoves-EarlyYears



Post 6 – Your child’s wellbeing

Your child’s excitement about starting kindy or Prep may be mixed with sadness about leaving home, and wonder what it will be like.

Support your child’s well-being by:

- Talking about how they are feeling and why this might be
- Reaching them how and who to ask for help
- Making time to rest before kindy or Prep starts and over the first few weeks.

Find out more: www.qld.gov.au/BigMoves-EarlyYears



Making big moves to kindy smaller

Starting kindy in 2025? Help make their big move smaller with some fun activities. Find out how www.qld.gov.au/transitiontokindy

Wonderful me!

Help build your child’s excitement for the big move to kindy. Download the Wonderful me! poster and have fun as a family. You might like to share with your child’s new teacher too!

Link: <https://earlychildhood.qld.gov.au/earlyYears/Documents/wonderful-me-poster.pdf>



Making big moves to Prep smaller

A positive transition to school is more than a great first day. It's about your child feeling welcome, safe and confident in their new school environment. Find out how you can support the journey

www.earlychildhood.qld.gov.au/early-years/transitions/moving-to-school/starting-school-resources or this link www.qld.gov.au/startingschool

Starting school in 2025?

Is your child starting Prep in 2025 and looking for something to do during the holidays? Check out some fun activities to help support this next big move.

Find out more at: www.qld.gov.au/transitiontoschool

