

Free KiNDY



Amplification Pack

Free KiNDY for Queensland families

Welcome to free kindy - the biggest reform in the early childhood education and care sector in over 10 years. The early years are critical to a child's future and we want every Queensland family to know kindy is now free.

Kindy is a government-approved educational program for 15 hours per week, 40 weeks per year. Kindy is for children aged at least 4 years of age by 30 June in the year before they attend Prep and delivered by a qualified early childhood teacher.

Historic investment for early learning in Queensland

The \$2 billion investment over four years means kindy is now accessible and affordable for every family.

In 2024, 64,000 Queensland families have access to free quality kindergarten programs in both sessional and long day care services.

Free kindy means every eligible child will have access to high-quality early education, setting them up for a strong and successful future. Providing free, inclusive, and accessible quality kindergarten sets children up for a strong start in life.

A state-wide advertising campaign promotes free kindy for all Queensland families and encourages families to use the online *free kindy finder* to locate 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 four years to support the workforce, this includes the **Queensland Early Childhood Workforce Strategy**, a 4-year strategy to deliver a sustainable, qualified early childhood workforce who are recognised for their contribution to quality outcomes for children. 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

Children aged at least 4 years of age by 30 June in the year before they attend 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. 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.



A banner with a teal background. On the left, the text 'Free Kindy finder' is written in a large, colorful, outlined font. Below it, the text 'Find your local kindy' is written in white. A white magnifying glass is positioned over a map of Brisbane, with a white arrow pointing from the text 'Find your local kindy' towards the map. To the right of the map is a smartphone displaying a 'Free Kindy' announcement. The phone screen shows the Queensland Government logo, the text 'Introducing free kindy!', and a photo of a child in a yellow costume. Below the photo, it says 'From January 2024, kindy is free for all Queensland kids.' and 'We want every child to get the best possible start to their education, that's why the Queensland Government is making kindy free.'

Free kindy finder

A new tool has been developed to help families locate their nearest free kindy service. Families can use the *free kindy finder* online tool to find their nearest free kindy program provider. 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

Key Messages

Messages for families

- Kindy is free for Queensland families.
- Kindy is for children aged at least 4 years of age by 30 June in the year before they start Prep.
- 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 program provider about enrolling in kindy.
- 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 is promoting free kindy to all Queensland families to encourage families to go online to find their local kindy.
www.qld.gov.au/FreeKindy

Free Kindy advertising campaign

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)

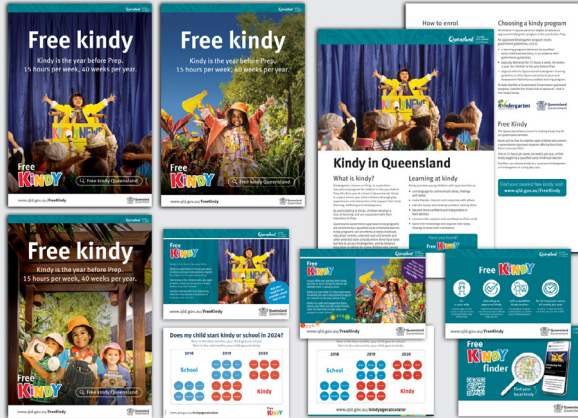
Free Kindy Queensland ad (10 sec)

Free Kindy Queensland ad (6 sec)

Free KINDY resources

Posters, postcards and kindy fact sheet

To inform families about kindy.



Social media tiles

Use these tiles on social media to talk about kindy.



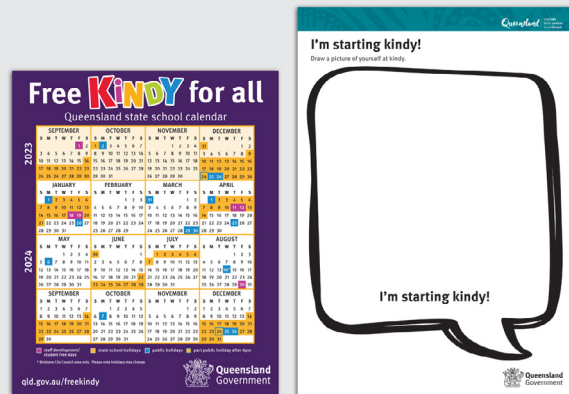
Enrol now posters

To encourage families to enrol now in kindy.



Magnets and activities

To share with families.



[Download all resources](#)

Translated materials are also available.

Suggested content for services and community organisations

Newsletter and website content

Free kindy for Queensland families

The Queensland Government has introduced free kindergarten (kindy) for Queensland families.

This is a significant step and recognises the importance of early childhood education and its positive impact on a child's overall development.

Kindy is for children aged at least 4 years by 30 June in the year before Prep. Kindy is a government-approved kindergarten program delivered 15 hours per week, 40 weeks per year by a qualified early childhood teacher.

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.

Now, every child will have the opportunity to attend kindy and benefit from the enriching experiences it offers, building a strong foundation for lifelong learning.

We encourage all parents to take advantage of this opportunity and provide your child with a strong foundation for future success.

Choosing the right kindergarten provider is an important decision for families. Families can use the [kindy finder tool](#) to locate their nearest free kindy provider.

Visit our [free kindy page](#) for more information.

Social media post for services

Our service is offering free kindy! Kindy is 15 hours per week, 40 weeks per year and is free. Kindy is for children four years of age by 30 June the year before they start Prep. Contact us today [insert service contact/website] for more information or visit www.qld.gov.au/FreeKindy

Downloadable graphics for Facebook and Instagram.

**Free
KiNDY**



-  attending an approved kindy
-  with a qualified kindy teacher
-  for 15 hours per week, 40 weeks per year

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

Visit www.qld.gov.au/FreeKindy

 **Queensland Government**