

FREE KINDY

Promotional Pack



15 hours per week, 40 weeks per year

Every child deserves access to quality early education to help set them up for a strong start in life.

That's why it has been fantastic to see so many Queensland families benefit from our Free Kindy initiative, and we know thousands more will continue to do so in the years ahead.

With kindy enrolments for 2026 underway, we understand the important role you play in helping Queensland families feel informed and supported when making the decision to enrol their child in kindy.

To support you to start the conversation with families about the benefits of accessing free and inclusive kindy in Queensland, we have developed a range of handy resources for your use.

These resources provide you with all the information you need to help Queensland families make the right choice for their child. Feel free to display these resources around your centre or share with your community, online and on your social media channels.

With your support, you can help us spread awareness of Free Kindy in Queensland where children can **explore, play and learn!**

Key messages

- The new Queensland Government is delivering Free Kindy.
- Giving kids the chance to explore, play and learn.
- Search Free Kindy to find a program near you.

Supporting messages

- Every child deserves access to high-quality, early education to help set them up for a strong start in life.
- Free Kindy is provided for 15 hours per week, 40 weeks per year for eligible families.
- Kindy is a part-time educational program for children who are at least 4 years of age by 30 June in the year before they start school.
- Free Kindy is offered at both sessional kindergartens and long day care services.
- Free Kindy is delivered in different ways at different services. For some services, 15 hours of Free Kindy may be delivered over two or three days, with additional care to be paid for separately. For long day care services, additional care may be covered in part by the Australian Government Child Care Subsidy.
- Kindy is inclusive and for all Queensland families.
- Participation in kindy offers lifelong benefits and leads to positive long-term outcomes for children.
- A Queensland Government-approved Free Kindy program will display the Free Kindy tick.
- Talk to your local Free Kindy program provider about enrolling in kindy and find out what kindy program suits your circumstances best.

Call to action

- To learn more about Free Kindy or to use the handy online Free Kindy finder, visit www.qld.gov.au/FreeKindy

Facts about Free Kindy



Educational program
for 4-year-olds



15 hours per week,
40 weeks per year
and is free



With a qualified early
childhood teacher



At approved Free Kindy
program providers

Social media hashtags and account handles

Tag us in your Free Kindy content

 Facebook: www.facebook.com/ECECQLD

 LinkedIn: www.linkedin.com/company/ececqld/

Hashtags: #FreeKindy #ExplorePlayLearn #OperationFreeKindy



Free Kindy identifier

The Free Kindy identifier has been updated. We encourage you to phase out the previous coloured Free Kindy, Kindy or Kindy for all identifiers in your promotional materials, website or social media pages.

Please refer to the new [Free Kindy style guide](#) on usage and application.

Promotional content

Newsletter

Free Kindy in Queensland – giving kids the chance to explore, play and learn

As early childhood educators, we believe every child deserves access to quality early education to help set them up for a strong start in life.

That's why it's been fantastic to see so many local families benefit from enrolling in our Free Kindy program, where kids are given the chance to explore, play and learn.

Free Kindy in Queensland provides eligible children with 15 hours per week of Free Kindy for up to 40 weeks in a government-approved kindy program. It's a place where your child will learn through play-based experiences and interactions that support their early learning, wellbeing and development before they start school.

Kindy 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.

To be eligible for Free Kindy, your child must be at least 4 years old by 30 June in the year before they start school. Check the [kindy age calculator](#) to find out if your child is ready for kindy in 2026.

Next steps

With kindy enrolments open for 2026, now is the time to start considering how Free Kindy from a government-approved service provider can benefit your child and set them up for a lifetime of learning opportunities.

To find out more about participating in a kindy program led by a qualified childhood teacher, visit www.qld.gov.au/FreeKindy. You can also jump on the handy online Free Kindy finder to locate the nearest Queensland Government-approved program provider to you.

We know that choosing the right kindy for your child is a big decision as they start their early education journey. We are here to help support you and your child as you take this next step so feel free to reach out to one of our friendly staff members to discuss your child's specific needs and interests.

Free Kindy – giving kids the chance to explore, play, learn.

Did you know you can access 15 hours of Free Kindy per week over the course of 2026?

With kindy enrolments now open for 2026, visit www.qld.gov.au/FreeKindy to find out all you need to know when making the decision to enrol your child in Free Kindy, plus find your nearest Queensland Government-approved program provider.

Free Kindy – giving kids the chance to explore, play, learn.

Free Kindy factsheet



**15 hours per week
40 weeks per year**

Giving kids the chance to explore, play and learn

What is Free Kindy?
Free Kindy gives eligible children 15 hours of free kindy per week for up to 40 weeks in a program approved by the Queensland Government.

Why Free Kindy?
Free Kindy gives kids the chance to explore, play, and learn while laying the foundations for a lifetime of learning.

Enrolling in Free Kindy
Use our Free Kindy Finder to find a program near you.

Choosing Free Kindy
All children in Queensland are eligible to attend an approved kindergarten program in the year before they start school.

Enrolling in Free Kindy
Use our Free Kindy Finder to find a program near you.

Free Kindy Finder

Child born	When child can attend free
1 July 2021 to 30 June 2022	2024
1 July 2020 to 30 June 2021	2023
1 July 2019 to 30 June 2020	2022
1 July 2018 to 30 June 2019	2021
1 July 2017 to 30 June 2018	2020


Facts about Free Kindy

- Educational program for 4-year-olds**
- With a qualified early childhood teacher**
- 15 hours per week, 40 weeks per year and is free**
- At approved free Kindy program providers**

Find out more

For more information on Free Kindy or to use the Free Kindy Finder, visit www.qld.gov.au/freekindy

Free Kindy postcard



Does my child start kindy or school in 2026?
Born in blue, school is for you. Born in red, it's kindy instead.

2020	2021	2022
School	School	School
Kindy	Kindy	Kindy

www.qld.gov.au/kindyagcalculator

Posters

These posters can be used to display around your centre such as on noticeboards for families and meeting rooms and break rooms for staff.



Social media graphics



Supporting graphics

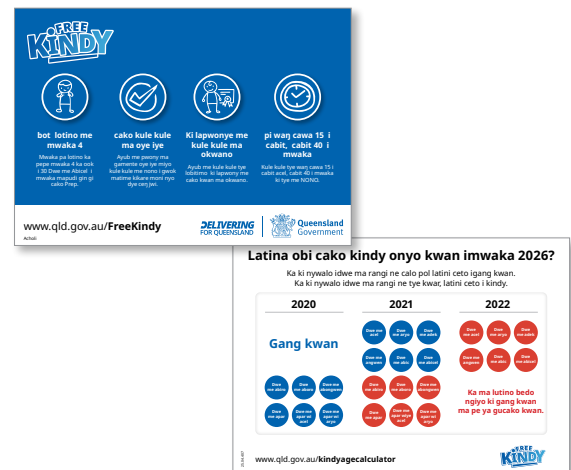
Signature block



600 x 300 web graphic



Translated resources



Latina obi cako kindy onyo kwan imwaka 2026?
Ka ki nywalo idwe ma rangi ne calo pol latini ceto igang kwan. Ka ki nywalo idwe ma rangi ne nye kwac, latini ceto i kindy.

2020	2021	2022
Gang kwan	Gang kwan	Gang kwan
Kindy	Kindy	Kindy

www.qld.gov.au/kindyagcalculator



Download all resources

**DELIVERING
FOR QUEENSLAND**



**Queensland
Government**

Social media posts

Purpose: Promote your Free Kindy program

Did you know we offer Free Kindy here at **[insert service name]**? Your child might be eligible to receive 15 hours per week, 40 weeks per year of Free Kindy with a qualified early childhood teacher. See the [kindy age calculator](https://earlychildhood.qld.gov.au/kindy/age-requirements-and-enrolment) to see if your child is eligible (<https://earlychildhood.qld.gov.au/kindy/age-requirements-and-enrolment>).

#FreeKindy #OperationFreeKindy #ExplorePlayLearn



Purpose: Registrations and enrolments push for your kindy program

Our service still has vacancies for Free Kindy enrolments in 2026! Visit **[insert services website or link to kindy enrolment info]** to find out more or give us a call on **[insert number]** between the hours of **[AV – BC]** Monday to Friday to chat with one of our friendly and qualified staff.

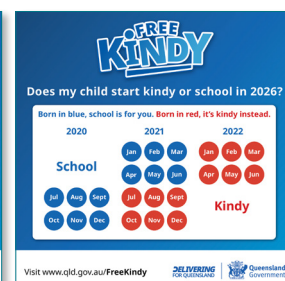
#FreeKindy #OperationFreeKindy #ExplorePlayLearn



Purpose: Let families know about enrolments for 2026 and the kindy age calculator

There's still time to enrol your child in our Free Kindy program for 2026, where your child gets a chance to explore, play and learn. To be eligible for Free Kindy, your child must be at least 4 years of age by 30 June in the year before they start school. Check the **[kindy age calculator/kindy calendar below – service to select one to use]** to find out if your child is ready for kindy in 2026.

#FreeKindy #OperationFreeKindy #ExplorePlayLearn



Purpose: Explain the 15 hours program in long day care

Free Kindy in Queensland provides eligible children with 15 hours per week of Free Kindy for up to 40 weeks in a government-approved kindy program.

At our service, 15 hours of Free Kindy is delivered over **[insert no. of days]**, with additional care paid for separately. If your child attends kindy in a long day care setting, additional care may be covered in part by the **Australian Government Child Care Subsidy** (<https://www.servicesaustralia.gov.au/child-care-subsidy>). Find out all you need to know about Free Kindy **here** (<https://earlychildhood.qld.gov.au/freekindy#/search>).

#FreeKindy #OperationFreeKindy #ExplorePlayLearn



Purpose: Build excitement for the 2026 Free Kindy program via a family interview

[Parent/guardian name] and their little Queenslander are enjoying the benefits of Free Kindy.

They started here at **[service name]** this year and are excited to join more than 62,000 other children across the state to explore, play and learn!

There's still time to get your little Queenslander enrolled – check out our services at **[service]**.

#FreeKindy #OperationFreeKindy #ExplorePlayLearn

