



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 2023-24* campaign will be live across social media, YouTube and Spotify from January - February 2024 statewide.

A re-run of last year's campaign, *Making big moves smaller* 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.

As a valued stakeholder, we encourage you to share these materials with families and your networks to support families across Queensland as they continue their child's next learning journey in 2024.



Newsletter item

Making the big move to Prep smaller in 2024

Starting school is an important milestone in a child's life. Creating a positive experience and successful 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/49wclPJGawQ>.

Making the big move to kindy smaller in 2024

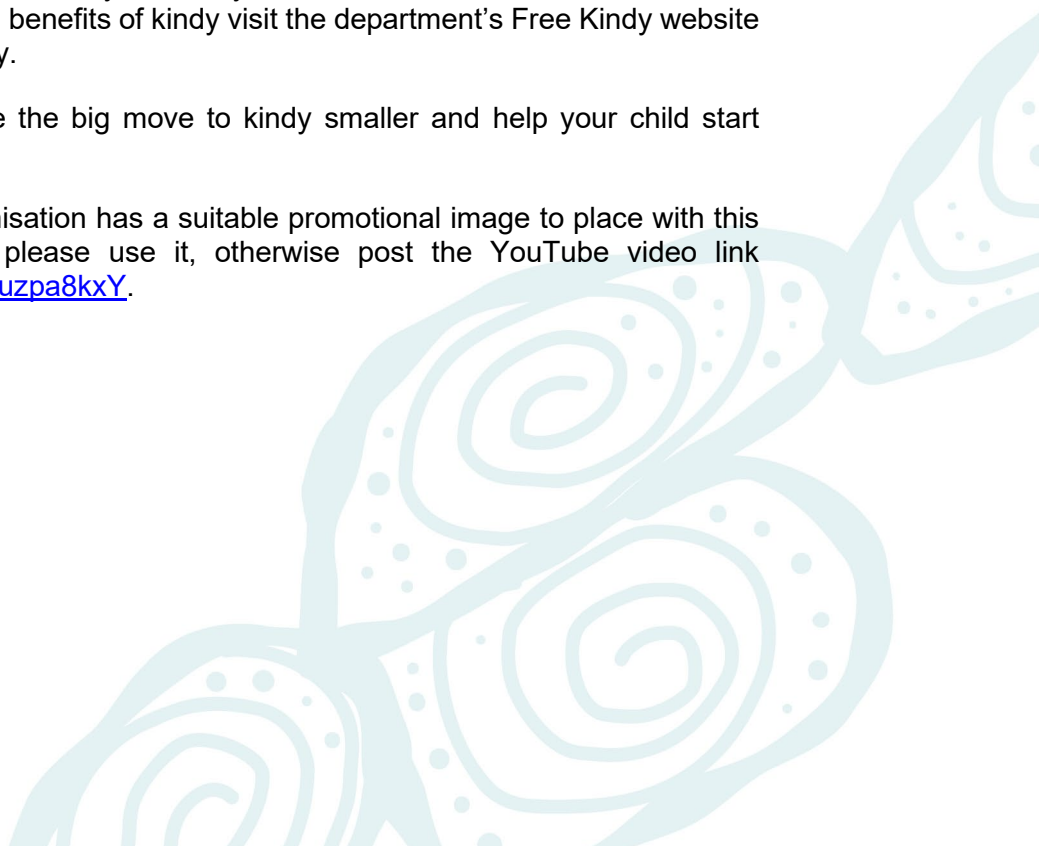
Starting kindy is an important milestone in a child's life. It can however be a big move for both the child and their family. Working together we can create positive experiences and successful transitions for your child as they start kindy, setting the foundation for their learning, wellbeing and development.

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 from this year, kindy is free for all Queensland families? To learn more about the benefits of kindy visit the department's Free Kindy website qld.gov.au/FreeKindy.

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/23muzpa8kxY>.



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

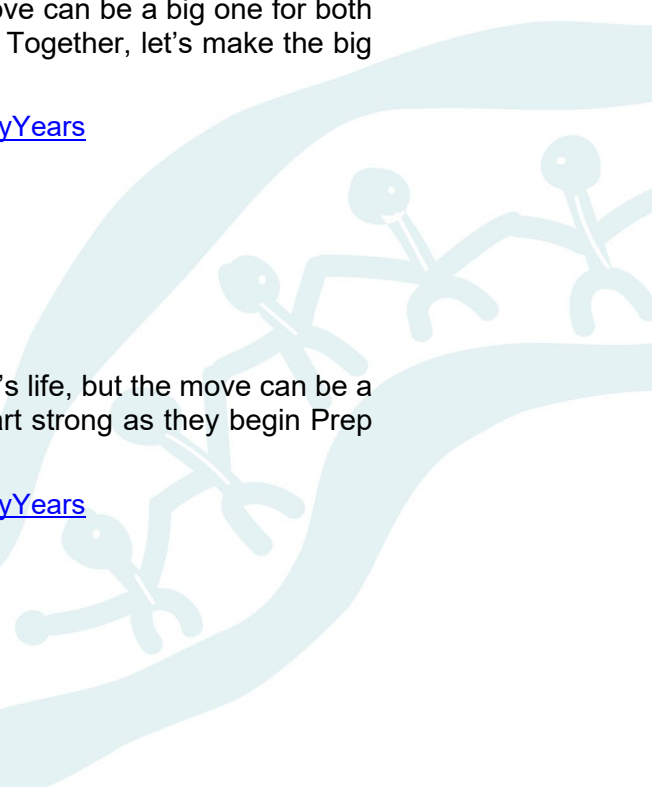
Video for sharing: [15 second video](#)

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



Making big moves smaller

Services, schools and families all have a role to play in supporting children to positively 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 big moves to kindy smaller

Starting kindy this year? Help make their big move smaller with some fun activities. Find out how <http://www.qld.gov.au/transitiontokindy>

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

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

Starting school in 2024?

Is your child starting Prep this year 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

Wonderful me!

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

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

