

SHAPE the FUTURE

Unlock a career in early childhood.



Amplification Pack

Career and guidance counsellors

Shape the future

The Department of Education is working with the early childhood education and care sector to raise awareness of early childhood careers, including programs and initiatives available to the early childhood workforce.

A social media campaign, *Shape the future*, is an initiative to promote early childhood careers as valuable, professional and rewarding. The suite of videos and supporting graphics illustrates the fun, yet serious and rewarding aspects of the profession.

This amplification pack includes content for newsletters, social media and a selection of supporting graphics, that you can share through your networks, digital, online and social media channels. We have also provided links to videos you can share.

The campaign's main call to action is to visit the *Shape the future* landing page: www.qld.gov.au/shapethefuture and unlock a career in early childhood.

Don't forget to follow *Early Childhood Education and Care – Queensland* on [Facebook](#) and [LinkedIn](#) and share the *Shape the future* campaign materials on your channels.

Together, we can continue to build a skilled and capable workforce to help all Queensland children have a start strong in life.

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



Key Messages

Messages to share with students to promote early childhood as a career

- Early childhood educators and teachers play an important role in the lives of children. By working together, we can unlock the potential of our early childhood workforce and provide a strong start for all children.
- Help shape the future of our youngest learners – unlock a career in early childhood.
- Learn, live and work anywhere in Queensland when you pursue a career in early childhood. Visit www.qld.gov.au/shapethefuture for more information.
- There has never been a better time to unlock a career in early childhood.
- The [Queensland Early Childhood Workforce Strategy](#) empowers, engages and supports early childhood educators to deliver quality early learning programs and services.
- We want you to inspire and guide young minds to grow, learn and discover.
- Unlock your career in early childhood today. Visit www.qld.gov.au/shapethefuture for more information.

Early childhood education and care is a dynamic sector, filled with professional opportunities and rewarding moments.



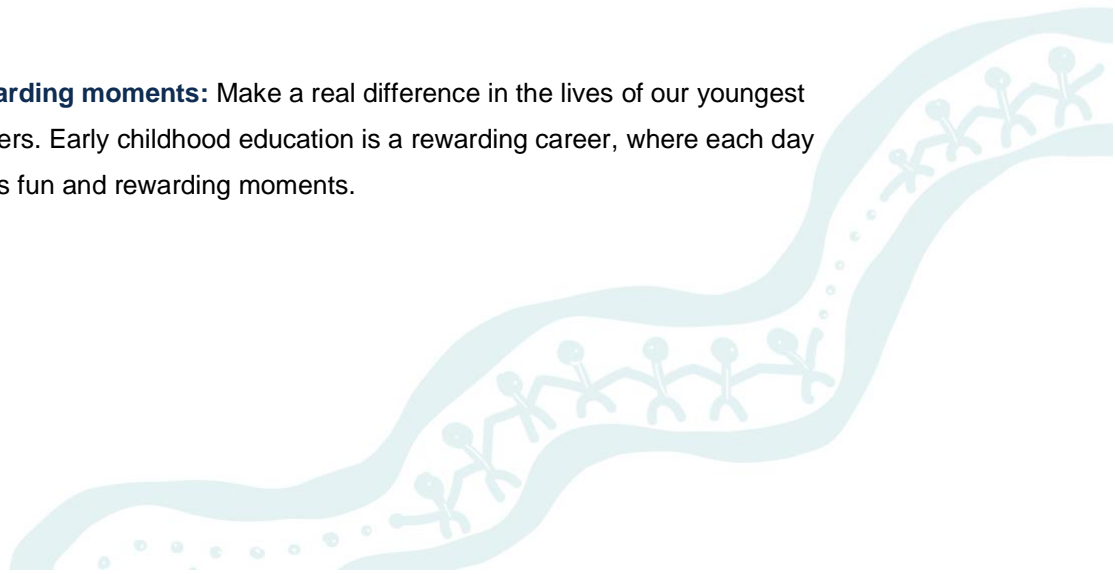
Dynamic sector: Join a work family like no other. We're more than 48,000 strong across more than 3,500 services, positively impacting the lives of more than 300,000 children.



Professional opportunities: We want to give our children a strong start in life and this begins with investing in our workforce. There are a range of professional opportunities on offer to support your career in early childhood.



Rewarding moments: Make a real difference in the lives of our youngest learners. Early childhood education is a rewarding career, where each day brings fun and rewarding moments.



Shape the future advertising campaign

Campaign advertisement – [60 second video](#)



Newsletter content to share

Career starters

Long version - general

Will you help shape the future of our youngest learners?

Looking for a highly rewarding career that makes a difference in the lives of our youngest learners?

An early childhood qualification can open up a number of opportunities - from kindergarten, long day care and outside school hours care to family day care and management positions across the state.

Visit qld.gov.au/shapethefuture to find out more about a career in early childhood education and care.

Images: If your school/organisation has a suitable promotional image to place with this news article please use it, otherwise just post the YouTube video links below.

Short version - general 1

Help shape the future - unlock a career in early childhood

Have you ever wondered what a career in early childhood looks like? Find out more about the rewarding role early childhood educators and teachers play in shaping the future of our youngest Queenslanders. Visit: www.qld.gov.au/shapethefuture.



Long version – Fee-Free TAFE

Unlock your career in early childhood with Fee-Free TAFE

School leavers can access fee-free TAFE courses in Early Childhood Education and Care. Free training means the full cost of the course fees are covered.

The offer covers a Certificate III on its own or as part of a traineeship, and a Diploma as part of an apprenticeship.

Where can I work?

Holders of a Certificate III can work as an assistant educator in long day care, kindergarten or as an assistant in a kindergarten, or coordinator in a family day care or outside school hours care service.

The Diploma of Early Childhood Education and Care provides employment as a lead educator in long day care, or as an assistant educator in a kindergarten, or coordinator in a family day care or outside school hours care service. Visit www.qld.gov.au/education/training/subsidies/feefree for more information.

Facebook post

Calling all school leavers who would love to work with children: Qualifications in Early Childhood Education and Care are fee-free at TAFE for students graduating in 2024. There has never been a better time to unlock your career with a Certificate III or Diploma. Find out more at www.qld.gov.au/education/training/subsidies/feefree.

Long version - The Early Childhood Practicum Placement Grant

New grant supports future early childhood teachers

Are you a student looking to unlock your career in early childhood?

The Early Childhood Practicum Placement Grant offers financial support of up to \$5,000 for those studying an early childhood undergraduate degree or postgraduate qualification who complete their final work placement in a service delivering an approved kindergarten program.

The Early Childhood Practicum Placement Grant is for eligible students, not currently working in the sector, who will complete their minimum consecutive 15-day practicum placement in an approved kindergarten program (long day care or sessional kindergarten).

Eligible early childhood undergraduate and postgraduate students can apply for the grant once they have completed their final practicum placement—either in semester 2, 2024, 2025, 2026 or 2027.

For more information, visit www.earlychildhood.qld.gov.au/sector-news-and-resources/news-for-educators-and-service-providers/prac-placement-grant.

Facebook post

Calling all school leavers interested in a career in early childhood. Find out how you could benefit from the new Early Childhood Practicum Placement Grant, with supports of up to \$5,000 for those studying an early childhood undergraduate degree or postgraduate qualification, who complete their final work placement in a service delivering an approved kindergarten program. Find out more at www.qld.gov.au/shapethefuture.

Choice of supporting graphics



Social media – videos

Please help us to spread the word about rewarding careers in early childhood. The suite of videos are available on the Queensland Department of Education's YouTube channel.

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, and post it (a YouTube generated tile image should display).
3. Share the link to the with services and families on social media and digital newsletters.

General video 1 [Interview]– all audiences [View here](#)



Text option 1: Will you shape the future of our youngest Queenslanders? Unlock a career in early childhood. #shapethefuture

Text option 2: Now is the time to shape your career in early childhood education and help shape the future of young Queenslanders. #shapethefuture

Text option 3: Inspire and guide young minds to grow, learn and discover. There's never been a better time to unlock your career in early childhood. #shapethefuture

CTA: [Learn more](#)



General video 2 [Opportunities] - all audiences [View here](#)



Text option 1: Love [emoji] what you do and help shape the future of young Queenslanders.

#shapethefuture

Text option 2: There's never been a better time to unlock your career in early childhood.

#shapethefuture

CTA: [Learn more](#)

Teachers and educators – career starter [View here](#)



Text option 1: Want a job that makes a real difference? Unlock a career in early childhood and help shape the future of young Queenslanders. #shapethefuture

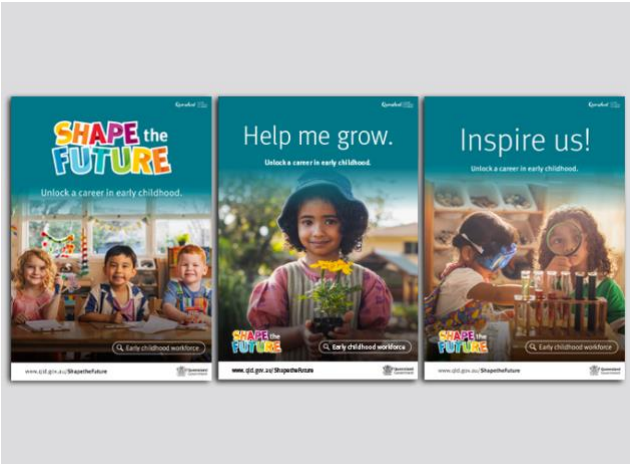
Text option 2: Learn, live and work anywhere in Queensland. Unlock your career in early childhood. #shapethefuture

CTA: [Learn more](#)



Resources to share

Posters



Postcard and information sheets



Social media tiles

Use these tiles on social media to promote a career in early childhood.



Social media carousel

Use these tiles on social media to promote a career in early childhood.



[View and download all resources](#)

