

# SHAPE the FUTURE

Unlock a career in early childhood.



## Amplification Pack

# 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 professional development opportunities 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](http://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](mailto:ECEC.CommunityEngagement@qed.qld.gov.au).



## Supporting our workforce

A high-quality and capable early childhood education and care workforce will ensure that our children get a strong start and thrive to reach their full potential.

The [Queensland Early Childhood Workforce Strategy](#) has been developed in consultation with the sector, including representatives from family day care, outside school hours care, long day care, kindergarten and early years services.

At the centre of the strategy is a strong focus on supporting our Aboriginal and Torres Strait Islander and culturally diverse early childhood professionals, and fostering co-design of local solutions to meet changing community and workforce needs.

The strategy identifies six priority areas:

- ✓ Professional recognition
- ✓ Strong leadership identity
- ✓ Qualification, skills and pathways
- ✓ Attraction and maintain expertise
- ✓ Health, wellbeing and resilience
- ✓ Enhance workforce expertise.

The key areas to ensure all Queensland children have a strong start and receive a quality early education are:

- Qualifications Pathways Program
- Rural and Remote incentives
- Practicum Placement Scheme
- Early Childhood Practicum Placement Grant
- Early Childhood Planning Subsidy for long day care
- Early Childhood Remote Area Teacher Program
- Early Childhood Training Skillset Program
- Rural and Remote Residential Program
- Workforce Planning Support

For more information access the [ECEC](#) website.



# Key messages

- 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](http://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](http://www.qld.gov.au/shapethefuture) for more information.

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



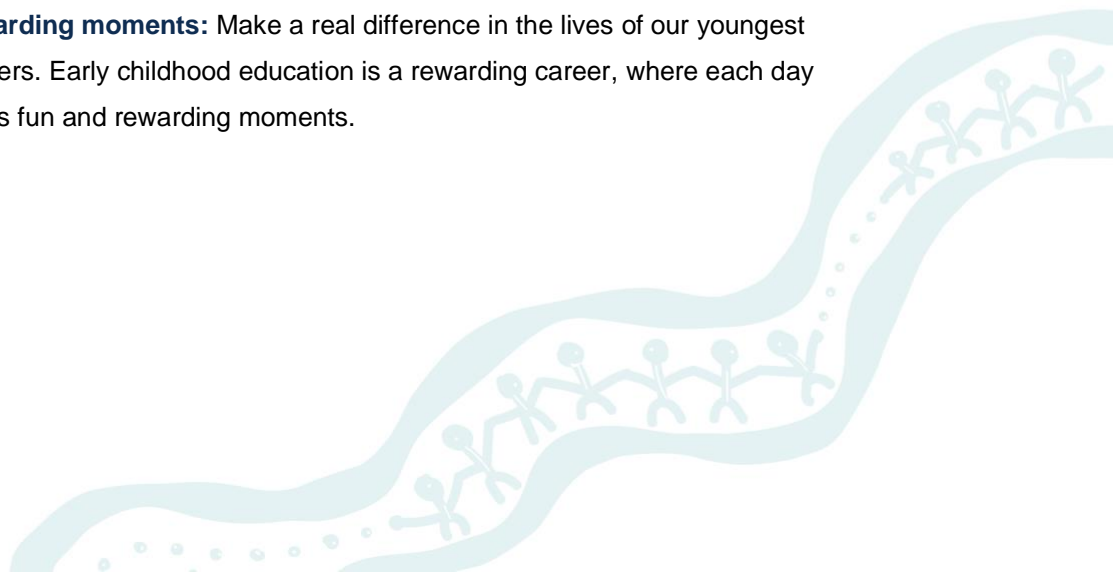
**Dynamic sector:** Join a work family like no other. We're more than 48,000 strong across more than 3,500 services, positively impacting the lives of more than 300,000 children.



**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 available 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 and career changers

Long version - general

#### **Will you help shape the future of our youngest learners?**

Do you know someone who is looking for a highly rewarding career that makes a difference in the lives of our youngest learners? Whether you are considering a career change or just starting out, the early childhood sector is looking to fill valued early childhood teacher and educator positions across the state. Visit [qld.gov.au/shapethefuture](http://qld.gov.au/shapethefuture) to find out more about the range of pathways into a career in early childhood education and care.

**Images:** If your organisation has a suitable promotional image to place with this news article please use it, otherwise you can use the main campaign image or post the YouTube video links below.



Short version - general

### **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](http://www.qld.gov.au/shapethefuture).

Long version - Fee-Free TAFE

### **Unlock your career in early childhood with Fee-Free TAFE**

There are a number of fee-free TAFE courses in Early Childhood Education and Care for school leavers. 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](http://www.qld.gov.au/education/training/subsidies/feefree) for more information.

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](http://www.earlychildhood.qld.gov.au/sector-news-and-resources/news-for-educators-and-service-providers/prac-placement-grant).



## Career advancers - current workforce

Long version

### **Progress in a career you love and shape the future**

Do you want an opportunity to help shape the future of young Queenslanders while progressing in a career you love?

The [Queensland Early Childhood Workforce Strategy](#) seeks to empower, engage and support early childhood educators, including those already working in the sector, to deliver quality early learning programs and services. This includes professional development opportunities and pathways.

Visit [qld.gov.au/shapethefuture](http://qld.gov.au/shapethefuture) to find out how you or your staff can benefit.

**Images:** If your 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

### **Help shape the future - unlock your career in early childhood**

Are you a passionate educator or teacher looking to further your career in early childhood?

There are a number of professional development opportunities to support and empower the current workforce. Visit [qld.gov.au/shapethefuture](http://qld.gov.au/shapethefuture) to find out more.



# Social media – videos

Please help us to spread the word about rewarding careers in early childhood.

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](#)



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



**Text option 1:** Shape the future of young Queenslanders in a career you love. Visit our website to see how you can unlock your career and embrace professional development opportunities in early childhood. #shapethefuture

**Text option 2:** Looking to progress in a career you love? Queensland's youngest learners need you. #shapethefuture

**Text option 3:** There has never been a better time to progress your career in early childhood. #shapethefuture

**CTA:** [Learn more](#)

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



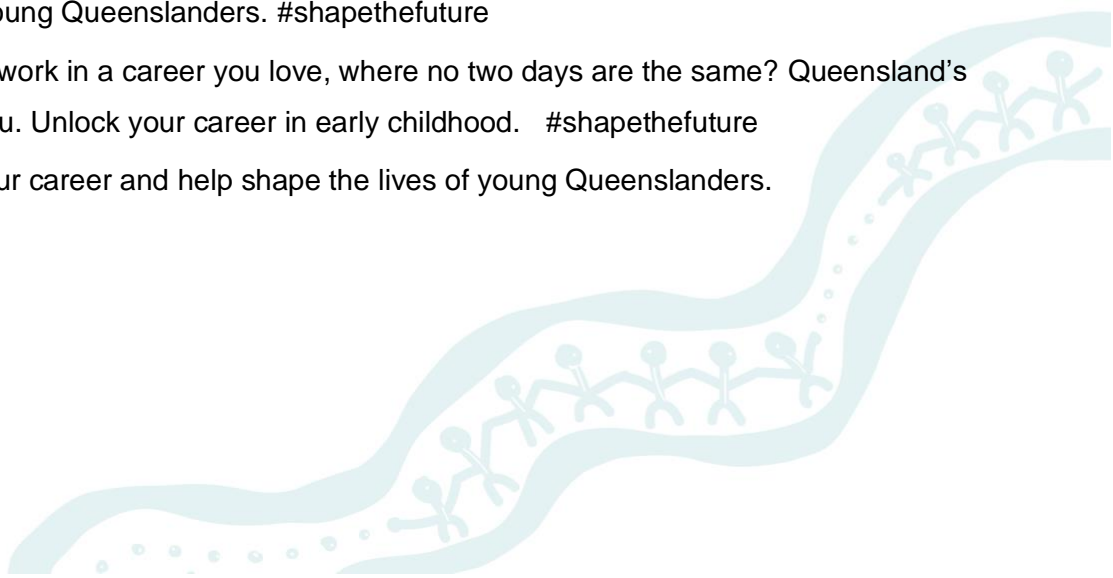
**Text option 1:** Shape the future of our youngest learners. Choose a new career in early childhood. #shapethefuture

**Text option 2:** There are many flexible entry pathways to a highly rewarding career in early childhood. Help shape the future of young Queenslanders. #shapethefuture

**Text option 3:** Looking to work in a career you love, where no two days are the same? Queensland's youngest learners need you. Unlock your career in early childhood. #shapethefuture

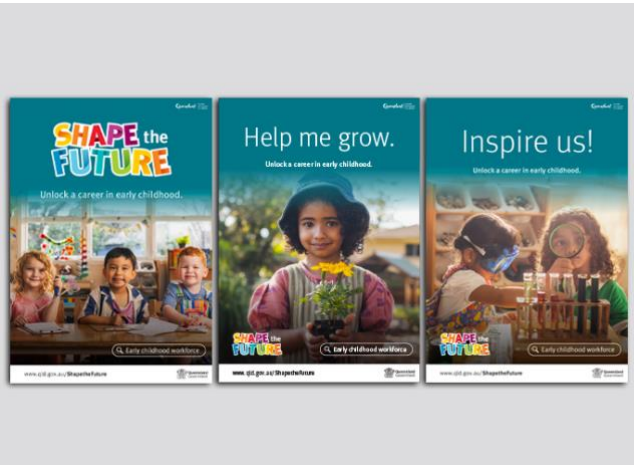
**Text option 4:** Change your career and help shape the lives of young Queenslanders.

**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](#)

