

## **MEDIA RELEASE**

29 September 2021

### **Canberra's high school students encouraged to grab a future-proof career in early learning**

A new campaign has been launched in the ACT seeking to entice secondary school students into the early learning and care sector.

Live on Friday 24 September 2021 across YouTube, TikTok, Instagram and Facebook, the *Big Roles in Little Lives* campaign promotes the incredible impact early childhood professionals in the ACT can have on our children.

The campaign, run by the Early Learning and Care Council of Australia (ELACCA), encourages teenagers in the ACT to consider a career that's future-proof, with the opportunity to guide the learning and wellbeing of Canberra's next generation,

"We want people to know that early childhood teachers have never been more important for Australian children and families, and for the economy more broadly. These are roles with purpose, satisfaction and great career prospects," said Elizabeth Death, CEO of ELACCA.

"We know that young Australians, in particular, have been significantly impacted by the COVID-19 pandemic, with youth unemployment rates more than double that of the general population.

"But there is a great opportunity for young people in the booming sector of early learning and care. The Australian Government has forecast that demand for early learning and care will create an extra 23,900 jobs for early childhood professionals by 2025. This includes educators at every level, from certificate III graduates up to degree-qualified early childhood teachers.

"Now is the perfect time for the ACT's young people to enrol at a university or vocational education provider to study early childhood education in 2022.

"A career in early learning means experiencing the deep satisfaction of undertaking genuinely important work, along with career advancement and leadership opportunities," Ms Death said.

"Our message to young Canberrans : enrol in an early childhood education qualification for 2022 and start your career adventure."

To find out more, choose your own #CareerAdventure on <https://elacca.org.au/students/>

ELACCA CEO Elizabeth Death and young early childhood educators are available for interview.

**For more information, please contact:**

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<b>Location</b>	<b>Job opportunities for educators and teachers</b>
ACT	80
NSW	885
NT	26
QLD	853
SA	198
TAS	25
VIC	1018
WA	473
National	3558

**Table 1: Job opportunities in ELACCA member services, at 27 August 2021**

Source: ELACCA members

**About Early Learning and Care Council of Australia:**

Established in 2014, the Early Learning and Care Council of Australia (ELACCA) works to promote the value of quality early learning and care for young children and their families.

Our 19 members\* include some of the largest early learning and care providers in the country, from all parts of the sector, including both long day care and community preschool/kindergarten. ELACCA members operate more than 2,300 early learning and care services across Australia, educating and nurturing more than 220,000 children. Together, our members provide more than 25 per cent of the nation's early learning and care places.

ELACCA aims to:

- progress the quality of early learning and care and outcomes for all children
- enhance the development and professionalisation of the early learning workforce
- improve equity of access to early learning for all children, particularly those in vulnerable circumstances.

Internally, we work to strengthen quality among ELACCA member services and to create an ambitious vision for the early learning sector. Externally, we work with governments, public sector agencies and research organisations to contribute our vast knowledge and experience to the development of good public policy for early learning and care in Australia.

Together, we leverage our scale and reach to create improved outcomes for the youngest Australians.

For more information about ELACCA, please visit [elacca.org.au](http://elacca.org.au)

### **About Communities@Work:**

Communities@Work is Canberra's largest not-for-profit community organisation, working with our community to build a resilient, sustainable and socially inclusive community.

With over 44 years experience in the ACT and Capital Region, we provide a wide range of high-quality early education and care services and community services that support positive educational outcomes, assist in alleviating hardship, enhance the quality of life and lead to positive social change.

Communities@Work is currently recruiting for a number of positions across its Children's Services. Find out more about working with the organisation on <https://www.commsatwork.org/children-services-careers/>

#### **\*ELACCA Members**

Affinity Education Group	Guardian Childcare and Education
bestchance	Journey Early Learning
Big Fat Smile	One Tree Community Services
Busy Bees Early Learning Australia	Only About Children
C&K	SDN
Communities@Work	Sparkways
ECMS	Think Childcare
Edge Early Learning	Uniting NSW.ACT
G8 Education	Uniting VIC.TAS
Goodstart Early Learning	