



I  Kinder

Campaign Kit

# We need a campaign



## Our kids deserve the best start in life.

Research unequivocally shows that children who experience a quality early childhood education enjoy sustained benefits that continue throughout school and beyond.

## But this is under threat.

The Federal Coalition is refusing to commit ongoing funding for early childhood education. In response, the I Love Kinder campaign is seeking to secure our children's futures by persuading the government to fund four-year-old kinder at current rates on an ongoing basis.

## The success of the I Love Kinder campaign depends on broad-based support from organisations representing a range of communities.

We know that our communities love their kindergartens, which is why we are using a heart as our campaign symbol – as well as asking the Prime Minister to “have a heart”.

## Participation in the campaign requires relatively few resources.

Campaign collateral – including key messages, videos and hardcopy material – has been prepared and is easily downloadable.

This campaign kit provides the necessary background and campaign guidance for councils, kindergartens and other organisations to participate in the campaign at minimal cost.

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# Join the campaign



## Why now?

The upcoming federal budget and 2019 election create an opportunity for us to change the government's mind.

Federal funding will expire in December 2019. And funding needs to be allocated in the 2019-2020 budget which is currently under consideration by the coalition government.

So far, the government has refused to commit to current levels of funding, despite the federal opposition doing so. The election will be held before 18 May 2019 and this creates an immediate opportunity to build political pressure through a public campaign.

## How will it work?

We need as many organisations as possible to help generate broad-based public support by utilising their communication channels as well as facilitating campaign activities within the local community. This includes social media, an online petition, as well as community events and media opportunities. (See page 5 for more info).

## How to join

Organisations wishing to join the campaign (or seeking further information) should email [hello@ilovekinder.org.au](mailto:hello@ilovekinder.org.au) to receive campaign update emails.

Downloadable campaign materials can be found at [www.ilovekinder.org.au](http://www.ilovekinder.org.au)

The I Love Kinder Facebook page can be viewed here:

[www.facebook.com/ILoveKinderCampaign/](https://www.facebook.com/ILoveKinderCampaign/)

Or follow the campaign on Twitter or Instagram at [@ILoveKinder\\_](https://twitter.com/ILoveKinder)



# About I Love Kinder



## Objective

To secure by May 2019 an ongoing commitment from the Federal Government to maintain current levels of federal funding for kindergarten services beyond December 2019.

## Context

The issue of kindergarten funding is now firmly on the political agenda, following the commitments made by the Victorian and federal branches of the ALP. Prior to the start of the federal election campaign, our priority will be to ensure that an ongoing funding commitment is included in 2019-2020 Federal Budget on 2 April 2019.

In 2019 the national focus will quickly be on the upcoming election. While the ALP will of course still need to be held to their promises if elected, the developments in 2018 have put the onus on the federal Liberal/National Coalition to match the ALP commitments to kinder funding for four-year-olds.

The challenge for the I Love Kinder campaign is to ensure that this message is delivered to candidates by constituents and stakeholder groups. This will generate pressure for a change of position on kindergarten funding by the coalition ahead of the federal election.

# Campaign Activities



The campaign will aim to generate visible public support for ongoing kinder funding through a mix of options that appeal to a range of individuals and community groups. Activities will include easy options for busy parents to show support, as well as collective activities facilitating deeper engagement within local communities. These will include:

- an online petition on the I Love Kinder website
- a social media campaign on Facebook, Instagram and Twitter
- pledges of support from local leaders
- 'Have a Heart Party' activities to collect 'I Love Kinder' messages by children and their parents
- a petition and heart message presentation media event

## Online petition

Participating organisations are asked to widely promote the online petition that's housed at the I Love Kinder website ([www.ilovekinder.org.au](http://www.ilovekinder.org.au)) as the main form of mass public support for the campaign. The petition will call on the Federal Coalition to maintain its current share of funding for 15 hours of kindergarten for all four-year-olds in Australia – on an ongoing and permanent basis.

## Social Media campaign

The I Love Kinder campaign will be producing a regular stream of social media posts on Facebook and Twitter, and councils are encouraged to follow the campaign and share our posts.

Facebook: [facebook.com/ILoveKinderCampaign/](https://www.facebook.com/ILoveKinderCampaign/)

Instagram: @ILoveKinder

Twitter: @ILoveKinder\_

Please use the hashtag #ilovekinder when sharing social media, so that your content will be easily visible to other campaign supporters.

To show widespread support for the campaign it's also important for as many people as possible to post campaign messages from their own social media accounts.

A social media guide including a series of suggested posts based on the key campaign message is available for download from the Campaign Resources section of the [I Love Kinder website](http://www.ilovekinder.org.au). These are freely available for you to use on your social media channels.

## Local leaders pledge support

Councillors and local community leaders can quickly and easily pledge support for the campaign by having a photo taken with an I Love Kinder 'pledge card'. Leaders are asked write a message of support on the pledge card and share via their social media channels. They're also encouraged to send the photo to [hello@ilovekinder.org.au](mailto:hello@ilovekinder.org.au) so that it can be uploaded to the heart gallery on the I Love Kinder website.

## Get Hearty

On page 6 we suggest 'Have a Heart Parties' as a fun way for children and parents to show support. You can also think up other options to have fun with the heart symbol. Create a human heart shape on a sports oval; ask kinder classes to draw or build their own heart shapes; or have a hearty dinner party! Take a photo and post your creations on social media with the #ilovekinder hashtag and tell us why you love kinder.

## Petition Presentation Event

A media event will be held in 2019 to present the I Love Kinder petition to the federal coalition during the election campaign. As well as presenting the signatures we will also display the heart messages from children and parents.

We will be aiming for the last week of March before the budget on 2 April, but the timing and location of the event will depend on the federal election campaign and availability of participants. Details will be decided in early 2019 and updates / invitations will be circulated by email to supporting organisations.

# Have a Heart Party



Have Heart Parties will be community-based collective activities whereby parents and children can gather in a show of support of I Love Kinder. The parties are based around children and parents/caregivers creating a colourful visual representations of why they love kinder. Colourful, heart-shaped “I Love Kinder because...” templates are downloadable from the I Love Kinder website in pdf format. Examples of completed drawings are visible on the ‘heart gallery’ on the website.

Our ‘heart gallery’ on the ILK campaign website shows the many reasons why kinder children and their parents/caregivers love kinder. Participating organisations can organise a Have a Heart Party activity to collect messages of support using the template posters or cards.

## How to organise a ‘Have a Heart Party’

You will need:

- a group of kids (eg. kinder class or playgroup)
- “I Love Kinder” heart template posters/cards (one per child) from the design in this kit
- markers or crayons for drawing
- a children’s table and chairs
- Heart shaped treats (optional) – eg. cookie cut sandwiches, fruit, cakes, or cheese and/or ILK badges

## What to do during the party:

1. Give one heart poster or card to each child.
2. Discuss with the children what it is they love about kinder.  
For example:
  - playing with friends
  - learning new things
  - a particular activity (eg. drawing, storytime)

- if older children are involved, ask them what they remember was their favourite thing about kinder.
3. Ask each child to draw their favourite thing they love about kinder, on the heart-shaped template. You can also add a few words of explanation next to the drawing.
  4. If parents are present, they can also create messages saying what they love about kinder.
  5. Collect the messages.
  6. Optional: give each child a heart shaped treat or an ILK badge when they finish their drawing

## After the party:

1. Scan the drawings using a copier or your mobile phone.
2. Email the scans to [hello@ilovekinder.org.au](mailto:hello@ilovekinder.org.au)
3. We will upload them to the online Heart Gallery at the I Love Kinder website, and also use the images for the petition presentation event.
4. You may choose to display the drawings in your reception area or other public space along with some campaign postcards to promote the campaign
5. Share drawings via your social media channels.



# Campaign Timeline



2018

6 Dec

Refresh of the I Love Kinder campaign

2019

12 Feb

Federal parliament resumes

Late March

Petition presentation event (date TBC)

2 Apr

2019-2020 Federal Budget

18 May

Federal election (last probable date)



# Key Messages



## Tagline

- Come on Scomo, have a heart. Don't take from our kinders.
- Alternative: Have a heart, Mr Morrison. Don't take from our kinders.

## Benefits of kinder

- Kids who have a quality early childhood education do better in life on average.
- In general, kids who attend kinder have a smoother transition to primary school.
- They have better social and cognitive skills compared to children who do not attend kinder.
- On average, kinder kids have superior literacy and numeracy once they're at school.
- In school and beyond, young people who attend kinder remain ahead of those who don't attend.
- They're more likely to finish year 12.
- On average, they experience higher levels of employment, financial security, health and wellbeing.

## Parental support

- Parents need the right support to help them raise thriving children. This is why kindergarten must be affordable for all Australians
- Working families will pay \$2,000 extra per child unless the Federal Government commits.
- Funding uncertainty means families don't know how much government-funded kindergarten they will get. This impacts their work commitments and financial planning.

## Impacts on service providers

- Funding uncertainty stops kinder providers from doing the long-term planning needed to provide the best-possible services to children and parents.

## Need for ongoing funding

- Ad-hoc annual funding is not good enough. Parents and kinders need long-term funding so that they know their futures are secure.

## Economic issues

- Studies show economic benefits significantly outweigh initial costs.



# Campaign Resources



There is a Campaign Resources section on the [I Love Kinder website](#) with a range of resources available to be downloaded. These include:

- a Social Media guide including suggested posts
- designs of materials ready to print:
  - I Love Kinder heart message poster
  - button badge designs
  - flyer (A5 double sided)
  - pull up banner.





I ♥ Kinder