

**NEW  
DATE**



**Early Childhood Australia**  
A voice for young children



# 2025 EARLY LEARNING MATTERS WEEK



18–24 AUGUST

**Learning through play**

## 2025 EARLY LEARNING MATTERS WEEK PROSPECTUS

2025 Early Learning Matters Week (18–24 August 2025) is a national event organised by **Early Childhood Australia (ECA)** to raise awareness and understanding of the importance of high-quality early childhood education and care in the lives of young children and their families.

### **About Early Learning Matters Week**

ECA started Early Learning Matters Week (ELMW) in 2018 to promote awareness among parliamentarians and others, of the importance of high-quality early learning and care. It is a non-partisan, cross-sectoral celebration of early childhood. Successful events have been run across the nation every year, and it is a much-loved event that is marked annually on the calendars of early childhood education and care (ECEC) services.

Early Learning Matters Week brings together educators, parents, caregivers, policymakers and community leaders to highlight the critical importance of early learning in supporting children's learning, development and wellbeing, and providing rich experiences early in their learning journey.



## 2025 Early Learning Matters Week

2025 Early Learning Matters Week (18–24 August) will be celebrated across Australia and will include events held at early learning services to connect educators and service providers with Members of Parliament, families and the wider community. Through these events, activities and communication campaigns, Early Learning Matters Week will showcase the transformative power of early learning in nurturing children's learning, development and wellbeing.

ECA will be writing to Members of Parliament, inviting them to join the celebrations by visiting an ECEC service, and all services are encouraged to participate. Services are also provided with access to online support materials, including guides to help them invite and host an MP at their event and manage the media for an Early Learning Matters Week event. These events will provide photo opportunities for parliamentarians to be featured with their local early learning services in local media and on social media. In addition, services who do not have a visit from a parliamentarian will be encouraged to host events for their families and communities and to post photos and videos.

Merchandise will be available to purchase and will help to raise the profile of early learning, not only in the week itself but all year round.

ECA will be providing support to services and MPs should they need help to find ideas for an event, liaise with media, or find their local MP or service that they can visit.

## About Early Childhood Australia (ECA)

Early Childhood Australia (ECA) has been a voice for young children since 1938, with a vision that every young child is thriving and learning. We work with our members, early childhood professionals, the vocational and higher education sector and government to advocate for young children and champion quality outcomes in early childhood education and care. For more information, you can visit the Early Childhood Australia website. [www.earlychildhoodaustralia.org.au](http://www.earlychildhoodaustralia.org.au)

## Early Learning Matters Week goals

The goals of 2025 Early Learning Matters Week are to:

- raise awareness of the role of high-quality early learning and care in the lives of young children and their families
- highlight the scope and complexity of educators' work with young children
- shine a spotlight on the unique strengths of early childhood educators to meet the array of needs that children have
- connect community leaders and parliamentarians with local early childhood education and care services
- celebrate the commitment and professionalism of educators and service providers.

## Information on reach and engagement

PLATFORM	REACH
Early Learning Matters Week Facebook	+16,000 followers
ECA Facebook	+135,000 followers
LinkedIn	+30,000 followers
Instagram	+11,000 followers
Twitter	+9,000 followers
ECA website	+30,000 visitors
Early Learning Matters Week website	+10,000 visitors
Emails	+110,000 subscribers
ECA Members	+3,000

## Opportunities to support Early Learning Matters Week

By sponsoring Early Learning Matters Week, you will showcase your organisation's commitment to early childhood education and care to a broad audience of stakeholders, including policymakers and decision-makers, and align your brand with a national event that has a significant public profile.

Partnering with Early Childhood Australia will provide to your organisation a unique opportunity to work with the leading, most experienced voice for young children in Australia, and share a much-loved celebration of early childhood.

The benefits of sponsorship include:

**Brand visibility:** Gain exposure and recognition by prominently featuring your logo on Early Learning Matters Week promotional materials, website and social media platforms, profiling your organisation's commitment to early learning and providing broad national exposure.

**Recognition:** Be acknowledged as an official sponsor during ECA's Early Learning Matters Week events and activities, showcasing your organisation's support for early learning.

**Networking opportunities:** Connect with a diverse network of early childhood professionals, policymakers and sector leaders.

**Impact:** Make a meaningful contribution to a cause that promotes the learning and development of young children and their families.





Partnership opportunities

# AUSTRALIAN PARLIAMENT HOUSE EVENT CHAMPION PACKAGE

An Early Learning Matters Week (ELMW) event will be held in the weeks immediately following Early Learning Matters Week at Parliament House in Canberra, bringing together parliamentarians, sector leaders and educators. This event will celebrate the success of Early Learning Matters Week and provide a unique opportunity for advocacy to government around continued investment and support for early childhood. With only one sponsorship available, this is a singular opportunity to align with this high-profile event.

1 available  
**Investment:**  
**\$20,000**

Should you take up this opportunity, representatives from your organisation will be invited to the launch event and speak alongside Samantha Page, ECA CEO, and attend a profiled service visit/s of alongside MPs.

Key benefits:

- **Lead speaking opportunity at ELMW Australian Parliament House Wrap Up Event.** Demonstrate the support of your organisation for early childhood, and early childhood education and care with a lead speaking opportunity at the ELMW Australian Parliament House Wrap Up Event.
- **Invitation to 4 additional attendees for ELMW Australia Parliament House Wrap Up Event.** Invite 4 additional attendees from your organisation to the ELMW Australian Parliament House Wrap Up Event, and profile your organisation
- **Co-branding opportunities.** Collaborate with Early Learning Matters Week to co-brand event materials, ensuring notable placement of your organisation's name and logo on signage, banners and digital screens throughout the prestigious Parliament House Event. This strategic partnership showcases your unwavering support for the event, aligning your brand with early childhood education and care excellence.
- **Recognition on the Early Learning Matters Week website.** As the exclusive sponsor of the ELMW Australian Parliament House Wrap Up Event, your organisation's logo and name will be prominently featured on the Early Learning Matters Week website. This prime placement guarantees maximum exposure to our audience of policymakers, educators and community leaders, solidifying your position as a key supporter of early learning initiatives.
- **Social media exposure.** Extend your brand's reach with additional mentions and tags on our influential social media platforms leading up to and during the event. Additionally, your organisation will be featured in two dedicated social media posts across all ECA social media platforms, including Facebook, Instagram, X (Twitter) and LinkedIn, with a combined following of +195,000. This increased visibility among influencers and decision-makers in the early childhood education and care sector further reinforces your commitment to driving positive change.
- **Feature in ELMW newsletter.** Your organisation will receive a dedicated feature in our newsletter, spotlighting your sponsorship of the wrap-up event at Parliament House. Directly reach our audience's inbox to showcase your brand's commitment to advancing early childhood education and care initiatives.

## Partnership opportunities

# ELMW BRAND CHAMPION PACKAGE



3 available  
**Investment:**  
\$10,000

Seize a unique opportunity to showcase your organisation's support for early childhood education and care through the ELMW Brand Champion Package. This partnership will highlight your brand's commitment to a crucial cause and connect you with a broad network of stakeholders, including policymakers, educators, parents and caregivers. It is an effective way to elevate your brand while profiling the importance of children's early experiences in setting them up for positive transitions and lifelong learning.

### Key benefits:

- **Speaking opportunity at ELMW Australian Parliament House Wrap Up Event.** Demonstrate support for early childhood, and early childhood education and care with brief comments at the ELMW Australian Parliament House Wrap Up Event
- **Invitation to 3 additional attendees for ELMW Australia Parliament House Wrap Up Event.** Take advantage of the opportunity to invite 3 additional attendees from your organisation to the ELMW Australian Parliament House Wrap Up Event.
- **Recognition on the Early Learning Matters Week website.** Your organisation's logo and name will be featured on the homepage and sponsorship page of the Early Learning Matters Week website. This strategic placement ensures that your brand receives significant exposure to our diverse audience, and thousands will see your logo as visitors seek information about the event and its sponsors.
- **Social media engagement with target audiences.** Gain access to our engaged audience through mentions and tags on our influential social media platforms, including Facebook, Instagram, X (Twitter) and LinkedIn. Your organisation will be featured in one dedicated social media post across all ECA social media platforms, reaching a combined following of +195,000. This enhanced social media exposure amplifies your brand's message and reinforces your commitment to driving positive change in the early childhood education and care sector.



## Partnership opportunities

# ELMW AMPLIFY CHAMPION PACKAGE

4 available  
**Investment:**  
\$3,000

Become an ELMW Amplify Champion and demonstrate the support of your organisation for Early Learning Matters Week and the importance of early learning. Take the opportunity to attend ELMW Australian Parliament House Wrap Up Event, and see your brand shared on ELMW platforms as an ELMW Amplify Champion.

### Key benefits:

- **Invitation to 2 attendees for ELMW Australia Parliament House Wrap Up Event.** Take the opportunity to attend and engage with decision makers and celebrate the importance of early childhood, and early childhood education and care in the lives of young children and families.
- **Recognition on the Early Learning Matters Week website.** Your organisation's logo and name will be appear on the homepage and sponsorship page of the Early Learning Matters Week website.
- **Social media engagement with target audiences.** Gain access to our engaged audience through mentions and tags on our influential social media platforms, including Facebook, Instagram, X (Twitter) and LinkedIn.

## Partnership opportunities

# IN-KIND CONTRIBUTIONS

Tailored  
solutions

Get in  
contact

In addition to financial sponsorship, we welcome in-kind contributions to support Early Learning Matters Week. In-kind services such as providing a guest speaker, sponsoring merchandise for services, donating supplies or resources, or hosting activities at events can significantly enhance the success and impact of the celebrations. Your organisation's expertise, resources and unique offerings can play a vital role in enriching the experience for participants and furthering the goals of Early Learning Matters Week.

We are happy to discuss a tailored solution to meet your specific requirements. Please contact the Policy and Advocacy team to discuss a customised sponsorship package.

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@earlylearningmattersweek



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