

MEDIA RELEASE

Listening to parents shapes new campaign to help families choose high quality early learning

A new national campaign designed to help families choose high quality early learning has been shaped directly by the voices of parents – including those preparing for parenthood and those already navigating early learning and care.

The **Good Choices** campaign was developed following research and conversations with parents, revealing many families felt unsure what quality early learning looked like – and wished they had more guidance when making decisions.

The campaign will not direct families to any particular early learning and care centres. It has been created by Goodstart Early Learning – a not for profit founded by charities with a vision of giving children the best possible start in life.

CEO, Dr Ros Baxter said that the guide was designed to help parents ask the right questions to ensure they enrolled their child in a safe, well-staffed, well-resourced early learning and care centre.

“This is a guide we’ve developed after listening to parents from across the country – and our aim is simple – parents are sometimes nervous about how to find the right early learning and care for their child and we wanted to give them the right questions to ask each and every centre they visit.

“We spoke to parents who were preparing for their first child, as well as those already navigating early learning and care,” Ros said.

“They told us they wanted simple, practical advice – what to look for, what questions to ask, and reassurance that they were making the right decision.”

“We know how hard it can be for parents to spot quality early learning, and it became clear we needed to create something informed by parents themselves,” Ros said.

“Parents told us what they wish they’d known earlier – and that’s exactly what this campaign provides.”

“There are many high-quality centres across Australia – **Good Choices** is here to help families spot them,” Ros said.

The campaign includes a free **Good Choices toolkit**, offering:

- Questions to ask during centre visits
- What quality early learning looks like
- Tips to help families feel confident in their choices.

At its heart, the campaign aims to empower families starting their early learning journey – with one simple message: *you’ve got this*.

Families can access the **Good Choices toolkit** online at www.firstfiveyears.org.au, alongside practical parenting articles, tips and advice tailored to each child’s stage of development.

ENDS

Further information: 0429 553 103 or media@goodstart.org.au