



What makes Goodstart different as not-for-profit



For children and families, not-for-profit means higher quality, more inclusive, and more experienced and better paid educators and teachers.

For the past 15 years Goodstart has been making a difference for children and families across Australia.

Being a not-for-profit means we don't generate profits for shareholders so we're free to reinvest in our centres. At Goodstart, every dollar goes into what matters most: improving outcomes for children. But it is much more than that. We're on a mission to ensure every child has the learning, development and wellbeing outcomes they need for the best possible start to school and life. That's why we exist.

Our not-for-profit model sets us apart. We prioritise investment in our educators and teachers, knowing that high quality teaching drives better outcomes. We invest in staffing and centre environments - lifting quality across the board. We dedicate funding, time and expertise to building an evidence base

that supports advocacy for better policies – especially for children who have the most to gain from early learning, yet are least likely to attend. At the same time, we draw on the latest research to continuously improve our teaching and learning practices.

Put simply, we make decisions based on just one question - what is best for children?

With centres in every state and territory, we've helped transform the lives of hundreds of thousands of children since 2010. As our understanding of children's needs has deepened - especially for those experiencing vulnerability - we've continued to invest where it counts, strengthen support for our centre teams, and call on governments to step up where their help is needed most.

Goodstart's not-for-profit model makes a difference



**Higher
assessed
levels of
quality**

Goodstart

99%

meeting

24%

exceeding the NQS

For Profit

88%

meeting

16%

exceeding

(Ref: NQF snapshot,
Q4 2023)



**More
inclusive**

Goodstart

8.3%

of Goodstart enrolments are
children with additional needs

For Profit

6%

of enrolments are
children with additional needs

(Ref: 2021 Commonwealth ECEC
Workforce Census cited in IPART's
2023 Interim Report on ECEC)



**More likely
to serve
disadvantaged
communities**

Goodstart

27%

centres operate in
SEIFA 1 or 2 areas

For Profit

22%

centres operate in
SEIFA 1 or 2 areas

(Ref: ACCC June
2023 report)



**More
experienced
teachers**

Goodstart

<6%*

percentage of early childhood
teachers newly graduated

For Profit

50%

percentage of early childhood
teachers newly graduated

(Ref: ACCC June 2023 report)



**Better
paid staff**

Goodstart

5+%

more than
award rates

Goodstart

45%

of primary contact staff
are employed full time

For Profit

25%

(Ref: ACCC June
2023 report)



**More
engaged
staff**

Goodstart

18%

staff
attrition

For Profit

41%

staff
attrition

(Ref: ACCC June 2023 report)

Our impact in numbers (FY24)

\$57.4m

invested in our social purpose.

We are all about delivering social impact – helping children and families make positive change.



For every \$1 invested in our social purpose, there is a social return of \$5.30.

This investment benefits Australia's children, families and our communities. All quality early learning in Australia delivers a social and economic benefit, and at Goodstart we deliver even more for children, families and our community.

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99%

of Goodstart centres meeting or exceeding quality standards – right across Australia

Our teams deliver high quality early learning and care. We ensure our educators are the best paid in the sector, meaning they feel valued and stay with us. We know low team turnover means safer centres with better child outcomes. We also know that investing back into our people means higher quality early learning for children.

22.1%

of children are living in low-income families

We're working to support children right across Australia. Right now, one quarter of our centres are in low-income areas – and we are working to ensure changes are made to our sector to ensure all children can access affordable, high quality early learning no matter where they live or their family circumstances.

7.4%

of children identify as Aboriginal and/or Torres Strait Islander

Around one third of our centres are located in rural and regional areas and we are deeply committed to practical reconciliation.

1,665

children supported by Inclusion Development Funding

We go above and beyond to ensure every child gets the best start. Last year, 1,665 children were supported through Inclusion Development Funding, 6,300 children received Additional Child Care Subsidy (ACCS) support, and 62 Goodstart centres provided allied health services to 164 children under the National Disability Insurance Schedule.

8.3% or 7,590+

children identified with a disability or developmental delay

We support children with additional needs or disabilities when other providers turn children away. Last year we spent nearly \$7m to support children with additional needs and a further \$3.5m to support access and affordability.



Our team advocates to governments not just for the children who attend our centres – but all children across Australia – drawing on our centres expertise, research and data.



Early Learning Fund

Enabling every child to have a better future

It's vital every child can attend early learning – we set up our own Early Learning Fund to support children who would otherwise miss out on early learning. So far we've ensured more than 3,500 children have been able to receive vital early learning.



We're committed to keeping children safe and protected. Goodstart's Feel Safe, Be Safe program equips educators with strategies and tools to embed protective practices, helping children build wellbeing, confidence, and strong foundations for learning and development.

Practical information and support for families



18,000+

families accessed home learning support through Goodstart at Home. We provide free guides on safeguarding strategies and practical tips to help families support their child's development.