

# WORKFORCE ATTRACTION AND RECRUITMENT: COMMUNICATIONS RESOURCES

To dream big, our kids need the best start in life.

Over the decade, the Victorian Government is investing almost \$5 billion to deliver funded Three-Year-Old Kindergarten.

Children in 21 local government areas in rural and regional Victoria are now able to access a funded Three-Year-Old Kindergarten program. From 2022, three-year-olds across the rest of the state will have access to five hours of a teacher-led kindergarten program.

This reform will create more than 4,000 new kinder teacher and 2,000 new educator jobs across the state. We need your help to promote careers in early childhood to your community.

To help you do this, we have provided the following content that you might like to use on your own communications channels:

- Financial support brochure
- School student brochure and careers advisor information sheet
- Early childhood workforce poster for you to display
- Sample Content Pack – includes sample recruitment and careers content with accompanying Three-Year-Old Kindergarten '*Best Start, Best Life*' campaign images and television commercial for your communications channels (e.g. social media, local newsletters, on your website etc).

As you know your communities best, we suggest you take the sample recruitment or careers content and adapt and personalise it as you require.

Our campaign website – [www.vic.gov.au/kinder](http://www.vic.gov.au/kinder) – is still the best place for the most up to date information for parents and carers, potential and current workforce and the broader community.

To access the communications resources, please request access to the Dropbox website from your [local Early Childhood Improvement Branch](#).

# SAMPLE CONTENT PACK

## Sample recruitment content

This content is designed for **service providers** who wish to advertise positions for Three-Year-Old Kindergarten.

### Job advertisement text for newsletter/website

**Instruction:** Insert this text into a newsletter or on your website to advertise positions available at your service as part of the roll-out of Three-Year-Old Kindergarten. It can also be included in your bulletins, regular emails or messages sent to families, the community and the early learning workforce.

Please feel free to adapt and personalise the written content as you require. You can consider posting one of the 'Best Start, Best Life' campaign images to accompany the newsletter text, but please do not make any changes to the campaign images.

#### Sample text 1: Take the chance to help shape young children and their futures

*The Victorian Government has introduced universal funded Three-Year-Old Kindergarten in Victoria. [Enter service name] will benefit from 2022, and we're leading the country in bringing this reform to our community.*

*We're looking for [X] kinder teachers and/or [X] educators to fill positions for Three-Year-Old Kindergarten.*

*[For services with an incentive TBC] Employment incentives of up to [service to enter amount] may be available for eligible qualified teachers who take up this position.*

*[Service to insert information about their service (e.g. their team, culture and philosophy, pedagogical approach, facilities and spaces at the service, number of rooms offered and service and/or organisation type).]*

*[Service to insert personal qualities they are seeking from the applicant. Some examples include:*

- is open to new ideas*
- has excellent communication and interpersonal skills*
- works collaboratively as part of a team and is passionate about delivering high quality programs to children and their families*
- enjoys creating a positive, warm and welcoming environment for children to foster and support the emotional needs of the children*
- enjoys providing a rich, aesthetic, natural learning environment to challenge and inspire children's creative engagement in a kinder program*
- has a commitment to excellence in early childhood education.*

*Applicants respond well to language that highlights the opportunity to make a difference, the ability to see the difference they make as children grow and learn quickly in the early years, and the opportunity to work in a field that suits their personality, particularly for those who see themselves as nurturing.]*

*Successful applicants will be supported by a team of educational leaders and offered opportunities for ongoing professional development and training. [Applicants respond strongly to advertisements that showcase the benefits offered as part of their employment. You should promote to applicants any:*

- *training and development opportunities*
- *in-service supports (e.g. employee onboarding, pre-service training, study leave)*
- *professional recognition (e.g. opportunities to progress their career at the service)*
- *flexibility of work hours and/or days, including non-teaching duties.]*

*[If your service is located in a regional or rural area, applicants are more incentivised to relocate if a local attraction package is offered (e.g. helping the teacher and their family relocate to the area and join the local community, offering subsidised childcare to those with children and/or selling the location).]*

*[Service to insert technical details of the position, including qualification requirements, location, number of hours per week (full- or part-time) and workdays of the position, kindergarten setting and the Agreement or Award that applies to the position.]*

Contact \_\_\_\_\_ for more information and to apply.

### **Job advertisement text for social media**

**Instruction:** You can share a post on your social media channels (e.g. Facebook, Instagram, Twitter) to help you advertise positions for Three-Year-Old Kindergarten.

Please feel free to adapt and personalise the content as you require. You can consider posting one of the 'Best Start, Best Life' campaign images to accompany the social media post, but please do not make any changes to the campaign images.

#### **Sample post 1: We're looking for teachers and educators to be part of the exciting Three-Year-Old Kindergarten reform**

*Be part of the biggest reform in the state's history of early childhood education to provide universal funded kindergarten programs to all three-year-olds.*

*At [name of service] we're looking for [X] kinder teachers and/or educators to fill Three-Year-Old Kindergarten positions. [For services with an incentive TBC] You could be eligible to receive up to [service to enter amount] if you're a qualified kinder teacher who takes up this position.*

*Get in touch if you're a qualified teacher or educator looking to be a part of this exciting reform.*

#### **Sample post 2: Three-Year-Old Kindergarten is coming to [insert location/service name]**

*Three-Year-Old Kindergarten is coming to [insert location/service name]. Are you a qualified teacher or educator looking to be a part of the biggest reform to early childhood in the state's history?*

*We need [X] kinder teachers and/or [Y] educators – talk to us about applying today.*

## Sample careers content

This content is designed for **schools, universities, TAFEs or service providers** who wish to promote careers in early childhood education with the roll-out of Three-Year-Old Kindergarten.

### Careers text for newsletter/website

**Instruction:** Insert this text into a newsletter or on your website to promote careers in early childhood education and the financial support available to study an early childhood teaching degree. It can be included in your newsletters, on your parent communication platforms, or through regular emails or messages sent to families and local communities.

Please feel free to adapt and personalise the content as you require. You can consider posting one of the 'Best Start, Best Life' campaign images to accompany the text, but please do not make any changes to the campaign images.

We suggest linking to [www.vic.gov.au/kinder](http://www.vic.gov.au/kinder) from the page on your website so people can find out more information.

#### Sample text 1: Kinder teachers help our kids dream big

*The Victorian Government has introduced universal funded Three-Year-Old Kindergarten in Victoria. This reform will create more than 4,000 new kinder teacher and 2,000 new educator jobs across the state. It's a flexible career that will always rely on people who care, inspire young children's minds through play and foster their learning and development.*

*There are hundreds of financial support packages available now to study to become an early childhood teacher. Eligible recipients could receive up to \$34,000 towards an approved bachelor qualification or up to \$24,000 towards an approved postgraduate qualification.*

*To find out more about the financial support available, visit the [scholarships and incentives](#) page on the DET website or [www.vic.gov.au/kinder](http://www.vic.gov.au/kinder)*

#### Sample text 2: Have you considered upskilling?

*There is more demand than ever for bachelor-qualified teachers to deliver Three-Year-Old Kindergarten so there's no better time to enrol in a bachelor degree to become an early childhood teacher.*

*There are hundreds of financial support packages available now to upskill by studying to become an early childhood teacher. Eligible recipients could receive up to \$34,000 towards an approved bachelor qualification or up to \$24,000 towards an approved postgraduate qualification.*

*You may also be eligible to apply for the accelerated Bachelor of Early Childhood Education program through Deakin University. This program is available for up to 76 participants and provided a supported, employment-based pathway to become an early childhood teacher in 18-months – helping you to continue to work while you learn.*

*To find out more about the financial support available and the accelerated Bachelor of Early Childhood Education program, visit the [scholarships and incentives](#) page on the DET website or [www.vic.gov.au/kinder](http://www.vic.gov.au/kinder)*

### Sample text 3: Free TAFE

As part of the Free TAFE initiative, the following courses are now being offered tuition fee-free:

- Certificate III in Early Childhood Education and Care
- Diploma of Early Childhood Education and Care

Training to become an early childhood educator is a great way to establish a meaningful career working to support children's learning and development at a pivotal time in their lives. It also means you can enter the workforce sooner. Find out more about Early Childhood Free TAFE courses by visiting [www.vic.gov.au/free-tafe](http://www.vic.gov.au/free-tafe).

Once you have a Certificate III or Diploma of Early Childhood Education and Care, you can always upskill to become a kinder teacher by completing a degree – and you might be eligible for financial support while you study. So why not make a start towards a fulfilling career in ECEC now!

### Careers text for social media

**Instruction:** You can share a post on your social media channels (e.g. Facebook, Instagram, Twitter) to promote careers in early childhood education and the financial support available to study an early childhood teaching degree.

This content can be adapted to suit your audience, provided the key information does not change. You can consider posting one of the 'Best Start, Best Life' campaign images to accompany the social media post, but please do not make any changes to the campaign images.

If you would like to include a link to a website for your audience to find out more information, we suggest linking to [www.vic.gov.au/kinder](http://www.vic.gov.au/kinder).

### Sample post 1: Kinder teachers help our kids dream big

*Victoria will always need kinder teachers to help our kids dream big. With the Victorian Government rolling out Three-Year-Old Kinder, that means 6,000 new teaching jobs across the state.*

*If you're looking for a career change, now is the time to enrol to study.*

*There's financial support to study at uni and Free TAFE available to kickstart your career in early childhood education.*

*For more information, visit: [www.vic.gov.au/kinder](http://www.vic.gov.au/kinder)*

### Sample post 2: Shape the brightest minds of tomorrow

*Do you have what it takes to shape the brightest minds of tomorrow? Become a kinder teacher and help our kids dream big. There's financial support available for you to study an early childhood teaching degree now.*

*For more information visit: [www.vic.gov.au/kinder](http://www.vic.gov.au/kinder)*