# Introduction

The Best Start, Best Life reforms give Victorian children access to 2 years of quality kindergarten, regardless of their life circumstances, background, or postcode.

The materials provided in this kit will help you promote Free Kinder, Pre-Prep and the Best Start, Best Life reforms. Use the content to suit your channels by tailoring the messaging as needed.

You can share the following posts on your social media channels (e.g., Facebook, Instagram or X/Twitter).

Don’t forget to follow and tag us.

* Instagram [@earlychildhoodvic](https://www.instagram.com/earlychildhoodvic)
* LinkedIn [@DepartmentOfEducation](https://www.linkedin.com/company/department-of-education/)
* X [@VicGovDE](https://twitter.com/vicgovde?lang=en)

## Videos

Consider sharing these videos in your online communications:

* [Three-Year-Old Kinder on Vimeo](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fvimeo.com%2F845824476&data=05%7C02%7CKimberley.Smith2%40education.vic.gov.au%7C3119dceca4734d41144f08dc002ce10a%7Cd96cb3371a8744cfb69b3cec334a4c1f%7C0%7C0%7C638385440164828090%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=NRXMCPgcSYfSskusG9Ms3na0Y8hlKwltx2vKTY6Gg6c%3D&reserved=0)
* [2025 Kinder Enrolments](https://vimeo.com/923582894/0bd1b5f452?share=copy)
* [Make everyday a new adventure – YouTube](https://www.youtube.com/watch?v=X-VUErkm2wM&t=3s)

# Digital assets

The table below lists the available assets. Click on the text in the Type column to download the content for use on your channels.

|  |  |
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| ***Type*** | ***Asset*** |
| [*Social media 1\_2025 enrolments*](https://www.education.vic.gov.au/Documents/childhood/three-year-old-kinder/24-007%20BSBL%20Free%20Kinder%203.png) |  |
| [*Social media\_benefits of 2 years of kinder*](https://www.education.vic.gov.au/Documents/childhood/three-year-old-kinder/24-007%202%20Years%20of%20Kinder_02.png) | A group of children sitting in a classroom clapping. |
| [*Social media\_Free Kinder for 3- and 4-year-olds*](https://www.education.vic.gov.au/Documents/childhood/three-year-old-kinder/Ask_about_Free_Kinder_for_3_and_4YOs_social_media_tile.png) |  |
| [*Three-Year-Old Kinder Poster*](https://www.education.vic.gov.au/Documents/childhood/three-year-old-kinder/Two-years-is-better-than-one-poster-1.pdf) |  |
| [*Postcard\_Know someone with a two-year-old*](https://www.education.vic.gov.au/Documents/childhood/three-year-old-kinder/Know_someone_with_a_2-year-old_postcard.pdf) | [Postcard with girl standing](https://www.education.vic.gov.au/Documents/childhood/three-year-old-kinder/Know_someone_with_a_2-year-old_postcard.pdf)  [reverse side of post card](https://www.education.vic.gov.au/Documents/childhood/three-year-old-kinder/Know_someone_with_a_2-year-old_postcard.pdf) |
| *Pre-Prep 2025 GIF – available in the shared zip file* |  |
| [*Pre-Prep Rollout Map*](https://www.education.vic.gov.au/Documents/childhood/three-year-old-kinder/pre-prep-rollout-map.jpg) |  |
| [*Pre-Prep\_Social media map*](https://www.education.vic.gov.au/Documents/childhood/three-year-old-kinder/Pre-Prep%20Roll%20Out%20Gif_03%20(2).mp4) | [faded-out map of Victoria showing six purple local government areas set to get Pre-Prep in 2025](https://www.education.vic.gov.au/Documents/childhood/three-year-old-kinder/Pre-Prep%20Roll%20Out%20Gif_03%20(2).mp4)  [Pre-Prep GIF](https://www.education.vic.gov.au/Documents/childhood/three-year-old-kinder/Pre-Prep%20Roll%20Out%20Gif_03%20(2).mp4) |

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