



EARLY  
LEARNING  
ASSOCIATION  
AUSTRALIA

# THRIVING THROUGH CHANGE

2024 ANNUAL REPORT

# CONTENTS

- 01 Year in Review
- 02 Our Board
- 03 Our Partners
- 04 Life Members

- 05 Member Solutions
- 07 Financial Statement
- 10 Auditor's Report



# YEAR IN REVIEW A MESSAGE FROM OUR CHAIR AND INTERIM CEO



Dear Members,

On behalf of ELAA's diverse and talented staff group and Board, we would like to thank you for your dedication to delivering high-quality early learning services and positively impacting the lives of Australian children and their families.

ELAA's members include over 1350 services throughout Victoria, NSW, TAS and SA. Every term more than 100,000 children enjoy the excellent, responsive education and care provided at ELAA members' services. We are proud to represent and support you, and your hard-working staff and volunteers.

With the continued roll-out of the ambitious *Best Start, Best Life* reforms we have navigated a range of complex challenges together over the past year and ensured that these opportunities for growth continue to benefit the children and communities we serve.

Notable changes include:

- Continuing growth in the ECEC workforce and in the number of kindergarten services in operation to meet the *BSBL* universal access goals for kindergarten at ages 3 and 4.
- Commitments for 20 new kindergartens on school sites delivering an additional 2,600 kindergarten places in suburbs and towns from St Arnaud to Yea.
- Launch of *Early Learning Victoria*, the Victorian Department of Education's own network of integrated long day care and kindergarten services.

- The Australian Government's announcement of 15% pay increases for early childhood educators working in long day care, linked to a 4.4% fee growth cap.
- Kick-off of bargaining for the 2025 VECTEA agreement in an environment of challenging state government budget conditions.

Achieving this scale of transformation is not easy, but the progress we have made is thanks to your dedication and goodwill.

ELAA's achievements we would like to highlight this year include:

- Welcoming 31 new members to our growing community.
- Hosting 160 delegates at our dynamic and energising *Thrive* conference which saw presentations from a host of sector innovators and researchers including AERO, Cultura, ACECQA and Gowrie Victoria.
- Supporting members with savings of over \$226,000 on \$1.9 million in purchases of stationary, furniture and IT products from our partner Officeworks.
- Launching 12 new e-learning modules – the Skilled and Adaptable Workforce project – which we designed for educators in their first two years in our workforce, in partnership with Gowrie Victoria and the Victorian Government.
- Completing over 5700 responses to member enquiries to our Advisory Service on matters including HR, payroll, child safety, and governance.
- Delivering over 370 road safety education sessions in early learning and care services in partnership with the TAC.

Looking ahead, we are excited to introduce ELAA's new 3-Year Strategy. Our topline goals are:

1. **Sector Transformation** – ELAA will support all members to successfully navigate the transformation currently underway to universal access to Early Childhood Education and Care services for all 3-year-olds and 4-year-olds.
2. **Workforce Retention and Growth** – ELAA will support member organisations to be talent attractors and developers, and to provide the employee experience which has long been the expectation in schools and other sectors, but varying in the ECEC sector.
3. **Stronger Voice** – We will increase the rigour and impact of our advocacy on behalf of our members to funders, regulators and policy makers.

Your active engagement in the implementation of these goals is encouraged—whether through attending events, participating in reference groups, or providing valuable feedback—to drive our collective success. We look forward to updating you on our progress over the year ahead.

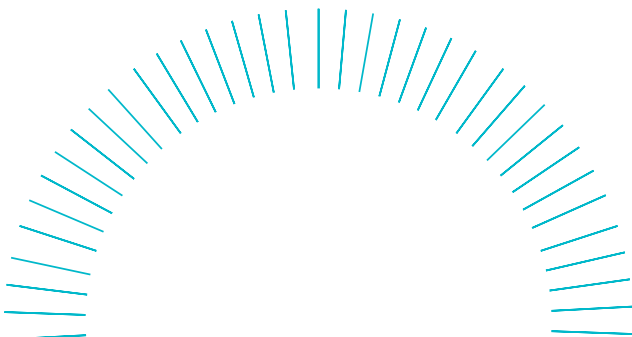
## Summary of our Financial Position

We have been able to generate a surplus of \$76,120 for 2023/34 and an overall revenue increase of 27% when compared to 2022/23. The surplus contributes to our overall equity and to ensure we have the foundations to continue to provide quality supports to members in the future.

**Tim:** 2024 marks the end of a 9-year term on the ELAA board for Sue who has been an incredibly valuable leader in the organisation over this time. I wish to take this opportunity to thank her on behalf of the entire organisation for her immense contribution.

Warm regards,

Sue West, Chair & Tim Watts, Interim CEO



# OUR BOARD

## SUE WEST – CHAIRPERSON

*Appointed:* 2015

*Expertise:* government relations/advocacy, early childhood development/education, and policy and research

*Committees:* Nomination and Remuneration Committee



## GRANT BOYD

*Appointed:* 2018

*Expertise:* government relations/advocacy, early childhood development/education, organisation strategy and change management, management, and governance

*Committee:* Finance and Investment Committee



## SAMANTHA KOLASA

*Re-appointed:*  
November 2020

*Expertise:* early childhood development/education, organisation strategy and change management, human resources/culture and capability, management, and governance

*Committees:* Nomination and Remuneration Committee



## AILEEN ASHFORD – DEPUTY CHAIRPERSON

*Appointed:* November 2020

*Expertise:* government relations/advocacy, early childhood development/education, organisation strategy and change management, human resources/culture and capability, management, governance, policy and research, fundraising/philanthropy

*Committees:* Nomination and Remuneration Committee



## STACEY FOX

*Appointed:* 2017

*Expertise:* early childhood development/education, governance, and policy and research

*Committees:* Quality and Risk Committee



## LEANNE BILINSKI

*Appointed:* 2023

*Expertise:* organisational strategy, marketing and communications, educational leadership, community engagement and governance

*Committees:* Quality and Risk Committee



## FILIPPO MIOTTO – TREASURER

*Appointed:* 2023

*Expertise:* finance, management, governance, and risk management

*Committees:* Finance and Risk Committee



## TRACEY MCKAY

*Appointed:* 2018

*Expertise:* government relations/advocacy, early childhood development/education, organisation strategy and change management, management and governance

*Committees:* Nomination and Remuneration Committee



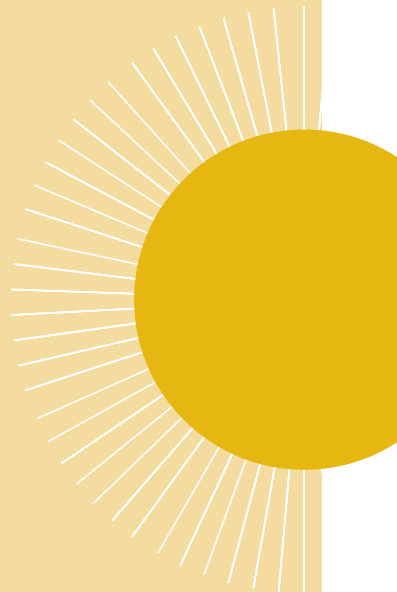
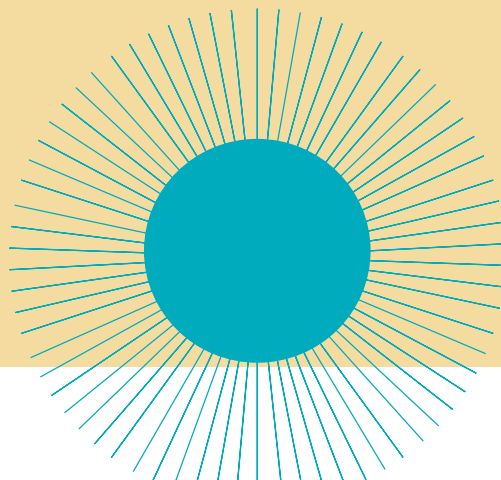
## ROSALYN CASEY – SECRETARY

(Nov 2023 to Aug 2024)

*Appointed:* 2018

*Expertise:* marketing / PR, management, and governance

*Committee:* Executive



## OUR PARTNERS

ELAA would like to acknowledge the expertise and support received from our preferred partners, many of whom make exclusive offers to ELAA members.

**anzuk.education**

ANZUK EDUCATION –  
Early Childhood Education and Care sector  
workforce recruitment services

**BUNNINGS  
TRADE**

BUNNINGS TRADE –  
hardware, landscaping, and infrastructure  
improvement supplies

**EnrolNow**

ENROL NOW –  
digital enrolment management platform  
providers

**HESTA** | 

HESTA –  
superannuation fund and advice

**officeworks**

OFFICEWORKS –  
business equipment, technology, office,  
and art supplies

## LIFE MEMBERS

ELAA recognises the contribution of the following people to furthering its goals (and those of its predecessor, Kindergarten Parents Victoria) and for their service to the Early Childhood Education and Care sector through life membership:

CAROL ALLEN  
PAT BROWN  
LEE CATH  
JO GEURTS  
DAVID HAESLER

DAVID LAYTON  
GERARD MANSOUR  
KARALYNN MCDONNELL  
PATRICK MORIARTY  
ANNETTE MUTIMER

PAULINE OGDEN  
DANNY PEARSON  
NICOLE PILSWORTH  
CHARLES POWER  
KRISHNAN RANGASWAMY

MARG STEPHENS  
KATHY TOWNLEY  
KAREN WESTON  
CARLENE WILSON



# MEMBER SOLUTIONS

In 2023/24, ELAA provided continued support to our members as they navigated the Victorian Government’s Best Start, Best Life reforms for three- and four-year-old kindergarten programs. We maintained a strong focus on enhancing operational efficiency and staff management, ensuring that our members were well-equipped to meet the evolving demands within the early childhood education and care sector.

## KEY ACHIEVEMENTS

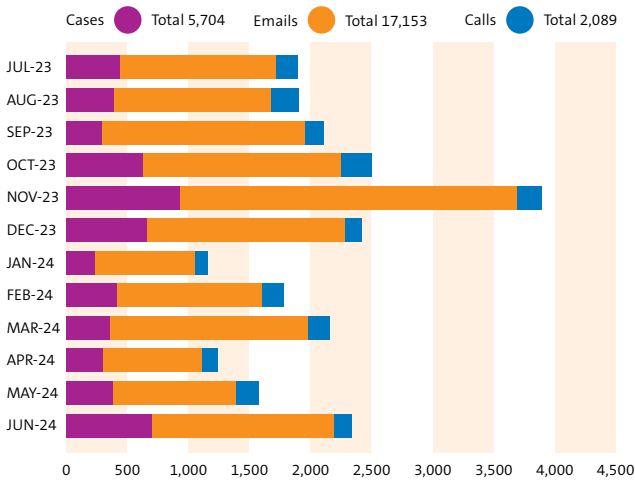
**VECTEA2024:** In preparation for the VECTEA 2024 bargaining process, we conducted extensive consultations with our members throughout 2023. In March 2024, we submitted our application for a single-interest employer authorisation with the Fair Work Commission. Negotiations with the Australian Education Union (AEU) commenced in April 2024 and are progressing well.

**Advisory Service:** Our Member Solutions Advisors delivered personalised phone and email advice on critical topics such as governance, financial management, award interpretation, HR, and regulatory compliance. They successfully handled 5,450 case management inquiries, assisting ELAA members with expert guidance.

**Resources:** ELAA successfully completed phases one and two, publishing the Employment and Onboarding Guide and the Committee of Management Governance Guide, part of the Early Childhood Management Manual Redevelopment Project. PolicyWorks entered its second year of the three-year review schedule, with numerous updates driven by legislative changes. We also released a new set of governance videos to support CoM members in their role as approved providers.

**Training:** We continued to empower and support members through professional development and collaboration opportunities, with over 1,900 participants engaging in our programs.

Number of cases, emails and calls



Webinars, drop-in sessions, training and information sessions



## ROAD SAFETY EDUCATION

The 2023/24 financial year marked another year of continued success for ELAA's partnership with the Transport Accident Commission (TAC), delivering critical early childhood road safety education across Victoria.

Key initiatives included the delivery of high-quality professional development programs for our Early Childhood Education and Care (ECEC) workforce, equipping educators with the latest best practices in road safety. Additionally, ELAA extended its reach to culturally and linguistically diverse (CALD) communities and family support organisations through targeted sessions on the safe

transportation of children, addressing the specific needs of these groups.

The popular ThingleToodle continued to bring road safety education to life for children and families in a fun and interactive way. ELAA also participated in significant community events, including NAIDOC Week celebrations, ensuring that road safety education remains accessible and relevant to all communities across the state.

Through these combined efforts, ELAA continues to champion the delivery of best-practice road safety education, contributing to a safer future for Victoria's youngest citizens.

### DELIVERABLES FOR THIS FINANCIAL YEAR

- + Professional Development for Early Childhood Educators – 41 sessions reaching approximately 950 educators
- + CALD Child Car Seat Information Sessions – 22 reaching 392 participants
- + Events – 9 community events, including The Melbourne Royal Show, 3 Pregnancy Baby Expos, Maternal Child Health Nurse Conference, Aboriginal Housing Victoria NAIDOC week reaching over 10,000 families and professionals
- + ThingleToodle education sessions – 376

## SKILLED AND ADAPTABLE WORKFORCE (SAEW) PROJECT

Throughout 2023/24, ELAA worked in partnership with Gowrie Victoria and The Y Ballarat to develop the SAEW Community Hub – an interactive learning platform enabling educators to: access specialised self-paced eLearning modules; participate in insightful webinars; build professional networks; and connect with peers in a supportive Community of Practice.

Since officially launching the SAEW Community Hub in February 2024:

- + 12 eLearning modules have been published
- + 890 applications submitted to join the SAEW Project
- + 511 educators registered to access 12 eLearning modules
- + 420 modules successfully completed by educators
- + 96 educators attended 6 training workshops and peer support meetings (webinars)
- + 6 recordings from the webinars receiving more 140 views by educators
- + 20 resources published to support educator's professional practice.

Through their participation in the SAEW project in 2023/24, early childhood educators have built new skills and peer networks that is responsive to the educational needs of children and workplace capability requirements of the ECEC sector.

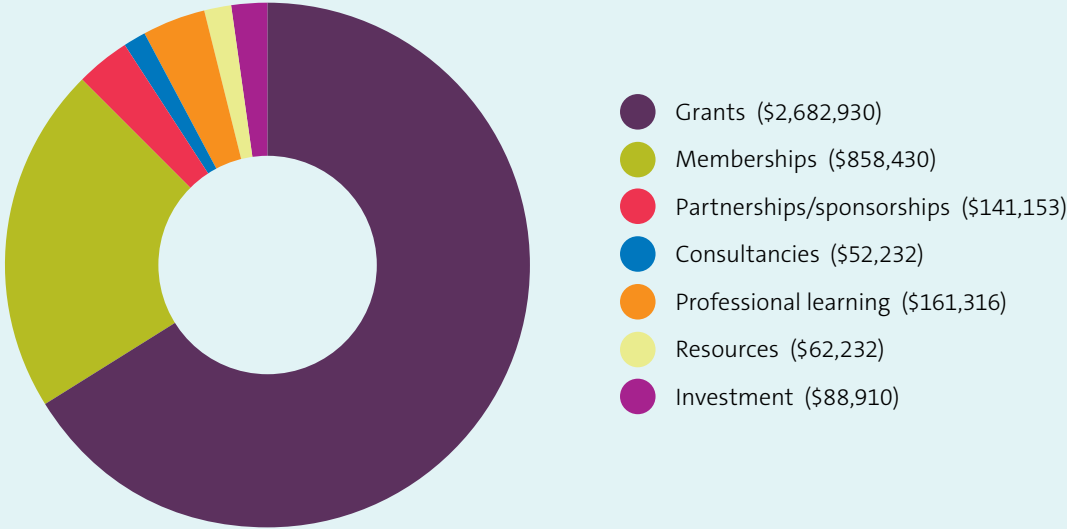
Feedback on the eLearning modules has been consistently positive with educators strongly agreeing (based on a 5-point scale from strongly agree to strongly disagree) with the following statements:

- 68.1% The content in the module was engaging
- 70.8% Video and animation were used effectively to help explain the content
- 76.1% The language in the module was clear and easy to understand
- 70.8% The module offered a good range of practical examples and scenarios to reinforce learning
- 88.5% The knowledge and skills learnt in this module can be applied in my role as an early childhood educator
- 76.1% I would recommend other educators undertake this module

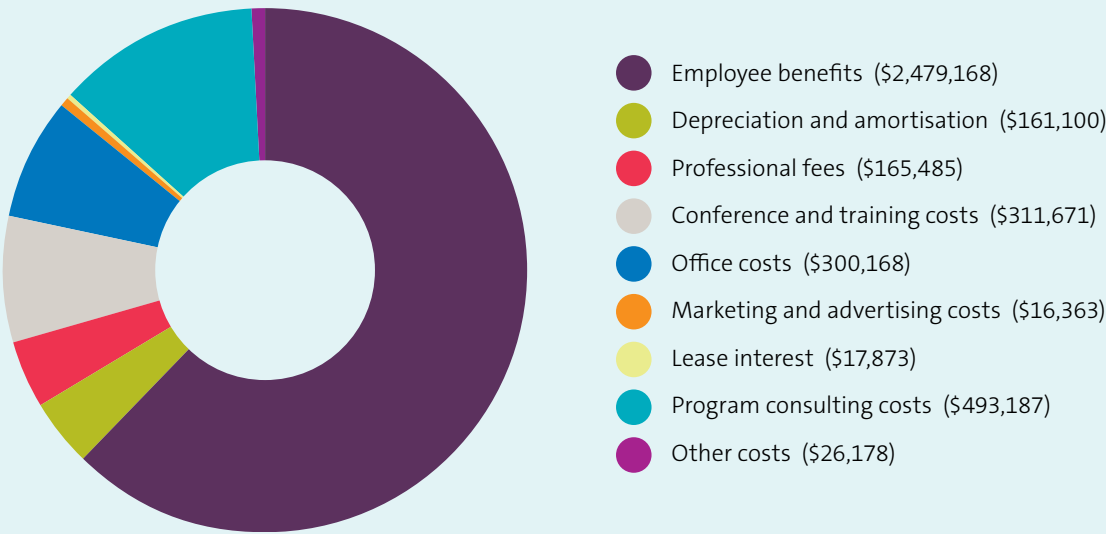


# FINANCIAL STATEMENTS

## TOTAL INCOME 2024



## TOTAL EXPENDITURE 2024



# FINANCIAL STATEMENTS

## INCOME AND EXPENDITURE STATEMENT for the year ended 30 June 2024

The Summarised Income and Expenditure Statement and the Statement of Financial Position are summarised from the audited financial statements. Complete copies of the audited financial statements are available on request.

|  | 2024        | 2023        |
|--|-------------|-------------|
|  | \$          | \$          |
| <b>INCOME</b>                                  |             |             |
| Revenue from operating activities              | 4,047,303   | 3,172,355   |
| <b>EXPENDITURE</b>                             |             |             |
| Employee benefits expense                      | (2,479,168) | (2,005,107) |
| Depreciation and amortisation expense          | (161,100)   | (210,780)   |
| Professional fees                              | (165,485)   | (244,035)   |
| Conference and training costs                  | (311,671)   | (348,554)   |
| Office expenses                                | (300,168)   | (236,830)   |
| Marketing and advertising costs                | (16,363)    | (7,175)     |
| Lease interest                                 | (17,873)    | (12,476)    |
| Program consulting costs                       | (493,187)   | (198,528)   |
| Other expenses                                 | (26,168)    | (20,959)    |
| Total expenses                                 | (3,971,183) | (3,284,444) |
| <b>Profit/(Loss) before income tax expense</b> | 76,120      | (112,089)   |
| Income tax expense                             | -           | -           |
| <b>Profit/(Loss) after income tax expense</b>  | 76,120      | (112,089)   |

## STATEMENT OF FINANCIAL POSITION as at 30 June 2024

|                                      | 2024             | 2023             |
|--------------------------------------|------------------|------------------|
| <b>ASSETS</b>                        | \$               | \$               |
| <b>Current assets</b>                |                  |                  |
| Cash and cash equivalents            | 1,046,581        | 1,565,232        |
| Trade and other receivables          | 437,235          | 371,221          |
| Inventories                          | 7,734            | 9,180            |
| Other financial assets               | 1,182,009        | 1,270,265        |
| Other assets                         | 80,154           | 56,966           |
| <b>Total current assets</b>          | <b>2,753,713</b> | <b>3,272,864</b> |
| <b>Non-current assets</b>            |                  |                  |
| Other assets                         | -                | 31,660           |
| Property, plant and equipment        | 33,106           | 40,490           |
| Intangible assets                    | 9,069            | 24,763           |
| Right of use assets                  | 127,585          | 309,236          |
| <b>Total non-current assets</b>      | <b>169,760</b>   | <b>406,149</b>   |
| <b>Total assets</b>                  | <b>2,923,473</b> | <b>3,679,013</b> |
| <b>LIABILITIES</b>                   |                  |                  |
| <b>Current liabilities</b>           |                  |                  |
| Trade and other payables             | 209,722          | 230,938          |
| Lease liability                      | 116,141          | 170,807          |
| Employee benefits                    | 257,438          | 276,736          |
| Deferred income                      | 1,330,196        | 1,922,603        |
| <b>Total current liabilities</b>     | <b>1,913,497</b> | <b>2,601,084</b> |
| <b>Non-current liabilities</b>       |                  |                  |
| Lease liabilities                    | 18,636           | 141,079          |
| Employee benefits                    | 10,341           | 31,971           |
| <b>Total non-current liabilities</b> | <b>28,977</b>    | <b>173,050</b>   |
| <b>Total liabilities</b>             | <b>1,942,474</b> | <b>2,774,134</b> |
| <b>Net assets</b>                    | <b>980,999</b>   | <b>904,879</b>   |
| <b>MEMBERS' FUNDS</b>                |                  |                  |
| Retained surplus                     | 980,999          | 904,879          |
| <b>Total members' funds</b>          | <b>980,999</b>   | <b>904,879</b>   |

# AUDITOR'S REPORT

## REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARISED FINANCIAL STATEMENTS TO THE MEMBERS OF EARLY LEARNING ASSOCIATION AUSTRALIA

### OPINION

The summarised financial statements, which comprise the summarised statement of financial position as at 30 June 2024 and the summarised income and expenditure statement for the year then ended are derived from the audited financial report of Early Learning Association Australia for the year ended 30 June 2024.

In our opinion, the accompanying summarised financial statements are consistent, in all material respects, with (or a fair summary of) the audited financial report, on the basis described in Note 1 to the audited financial report of Early Learning Association Australia for the year ended 30 June 2024.

### SUMMARY FINANCIAL STATEMENTS

The summarised financial statements do not contain all the disclosures required by the Australian Accounting Standards. Reading the summarised financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial report and the auditor's report thereon. The summarised financial statements and the audited financial report do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial report.

### THE AUDITED FINANCIAL REPORT AND OUR REPORT THEREON

We expressed an unmodified audit opinion on the audited financial report in our report dated 28 October 2024.

### BOARD OF MANAGEMENT'S RESPONSIBILITY FOR THE SUMMARISED FINANCIAL STATEMENTS

The Board of Management is responsible for the preparation and fair presentation of the summary financial statements.

### AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on whether the summarised financial statements are consistent, in all material respects, with (or are a fair summary of) the audited financial report based on our procedures, which were conducted in accordance with Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements.



**Nexia Melbourne Audit Pty Ltd**  
Melbourne



**Champman Wan**  
Director

Dated this 28th day of October 2024

### Advisory. Tax. Audit.

Registered Audit Company 291969

Nexia Melbourne Audit Pty Ltd (ABN 86 005 105 975) is a firm of Chartered Accountants. It is affiliated with, but independent from Nexia Australia Pty Ltd. Nexia Australia Pty Ltd is a member of Nexia International, a leading, global network of independent accounting and consulting firms. For more information please see [www.nexia.com.au/legal](http://www.nexia.com.au/legal). Neither Nexia International nor Nexia Australia Pty Ltd provide services to clients. Liability limited under a scheme approved under Professional Standards Legislation.

### Nexia Melbourne Audit Pty Ltd

Level 35, 600 Bourke St  
Melbourne VIC 3000

e [info@nexiamelbourne.com.au](mailto:info@nexiamelbourne.com.au)  
p +61 3 8613 8888  
f +61 3 8613 8800  
w [nexia.com.au](http://nexia.com.au)



EARLY  
LEARNING  
ASSOCIATION  
AUSTRALIA

Wurundjeri Country  
L7, 222 Exhibition Street, Melbourne, VIC 3000  
t (03) 9489 3500  
e [ela@ela.org.au](mailto:ela@ela.org.au)  
w [www.ela.org.au](http://www.ela.org.au)