



**“ I WANT UNIVERSAL
CHILDCARE TO BE PART
OF THE GREAT
AUSTRALIAN STORY**

— Prime Minister Anthony Albanese,
31 May 2022

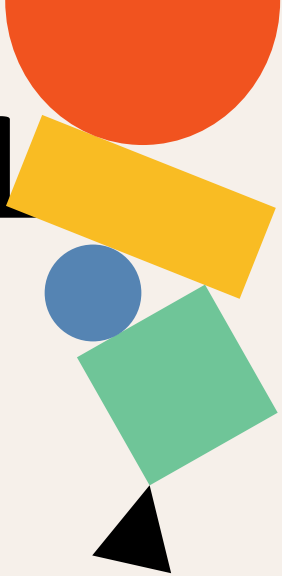


**ADVOCATING
FOR REFORM
OF THE EARLY
CHILDHOOD
DEVELOPME
NT (ECD)
SYSTEM IN
AUSTRALIA**



**THRIVE
BY FIVE**

EVERY CHILD WILL THRIVE BY FIVE



Children learn right from the start

We want:

- Parents that are supported to make it happen
- A community that makes places for it
- A society that understands and values this

We will do this by:

- Putting information about how children learn in the hands of parents
- Showing what a new system could do
- Building a new system of early learning



Mutually Reinforcing Pillars

Parent Empowerment

Empower & equip parents,

Advocacy for Early Childhood Development systems change

Demonstrate Local ECD systems change

Inform and Transform ECD Systems

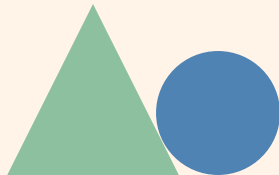
Transform early learning systems

THE THRIVE BY FIVE STORY

The history of
Thrive by Five

The motivations
behind
Thrive by Five

Investment
into a
'new kid on
the block'



EVIDENCE AS CONTENT TO APPLY POLITICAL PRESSURE (NOT JUST TO INFORM POLICY)

How Australia can invest in
children and return more

A new look
at the
\$15b cost
of late action



THRIVE
BY FIVE

IMPACT

AND 1000 VITAL DAYS

EXCLUSIVE: A REVOLUTION IN EARLY CHILDHOOD LEARNING IS BREWING
WHICH COULD DRIVE THE CREATION OF A FREE, NATIONAL PRESCHOOL
SYSTEM FOR AUSTRALIAN INFANTS AND TODDLERS, REPORTS **COLIN JAMES**

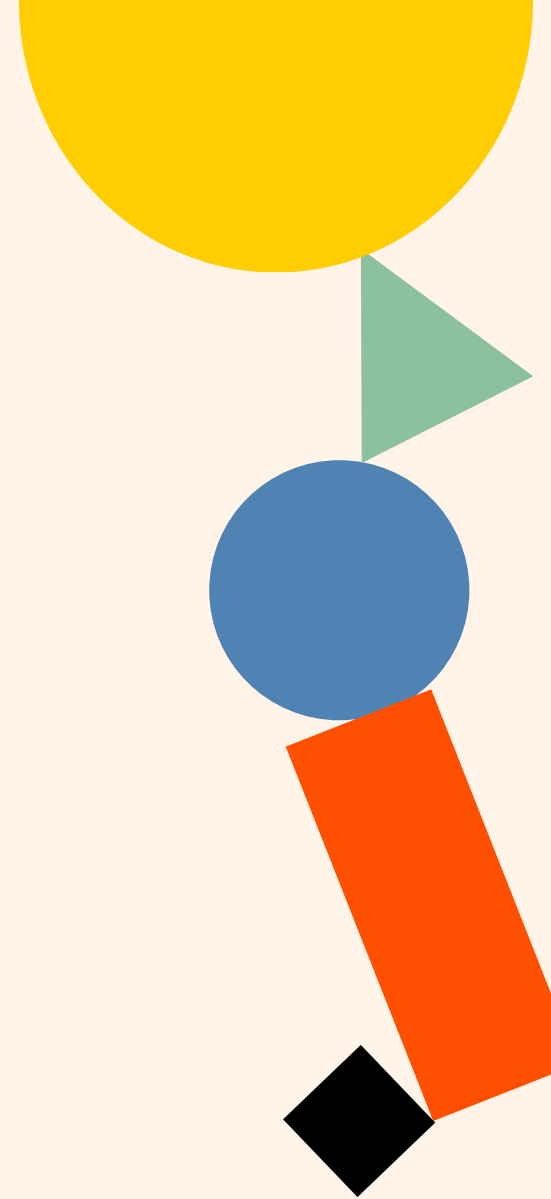
The Daily Telegraph
Saturday 25th February 2023



**THRIVE
BY FIVE**

WHY A CAMPAIGN?

Problematising Early
Childhood Development



**THRIVE
BY FIVE**

THRIVE BY FIVE SOUGHT TO BREAK THROUGH THE POLITICAL INERTIA

The Thrive by Five campaign strategy had **one goal in mind:** to effect policy change nationally that would see a significant uplift in funding for the ECD sector, and to do so by creating a political imperative for action.

PREMISE
1

The Campaign's primary target should be the Australian Government

PREMISE
2

The childcare system would provide the foundation for wider reform

PREMISE
3

A pincer movement creating pressure for change would be necessary

PREMISE
4

Campaign narratives aligned to prevailing political debates would sustain profile and momentum

PREMISE
5

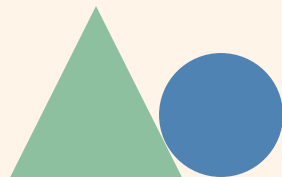
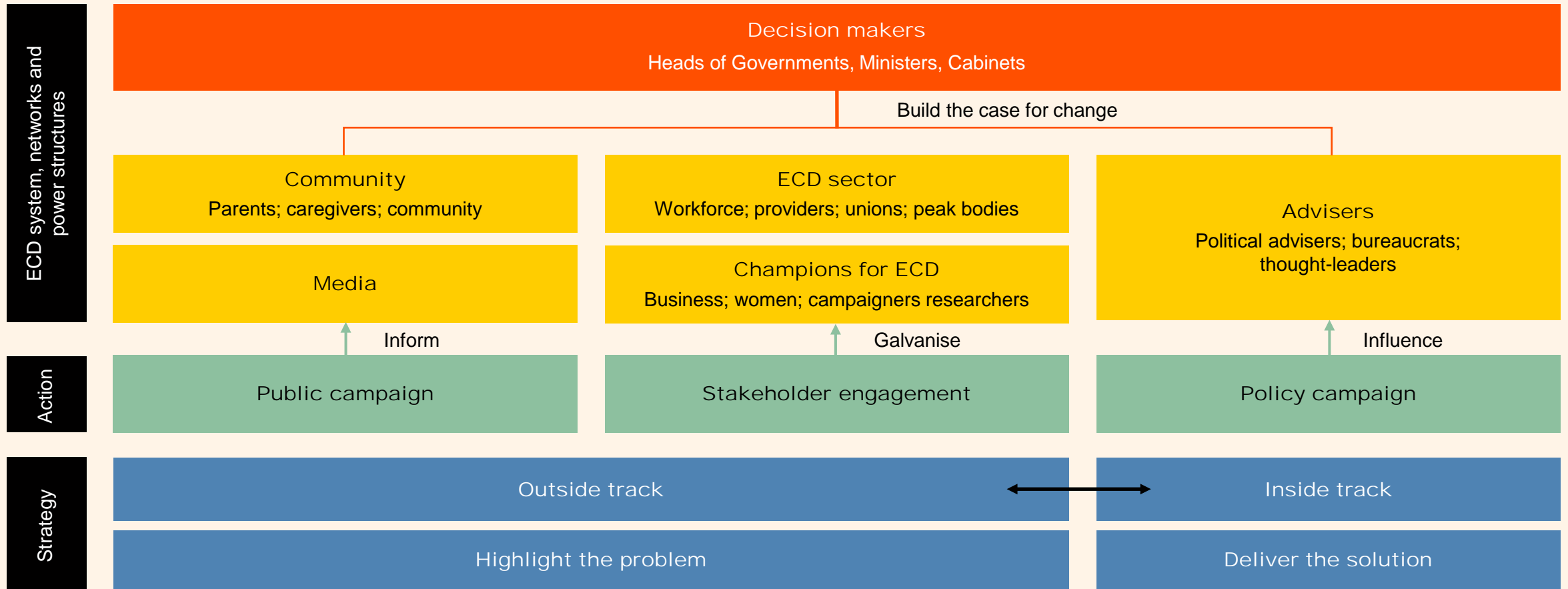
A broad coalition of interests would enable advocacy across a wider front

THE RESPONSE



THRIVE
BY FIVE

THE CAMPAIGN ARCHITECTURE

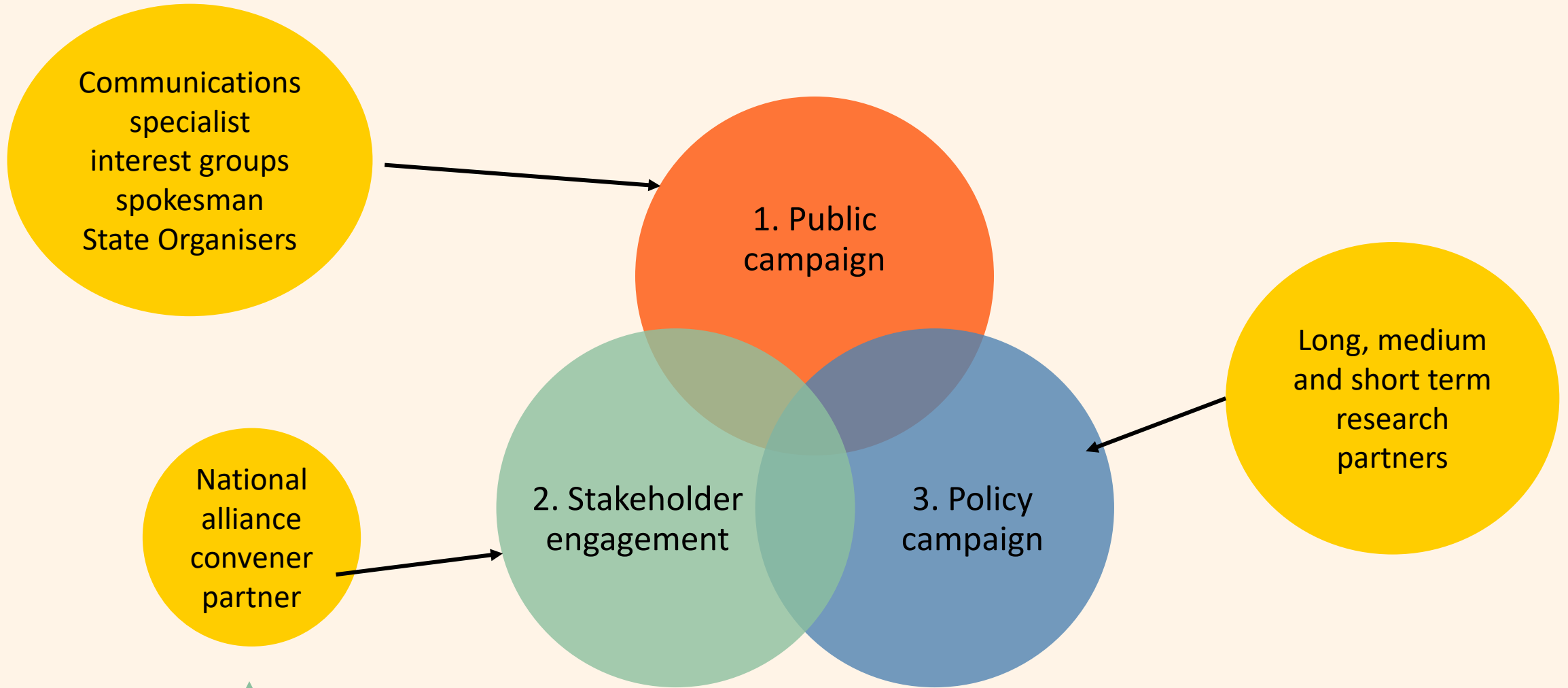


THE RESPONSE



THRIVE BY FIVE

STRATEGIC PARTNERSHIPS



**THRIVE
BY FIVE**



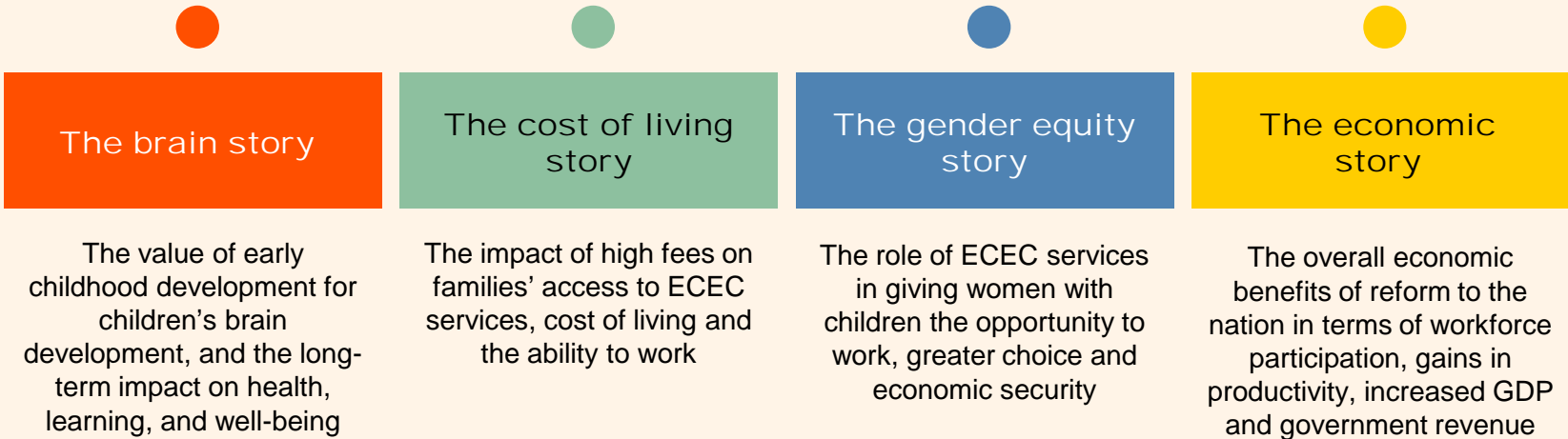
1: THE PUBLIC CAMPAIGN

MANY VOICES, ONE MESSAGE

Each narrative offered **distinctive framing, but all led to a common 'solution'** – a universal, affordable, high quality early learning and childcare system for Australia

The narratives were based on the prevailing issues of the day and provided a 'hook' to reach different constituencies.

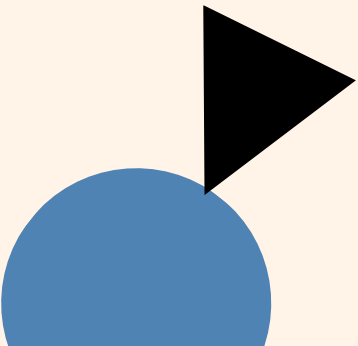
FOUR CAMPAIGN NARRATIVES



THE RESPONSE



THRIVE BY FIVE





STRATEGY AND TACTICS

- Building on what already exists
- Truly Bi- Partisan - One on one meetings
- Spotlight credible people

Resources for:

- Targeted research and evidence tied to events
- Geo-targeting of earned/ produced media and advertisements
- Town halls, forums and public events



**THRIVE
BY FIVE**

WE MADE SURE OUR
ISSUE WAS IN

THE HEADLINES
AT EVERY
OPPORTUNITY

- ✓ POLICY BLUEPRINT
- ✓ CAMPAIGN STRATEGY
- ✓ ALLIANCE WITH A SHARED MESSAGE

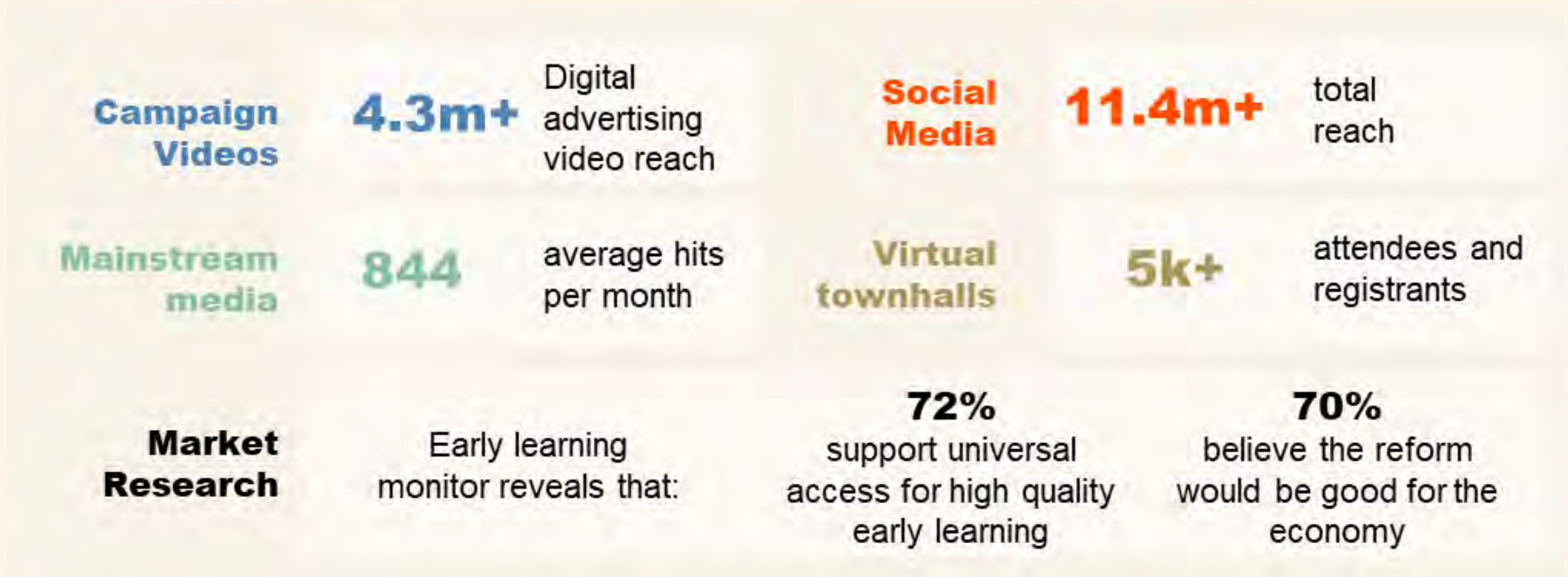


PUBLIC CAMPAIGN



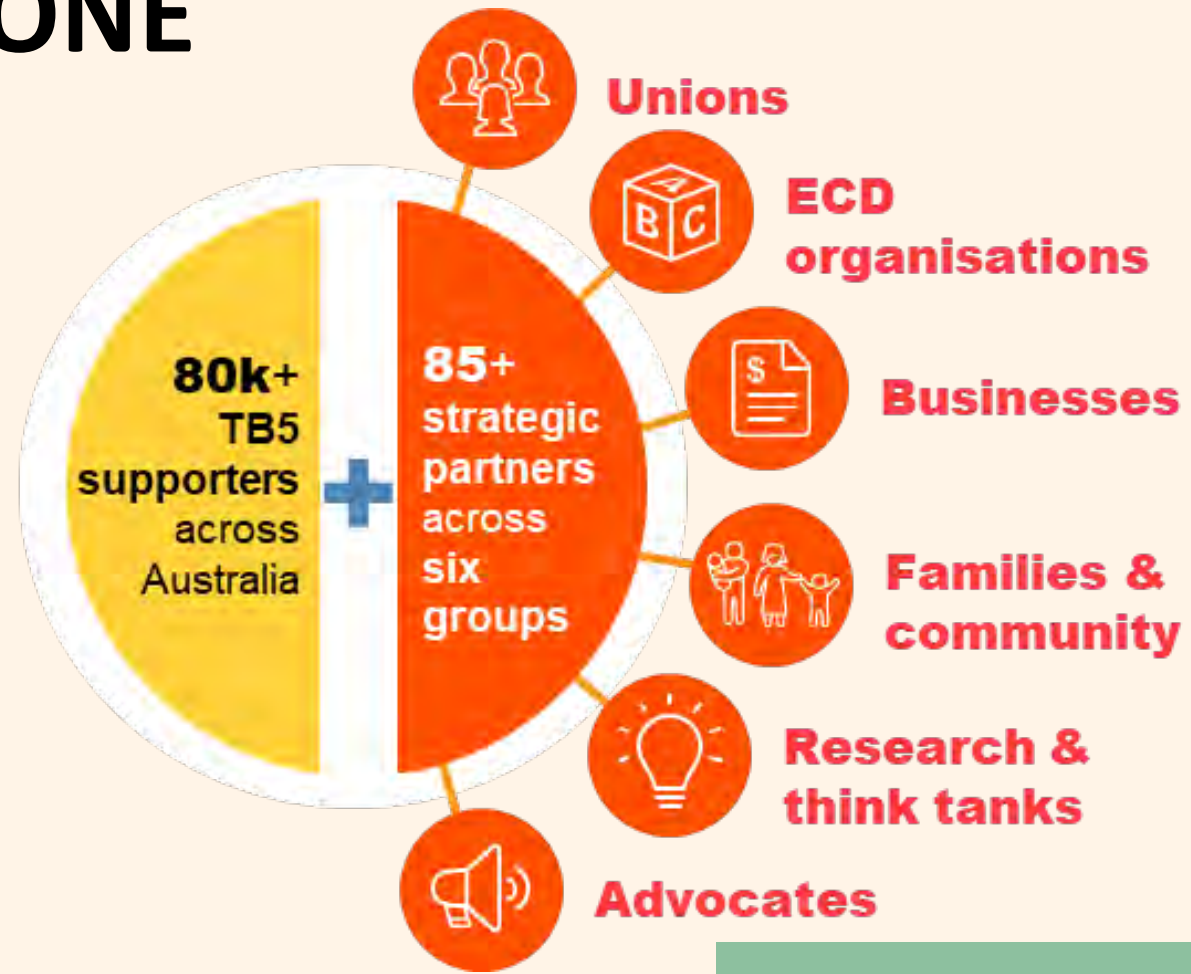
THRIVE
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WE HAD A SOPHISTICATED STRATEGIC COMMUNICATIONS METHODOLOGY



PUBLIC CAMPAIGN

'MANY VOICES, ONE MESSAGE



STAKEHOLDER ENGAGEMENT



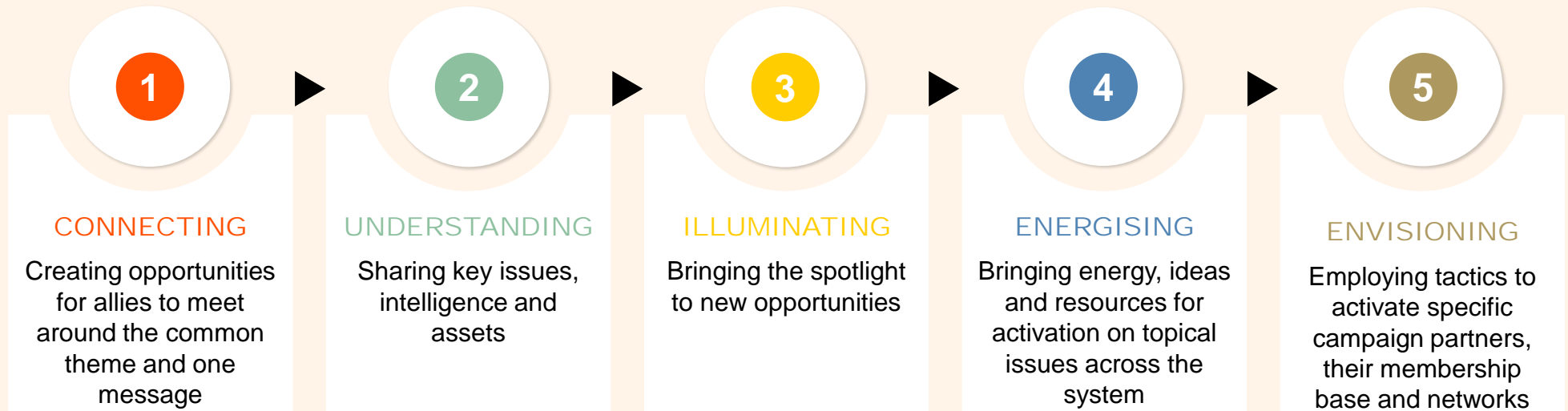
THRIVE BY FIVE

2: STAKEHOLDER ENGAGEMENT

CREATING A MOVEMENT

The key tenets have been **collaboration, partnership and inclusivity.**

Weekly meetings were one way of keeping the ECD 'eco-system' engaged.



THE RESPONSE



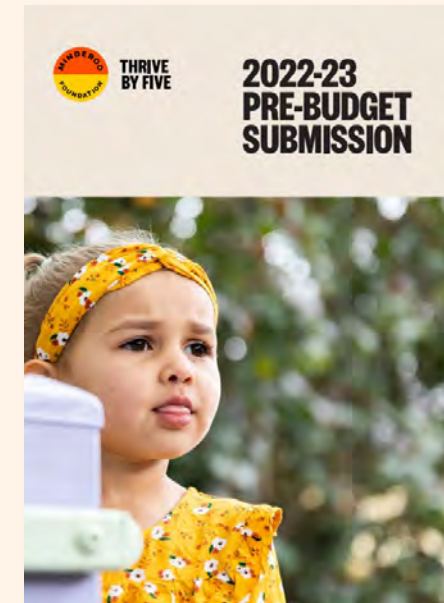
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3: THE POLICY CAMPAIGN- INSIDE TRACK

AN EVIDENCE-BASED SOLUTION

The intention of the parallel policy campaign was to have **sound, tested proposals** ready to present, in response to the problems highlighted in the public debate.

The Campaign **auspiced a process** for policy deep dives and consensus-making, while timely, engaging reports from partners stoked the fires.



THE RESPONSE



THRIVE BY FIVE

POLICY WINS


National Government committed to deliver a National Universal ECD System
Inc First ever Early Childhood Minister.

\$55 Billion commitment inc:

- \$28 Billion for ECD reform (new)
- \$5 Billion to provide 95 % childcare subsidy for families with 2+ children
- \$8 Billion commitment from the NSW government
- \$9 Billion commitment from the Vic government
- \$1.3 Billion commitment from the QLD government



**THRIVE
BY FIVE**



THE CAMPAIGN
HAS ALSO
PRODUCED
POSITIVE
SIDE-EFFECTS

Lifting the morale of ECD professionals

Setting the scene for offshoot policy advocacy

Helping services to see themselves as part of a broader ECD system

Working together to achieve a common purpose



THE IMPACT



**THRIVE
BY FIVE**



**AND WE WON'T STOP
UNTIL WE ACHIEVE OUR
GOAL**



**THRIVE
BY FIVE**



THANK YOU



THRIVEBYFIVE.ORG.AU/NEWS/

WWW.FACEBOOK.COM/THRIVEBYFIVECAMPAIGN

