



TOGETHER FOR TAMARIKI

NZEI
TERIU ROA



@ECEVoice

Community activity planning kit

*Ehara taku toa i te toa takitahi, engari he toa takitini.
Our strength is not that of a single warrior but that of many.*

Our campaign to fix the gap and fund early childhood education (ECE) better will be won by many teachers joining up with whānau and their wider communities. Now is the time to show the strength of support for serious investment in quality ECE.

Success is up to all of us

Our work to fix the gap and value ECE will be as successful as we make it - the more you do, the more we will win. For too long ECE has been neglected. Our children and teachers have borne the brunt of that neglect.

This can change. We have seen public support for teachers in action, and for the first time in a long time, we have a government that is listening. We know governments act on public concern. The louder the concern, the more politicians will act.

You know your learning community. They are participants and potential allies for the campaign. What can you do right now to get support in your community?

What do we want?

Every child should have access to quality ECE no matter where they live, or how much their parents can afford to pay. That means keeping and attracting great teachers and having a sector funded to provide the best care and education.

1. Fix the pay gap.
2. Improve funding to support better ratios.

Why get in behind the campaign?

New Zealand has a problem. Enrolments in ECE teacher training have tanked 55% in the last decade. At the same time there are more children in ECE than ever.

Most teachers working in ECE centres have no collective agreements and no transparent pay scale. Even where there are union collectives, qualified teachers are paid up to 52% less than their colleagues in kindergartens, primary and secondary schools, despite being just as qualified. Thousands are leaving ECE every year.

What is the Government saying?

In 2020, the Labour-led Government announced a 3.9% increase in funding by January 2021 to ensure all ECE teachers were paid at least the same minimum step as kindergarten and primary teachers. It also restored funding for 100% qualified teacher services. During Election 2020, Labour promised \$600 million over four years to address pay parity. Education Minister Chris Hipkins has said fixing the pay gap in ECE is a top priority.

Community mapping

Who has influence in my local/ centre/ service community? What groups, social media pages, or other media/clubs have influence? Which ones have a connection to the service or an interest in children's wellbeing?

Why would they support us?

What upcoming events may be useful?

Who has an existing relationship with them?

Or who can offer me support/help?

What could we ask them to do to show support?

The action we will take:

One thing I/we will do to build community support for fixing the gap and valuing ECE:

I/we will do this by _____

In order to make this happen, we need:

I will ask _____

for help

Activity Ideas:

Actions that raise visibility of the campaign and/or build community support and/or get fellow teachers involved in campaign activities will help us to win. Some ideas include:

- Getting all your colleagues involved in planning activities to promote the value of ECE
- Talking to local media and inviting them to come and see how funding issues are impacting your service.
- Sharing Facebook and Instagram content from @ECEVoice
- Creating content and sharing your own stories about ECE. Tag @ecevoice or hashtag #ValueECE #FixtheGap
- Speaking to your parents, learning community or parent committee
- Organising an event at your service to promote the campaign
- Sharing information in your centre newsletter about the campaign and how the issues relate to your school
- Lobbying your local MP to talk about the campaign issues and how they can be addressed
- Having a stall at local markets to share campaign information
- Telling stories about issues (and solutions) at relevant public meetings and events
- Talking with friends and family members about the issues
- Setting up a display in your service to share information about why we should value ECE
- Write a letter or social media post to the Education Minister Chris Hipkins.