



Kindergartens Great Start 100% Campaign
Quality Early Childhood Education: worth the investment
Campaign Kit No 2

Qualified teachers are likely to draw on their knowledge and experience of children and pedagogy to offer the kinds of cognitively challenging adult-child interactions that are linked with gains for children.

(Outcomes of Early Childhood education: Literature Review, May 2008)

Kia Ora Koutou

This is a second kit of information to assist you in supporting the New Zealand Kindergartens “Great Start 100% Campaign” – a campaign designed to:

- Promote the value of high quality early childhood education; and
- Increase the visibility of kindergartens.

Teams received the first kit at the Whole Staff Meeting earlier this year. We’ve kept some things from the first kit in here, and added new bits as well.

Remember that although a significant aspect of the campaign is directed at addressing this Government’s changes in policy in ECE (eg. Reducing the qualified teacher targets to 80% instead of 100%, reducing funding in the ECE sector), the campaign is designed to:

**ADVOCATE FOR HIGH QUALITY EARLY CHILDHOOD EDUCATION
AS A RIGHT OF EVERY CHILD IN AOTEAROA
by
HIGHLIGHTING THE GREAT THINGS THAT HAPPEN IN OUR KINDERGARTENS.**

That’s where you come in – you do a great job and you need to let everybody know that!!

So when you have a fish ‘n’ chip evening, or a wheelathon, or when you’re writing your newsletter for families, remember to have pamphlets available, and display posters (our 100% one, or make your own), and promote the great things you do.

Some teachers have bought several of our teeshirts and wear a different one each day – fantastic! Whether it’s “Kindergarten Rocks” or “Early Childhood Education- an investment, not a cost”, they each promote our messages and keep people aware.

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8.	Community Newspapers Contacts List
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Other support material:	
10.	Wellington Kindergartens Pamphlet: <i>Why 100% Is a Great Start</i>
11.	NZKindergartens: <i>Quality ECE: worth the investment</i>

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Suggested Activities - Checklist

Activity	Support Material in this Kit
<input type="checkbox"/> Encourage people to sign up to Kindergartens Great Start 100% website.	See attached <i>Directions for Signing Up To Kindergartens 100% Great Start Website</i> . Put it on your wall or laminate it and put it beside a laptop or PC that parents and whānau can access.
<input type="checkbox"/> Add Kindergartens 100% Great Start logo to email footers.	See attached <i>Directions for adding 100% logo to email footers</i>
<input type="checkbox"/> Invite your local Members of Parliament to visit, show them around, talk about the learning that happens.	See attached <i>Address List of Local MPs</i>
<input type="checkbox"/> Include a section in your kindergarten newsletter on the value of high quality ECE and current Government policy .	See attached <i>Update on Government's May 2011 Budget Announcements and Fact Sheets</i> for ideas
<input type="checkbox"/> Write a letter to the Editor of your local newspapers.	See attached example
<input type="checkbox"/> Encourage local community papers to cover events and activities happening at your kindergarten.	See attached <i>Community Newspapers Contacts List</i>

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Update on Government's May 2011 Budget Announcements

The government has allocated **\$550 million** over four year's in ECE in the latest budget.

This includes:

- Separate (and increased) funding rates for Kindergartens compared to "other ECE providers" effective 1 July; to cover cost pressures in the ECE sector as well as increased salary costs due to the recent 2.75% kindergarten teacher salary settlement; and
- \$416.7 million over four years to meet the increased demand from population growth, and more children staying in ECE for longer periods of time.
- \$61 million over four years to increase funding rates for ECE services to allow for rises in costs.
- \$21.5 million to extend the early childhood equity fund. Services will receive additional funding to set up in priority communities. Equity funding is now available to all providers – not just community-based services (ie. Private centres can access it).
- \$12.8 million operating and \$18 million capital expenditure for an early learning information system to improve information about participation and system performance.
- \$20.3 million to fund early childhood education for children in care and to extend the Home Interaction Programme for Parents and Youngsters (HIPPY).
- \$11.4 million to support initiatives for children in state care to access ECE.

Last year, approximately **\$480 million** over four years was cut from the ECE budget. In reality therefore, this means an increase in funding of approximately **\$70million** over four years.

Although in the immediate term, the budget appears to alleviate some of our financial pressure – by covering the cost of the kindergarten teachers' CEA salary increases, the reality is that approximately 90% of our income is generated by the funding for three and four year olds who attest their "20 hours" with us.

- When we received the 100% band of Quality Funding (pre- February 2011), this was \$12.73 per child funded hour.
- Now, with the top two funding bands removed and replaced with the 80%+ rate, we receive \$11.40 per child funded hour.

So regardless of the "additional" funding in this year's budget, we still receive 10.5% less than we did pre-February 2011.

The other worrying initiative in the Budget is establishing a separate rate of funding for kindergartens, as it creates a separation between free kindergartens and the rest of the education and care sector. It does not acknowledge those services that have employed 100% qualified teachers and paid them at pay parity rates. It sets kindergarten apart from the rest of the sector, re-establishing a two-tiered system.

NOTHING HAS BEEN DONE TO RE-ESTABLISH THE TARGET OF 100% QUALIFIED AND REGISTERED TEACHERS IN REGULATED STAFFING POSITIONS.

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DIRECTIONS FOR SIGNING UP TO THE KINDERGARTENS GREAT START 100% WEBSITE

Using the mouse, click on the internet sign
Enter www.greatstart100.org.nz into the address bar at the top of the
window

Scroll down the main page until you see 'click here to sign up your
support' it will be in the right hand column

[Click here to sign up your support](#)

SIGN UP
and show your support

Follow instructions to sign up

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ADDRESS LIST OF LOCAL MPS

MP	Electorate/List	Party	Postal & Email Addresses	Phone & Fax Numbers
Charles Chauvel	List	Labour	Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: charles.chauvel@parliament.govt.nz	Phone: 04 817 6771 Fax: 04 817 6489
Catherine Delahunty	List	Green	Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: catherine.delahunty@parliament.govt.nz	Phone: 04 817 8252 Fax: 04 472 6003
Hon Peter Dunne	Ohariu	United Future	Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: p.dunne@ministers.govt.nz 3 Frankmoore Ave, P.O Box 13 236 Johnsonville, Wellington	Phone: 04 817 6827 Fax: 04 473 5817 Phone: 04 478 0076 Fax: 04 478 7029
Te Ururoa Flavell	Waiariki	Māori Party	Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: teururoa.flavell@parliament.govt.nz	Phone: 04 817 6953 Fax: 04 499 7269
Chris Fa'afoi	Mana	Labour	Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160	
Hon Nathan Guy	Otaki	National	Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: nathan.guy@parliament.govt.nz Levin Office 240 Oxford Street, P.O Box 32 Levin E: national.horowhenua@xtra.co.nz Paraparaumu Office Shop 3, Brazier Building, 23 Amohia Street Paraparaumu E: national.kapiti@xtra.co.nz	Phone: 04 817 6821 Fax: 04 817 6521 Phone: 06 367 9110 Fax: 06 367 9112 Phone: 04 298 2906 Fax: 04 298 4845

Hon Rodney Hide	Epsom	ACT	<p>Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: r.hide@ministers.govt.nz</p> <p>P.O Box 9209, Newmarket Auckland E: rodney@epsom.org.nz</p>	<p>Phone: 04 817 6823 Fax: 04 817 6523</p> <p>Phone: 04 522 7464 Fax: 04 5227465</p>
Sue Kedgley	List	Green	<p>Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: sue.kedgley@parliament.govt.nz</p> <p>P.O Box 19 136, Wellington</p>	<p>Phone: 04 817 6717 Fax: 04 472 6003</p> <p>Phone: 04 381 4640 Fax: 04 381 2876</p>
Hon Annette King	Rongotai	Labour	<p>Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: a.king@parliament.govt.nz</p> <p>25 Kilbirnie Plaza, Kilbirnie P.O Box 14533, Wellington 6003 E: kilbirnieeo@xtra.co.nz</p>	<p>Phone: 04 817 9103 Fax: 04 495 8445</p> <p>Phone: 04 387 2587 Fax: 04 387 2714</p>
Hon Trevor Mallard	Hutt South	Labour	<p>Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: trevor.mallard@parliament.govt.nz</p> <p>P.O Box 43 166, Wainuiomata E: WOAoffice@xtra.co.nz</p> <p>176 Jackson Street, Petone E: petone.eo@xtra.co.nz</p> <p>12 Hillary Crescent, Naenae</p>	<p>Phone: 04 817 9133 Fax: 04 817 6471</p> <p>Phone: 04 564 4988 Fax: 04 564 2736</p> <p>Phone: 04 568 2949 Fax: 04 568 2950</p> <p>Phone: 04 567 0191 Fax: 04 567 0190</p>
Sue Moroney	List	Labour	<p>Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: sue.moroney@parliament.govt.nz</p> <p>181 River Road, P.O Box 4411, Hamilton E: wakaohub.mps@xtra.co.nz</p>	<p>Phone: 04 817 9578 Fax: 04 817 6923</p> <p>Phone: 07 852 5240 Fax: 07 852 5875</p>

Dr Russel Norman	List	Green	<p>Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: russel.norman@parliament.govt.nz</p> <p>Harpers' Building, Cnr Courtenay Place/Cambridge Terrace, Wellington P.O Box 11652, Wellington</p>	<p>Phone: 04 817 6712 Fax: 04 472 6003</p> <p>Phone: 04 801 5102 Fax: 04 801 5104</p>
Hekia Parata	List	National	<p>Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: hekia.parata@parliament.govt.nz</p>	<p>Phone: 04 817 8270 Fax: 04 817 6445</p>
Grant Robertson	Wellington Central	Labour	<p>Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: jen.toogood@parliament.govt.nz</p> <p>220 Willis Street, Wellington P.O Box 27351, Wellington 6141 E: office@grantrobertson.co.nz</p>	<p>Phone: 04 817 8204 Fax: 04 439 6473</p> <p>Phone: 04 810 8079 Fax: 04 801 7866</p>
Katrina Shanks	List	National	<p>Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: heather.henderson@parliament.govt.nz</p>	<p>Phone: 04 817 9509 Fax: 04 817 6441</p>
Metiria Turei	List	Green	<p>Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: metiria.turei@parliament.govt.nz</p> <p>40 Stuart Street, P.O Box 6283, Dunedin E: greenmps.dunedin@greens.org.nz</p>	<p>Phone: 04 817 6796 Fax: 04 472 6003</p> <p>Phone: 03 477 8502 Fax: 03 477 8958</p>
Hon Tariana Turia	Te Tai Hauauro	Māori Party	<p>Freepost Parliament Private Bag 18 888 Parliament Buildings Wellington 6160 E: t.turia@ministers.govt.nz</p> <p>114 Liverpool Street Whanganui E: tari.turia@xtra.co.nz</p>	<p>Phone: 04 817 6826 Fax: 04 817 6526</p> <p>Phone: 06 345 4416</p>

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FACTS SHEET

Early childhood education in Aotearoa New Zealand is a world leader.

New Zealand has developed a national framework, which brings some coherence to the system around issues of equity and access ... [It] has an integrative concept that encompasses all services – ‘early childhood education’, a broad and holistic concept that covers children, families and communities, a concept of ‘education-in-its-broadest-sense’ in which learning and care really are inseparable and connected to many other purposes besides. New Zealand has, in short, understood the need to rethink as well as restructure, early childhood education and care.

– UK educationalist and researcher Peter Moss, 2008

New Zealand is one of the top three jurisdictions in the world.

Sweden, New Zealand, and Reggio Emilia (Italy) are ranked the top three.

– UK educationalist and researcher Peter Moss, 2008

Every dollar spent in ECE saves \$13 in future years.

High quality early childhood education helps prepare young children to succeed in school and become better citizens: they earn more, pay more taxes, and commit fewer crimes.

- Legal Momentum, 2005

The effects of quality ECE are evident at age 16 years.

We found that high-quality centres had a positive, long-lasting association with student’s literacy, numeracy and logical problem solving competencies, and also with their social skills

- NZ Council for Educational Research, 2008

Teachers matter. A key determination for positive outcomes for children is the quality of interactions with teachers.

The *Competent Learners on the Edge of Adulthood* report in 2008 found the effects of quality early childhood education for young people at age 16 years - *We found that high-quality centres had a positive, long-lasting association with student’s literacy, numeracy and logical problem solving competencies, and also with their social skills* - The findings are consistent with the growing body of international research, and that ‘high-quality staff-child interactions’ are critical. They identify training, good ratios and staff stability as factors in supporting high quality interactions.

Kindergarten is value for money

- Kindergarten is not-for-profit. Every dollar of government funding goes to providing a quality front-line service to children and families.
- Kindergarten represents 15% of ECE services and caters for 22% of children enrolled in an ECE service, including 22,895 (40%) of four year olds

Kindergarten is in target communities



- Two thirds of kindergartens are in low and low-middle income areas
- After ngā kohanga reo, kindergarten has the highest percentage of Māori children attending – more than 4,000 (19%)
- Kindergarten is more likely than other services to meet the aspirations of Māori children and Whānau, and more likely to place a high focus on realising Māori children’s potential to become competent and capable learners
- Over 3,000 (28.4%) Pasifika children attend kindergarten.

Government statements	Facts about ECE and kindergarten
Funding to ECE has increased almost 300% in last five years.	ECE receives \$1.3 billion each year. There are over 4,100 licensed services, catering for over 180,000 children. Funding increased to support services improve quality and to increase participation. The funding provided the incentive to reach 100% qualified teacher target by 2012, and the funding to maintain it.
There has been minimal increase in participation in the last five years.	There has been a 14.6% increase in the number of services to 4,123 and enrolments increased by 10% to 180,910 with the most significant increases in services for under two year olds. There has been an 8.5% increase in enrolments for Maori children to 36,118, 17.3% for Pasifika children to 11,060, and 31.6% for Asian children to 12,357.
The benefits of early childhood education are unclear.	Economists show that for every \$1 spent in quality early childhood education, \$13 (US) is saved in the future. Children are more likely to stay longer and succeed at school. The effects of quality ECE are evident at age 16 years. The Prime Minister’s Science Advisor Professor Sir Peter Gluckman says ‘The evidence [of the benefits of quality ECE] is overwhelming.’
There is no evidence that 100% qualified staff means better outcomes for children.	There is a significant body of research evidence which consistently rates teacher qualifications as a key quality indicator. Research shows effective teaching critical to children’s success.
20 hours ECE policy has not changed.	The policy has changed with the removal of two funding bands.
Funding needs to go to those who most need it.	After ngā kohanga reo, kindergarten has the highest percentage of Māori children attending an ECE service (19%). Over one third of children attending kindergarten are from low socio-economic communities, and a third are from low-middle income families.

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EXAMPLE OF LETTER TO THE EDITOR

Date

Dear Editor

As an early childhood teacher, I feel frustrated by the Government's apparent disregard for the education of our youngest children. Despite comprehensive international and local research confirming the importance of high quality education in building a healthy society (and economy), in its May 2010 Budget, this Government froze the number of qualified teachers in regulated positions at 80% instead of 100% and reduced funding by \$480 million over four years. This year, although they allocated \$550 million over four years, the supposed increases in reality just catered for the projected increased numbers of children enrolled. Those centres and kindergartens that remain committed to employing 100% qualified teachers continue to suffer funding reductions of between 10 and 14%, and the sector as a whole remains under-supported in provision of professional development, research, and additional services in areas of huge demand.

Instead of viewing early childhood education as a dispensable luxury, our youngest children deserve a high quality, carefully planned, and comprehensively resourced service that provides them with the best start possible.

Blah blah

Teacher

Kahikatea Kindergarten

(163 words)

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COMMUNITY NEWSPAPERS CONTACTS LIST

Name of Paper	Contact Name	Email Address	Phone/Fax Numbers
Capital Times		editor@captimes.co.nz	385 1426
Cook Strait Times			587 1660
Kapi Mana		classi@kmananews.co.nz news@kmananews.co.nz	237 8118
Northern Courier			
Kapiti Observer			
Kapiti News	Judy Marshall	Judy.marhsall@kapitinews.co.nz	04 298 5856
Levin Chronicle		sales@chronicle.co.nz	
Porirua News	Andrew Bonallack	Andrew.bonallack@citylifeneews.co.nz	

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EXTRACTS FROM WHAKAARO THIS YEAR

The feedback we've received has been that families have asked lots of questions and it's been a great opportunity to talk about the benefits of high quality early childhood education. I hear many of you have used the All Blacks analogy and responses from a few have been you can't compare the two: that's it's absurd to think of the All Blacks with less than 100% professional rugby players – EXACTLY! It's also absurd to think of young children with less than 100% qualified teachers.

I think it illustrates the need for some people to be educated in the importance of early childhood education – keep up the good work.



Argument: More than half of early childhood services won't be worse off.

*Response: Approximately **2000** of the approximately **3000** teacher-led services will be worse off – that's about 66%.*

*There are approximately **4300** licensed services, but they're not all teacher-led, so the **2000** services represents about **46%** of that total number. (I'm not sure using total services as I'm assuming the argument uses is comparing apples with apples!)*

*As far as children are concerned, the total enrolments in licensed services as at 1 July 2009 was almost **181,000** – of that 181,000 approximately **93,000** children are in services affected by the cuts – that's about **51%** of enrolments.*

However you look at it, that's a significant number of centres and children that will be affected by the cuts ☹.

Argument: The Government spends more per child on early childhood education than they do on primary or secondary school students.

Response: This argument is a red herring. The government spends about the same in the first year a child is at school as it does when they are in ECE, but yep sure, it costs more because of the better teacher:child ratios – does the Government think one teacher to 30 two year olds is acceptable?

Argument: We're in a recession, everyone has to pull their belts in.

Response: Early childhood education took by far the most significant cut to funding in the 2010 Budget – more so than any other sector, and the Minister of Education refuses to rule out further funding cuts in the future. This is disproportionately unfair “belt-tightening” impacting adversely on our youngest and most vulnerable.

Argument: To be protesting for 100% qualified teachers is as ludicrous as surgeons striking because they think that everyone in a hospital should be a qualified surgeon.

Response: This is not what we are advocating for. We are advocating for all teachers in teaching positions to be qualified – just as surgeons (and the rest of us actually!) would want those people operating on us to be qualified surgeons. Kindergartens and other ECE centres already have other staff working alongside teachers – administrators, teacher aides, cleaners. It's qualified teachers in all teaching positions that we're advocating for.



Hon. Peter Dunn made a visit to Brian Webb Kindergarten on Tuesday 22 February to talk about the budget cuts



Hon Annette King joins teachers Michelle Auld, Urmilla Parbhu, and Katie Jones at Miramar central Kindergarten to discuss the funding cuts.

INCREASING ECE CENTRE SIZE

The Government announced yesterday that the maximum group size per licence will increase from its current 50 childplaces to 150 – this comes into effect on 1 July 2011. This is a worrying decision because it enables centres to operate on one site with up to 150 children (they can currently do this, but they need to have 3 licences), and although the Ministry of Education states that “quality, health and safety standards for children (will be) retained”, it further opens up opportunities for less than scrupulous services to operate to minimum standards. This decision was reached without consultation with the wider ECE sector, and



was done so in order to “comply with government standards while reducing unnecessary compliance costs on services”.

It runs the risk of serving as yet another indicator of a slow, piecemeal degradation of standards for our youngest children. This Association will be conducting further analysis and the implications will be discussed in depth in future editions of the Whakaaro.

Argument: There is no research to say that 80% qualified teachers isn't as good as 100%.

Response: That's because such research is as absurd as asking how long is a piece of string! Would you research 80%? 81%? Maybe 75%? 80% was a target on a pathway towards 100%. It was never seen as the end point. 100% was seen as the MINIMUM requirement for staff in REGULATED TEACHING POSITIONS. The question should be: do we as a nation think it is acceptable for our youngest children to be educated and cared for by less than 100% qualified workforce? If the answer is yes, then the next question must be: why? Why is it unacceptable for a child that turns five on a Sunday and starts school on following Monday to be taught by anything less than a qualified teacher, but on the Friday before, it was acceptable for that child to be taught by unqualified people? It's irrational and absurd. The baseline must be 100% for all children, regardless of their age, and from there, discuss what additional support such as teacher aides, kaimahi, nannies should be added to the mix.

Argument: 80% is fine, my children's centre has 80% and their systems and processes, as well as the great unqualified people that are there, make it a high quality centre.

Response: The systems, processes, and great unqualified people can still be there with 100% qualified teachers - why hasn't your centre got 100% qualified staff? Because the funding doesn't allow it. Adequate funding, calculated at the baseline of 100% qualified teachers, would give you an even better service for your children.

Tending to funding cuts at Miramar North Kindergarten:

