



THE APIARY POLICY LEADERSHIP GROUP

KEY MESSAGES ON QUALITY

Context

Right now is a critical moment in the policy landscape to reinforce messages of quality ECEC, regardless of who wins the federal election.

If ALP wins government, they will begin implementing their commitment to work towards universal ECEC, including the 3-day guarantee. It will be critical to keep quality at the centre of this roll out as we know quality matters to achieving child outcomes.

If the Coalition wins government, they will likely commit to improving access to ECEC, particularly in regional and remote areas. Quality access will be an important message, as well as continuing to advocate for the NQF.

There is already important and relevant work to draw from, such as the South Australian Royal Commission, Productivity Commission and the messaging used in the 3-Day Guarantee, which spoke of universal access, quality, and parental choice. The release of AEDC data in mid-2025 also presents a timely opportunity to reinforce these messages.

Purpose

The purpose of the Apiary Policy Leadership Group's key messages on quality is to help get consistent messages about quality out in the system. They are designed for all Apiary fellows to use, to implicitly cut against transactional forms of delivering ECEC. They can be adapted for individual and organisational use and tailored for different audiences.

Audience

We hope that Apiary Fellows will become primary users of these messages, by implementing them into their daily lives. The intended listeners include political audiences, decision-makers, influencers, and campaigners or lobbyists.

It is also important to consider how these messages can be made relevant to the ECEC workforce and their families. They are not intended to be binding, rather they are simply a guide to engaging in purposeful conversations around quality in ECEC.

Key Messages

- When you're talking about a child's life outcomes, quality matters.
- Quality is not an accident. It takes intentional effort, investment and expertise.
- Evidence shows Exceeding the NQF makes the most difference to achieving positive outcomes for children, therefore the system needs to support sustained and continual uplift in quality improvement.