

10 reasons to choose Goodstart



It's never easy to leave your child in someone else's care. At Goodstart, we understand...

... and that's why we've created this booklet. We want to give you all the information you need so you can rely on us to support you and your family.

Successful relationships need trust, and this one's no different. When you enrol your child with us, it's the beginning of a great partnership.





1 We're with you every step of the way

Parenthood. Possibly the greatest job in the world and definitely the most challenging. You might need loads of support, encouragement and guidance, especially if you're a new parent. Or maybe you're on child number 3 at your centre and the educators are family.

No matter where you are in your parenting journey, you want certainty that every choice you make is best for your child and family. Those first five years are so magical and important.

We know this, and here's how we've got your back:

- We spend time getting to know your child and your family.
- We'll learn your rituals, personalities, comforts and triggers.
- We'll keep you in the loop with your child's daily activities using email, phone and our online portal, Storypark.
- We'll track their development and milestones so you can take pride in their flourishing and growth.

If you can't be with your child, we'll do our best to bring them to you. Working together works best for everyone.









2 Play is our favorite four letter word

Play is so much more than fun and games. It's how children make sense of their worlds. It's a safe way for them to practice essential life skills. Skills like inquiry, exploration, negotiation, managing conflict and solving problems.

We're big fans of learning through play. We know the huge positive impact it has on children's development. All available research and data support a play-based approach. We design our programs based on these current best practices in early education.

Play is how children learn. They learn through engaging their interests and creating positive connections to new skills. For us, play is an opportunity to explore your child's interests and create experiences that extend their learning and development. It's also how we have fun!

3 We know the importance of educator relationships

It's important to us that children form secure attachments with their educators. When you start with us, at least one of your child's educators will build a strong relationship with you and your family. We like to call them 'key educators'.

This relationship is one of the ways we'll help your child grow a strong sense of belonging and comfort in their new environment with us. A key educator is someone you and your child can relate to. Someone who knows you and your family well and can work with you as active partners. Together, you'll create a space where your child is happiest and where they'll learn best.

It takes a village to raise a child, and we know raising good humans goes beyond the family unit. Children deserve support from many people committed to their success who cheer them on along the way.





4 We set the foundation for a love of learning

Your child's ability to learn is endless from birth, like your hopes and dreams for their future. We know this. We also know that learning is more than acquiring new skills. The magic is in wanting to learn, and that's what we're about.

Our team of early education experts are constantly working to ensure our teaching methods are up-to-date and current with research and best practices nationally and globally.

We know how important it is for early childhood education settings to create stimulating, age-appropriate learning environments, and we do that.

We also encourage our youngest learners to take risks and feel secure and confident exploring their worlds.

5 You take safety seriously, and so do we

We take safety as seriously as you do. We also make space for your child to take safe risks. The difference between risk-taking behaviour and providing a safe environment is important.

Risk-taking allows children to assess and make decisions using their judgment and intuition. This is a skill we encourage. We offer plenty of opportunities to get messy, explore, and try new things.

We do this while following strict health and safety guidelines, keep our first-aid qualifications current and ensure our comprehensive child well-being and safety policies and procedures are always followed.

Safety and risk work together. Safety provides a physically and emotionally secure space where children can engage with risk (experiment and try things out). They can learn and take risks without causing harm to themselves and others. It also means we can return them to you each day happy, tired and ready to do it all again tomorrow.





6 Longer hours and flexible sessions mean we work around you

We're open up to 12 hours, Monday to Friday, to support your busy schedule.

Not everyone needs all-day care, so we also offer 9 and 10 hour sessions to help reduce your out-of-pocket costs.

Finally, we're government accredited. You can be confident your child gets the best early learning and care, no matter the hours. Greater convenience for you, plus a quality environment for your child to thrive in.

7 We'll help you work out what your childcare will cost

Government help is available to many families to help cover the cost of child care. This assistance is a discount you get from the Australian government called the Child Care Subsidy (CCS).

On top of your CCS, some states also give you further discounts for kindergarten and preschool.

The cost of childcare also changes depending on how many sessions your child attends each week and the session lengths.

This can make the cost of childcare, kindergarten or preschool tricky to work out. We understand that.

As a government-approved child care provider, we'll help you understand the support you're eligible for and how to access it. Our centre directors and Family Services Teams can help you select the session lengths and times that provide the best value to you and your family.





8 We're for children, not profit

At Goodstart, we're all about creating better lives and outcomes for Australian children. We deliver great early learning experiences and advocate for policy change at the state and national levels.

We're 100% Australian-owned and not-for-profit. This means we direct any extra money we have (profit) to our centres and our people. We don't have shareholders or private owners to answer to; we answer to you.

You can be confident that your child and your family are our first priority. Every dollar we spend gets directed towards helping children reach their full potential. Everything we do contributes to a better outlook for Australia's children and a happier, more prosperous, equal society.

9 We work hard to keep it affordable

We set and review our fees to:

- keep them competitive
- cover our operating costs
- maintain our high-quality service.

10 We have a big heart

Goodstart is a social enterprise. We exist to make life better for Australian children and their families. We do our best to reach all families and communities, especially when disadvantaged. We also push for policy changes that positively impact children and the early education sector nationally.

We embrace and celebrate diversity and speak up for children and families at risk of getting left behind.







We offer flexibility and strong support

We are Australia's largest provider of early learning and care and that sure has its perks. We are able to offer our families 9 hour, 10 hour or all day sessions to better support the demands of daily life.

You have the reassurance of a high-quality play-based program in every centre based on the Early Years Learning Framework, international evidence and best practice.

Every centre has access to central support teams to further enhance the safety, learning and wellbeing of all children in our Goodstart family.

We are a big network, but our heart is local

While we have more than 650 centres across Australia in every state and territory, each centre is unique and passionate about embracing the diversity of their local community.

**We're for
children
not for profit**

Goodstart was formed when a group of charities and philanthropists came together to transform early learning in Australia. Their goal? To make sure all Australia's children get the very best start in life, regardless of their circumstances.

Being not for profit means that any surplus we make is reinvested back into our centres. From upgrading playgrounds and centre facilities to buying new resources and investing heavily in training for our staff, it's all about making sure we provide the best possible learning environments for children.

Contact us

 goodstart  1800 222 543

Connect with us

