

# Flying Start for kids



Launch communications pack  
for 2026 Partner Services

## Launch day is nearly here!

As we approach the January 2026 launch of the roll-out of 3-year-old preschool across South Australia, we want to jointly mark this important milestone and support you to celebrate with your families and community.

We're excited to share that the government will formally launch the roll-out of 3-year-old preschool on **Wednesday 28 January 2026**, with a range of media and communications activities.

Alongside a metro press event, the OECD will also be coordinating media in regional areas to capture the first week of 3-year-old preschool across the state.



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## Launch packs

Flying Start launch packs will be delivered in the week ending **Friday 23 January 2026**, ahead of the official launch on Wednesday 28 January 2026.

If you haven't received your materials by this date, please contact [oe.cd.communications@sa.gov.au](mailto:oe.cd.communications@sa.gov.au) for assistance.

Each service will receive the following items to support you to celebrate the launch.

### 1. Flying Start visual materials – 1 per centre

- A3 launch posters
- life-size foam board photo frame (for optional photo activity - instructions below).

### 2. My Flying Start launch pack – 1 per child

Each registered child in the 3-year-old preschool program will receive a welcome pack to take home, including:

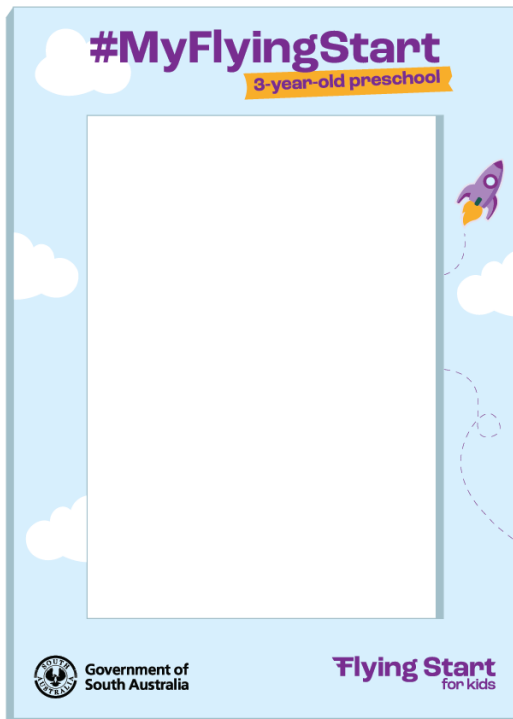
- A4 sticker sheet
- A5 preschool factsheet
- activity sheet
- cardboard box activity instruction sheet
- bag tag
- colouring pencils.

## Using the photo frame

To celebrate the launch of 3-year-old preschool in January 2026, we're providing your service with a lightweight, life-size photo frame to capture the fun and excitement.

Please note this is an **optional** activity, and we encourage centres to engage with the activity in a way that best suits children's needs, supports child safety practices and that aligns with your device usage policies.





You can use the frame to:

- take a special first-day photo of each child to remember this special occasion for years to come
- capture a variety of play-based learning activities and spaces in your centre, for sharing through your channels
- take happy snaps of families embarking on their first day of 3-year-old preschool with their child
- celebrate your dedicated team of educators and Early Childhood Teachers - it's their first day delivering universal 3-year-old preschool too!

## Privacy and social media

**As specified in the 'National Model Code - Guidelines for Taking Images or Videos of Children while Providing Early Childhood Education and Care', only service issued devices should be used when taking images or videos of children while providing education and care.**

Families are only permitted to share photos privately of their own child with family and friends.

Remind families to be mindful of other children's privacy and to follow your centre's existing policies regarding privacy, social media, personal devices and photography.

Centres are only permitted to publish photos or videos of children using the frame on their social media channels where written consent has been obtained from the child's parent or caregiver, in line with your current policies.

Feel free to tag **#myflyingstart** and **@earlychildhoodsa** in your social media posts where appropriate.

## Handling the frame

The frame is made of lightweight foam board and is designed to be light for small hands to hold, but please be mindful that it may fold or crease more easily than some other materials. Always supervise children when using the frame.

## Sharing the news

The launch of universal 3-year-old preschool is a turning point for early childhood education in South Australia, so we encourage you to spread the word within your local community.

### Social media tiles

You can use these suggested social media tiles on your channels to share the excitement of universal 3-year-old preschool launching at your service. **Before sharing any images of children online, make sure you have the correct consent forms in place.** You can download the image files in the Partner Portal:



**Tile 1: Photos from your launch week**

**Caption for tile:**

This week we have been welcoming children to their first week of Flying Start 3-year-old preschool!

From big smiles to curious minds, it's been amazing watching them explore, play and begin a new journey in life.

Swipe through to see how we've been celebrating this special milestone! ✨

#FlyingStart #MyFlyingStart #3yearoldPreschool



**Tile 2: Announcing the launch**

**Caption for tile:**

3-year-old preschool is officially here and off to a Flying Start! ✈️

3-year-old preschool is focused on play-based learning, led by qualified early childhood teachers.

We can't wait to begin this exciting new journey and see the positive impacts on children's lives! 💖

#FlyingStart #MyFlyingStart #3yearoldPreschool



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## Newsletter and website copy

You can use the following suggested text in your communication with families – either in newsletters or on your website.

### **3-year-old preschool is off to a flying start!**

This week we are thrilled to launch 3-year-old preschool at our **centre/service** for our children in the two years before school.

Our 3-year-old preschool program is focused on age-appropriate, play-based learning, led by our qualified early childhood teachers. The program helps all children with building language and curiosity, making friends, strengthening physical health and motor skills and encouraging a sense of belonging. Find out more in this [3-year-old preschool explainer video](#).

If you haven't already, please return your registration forms as soon as possible so we can welcome your child to this great new program, funded by the South Australian Government.

The early years are critical for children – more than 90 per cent of a child's brain development is happening in the first 5 years of their life – and when children and families are well supported from the beginning, we see the benefits in the years to come.

We can't wait to partner with you and your child on their early learning journey.

## **Key messages**

Here are some talking points that can help guide your discussions with families.

### What is 3-year-old preschool?

- The 3-year-old preschool program is a teacher-led, play-based, age-appropriate program, focused on developing the skills that will support children throughout their lives.
- Children learn and thrive in a safe, supportive, play-based environment led by qualified teachers.
- Positive early learning experiences can help with building language and curiosity, making friends, strengthening physical health and motor skills, and enhancing a sense of culture and belonging.
- It's also one of the earliest and most powerful ways we can help children learn empathy, respect and belonging.



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### What are the benefits for families?

- Families are a child's first and most important teachers – 3-year-old preschool gives families another tool in their parenting toolkit.
- It supports a smooth transition to school, with more time for children to build confidence and skills.
- The joy, growth and confidence children gain through a play-based, teacher-led preschool program is the greatest benefit of all.

### What are the benefits for my child?

- The early years are crucial to a child's brain and social development - and when it comes to early childhood education, 2 years are better than one.
- There's strong international and local evidence to show that high-quality early childhood education and care can have a positive impact for all children.
- It can change life trajectories, inspire a love of learning and build community connection.

