

# Every door worth knocking

Simply Safe Group™ · prepared for founder use

A scan of who controls, funds, gathers, regulates, amplifies and already echoes the message Simply Safe Group™ is built to deliver. Use the 30-day plan at the end to act on it.

## 1 · The regulatory tailwind — why now

**NQF child-safety reforms** (ACECQA, 2025 → early 2026): new offences, expanded regulatory powers. Centres need visible compliance — Connect's pitch.

**National Early Childhood Worker Register**: providers must enter workforce data into NQA ITS by 27 March 2026. Digitisation forcing function.

**CCTV trial in centres** (rollout late 2025): surveillance is being floated as the answer. Privacy-first, educator-led is the counter-position.

**Productivity Commission report** (Sept 2024): 56 recommendations toward universal ECEC. The roadmap Connect serves.

## 2 · Conferences — the rooms to be in

**ECA National Conference 2026** — 30 Sept–3 Oct, Melbourne Convention Centre. Theme: *Holding the Past, Creating the Future*. Goodstart's Prof. Cathrine Neilsen-Hewitt keynoting.  
[ecaconference.com.au/2026](http://ecaconference.com.au/2026)

**ACA National Conference** — Australian Childcare Alliance, representing ~70% of private services.  
[childcarealliance.org.au](http://childcarealliance.org.au)

**ECA Colloquia on Leadership & Ethics** — invite-only senior leaders.

**The Sector** ([thesector.com.au](http://thesector.com.au)) — sector news + events + podcast educators actually read.

## 3 · Government · regulators · peak bodies

**ACECQA** — national authority (NQF, NQS, EYLF, worker register). [acecqa.gov.au](http://acecqa.gov.au)

**Federal Dept of Education** — Minister Jason Clare. Universal-ECEC + safety reform.

**WA Dept of Communities** — ECRU regulates WA services.

**Early Childhood Australia (ECA)** — peak advocacy since 1938. WA Committee = your home-state entry point.

**Australian Childcare Alliance (ACA)** — ~70% of private services.

**ELACCA** — large not-for-profit + community providers (Goodstart, KU, etc.).

**CELA** — community-owned services peak body.

**The Front Project** — national policy think tank. [thefrontproject.org.au](http://thefrontproject.org.au)

**Brotherhood of St Laurence** — early-years equity research.

## 4 · Big operators (pilot + partnership targets)

**Goodstart Early Learning** — largest in AU, ~650 centres, not-for-profit. Mission-aligned. Warm route via ECA 2026 keynote.

**G8 Education (ASX:GEM)** — 430+ centres, public company. Compliance + reputational pressure highest.

**Affinity Education** — actively rebranded around safety. Pitch lands.

**Only About Children** — 80+ premium campuses.

**Guardian Childcare & Education** — Partners Group-owned. ESG narrative works.

**KU Children's Services** — oldest not-for-profit ECEC (1895).

**WA-focused first-call list:** Nido Early School WA (30+ centres), Sparrow Early Learning WA, Edge Early Learning, plus 3–5 independents.

## **5 . Competitive map (whitespace = role-scoped privacy + real-time NQS/EYLF + wellbeing)**

**Storypark** — NZ/AU, 6,700+ services. Photo + stories + comms.

**Xplor (Education Horizons)** — enterprise CCS + billing.

**OWNA** — aggressive marketing, photo-feed-first.

**Kindyhub, Kinderloop, Educa** — documentation/feed tools, not operational intelligence.

**Famly** — strong UX from EU/UK, limited NQS depth.

None are role-scoped at the architecture level. None lead on educator wellbeing. None counter the surveillance narrative.

## 6 · The voices already saying it

**Georgie Dent** — CEO, The Parenthood. [theparenthood.org.au](http://theparenthood.org.au)

**Thrive by Five** (Minderoo Foundation) — \$10-a-day campaign.

**Lisa Bryant** — consultant + journalist (Guardian/SMH/ABC). [lisajbryant.com.au](http://lisajbryant.com.au)

**Adele Ferguson** — ABC investigative reporter; drove 2025 safety reforms.

**United Workers Union — Big Steps** — won historic 15% educator pay rise. [bigsteps.org.au](http://bigsteps.org.au)

**Prof. Cathrine Neilsen-Hewitt** — Goodstart CCO, ECA 2026 keynote.

**Anne Stonehouse AM** — co-author of EYLF; gold-standard endorsement.

**Kari Sutton** — burnout + leadership in ECEC. [karisutton.com](http://karisutton.com)

**Jacqui Ward** — Early Years Learning Hub podcast.

**Leeza Browne** — Everything Early Childhood podcast.

## 7 · Where educators scroll

**YouTube:** ECA Learning Hub · Aussie Childcare Network · StoryKate · ACECQA

**Podcasts:** Everything Early Childhood · Early Years Learning Hub · The Learning Future · ElevatingECE

**Instagram + FB:** Aussie Childcare Network community · @earlychildhoodau · educator creators (@play.based.educator, @theempowerededucator, etc.)

**LinkedIn** — most underrated channel for directors and Educational Leaders.

## 8 · Money + grants

**Vic ECEC Innovation Grants Program** — \$5k–\$50k for retention-focused projects with approved VIC providers.

**LaunchVic** — funds programs, not startups — but funnels via accelerators.

**Minderoo Foundation** — strategic partnership route (Thrive by Five aligned).

**WA Innovation Hub** — WA-built, WA-hired narrative fits state programs.

## 9 · The 30-day plan

**Week 1** · Pilot lane: send LOI to 5 WA centres (Nido WA, Sparrow WA, 3 independents). Email ECA WA Committee.

**Week 2** · Pitch guest article to The Sector + Aussie Childcare Network. Submit ECA 2026 abstract.

**Week 3** · Pitch 3 podcasts (Everything Early Childhood, Early Years Learning Hub, The Learning Future). Warm intros into Goodstart + Affinity (Head of Quality / Pedagogy).

**Week 4** · Apply Vic Innovation Grant. Launch founder LinkedIn post tagging Georgie Dent, Lisa Bryant, Kari Sutton, Jacqui Ward.

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