

Committee Secretary
Senate Education and Employment Committees
PO Box 6100
Parliament House
Canberra ACT 2600

Dear Committee Secretary,

RE: Senate Committee Family Assistance Legislation Amendment (Cheaper Child Care) Bill 2022

We write to you as passionate and tired Early Childhood Educator Delegates from the United Workers Union. We previously wrote to Prime Minister Anthony Albanese to express our disappointment at recent social media posts voicing Labor's excitement on the introduction of the 'Cheaper Child Care' legislation and subsequent marketing language used to promote the policy. We are disappointed to see that our concerns were not considered and urge the Senate committee to change the language and title of the bill from "Cheaper Child Care" to More Affordable Early Education).

We are not against more affordable early learning for families, far from it, we welcome it with open arms. What we are so bitterly disappointed in is the language you are using to promote this policy. Please remember, while you are celebrating affordability for families, educators are still struggling to make ends meet.

You and your entire parliamentary team know the language you should be using. We need to call you out on this and hold you to account. You and your colleagues have sat with us and had meetings and told us the value you place on our work, you support our fight for better recognition, and advocate for much needed wage increases. All that hard work comes undone when you announce and celebrate a policy, that through the language used, undermines the very conversations about our value, recognition and importance.

- Cheaper Child Care – More Affordable Early Education
- Child Care - Early Childhood Education and Care (as per our National Law)
- Child Care Workers - Early Childhood Educators

Your message should read: "Affordable early childhood education for families." Can you see the discourse? Can you see why we are upset?

How are we to change the narrative if it doesn't come from the top? As a sector on its knees, tired and broken, how are we meant to have hope that you are going to fix what it is we have been fighting decades for? Why are we still having this conversation? Please, give us a reason to stay.

The language your team have used is disrespectful and undervalues to the work we do, and us. Every conversation we have had with MP's, candidates and yourself as our Prime Minister now feels unheard. You are the leading voice for your parliamentary team and for us, and we need you to change the language across the board now. We need you to advocate for us and show the sector and the community that you support and value us.

An action item that would fix this continued battle we have over language, would be to change the word 'child care' to early childhood. Change the name of the subsidy from 'child care subsidy' to early childhood or early learning subsidy. If print on paper is causing the confusion and your inability to market policy to the public, then let's change the print on paper

Be the change we want to see.

Your sincerely,



Tamika Hicks

On behalf of United Workers Union,
Early Childhood Education Delegates