



# Samantha Page, CEO of Early Childhood Australia

## Biography

Samantha Page is the CEO of Early Childhood Australia. ECA was established in 1938 and works with Government, early childhood professionals, parents, other carers of young children, and various lobby groups to advocate to ensure quality, social justice and equity in all issues relating to the education and care of children from birth to eight years. ECA is a not-for-profit membership based organisation. It also has a successful retail and publishing arm, producing a number of very well regarded subscription based publications including the Australian Journal of Early Childhood.

Sam holds a Master's Degree in (Community) Management from the University of Technology, Sydney and she is a Graduate of the Company Directors course offered by the Australian Institute of Company Directors. Her passion is for social equality and she has worked in the non-government sector for 20 years across roles encompassing service delivery, executive management, consulting, social policy analysis and advocacy. She has extensive experience in the development and implementation of social policy and sector development projects.

Currently, Sam's focus is very much on the proposed reforms to child care assistance which has the potential to impact substantially on the way that early childhood education and care is delivered across Australia. There are both opportunities and risks in this reform agenda and it is important to maximise engagement by families, services and policy experts to inform the process. Every young child should have the opportunity to thrive and learn, and it is up to us to ensure this.

