


**Regulations**

- 2010 - ECE Taskforce established with no voice for parent led services, home based services, NZEI or NZ Childcare Association
- 2011 - 100% registered teachers funding support removed and maximum number of children in childcare centres increased from 50 to 150
- 2017 - Refreshed Te Whāriki released
- 2019 - 10 Year Early Learning Action Plan released by Education Minister Chris Hipkins
- 2023 - Fair Pay Agreements, Pay Equity and Pay Parity all being negotiated.

**New Strategy**

- Government tertiary funding was frozen and by 2013 the organisation's earlier surpluses had dropped into deficit. Student numbers were also declining causing serious discussions in Council about the future of the business; leading to a decision for change. Three strategies emerged: an international outreach, a broader portfolio of qualifications and online teaching.
- "The whole organisation was rejigged, every aspect of it, from student support, through to recruitment, to the technology used in teaching and the enrolment technology. It was always going to be expensive, and it was a really tough time." Lesley Rameka, President 2016-2023
- Te Tari Puna Ora o Aotearoa delivers Bachelor of Teaching (ECE) programme 2011
- Programmes launched:
  - Online Bachelor of Teaching (ECE) from 2016
  - Postgraduate Diploma in Leadership (ECE), 2014
  - One-year Graduate Diploma in Teaching (ECE), 2016
  - Bachelor of Education (ECE) for people wanting an education qualification, 2019
  - Master of Education (ECE) for teachers, 2019
  - Postgraduate Diploma Infant and Toddler Learning and Development, 2020
  - Bachelor of Teaching (Primary), 2021
  - Graduate Diploma of Teaching (Primary), 2023.

**Name Change**  
Te Rito symbolises the young child embarking on a journey of growth and having limitless potential. Maioha means held in high regard, deeply respected, hence Te Rito Maioha is the treasured shoot. "We saw other organisations lobbying for the rights of young children and we felt that as Early Childhood New Zealand it wasn't just about teacher education, but we had a wider authority."



National President, Judy Kaa, (2008-2015)

**"Thanks for the band-aid."**

Kathy Wolfe

**Advocacy**

- Much of Te Rito Maioha's 'voice' is behind the scenes in numerous working groups, advisory boards and submissions, but we also have a voice in the media. Te Rito Maioha have organised a conference with Childspace called Ketekete mai – Make a noise for ECE and as part of the conference, we created a petition calling for 1 to 4 teacher child ratios for under 3's.
- Te Rito Maioha invited the ECE sector to speak with one voice following Budget 23. Working together the sector were able to ensure the budget proposal for 20 hours ECE for two-year-olds was workable.



**2010** **2023**

Funding band for 100% qualified staff removed

Max numbers of children in licenced centres increased from 50 to 150

NZ Childcare Association becomes Te Rito Maioha

Parents as first teachers programme scrapped after 25 years

COVID 1st lockdown 23 March - 8 June "because we were online, we retained students. From a technology perspective we didn't have a lot to do, but pastoral support to tauira increased hugely..." General Manager Nikki Parsons

60th Anniversary celebrations including the launch of a new book *Te reo karanga mō ngā mokopuna | Making a noise for ECE 1963-2023*

Peter Ellis Conviction Quashed "In the member centres I visited, toilet doors had been reinstalled, outings and cuddles no longer curtailed, male teachers were highly sought after and hiding spaces for children allowed." Judy Simpson, Life Member, 2022

**Living off Crumbs**  
"My take on the last 10 years has been the impact of the unravelling of our hopes and dreams that resided in Ngā Huarahi Arataki [2002-2012 Strategic Plan]."


The biggest blow were decisions around funding. The strategic plan had incentives for services to reach a fully-qualified workforce by 2012. The removal also destabilised initial teacher education providers and efforts to get more trained people into the sector..."  
Clare Wells, Council Member, 2022

Kathy Wolfe was appointed as the new Chief Executive in 2016 and wrote in an article, "The question has to be asked, is there a hangover here in which ECE staff are seen mainly as 'baby-sitters'? The Ministry of Education requires all primary teachers to hold a degree-level qualification, so why should it be any different for those working in the ECE sector?"




**Centre of Innovation**  
The Centre of Innovation project followed the journey of bilingual children at A'oiga Fa'a Samoa to school and led to many presentations and co-authored publications.

Eneleata Tapusoa was a valued advocate for Pasifika fanau, aiga, faiaoga and students in early childhood, education. She has contributed enormously to understanding of Pasifika values and culture in early childhood education, and in 2022 was made a life member of Te Rito Maioha.



**He taonga te tamati - Every child a taonga: Strategic plan for early learning 2019-2029**  
The plan contained 23 recommendations that would deliver stronger accountability measures around licensing and monitoring and improved ratios for the under-threes. Less explicit, were recommendations around funding, teacher supply, and salaries.

Free public provision was not included but the intention to move toward to 100% qualified teachers was 'incentivised', with 'regulation' delayed. The government reintroduced the previously slashed funding band for centres with 100% qualified teachers. Implementation of the plan was to be phased across the ten years.



**Population**  
4,767,600

**Employment**  
\$1,073 average weekly wage (both sexes)

Unemployment rate 5.4%

Women in work 64.5%

**Children attending ECE**  
201,675

53% of all children aged 0-4

**Number of ECE services**  
2495 education & care, 656 kindergartens

472 home-based, 427 playcentres, 460 ngā kohanga reo