



Samantha Page

CEO

Early Childhood Australia

Sam (Samantha) Page is the CEO of Early Childhood Australia (ECA), the national peak early childhood advocacy organisation, acting in the interests of young children, their families and early childhood professionals. Sam holds qualifications in management and has undertaken further study in governance, ethics and leadership.

Her passion is for social equality, and she has worked in the non-government sector for over 30 years across roles encompassing service delivery, executive management, consulting, social policy analysis and advocacy. She has extensive experience in the development and implementation of programs and sector development.

Currently, Sam's focus is very much on the Australian Government's plans for universal early childhood education and care which has the potential to impact substantially on the way that young children access preschool programs 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. ECA also delivers professional support to the early childhood sector through highly regarded publications, events and projects, with over 50,000 active users on our ECA Learning Hub and several highly regarded subscription-based publications, including the *Australasian Journal of Early Childhood*.