

## ACA Victoria Executive Board Nomination 2025

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**Nominee:** Brooke Eerden

**Service Provider:** Dandenong Ranges Childcare Centre

**Bio:**

Brooke Eerden is the Centre Director, Nominated Supervisor, and Person with Management and Control (PMC) of Dandenong Ranges Childcare Centre, which she proudly owns and operates with her family. With a career in early childhood education and care spanning back to 2004, Brooke began as an Educator working in children’s learning environments before moving into leadership in 2006 and becoming Centre Director in 2010. Her family purchased the service in 2013, and since then she has continued to lead with a strong focus on quality, compliance, and professional growth. Brooke’s hands-on experience provides a deep understanding of the opportunities and challenges faced by single-service operators and professionals working in the sector.

Passionate about leadership and professional growth, Brooke is nearing completion of a Bachelor of Business, majoring in People Management with a Marketing minor, further strengthening her skills in organisational leadership, communication, and governance.

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**Describe your experience in the early childhood education and care sector.**

With 21 years of experience in the early childhood education and care sector, I began as an Educator working in the children’s learning environments in 2004 before moving into leadership in 2006 and becoming Centre Director in 2010, a role I continue to hold. Since 2013, I have been the Nominated Supervisor and Person with Management and Control (PMC) at Dandenong Ranges Childcare Centre, after my family became the approved provider and purchased the service. I remain operational and work full-time in my service.

**Tell us what makes ACA Victoria’s mission meaningful to you.**

ACA Victoria’s mission is meaningful to me because it reflects my commitment to ensuring every child has access to high-quality early learning. As the sector navigates significant reform spanning child safety, operational expectations and workforce reform, wages and professional development, ACA Victoria plays a vital role in supporting services through change, while championing quality, inclusion, and professionalism. Being part of an organisation that understands the complexities of running a service, and focuses on practical outcomes without losing sight of what matters most—children and their safety and learning—is something I value deeply. ACA Victoria advocates with impact and fosters a strong, connected community of providers committed to quality.

**Describe any Board Leadership experience you have had to date.**

My board leadership experience includes serving on the committee for my children's kindergarten and my children's football club. Since 2022, I have served on the executive committee for ACA Victoria, currently in the role of Vice President for 2025. Throughout my time on the executive committee, I regularly attended board meetings and events, co-hosted online member “What’s on Your Mind?” sessions, and supported meaningful engagement and connection with members across a range of contexts. I’ve participated in governance training, contributed to working groups, and provided input on key sector reforms, drawing on my lived experience to shape practical, sector-informed outcomes.

**Outline any skills, connections, resources, or expertise you can provide to improve the services ACA Victoria offers to its members.**

I offer a practical, service-level perspective that enhances ACA Victoria’s support for members. As the operator of a single, 45-place service, I understand the challenges of navigating evolving regulations, workforce expectations, and sector reform, while maintaining quality and compliance, and the support that services need to adapt effectively. Over the past four years with ACA Victoria, I have built relationships with service operators and stakeholders, fostering opportunities for mutual learning and peer support. I’m additionally nearing the completion of my Bachelor of Business, majoring in People Management, which has strengthened my business acumen and organisational leadership skills. Drawing on both strategic leadership and hands-on delivery, I offer practical, experience-based insights that ensure ACA Victoria remains relevant and effective in today’s changing landscape. These insights support ACA Victoria’s continued impact in a dynamic sector.

**Confirm that you can commit to the time required for meetings and other duties as outlined in the Executive Board Position Description.**

I can confirm that I am fully committed to dedicating the necessary time for meetings and other duties as outlined in the Executive Board Position Description.

**What are your thoughts on the key challenges and opportunities facing the Early Childhood Education and Care sector?**

The ECEC sector is in a period of significant change, with reforms presenting both opportunities and complexities for providers. The strengthened focus on child safety, including new regulatory expectations, is a vital and welcome step forward, but one that requires strong support for members to meet responsibilities without becoming overwhelmed. Workforce reform—across industrial relations, qualifications, and professional development—continues to evolve. The rollout of funded Pre Prep and 3-year-old kindergarten through the Best Start Best Life reform, advances in digital technologies like AI, and increased focus on children’s wellbeing and behaviour are reshaping how we deliver education and care. These changes are positive and needed, but their success depends on practical support, consultation, and the recognition that one size does not fit all. It’s a time of momentum, and ACA Victoria’s role in supporting services, elevating the voice of providers, and fostering connection is important in this climate.

**Indicate how you might use your time on the ACA Victoria's Board to address these challenges and opportunities.**

As a member of ACA Victoria's Board, I intend to stay well-informed about reforms, regulations, and workforce trends so I can contribute meaningfully to strategy discussions and help ensure decisions reflect the realities of running a service. Operating a single service gives me a grounded perspective of managing daily operations while responding to sector-wide change. My goal is to ensure that member perspectives remain central in board decision-making. I intend to maintain my active involvement in board meetings and ACA Victoria events, continue engaging with members to ensure they feel heard, represented, and supported, and be part of a strong professional community. I am committed to contributing time, experience, and practical insight to help ACA Victoria remain trusted, relevant, and responsive.

**What are your ideas to enhance ACA Victoria's engagement with its members?**

ACA Victoria already provides a strong range of member engagement opportunities. I believe there is value in continuing to enhance and deepen our understanding of members' diverse needs and expectations to ensure our connections and initiatives remain intentional, relevant, and aligned with the realities of operating services today. Continuing to strengthen how we gather and reflect on both formal and informal insights will help ensure our engagement remains relevant and responsive. I'm passionate about being a voice for the private ECEC sector and helping ACA Victoria members feel recognised, listened to, and part of a professional community shaped by shared experiences.