ACA Victoria Executive Board Nomination 2026

Nominee: Brooke Eerden

Service Provider: Dandenong Ranges Childcare Centre

Bio:

Brooke Eerden is the Director, Nominated Supervisor and Person with Management and Control (PMC) of a small, single-site early childhood service owned by her family. Her career in early childhood education and care began in 2004 as an Educator working directly with children, before moving into leadership in 2006 and becoming Centre Director in 2010.

Still working hands-on in the day-to-day operation of the service, Brooke brings practical experience across quality, compliance, workforce leadership, HR, marketing, communications, governance and service operations. This gives her a strong understanding of the opportunities and challenges experienced by single-service providers and those working across the sector.

She is due to complete a Bachelor of Business, majoring in People Management with a Marketing minor in mid-2027, further strengthening her knowledge in leadership, workforce strategy, communication and governance.

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

I've worked in the early childhood education and care sector since 2004. I began my career as an educator and moved into leadership in 2006, where I have remained. I currently fulfil the roles of Director and Nominated Supervisor/Person with Management and Control in our single-site, small service.
I lead our community-focused service, drawing on experience in compliance, quality improvement, workforce development, HR, communications and operational leadership. I'm also nearing completion of a Bachelor of Business majoring in People Management, which complements this practical experience and gives me a strong understanding of the challenges and realities of running an ECEC service today.

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

ACA Victoria's mission aligns closely with my own values — advocating for a sustainable, high-quality sector where providers are supported to focus on what matters most: achieving the best outcomes for children, families and educators.

Having experienced firsthand how policy, regulatory and funding changes impact services, I value ACA Victoria's role in ensuring the voice of Approved Providers is heard, practical solutions are sought, and members feel genuinely supported through change and reform.

Describe any Board Leadership experience you have had to date.

I've served on the ACA Victoria Executive Board since November 2022 and as Vice President since November 2024. In this role, I've contributed to governance and strategic discussions, sector submissions and consultations, member engagement and communication initiatives, and broader sector reviews and working/reference groups.

I bring a practical and collaborative approach to Board discussions, supported by my experience leading a regulated ECEC service and managing the day-to-day operational, workforce and governance responsibilities that come with it.

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

My experience gives me insight into emerging issues, reform discussions and the different challenges facing providers across the sector.

I can draw on my experience to help ACA Victoria identify where members need practical support, shape clear and useful communications, and develop resources that help providers understand and respond to change. My practical perspective on workforce, HR and member support issues can help ensure ACA Victoria's services remain relevant to the day-to-day realities of providers.

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

Yes, I can continue to commit to the time required for meetings, preparation, and additional board duties. I have a clear understanding of the expectations and responsibilities through my current term on the Executive Committee and am fully committed to continuing that involvement.

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

The sector continues to face significant workforce pressure, increasing regulatory and compliance demands, rising operational costs and ongoing strain on service viability. At the same time, there is growing recognition of the value of early learning, creating opportunities to strengthen child safety, workforce capability and professional recognition.
The current reform environment also creates an opportunity for providers, government and the broader sector to work together on practical, long-term solutions that improve outcomes for children while balancing quality, viability and the realities of implementation.

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

I'll continue advocating for clear, workable reform implementation that reflects the realities of service delivery. My focus will be on supporting policy that sustains providers, strengthens workforce capability and considers the practical impact of change at service level.

Through collaboration with members, government and sector stakeholders, I aim to help bridge the gap between policy intent and the realities of practice, identify unintended impacts early and support solutions that keep outcomes for children at the core while maintaining provider viability.

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

Building on ACA Victoria's strong foundation, I'd like to see continued growth in peer-to-peer connection, regional engagement and easy opportunities for members to contribute to emerging issues.

Smaller local meet-ups, informal online forums, short targeted surveys and member-led discussions could strengthen networks and shared learning across service types. Just as importantly, closing the feedback loop by showing members what we heard, how their input informed ACA Victoria's work and what resulted from it would help strengthen engagement and a sense of ownership across the membership.