



INCREASING PLAYGROUP MEMBERSHIP

PLAYGROUP NSW INC MEMBERS FORUM

29TH AUGUST 2009

An Initiative by the Playgroup NSW Board of Directors

RATIONALE / BACKGROUND

The Playgroup NSW Board of Directors is once again asking your opinion at this year's AGM/ Playgroup 09. The Playgroup NSW Board respects your opinions and insight and this year are asking Playgroup Members to participate in the "Increasing Playgroup Membership" Forum. The Board wants to better understand how Playgroup NSW can best encourage Playgroup Members and Playgroups to increase your Individual Playgroups membership and profile.

We, the Board of Playgroup NSW – Your Board - are all Playgroup Members just like you. Your ideas, experience and knowledge will be the building blocks to formulate recommendations that Playgroup NSW can adopt to help your Playgroup grow.

HOW IT WILL WORK.

Those present at the AGM will divide into small groups to brainstorm a few key questions on Playgroups and Membership. The Forum will be limited to 60 mins. All answers by your group will need to be recorded.

WHAT WILL BE DONE WITH THE INFORMATION

Analysis of the answers of Forum will be completed by a Forum Committee consisting of Members, Board Members and Playgroup NSW Staff. The Forum Committee will present the Board with a list of recommendations drawn from the answers provided.

The Committee will also report back to the Members via a progress report in the November Totline, and will oversee the publication of the results and recommendations of the Forum on the Website. However, the Board will ultimately decide which recommendations are actioned.

Next year at the AGM, the Board will report back on the successes of initiated recommendations.

It is important that Members are included on the Forum Committee to ensure transparency. Volunteers are needed, if this interests you please see one of the Directors after or contact Playgroup NSW on 1800 171 882.

WHO IS RECORDING THE INFORMATION FOR THE GROUP?

NAME _____ CONTACT PH NO. _____

WHICH PLAYGROUPS ARE REPRESENTED IN THE GROUP, AND HOW WOULD YOU DESCRIBE THE NUMBER OF MEMBERS?

Playgroup Name	No of People in the group from the Playgroup	How would you describe the number of members at the Playgroup? 5 Always full or nearly full 4 Actively looking for a few more members 3 Struggling for members and volunteers 2 Desperate for members and volunteers 1 About to Close 0 Don't Know	Other Comments
		0 1 2 3 4 5	
		0 1 2 3 4 5	
		0 1 2 3 4 5	
		0 1 2 3 4 5	
		0 1 2 3 4 5	
		0 1 2 3 4 5	
		0 1 2 3 4 5	
		0 1 2 3 4 5	
		0 1 2 3 4 5	

WHAT STRATEGIES HAVE YOUR PLAYGROUP USED TO INCREASE PROFILE AND MEMBERSHIP AND HOW SUCCESSFUL HAVE THEY BEEN?

Strategy	How successful was it at increasing the Playgroups Profile?	How successful was it at increasing the Playgroups Membership?	Additional Comments
	Not Used Unsuccessful Fairly Successful Very successful	Not used Unsuccessful Fairly Successful Very successful	
	Not Used Unsuccessful Fairly Successful Very successful	Not used Unsuccessful Fairly Successful Very successful	
	Not Used Unsuccessful Fairly Successful Very successful	Not used Unsuccessful Fairly Successful Very successful	
	Not Used Unsuccessful Fairly Successful Very successful	Not used Unsuccessful Fairly Successful Very successful	
	Not Used Unsuccessful Fairly Successful Very successful	Not used Unsuccessful Fairly Successful Very successful	
	Not Used Unsuccessful Fairly Successful Very successful	Not used Unsuccessful Fairly Successful Very successful	
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	Not Used Unsuccessful Fairly Successful Very successful	Not used Unsuccessful Fairly Successful Very successful	
	Not Used Unsuccessful Fairly Successful Very successful	Not used Unsuccessful Fairly Successful Very successful	
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HOW CAN PLAYGROUP NSW BEST ENCOURAGE INDIVIDUAL MEMBERS AND PLAYGROUPS TO INCREASE MEMBERSHIP? CONSIDER INCENTIVES, REWARDS, RURAL VS CITY PLAYGROUPS, SMALL VS LARGE PLAYGROUPS, SINGLE VS MULTISESSION.

**THANK YOU FOR PARTICIPATING
YOUR INPUT IS VALUED.**

If you feel strongly and wish to contact or be involved with the Forum Committee, please call
Susan Collins 02 6021 5842.