

Board of Playgroup NSW

2008

Playgroup NSW Inc

Members Forum Report

Forum and Web Survey Analysis

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1.0 Executive summary

1.1 Background

The Board of Playgroup NSW Inc requested a Members Forum to be held at Playgroup 2008.

Those present (approximately 80 members) were divided into 12 groups and with the help of a facilitator each group was asked to comment on three main areas.

- *What strategies have Playgroups used to increase profile and membership and how successful have they been?*
- *What relationships Playgroups have with the local community?*
- *How can Playgroup NSW Inc help increase the Playgroups profile and membership?*

A survey was placed on the website to capture the thoughts of those not attending Playgroup 2008.

1.2 Objectives

The Objectives of the forum were:

- To open the communication between the Board of PGNSW and Playgroup NSW Members
- To better understand where Playgroups fit in the community
- To better understand the strategies and the success of those strategies Playgroups use to increase members
- To find out what Playgroup Members feel Playgroup NSW Inc can do to help Playgroups increase their membership and profile.

1.3 Outcomes

- Recommendations and results to be presented to the Board by the Forum Committee by the October Board Meeting (28th October)
- The Board will then recommend to Playgroup NSW to action and report results on as many of the forums recommendations as the Board sees fit.
- The full report and recommendations will be published on the Website in October 2008, (after they have been presented to the board) by Playgroup NSW Inc.
- The recommendations, and results, are to be reported to Playgroup NSW Members at the 09 AGM.

1.4 Playgroup Forum Committee

The Forum is to be managed by a Committee of a mixture of members, Board Members and Staff.

The Forum Committee consists of

Sarah Deuis (Coordinator St George Zone),
Jacinta Goodacre (Coordinator Lugarno II Playgroup),
Joanne Wilson-Ridley (Coleambally Playgroup),
Kylie Emr (Director),
Susan Collins (Director),
Pam Amour (PGNSW Field Staff),
Fae Barton (Membership Manager) and
Deb Ryan (CEO Playgroup NSW Inc).

Comments may be made to the Forum representatives through Playgroup NSW Inc (Tel: 1800 171 882) or by emailing Susan Collins at suszie1@yahoo.com

2.0 Summary of Findings

The 2008 Members Forum captured a small group of Playgroups in essence only 5% of Playgroup NSW Inc Playgroups were represented, and because of the methods of used (the Website survey and those who attended the AGM) it could be said that it was only the most active and keenest Playgroups were represented.

Most of Playgroups who answered the survey came from the Sydney Metropolitan area, and it was noted that country Playgroups did not appear to be adequately represented.

However the information collected is very useful and certainly helps Playgroup NSW Inc Board of Directors and staff, understand Playgroups needs in general much better.

Approximately half the Playgroups were always full, or nearly always full (43% & 56%), about one third of the Playgroups were Actively Looking for New Members. Surprisingly, around one in six of the Playgroups were Struggling, Desperate for new members or about to close.

Playgroups use a variety of strategies to improve their profile and membership. What is most evident is that what works for one playgroup may not work for another.

However it can be said that from the responses the most used strategies, that seemed to be very to fairly successful to increase Profile were (in order)

- Word of Mouth
- Community Notice Boards,
- Local Papers,
- Early Childhood Clinics and
- Leaflets
- Stalls at Fetes and Fairs
- Playgroup NSW Inc Website

To increase Memberships the Playgroups used (in order) and noted them to be very to fairly successful.

- Early Childhood Clinics,
- Word of Mouth,
- Leaflets,
- Local Papers,
- Stalls at Local Fetes
- Community Notice Board
- Playgroup NSW Inc Website

It was evident from the comments of the website and survey that those who approached and forged a strong relationship from any groups in the Local Community seemed to have positive results. Playgroups have relationships with the following Community Groups in order of strength:

- The Local Council
- Early Childhood Clinics
- Local Businesses
- State and Federal Ministers

However from the comments it seems that Playgroups could do with help in gaining these relationships, and these relationships take time and effort to obtain them.

Some Playgroups had many ideas on how Playgroup NSW Inc could help them, while others seemed to struggle with the concept. The ideas that have been tabled have fallen into 8 main categories.

- Address (mis) Perceptions about Playgroup
- Promotional ideas – Where and how Playgroup NSW Inc can Advertise
- Playgroup NSW Staff Action – Things Playgroup NSW staff can do to help Playgroups
- Playgroup NSW Website – Improvements to be made to Playgroup NSW Website
- Partnerships/Sponsorships – ideas on which companies to have Partnerships with and how to strengthen them
- Training – Training ideas
- Restructure Current Practices – To improve the workload of Playgroups
- And a Miscellaneous Section – For other Comments

3.0 Recommendations

The Playgroup Forum Committee had to be conscious of the costs of implementing each of the recommendations.

Many of the recommendations can be implemented in a short time space (within 3 years) and are relatively inexpensive or cost neutral.

However, saying that Playgroup NSW Inc. has to have the capacity, via its website or its data collection system, to implement some ideas. Unfortunately, at this stage it appears this is not the case. New IT infrastructure systems will be costly to replace or expand, but our members will benefit greatly once new systems are implemented.

The Playgroup NSW constitution stops many ideas being implemented. The constitution includes specific limitations on many areas including finance, dates, roles, titles, number of meetings, and conditions of AGM etc. The Board has in the past tried to amend the constitution in the past and it has not always been looked favourably on by our members. Perhaps a working party of members and staff could be set up to look at alternatives and suggest changes.

One thing that was evident was the need for Playgroups to feel more connected with Playgroup NSW, and although visiting, evaluating and supporting individual Playgroups is a great idea, the cost is prohibitive. There are other ways that Playgroup NSW can achieve this.

It is also evident better communication is required between Playgroup NSW and Playgroups, as Playgroups are not aware of the many resources available.

Playgroup NSW must also recognise that Playgroups are run by volunteers who are time poor, and steps can be taken to streamline and smooth processes, and be more user friendly.

In the comments particularly from the Web survey was the need to help engage our members to take more of an active role in their Playgroups and the need to make those who did volunteer jobs easier, specifically committee roles.

Unfortunately due to the constitution Playgroup NSW Inc cannot reward individuals (members) for their hard work, but rewarding Playgroups is a possibility. In areas where there are no zones perhaps Playgroups can be incentivized (through craft supplies or similar) using the zone funds collected by Playgroup NSW, for those Playgroups with zones, zones would be encouraged to reward Playgroups in a similar fashion.

Members are looking for quality training. However training is costly and only affects a very few members (mainly in the metropolitan areas). In recognising this, a consideration should be made for a user pays system for training and other workshops, with the Individual Playgroups paying the costs for the attendees.

There were many ideas on Marketing and how and where Playgroup NSW should advertise. It was again obvious apart from the major TV and Sydney's Child advertisements that local based advertising is what Playgroups feel would work best. However Playgroup NSW is currently undergoing a marketing review, which may help clarify the brand and how it can more effectively be advertised. In considering the options it was decided not to include any other advertising ideas in the recommendations, but the information gleaned has been noted.

The recommendations have been colour coded. Green recommendations are cost neutral, or very low cost to implement. Purple are recommendations will require costs to set up and then maintain, but the ongoing costs should be reasonably low. Red recommendations will require considerable funds to set up and maintain.

3.1 Recommendations to help Playgroups to increase their members and profile.

3.1.1 Early Childhood Clinics

- a) Playgroup NSW to continue to promote and talk about Playgroup to Early Childhood Clinics.
- b) Playgroup NSW to have a DVD Player specifically to lend to Early Childhood Clinics to Play Playgroup Information
- c) Provide Early Childhood Clinics with the choice of colourful large Posters/Photos that Early Childhood Centres can use to decorate their offices, to remind them of the benefits of Playgroup.

3.1.2 Leaflets

- a) Playgroup NSW to provide Standard Welcome Packs and Letters that can be customised to individual Playgroups

- b) Playgroup NSW to provide Generic standard A4 Leaflets, to put up in Early Childhood Centres, Community Notice Boards etc
- c) Playgroup NSW to provide Leaflets which can be photocopied on to provide promotion for individual Playgroups
- d) Leaflets to encourage joining existing Playgroups rather than starting a new Playgroup

3.1.3 Local Papers

- a) Encourage editorials in local papers, by incentivising Playgroups

3.1.4 Mailouts

- a) Playgroup NSW to organise a letterbox drop in early January. Playgroup to ask all Playgroups if they would like to participate in their local area first. The Mailout to be a generic leaflet.

3.1.5 Shopping Centres, Fairs and Fetes

- a) Provide incentives for Playgroups to man stalls at Fairs Shopping Centres and Fetes
- b) Provide standard Banners and actively encourage Playgroups and zones to use them

3.1.6 Website

- a) Continue actively maintaining website
- b) Expand the Playgroup NSW website to permit individual Playgroups to maintain details about their individual groups (eg session fees and information)
- c) Include a craft section
- d) Include individual Totline articles to be included on the Website
- e) Include the list of strategies of how to increase profile and members as a factsheet on the website
- f) Provide a link to Playgroup Australia's You Tube site, so prospective members can see a Playgroup online

3.1.7 Other ideas

- a) Send Gynaecologists a copy of Totline for their waiting rooms, or brochures for their practices targeting baby development

3.2 Recommendations to assist Playgroups with their Local Community relationships

- a) Playgroup NSW to provide fact sheets via the website information on why local relationships are important.
- b) Playgroup NSW to provide a link for Playgroup information which the volunteers can update if they want to about the local areas for Playgroups i.e. contacts and information on Local Ministers, Local Council, Local Early Childhood centres
- c) Incentivise Playgroups to put up generic posters for the local area in libraries, Early Childhood Clinics shopping centres and community centres.
- d) Provide community development/Children services council workers with training and information on Playgroup NSW
- e) Playgroup NSW to contact local council, libraries, local state and federal Ministers and local newspaper each time a new Playgroup is opened, give the Playgroup all the details, and record it on the website.

3.3 Other Recommendations

3.3.1 Ways in which Playgroup NSW can help committees

- a) When a person volunteers for a role in the committee or zone (coordinator, treasurer, secretary, day leader, day treasurer etc) Playgroup NSW to send welcome letter/email, saying THANK YOU and showing where information can be retrieved, i.e. relevant links to website
- b) Change Pink Update forms to what is recorded in the Playgroup NSW system (including local area information) rather than a blank form, and email form to Playgroups at least twice a year, for checking rather than asking Playgroups to recomplete the entire forms each time.
- c) Playgroup NSW to focus on more accurately maintaining database, (at present there are too many errors in the PGNSW database)
- d) Playgroup NSW Inc to organise a focus group of Playgroup volunteers to look into the paperwork required for committees and see how it can be simplified, or changed for September 2009.

3.3.2 Training

- a) Playgroup NSW to run regional/zone workshops to provide information and skills on Playgroups activities, i.e. activity cards, craft, music. (To maintain value to all Playgroup members and to ensure that Playgroup NSW staff is utilised correctly these would be chargeable sessions and pre payment and registration would be required.)

- b) Training to be run by Playgroup NSW in regions or zones for all volunteers on “running a good Playgroup”. (To maintain value to all Playgroup members and to ensure that Playgroup NSW staff is utilised correctly these would be chargeable sessions and pre payment and registration would be required.)
- c) Training to include information on strategies to increase membership.
- d) Create a buddy system for Playgroups to participate in if they wish.
- e) Include a basic, easy to read, quick “How to run a Playgroup” information for easy reference behind members gateway
- f) Playgroup Plans on website, to include sample timetables with links to Playgroup NSW resources

3.3.3 Promotion

- a) Playgroup NSW to include a brochure with Benefits for Mums and Carers only
- b) Playgroup NSW inc to continue to advertise in Sydney’s Child, and on TV
- c) Develop a list /calendar of Promotional days and put on website that playgroups can use to celebrate, and attract media attention.

3.3.4 Other Ideas

- a) Each Playgroup to receive at least one telephone call from Playgroup NSW each year
- b) Actively encourage Multisession Playgroups to include Playgroups with different focuses and include an Article in Totline about Multisession groups, benefits and successes.
- c) Streamline Mailouts as much as possible
- d) Playgroup NSW to formalise a process for Playgroups to access toys and equipment, from groups that have closed.
- e) Better Branding for Playgroup NSW

4.0 Playgroup Information

44 Playgroups were represented at the Forum, 2 groups were represented twice, but these have been counted separately as the answers given weren't the same. I assumed that these were different sessions of the same Playgroup.

23 Playgroups were represented on the website.

Overall, 2 were country PG though there were two that were regional (Central Coast, Blue Mountains areas). The rest were from the greater Sydney region.

The comments on the Web were overall very happy with the performance of Playgroup NSW.

4.1 Playgroup Information Data

	Website		Forum	
Always Full	13	(56%)	19	(43%)
Actively looking	7	(30%)	17	(39%)
Struggling	2	(9%)	5	(11%)
Desperate for Members	0		2	(5%)
About to close	1	(5%)	1	(2%)
Don't Know	0		1	(2%)

5.0 What strategies have Playgroups used to increase profile and membership and how successful have they been?

5.1 Community Profile

Of the 23 Playgroups responding to the survey, 16 had tried to increase their profile within their community. (The rest had left this section blank).

They did this using the following:

- Use of Community Notice Boards, (7 playgroups, 29%),
- Word of Mouth, (6 playgroups, 25%),
- Using flyers (own or P/G NSW), (6 playgroups, 25%),
- Playgroup NSW Web Site, (3 playgroups, 13%),
- Zone, (3 playgroups, 13%),
- Advertising at Early Childhood Centres, (2 playgroups, 8%),
- Stalls at local fairs, fetes or other events, (2 playgroups, 8%),
- Advertising in local newspapers, (2 playgroups, 8%),
- Letter box drops, (2 playgroups, 8%),
- Through local council, (2 playgroups, 8%),
- Holding Open Days, (1 playgroup, 4%),
- Street Signage (1 playgroup, 4%).

5.2 Increasing Member Base

The responses for this section were similar to those for increasing the community profile. There may have been some confusion by some playgroups as to what the difference is.

But the results were as follows:

- Using flyers (own or P/G NSW), (6 playgroups, 25%)
- Advertising at Early Childhood Centres (5 Playgroups, 21%)
- Word of Mouth (4 playgroups, 17%),
- Advertising in local newspapers, (4 playgroups, 17%),
- Holding Open Days, (2 playgroups, 8%)
- Stalls at local fairs, fetes or other events, (2 playgroups, 8%),
- Playgroup NSW Web Site, (2 playgroups, 8%),

- Through local council, (1 playgroup, 4%),
- Zone,(1 playgroup, 4%),
- Use of Community Notice Boards (1 playgroup, 4%)
- Street Signage (1 playgroup, 4%).

Interestingly some playgroups did not respond to what did work for them but only to the question of what didn't work for them. These include:

- Opens Days, (4 playgroups, 17%)
- Stalls at fairs, fetes or other events, (2 playgroups, 8%)
- Advertising in local newspapers, (2 playgroups, 8%),
- Flyers, (own or PGNSW) (1 playgroup, 4%)
- Community Notice Boards, (1 playgroup, 4%)
- Letter box drop, (1 playgroup, 4%).

These results are very conflicting, for example, 29% of playgroups surveyed used community notice boards to help increase their profile within the community successfully. Yet only one playgroup reported this as a successful method of increasing members.

5.3 Website Information

The Website results showed further how one strategy can work well for one playgroup but not for others. Due to the limitations of the survey system we asked for Members to choose from a list of Strategies and let us know which strategies worked to increase profile and membership and which did not.

The most successful Strategies by website are

- Word of Mouth (increased Membership and Profile)
- Own Leaflets & PGNSW Leaflets (Membership and Profile)
- Community Notice Board (Profile but not membership)
- Early Childhood Clinics (Membership but not Profile)
- Zone

5.4 Response Details

Strategies that worked to increase profile	Strategies that worked to increase Membership	Strategies that did not work to increase profile	Strategies that did not work to increase membership
Word of Mouth Web(5) Forum (8) (6 Fairly Successful, 2 Very Successful)	Word of Mouth Web (4) Forum (6) 4 Very, 2 Fairly	Word of Mouth Web (1) Forum (2)	Word of Mouth Web (0) Forum (1)
Leaflets Web (6) Forum (3) 2 Fairly	Leaflets Web (7) Forum (2) 2 Fairly	Leaflets Web(2) Forum (1)	Leaflets Web (3) Forum (1)
Community Notice Boards Web (6) Forum (5) 2 Very ,3 Fairly	Community Notice Board Web(1) Forum (6) 3 Very, 3 Fairly	Community Notice Boards Web(2) Forum (0)	Community Notice Board Web (1) Forum (1)
Early Childhood Clinics Web (1) Forum (7) 2 Very, 5 Fairly	Early Childhood Clinics Web (6) Forum (8) 1 Very, 7 Fairly	Early Childhood Clinics Web (1) Forum (1)	Early Childhood Clinics Web (1) Forum (1)
Shopping Centre Stalls Forum (3) 1 Very, 2 Fairly	Shopping Centre Stalls Forum (3) 1 Very 2 Fairly	Shopping Centre Stalls Web (0) Forum (1)	Shopping Centre Web (0) Forum (1)
Zone Web (4) Forum (0)	Zone Web (2) Forum (0)	Zone Web (0) Forum (0)	Zone Web (0) Forum (0)
Local Council Web(2) Forum (2)	Local Council Web (1) Forum (2)	Local Council Web (0) Forum (0)	Local Council Web (0) Forum (0)
Article or Advertise in Local Paper Web (4) Forum (6) 4 Very 2 Fairly	Article or Advertise in Local Paper Web (4) Forum (5) 2 Very 3 Fairly	Article or Advertise in Local Paper Web (1) Forum (1)	Article or Advertise in Local Paper Web (2) Forum (0)
Open Days Web (1) Forum (1)	Open Days Web (2) Forum (1)	Open Days Web(3) Forum (0)	Open Days Web(4) Forum (0)
Events Web(2) Forum (0)	Events Web (0) Forum (0)	Events Web (2) Forum (0)	Events Web (2) Forum (0)

Mailbox Drop Web (2) Forum (1) 1 Fairly	Mailbox Drop Forum (2) 1 Very 1 Fairly	Mailbox Drop Web(1) Forum (0)	Mailbox Drop Web(1) Forum (0)
Stalls at Local Fetes Web (2) Forum (6) 1 very 5 Fairly	Stalls at Local Fetes Web (2) Forum (6) 3 Very 3 Fairly	Stalls at Local Fetes Web (1) Forum (0)	Stalls at Local Fetes Web (1) Forum (0)
PGNSW Website Web (2) Forum (4) 4 Very	Playgroup Website Web (1) Forum (5) 4 Very 1 Fairly	Playgroup Website Web (0) Forum (0)	Playgroup Website Web (0) Forum (0)
Street Signage Web (0) Forum (3) 3 Fairly	Street Signage Web (1) Forum (3) 3 Fairly	Street Signage Web (0) Forum (0)	Street Signage Web (0) Forum (0)
Mothers Groups Web (0) Forum (3) 1 very, 2 others	Mothers Groups Web (0) Forum (3) 1 Very 2 Others	Mothers Groups Web (0) Forum (0)	Mothers Groups Web (0) Forum (0)
Schools and Preschools Web (0) Forum (2) 1 very 1 Fairly	Schools and Preschools Web (0) Forum (2) 1 Very 1 Fairly	Schools and Preschools Web (0) Forum (1)	Schools and Preschools Web (0) Forum (1)
Web Survey Left Blank (4)	Web survey Left Blank (5)	Web Survey Left Blank (3)	Web Survey Left Blank (1)
Don't Know (0)	Don't Know (3)	Don't Know (11)	Don't Know (14)

6.0 What relationships do Playgroups have with the local community?

It was evident from the comments of the website and survey that those who approached and forged a strong relationship from any groups in the Local Community seemed to have positive results.

The strongest relationship that the Playgroups represented have, is with their local councils. And whilst there were comments that it was difficult to find the right person, those who did report Fair to Strong relationships indicated that they had received advantages such as lower rents, regular cleaning, & council grants.

The next strongest relationship that Playgroups have is with their local Early Childhood Centre, where Playgroups received many new potential members. Some Playgroups talked to new Mothers groups about Playgroups others put flyers up and spoke to the nurses in charge.

Local Business provides Playgroups with raffle prizes and donations, although it seems to work best if a relationship needs to have commenced prior to asking. Local Businesses seemed happy to support Playgroups provided the Playgroup supports them. Bunnings in particular was nominated by a number of Playgroups as a company worth having a strong relationship with, for fundraising, and PR.

Playgroups with Strong relationships with Local Ministers (State and Federal) seemed to benefit through Printing of Newsletter, PR, Raffle Draws, and gift bags, as well as information in the Ministers newsletters, although not all Ministers are receptive.

Strong relationships with Local Churches, Libraries and schools seem to provide some playgroups with potential members, places for Flyers and outings.

Not every Playgroup has built relationships with their local community, some Playgroups have only just started and there was one website comment of "We don't have any relationship with them.....but this hasn't been to our detriment"

Relationship building with the community takes time. There were many calls for either Playgroup NSW Inc to build these relationships or the local zone. However, in considering this the time and capacity to build these relationships for all Playgroups must be considered.

7.0 How can Playgroup NSW Inc help increase the Playgroups profile and membership?

7.1 Web Responses:

23 web responses were received.

16 answered the question (69%)

4 left the question blank (18%)

3 said nothing needed to be done for this issue (13%)

Of the 16 responses, the answers can be grouped into four similar themes. These being:

7.1.1 Playgroup NSW Website:

- Maintaining website and phone referrals
- Expand the Playgroup NSW Website to include details about individual Playgroups (eg session fees, information about their group)
- Actively keep website details up to date

7.1.2 Playgroup NSW Staff Action:

- Playgroup NSW rep liaising more with local Councils, newspaper and MP
- Playgroup NSW rep visit individual Playgroups to assess what they are doing, review the playgroup and provide individual support/training. Felt a visit from a rep would make the individual playgroup feel connected to Playgroup NSW
- More help required when new Playgroups are established that are made up of new Mums. Members in this scenario are very new to both motherhood and Playgroup and suggest a Playgroup NSW rep help liaise with Council to address increasing the Playgroup Membership numbers

7.1.3 Promotional Work:

- Advertise Playgroup in Sydney Child, local papers, TV, posters at shopping centres, link in with Child immunisation, sponsorship partnership
- Interest articles in Newspapers and provide standard photos for Playgroups to use for their local newspaper articles
- Provide a large sign for the street front

7.1.4 Training:

- Provide a mentor system for Playgroup Members taking on committee positions
- Provide training to new committee members about how they can maintain/raise their Playgroup's profile, and have a strategy that stresses the importance of doing this function

7.2 Forum Responses:

There were 91 responses from the Forum. There was a huge variety in the responses, bigger variety of answers than the web. The answers can be grouped into seven similar themes (including the same 4 themes from the web responses). There is an eighth category for miscellaneous suggestions that did not fit into the seven categories

7.2.1 Address (mis) Perceptions about Playgroup:

- Misconception that it is too early to commence Playgroup with your first baby
- Misconception that Playgroup is just for baby play. Promote Playgroup being for both Parents and baby
- Playgroups perceived as cliquey
- Emphasise the benefits of Playgroup for Mothers
- Playgroup spoken in terms of 'Something I go to' change this to 'a group I belong too' or 'a group I am involved with'

7.2.2 Promotional Work:

- Provide Playgroups with a standard Welcome Pack for new members
- Template Welcome Letter for individual Playgroups to use
- Include a pamphlet about Playgroups in Bounty Baby Bag
- TV advertisements (suggested off-peak to catch feeding Mums)
- T-Shirts advertising Playgroup on sale via Website
- Specific Advertising in Newspapers were noted (local)
- Letterbox drops through direct mail in January
- Pre-school and School newsletters
- Baby expos
- Shopping Centre Stalls in school holidays
- Generic flyer advertising Playgroup to give to new mums
- Advertise at Council

- Talk to pregnant mums
- Libraries

7.2.3 Playgroup NSW Staff Action:

- Playgroup NSW Staff member attend Playgroups and demonstrate how to run a 'good' Playgroup session
- Playgroup NSW Staff member phone Playgroups – one on one phone calls on a regular basis
- Playgroup NSW perform an assessment of Playgroup – give feedback on how they are going
- More contact with individual Playgroup and Playgroup NSW field staff
- Regular talks conducted on reading, music, craft and these advertised in local community
- Playgroup NSW field staff to liaise with local councils

7.2.4 Playgroup NSW Website

- Craft ideas section
- Hyperlinks within the website to details about individual playgroups

7.2.5 Partnerships – Strengthen/Increase:

- Early Childhood Clinic vital involvement. Have them promote and talk about Playgroup (or be sponsored by Playgroup NSW). They often don't have DVD player – lend them a DVD player to play Playgroup information
- More Sing and Grow
- Playgroup promoted at the Immunisation Clinics
- Playgroup promoted in Hospital Maternity Wards
- Pre-natal clinics
- Obstetricians and GPs to discuss benefits of Playgroup to parents
- Relationship with local councils so rents can be cheap
- Promote Playgroup through family day-care

7.2.6 Training:

- Training specifically for co-ordinators
- Training on how to handle cliques
- Training and promotion of the role of Zones
- Strategies to help parents with children with learning difficulties/troubled children so they can remain in Playgroup (mainstreaming strategy for Playgroup)
- Guidelines to deal with Mums that behave inappropriately with their children
- Training run at night

- Training on early child development and related craft/activities
- Have a list of strategies on how to increase membership
- Provide ideas to committee about where to advertise Playgroup Posters
- Proactive training for volunteers

7.2.7 Restructure Current Playgroup Practices:

- Simplify treasurer's book
- Change attendance book (needs more room)
- Alter financial year to be Jan – Dec
- Merge Zones
- Reduce paperwork – will attract more people this way
- Accurate handouts
- Mailouts are information overload – not needed so much
- Promotional days held in more than one location – WBP, conference

7.2.8 Miscellaneous:

- Open Saturday Playgroups
- Formal process for Playgroups to access Toys and Equipment
- Consistency with PGNSW PG's individuals change (?? Not quite sure what this means)
- how to make Playgroups belong (again unsure what this means)
- Encourage different types of Playgroups – Grandparent groups, special needs groups, allergy groups, profile these groups
- Article in Totline about 'How to Welcome new Members'
- Bring a friend day

Just a general note about the differences between the Web and Forum Data. It was far easier to analyse the Web responses. The web responses read as an answer to a question and in most cases the meaning of the answers provided were clear and unambiguous. The forum data was harder to analyse. The forum data did not read as an answer to a question. The information provided was often a statement and the statement was often unclear, ambiguous and difficult to interpret. At times it was difficult to see how the statement provided related to the question asked which made the statements highly interpretable.