



# Strategic Plan 2010 - 2014

## Our Vision:

Our community has access to the highest quality support for early years parenting, play and development.

## Our Purpose:

Playgroup NSW provides the support for all families with babies and children under 6 to:

- participate in relevant playgroups,
- develop social and community connections, and
- access related learning resources.

## We Value

Strong and sustainable communities that nurture:

- Confident and positive parenting
- Acceptance of difference and the encouragement of diversity
- Positive interactions between children and adults
- Volunteering and mutual support
- Welcoming learning and play environments for all



## **Our Strategic Objectives / 5 year Platform:**

1. SUPPORT A VARIETY OF PLAYGROUP MODELS , INCLUDING  
COMMUNITY  
COMMERCIAL  
EARLY INTERVENTION PROGRAMS (EIPs)
  - a. Increase membership across all models
  - b. Identify models and respond to our market
  - c. Contemporise and strengthen the community volunteer model
  - d. Develop cooperative models with other providers
  - e. Develop fee for service models
  - f. Promote and facilitate inclusive service for all families
2. PROVIDE TARGETED SUPPORT FOR FAMILIES WITH ADDITIONAL NEEDS WITHIN OUR SERVICES
  - a. Actively transition early intervention programs and families into community settings wherever possible.
  - b. Scope and, if appropriate, implement additional Early Intervention Programs to ensure equity and access for all families. Ensuring early intervention programs are fully funded.
3. PROVIDE USER FRIENDLY RESOURCES
  - a. Review, refresh and expand where necessary Playgroup management materials
  - b. Ensure availability of comprehensive online and other parenting and learning resources
4. UNDERTAKE ADVOCACY TO SUPPORT OUR OBJECTIVES
  - a. Expand recognition and support by all levels of government
  - b. Position Playgroup NSW as a leading authority on play and Playgroups
  - c. Mutual support of Playgroup Australia
  - d. Continue to develop community recognition of the value of play
5. ENSURE ORGANISATIONAL CAPABILITY
  - a. Strengthen the member service culture focusing on outcomes
  - b. Align and develop structures, systems (including the efficient and effective use of contemporary technologies) and processes
  - c. Ensure a strong, professional governance structure
  - d. Recruit, train and retain people with the appropriate skills and values aligned with our objectives
  - e. Develop exemplary executive leadership
  - f. Ensure prudent financial management, accountability and integrity

