PLAYGROUP SA
Playing, learning, supporting families

Strategic Plan 2011-2013

member of: PLAYGROUP AUSTRALIA INC

our vision:

To create the opportunity for every child to learn through quality play experiences while supporting families/carers in their role as primary educators

our purpose:

To facilitate positive, enriching, educational experiences in a safe environment for young children and their families/carers by providing an accessible network of playgroup services

we value:

- The importance of play in a child's development
- Parents as primary educators
- The interests and welfare of young children and families
- Diversity, inclusion and a sense of community
- Quality, best practice and affordable services
- Members, staff, volunteers and stakeholders

our strategic objectives:

ACHIEVE GROWTH IN MEMBERSHIP

strategies:

1.1 Increase member recruitment and improve retention
1.2 Support the establishment and development of new playgroups
1.3 Add value to membership through the provision of resources, training and services

PROVIDE QUALITY SERVICE DELIVERY

strategies:

2.1 Provide a state-wide network to support playgroups
2.2 Support volunteers and staff to promote best practice service delivery
2.3 Apply an evidence-based evaluation of organisational performance
2.4 Ensure viability and adequate financial resources to carry out organisational objectives

DEVELOP PARTNERSHIPS

strategies:

3.1 Diversify funding partnerships
3.2 Partner with policy and decision-makers in government to advocate for families and playgroups
3.3 Develop and strengthen partnerships with agencies that support the early childhood sector
3.4 Maintain strong partnerships with Playgroup Australia and its members

INCREASE OUR PROFILE AND COMMUNICATIONS

strategies:

4.1 Promote the benefits of playgroup to the wider community
4.2 Position Playgroup SA as the peak body for playgroups in South Australia
4.3 Communicate the benefits of Playgroup SA membership to members and potential members