



# Playgroup Australia

## Strategic Plan 2019 – 2021

### Vision:

Creating a village through play.

### Mission:

Playgroup Australia supports and connects the playgroup community. We are the leading voice for families with children learning through play.

### Values:

#### Future-focused

We have a forward-looking approach to our work. We continually identify the changing needs of our villagers (stakeholders and community). The decisions we make today build a better village tomorrow.

#### Friendly

We create a village that is welcoming, caring and respectful. Our organisation supports a diversity of people, ideas and beliefs. We are inclusive and recognise and embrace our differences.

#### Flexible

We are an adaptive, innovative, purposeful team, responsive to our environment and open to change and growth and the needs of people around us.

#### Fun

We enjoy what we do and this reflects in the quality of our work. We take time out to celebrate our success. We are creative and innovative in all that we do.

#### Collaborative

Our village thrives when we collaborate with others to achieve common goals. We do this by working together, sharing knowledge, being transparent, communicating well, and learning together.

### Core Focus Areas:

**Governance** – Practicing excellence in corporate and federation governance.

**Advocacy** – Being a national voice and contributing to systemic change

**Reach** – raising awareness for playgroup.

**Knowledge** – Utilising an evidence-informed approach

**Member services** – Supporting, communicating and collaborating with our member organisations.

**Business management** – Ensuring the sustainability and viability of Playgroup Australia

### Key Strategies:

#### Strategy 1: Improve the governance frameworks for the Federation.

- 1.1 Ensure our governing documents meet the needs of the Federation.
- 1.2 Develop a decision-making framework for the Federation.

#### Strategy 2: Represent and position Playgroup Australia in national conversations affecting children and families.

- 2.1 Establish a clear process for determining advocacy priorities and positions.
- 2.2 Develop new partnerships and collaborations.
- 2.3 Implement cohesive federal election advocacy.

#### Strategy 3: Build and share knowledge and research about play and playgroup.

- 3.1 Establish national research priorities.
- 3.2 Value and share the Playgroup Australia knowledge assets.
- 3.3 Undertake national cost benefit analysis of community playgroup.

#### Strategy 4: Extend support to the playgroup community.

- 4.1 Enhance benchmarking and evidence of our work.
- 4.2 Find new ways to extend services to broader playgroup community.

#### Strategy 5: Diversify Playgroup Australia funding base.

- 5.1 Secure sustainable funding.