

Strategic Plan 2023-2025

Core Playgroup Value: Build Member Value - a member network greater than the sum of its parts

Playgroup Mission: Advocate for playgroups and support Playgroup Australia members to strengthen delivery of quality services to young children and families.

Playgroup Vision: Every child and family in Australia has access to a quality playgroup.

Strategic Priorities (SP)

SP1 – Leading National Advocacy & Investment

1. Deliver and coordinate advocacy and amplify member voices.
2. Secure sustainable investment in families and children in collaboration with members.
3. Build shared understanding and drive collective action on policy issues.
4. Inform government policy.
5. Amplify the benefits of playgroup to the community sector.

SP2 – Strengthening Research & Quality

1. Build the evidence base for the role of playgroup in early childhood.
2. Drive and commission research.
3. Champion evidenced-based practice and innovation in programs, theory, and delivery.
4. Develop agreed standards to ensure quality delivery of playgroups.

SP3 – Supporting Member Performance

1. Facilitate shared understanding of capability / expertise across members and sector partners.
2. Enhance member capacity through education and support for continuous quality improvement.
3. Build risk management capability to enforce the National Principles for Child Safe Organisations.
4. Build shared learning and benchmarking to build organisational capability.
5. Explore the role of accreditation in the playgroup sector.

SP4 – Facilitating Shared Opportunities

1. Facilitate member relationships
2. Leverage the expertise of members to strengthen the network.
3. Develop and improve shared online resources / website for families.
4. Facilitate development of a common reporting framework and national data sets.
5. Develop benchmark standards for inputs and outcomes measures.
6. Drive and facilitate funding and contract opportunities with a consortia approach.

SP5 – Transformation & Sustainability

1. Embed, operationalize and monitor the transformation plan.
2. Demonstrate our value proposition to members and delivery partners.
3. Develop a sustainable resourcing model, including revenue, grants and resourcing supports from members and volunteers.
4. Redevelop and relaunch our brand.
5. Develop our organisational culture to lead child safety, cultural integrity, inclusion and diversity initiatives.

Success Outcomes

Effective national advocacy for playgroups, children and families.

Strengthened sector knowledge and evidence.

Collaboration that leverages skills and amplifies results.

Strengthened network capability – working together rather than apart.

Attractive value proposition for members and funders.