

PLAYGROUP VICTORIA STRATEGIC PLAN PRIORITIES 2010

Strategy	Sub Strategy	Priority rank 0 = least important 5 = very important		Accountability
		2009	2010	
STRATEGIC OBJECTIVE 1: RESEARCH PLAYGROUPS AND PLAY				
1.1 Establish the value of play and playgroups in early childhood development	1.1.1 Craft a well articulated philosophy – a “value of play” document – including: <ul style="list-style-type: none"> • the role of play in early learning and child development • role of parents, caregivers, volunteers and professionals in facilitating play based learning 	5	4	EO
1.2 Establish a defensible evidence base	1.2.1 Exploration of international playgroup models (eg. New Zealand’s playcentres) (link to 1.2.2, 2.1.6 and 2.2.3)	5	1	EO
	1.2.2 Undertake an extensive literature review (link to 1.2.1)	4	0	
	1.2.3 Disseminate best practice, high quality, contextualised, evidence-based research via an information portal	4		EO
1.3 Increase research linkages and networks	1.3.1 Establish an expert advisory panel (“kitchen cabinet”) to harness expertise in the realm of play-based early education	4	2	EO
	1.3.2 Form strategic relationships with research-based organisations whose core business is researching parenting and early education (link to 3.4.1)	4	5	Board/EO
STRATEGIC OBJECTIVE 2: INCREASE MEMBERSHIP				
2.1 Deliver innovative and proactive playgroup services	2.1.1 Continuously review community playgroup programs	4	4	EO
	2.1.2 Refine playgroup marketing based on member needs and positioning of playgroups (and PV) within the early childhood sector (link to 3.3)	4	4	
	2.1.3 Responsive and informative support on how to start, join and run a playgroup	5	5	
	2.1.4 Networking and capacity building for parents, caregivers, volunteers, paid leaders and playgroup workers	4	5	

	2.1.5 Improve communication channels including improving website, databases, publications, etc...	4	4	
	2.1.6 Review training program to (link to 1.2.1): <ul style="list-style-type: none"> • ensure best practice • increase the skill base in playgroups • building parent, caregiver and community capacity • explore accreditation (link to 3.1.2) 	3		EO
	2.1.7 Identify strategies to address decline in family membership	5	4	
2.2 Deliver playgroups that increase accessibility to all families	2.2.1 Continuously review supported, intensive supported and additional needs playgroup programs	3	4	EO
	2.2.2 Review the existing service models for indigenous, CALD and additional needs playgroups and identify gaps in service (link to 2.2.3 and 4.2.3)	3	3	
	2.2.3 Explore new playgroup models to meet changing family needs and social patterns and address any gaps identified in 2.2.2. Include but not limited to parent groups, rostered playgroups, specialist programs, pool of paid leaders, online forums (link to 1.2.1)	3	4	
STRATEGIC OBJECTIVE 3: RAISE THE PROFILE OF PLAYGROUP VICTORIA AS THE PEAK BODY IN VICTORIA				
3.1 Establish playgroups as a vital first step in overall early learning framework	3.1.1 Seek position of influence with key state government and peak bodies including DEECD and the Office for Children	5	5	EO
	3.1.2 Ensure that a playgroup module is included in the early childhood education framework (eg. RTO, University of Melbourne School of Early Childhood Studies) (link to 2.1.6)	4	4	
3.2 Establish PV as the registry body for playgroups in Victoria	3.2.1 Work closely with DEECD on its review of Children's Services Act and Regulations to ensure rostered playgroups, mainstream playgroups, high need playgroups and the role PV are appropriately considered	5	2	EO
	3.2.2 Review the capacity of PV to take on an additional regulatory role and put in place a strategy to address any gaps	4	0	EO

	3.2.3 Proactively advise DEECD on the appropriate role of playgroups and the role of PV	4	1	EO
3.3 Improve external profile for PV (link to 2.1.2)	3.3.1 Enhanced media presence as the “go to” organisation for comments on play-based early learning and the value of playgroups	3	4	Board/EO
	3.3.2 Establish a public relations strategy including high class, promotional events and seminars, relating to target audiences	4	4	
	3.3.3 Explore rationale and opportunities to augment PVs publications and their reach (ie merging <i>Playgroup</i> with top parenting magazines)	4	0	
3.4 Establish strategic alliances to enhance PV credibility	3.4.1 Target organisations for high level, strategic alliances that will be implemented through written and documented partnership agreements – annually reviewed (link 1.3.2)	3	2	Board/EO
	3.4.2 Work cooperatively and collaboratively with Playgroup Australia and all state and territory playgroup associations	5	5	
	3.4.3 Increase linkages with the three tiers of government and other funding bodies	5	4	
STRATEGIC OBJECTIVE 4: ACHIEVE DYNAMIC AND SUSTAINABLE GROWTH				
4.1 Develop Annual Plan to meet strategic short, medium and long term objectives	4.1.1 Develop and implement, in a timely manner, the PV Annual Plan that reflects PV’s charter and Strategic Plan	5	5	EO/Board
	4.1.2 Develop time based measures and indicators to reflect and deliver against PV Strategic Plan		3	
	4.1.3 Monitor and report against the Strategic and Annual Plans		3	

4.2 Manage and plan financials to meet operational, legislative and contractual requirements	4.2.1 Monitor and achieve financial performance goals	5	5	Board
	4.2.2 Seek funding and revenue generation opportunities to enable a focus on long term funding base	5	4	EO
	4.2.3 Review DGR to ensure strategic focus (link to 2.2.2)	5	5	Board
4.3 Proactively build capacity and resources to deliver future PV strategies	4.3.1 Proactive and principled HR to ensure that the recruitment, succession planning and capacity building processes and procedures are continually enhanced (link 4.4.1)	4	5	Board/EO
4.4 Manage compliance, risk and resources so that strategies can be delivered	4.4.1 HR policy and procedures meet best practice for staff and volunteers (link to 4.3.1)	5	5	Board/EO
	4.4.2 Compliance and risk monitoring meet legislative and contractual requirements	4	3	Board/EO