

New Zealand Playcentre Federation Strategic Plan 2014-2019

Goal #1 Responsive to children and their families/whānau: Improve Playcentre delivery to better meet the needs of our children and communities, in particular the needs of Whānau Māori and Pasifika, while honouring Playcentre's core philosophies

Strategic Action Initiatives:

1.1 Broaden Playcentre approaches to reflect the needs of different communities:

- 1.1.1 Explore, enable and implement options for different delivery approaches that meet the needs of communities
- 1.1.2 Develop and implement a national Playcentre Home-Based programme to respond to families needing more childcare options
- 1.1.3 Develop and implement initiatives for Playcentre to be inclusive of Whānau Māori and Pasifika
- 1.1.4 Provide information and training to help Playcentres build meaningful, sustainable relationships with their local Iwi and other Māori Organisations

1.2 Develop the Playcentre adult education programme to reflect the needs of the different Playcentre communities

- 1.2.1 Identify and implement improvements to the Playcentre education curriculum and delivery to make it more relevant for Māori and Pasifika communities
- 1.2.2 Review and implement new approaches to managing delivery of Playcentre adult education across the organisation to raise participation, increase quality, reduce duplication, enhance consistency
- 1.2.3 Consider how to make Playcentre Education more accessible for learners with specific needs

Goal #2 Less admin: Improve organisational efficiency to lessen the burden on volunteers, build on national opportunities and help retain a strong focus on the Playcentre philosophies

Strategic Action Initiatives:

2.1 Review and improve Playcentre's organisational structure

- 2.1.1 Implement a transitional Federation structure that will create strategic change
- 2.1.2 Develop and implement a sustainable and cost effective '**whole of Playcentre**' (nationwide) structure that addresses compliance and administration issues to gain efficiency where it matters and focuses on strengthening and growing Centres and increasing participation long term.
- 2.1.3 Develop a long term national property strategy

2.2 Simplify, streamline and centralise Playcentre's operational environment and foster best practice

- 2.2.1 Implement a simple centralised web based information management (including student management/bulk funding) system that reduces duplication, compliance workloads, enhances the organisation's knowledge base and promotes sustainability

2.2.2 Utilise the new system to further develop best practice within Playcentre

2.3 Strengthen Centres' capacity to operate as co-operatives and attract and retain new members

2.3.1 Develop nationwide professional development focussed on building strong cooperative cultures, attracting and retaining new members and strengthening centres long-term.

Goal #3 Promote Playcentre: Develop a strong profile and reputation that goes beyond early childhood education to emphasise Playcentre's contribution to community resilience

Strategic Action Initiatives:

3.1 At a national level through advocacy, promotions and relationship development

3.1.1 Recruit a national communications manager to drive PR and promotions

3.2 At a local Playcentre level through the power of the Playcentre whānau

3.2.1 Develop national guidelines and resources for encouraging promotional activity at local level including word of mouth and engagement in local events

Goal #4 More money: Stabilise, strengthen and diversify Playcentre's funding base to also include opportunities for generating revenue through building on the organisation's strengths

Strategic Action Initiatives:

4.1 Increase MOE funding

4.1.1 Develop a strategy for and actively renegotiate MOE funding

4.1.2 Advocate for funding for support of ELI, including for technology support

4.2 Develop new funding relationships with Government

4.2.1 Actively develop a funding relationship with the Ministry of Social Development

4.2.2 Engage the Ministry for Primary Industries and Te Puni Kōkiri to understand opportunities for funding support

4.3 Build on Playcentre's professional development and training capability and resources

4.3.1 Develop Playcentre adult education offerings to target parenting and early childhood educators outside of Playcentres

4.3.2 Identify and target external sources of professional development funding

4.4 Develop revenue streams that build on Playcentre's strengths

4.4.1 Actively support Playcentre Publications Ltd/Ako Books to grow its activities in the promotion and sale of publishable education material

4.4.2 Develop an internal innovation programme to model and scale new programmes and revenue generating opportunities