

Ngā Whāinga o Te Whānau Tupu Ngātahi o Aotearoa | Playcentre Aotearoa 2020 – 2030

“Strategy is style of thinking, a conscious and deliberate process, an intensive implementation system, the science of insuring future success.”

Pete Johnson

He aha te aha | What is ...?

What is a Strategic Plan?

A plan that provides direction regarding how the whole of Playcentre Aotearoa will find success.

What is Strategic Planning?

Strategic planning is an organisational governance activity that is used to set priorities, focus energy and resources. It is implemented by the Operational arm of our organisation. Effective strategic planning articulates not only where an organisation is going and the actions needed to make progress, but also how we will know if it is successful. It is on a regularly scheduled review cycle.

How Has the Strategic Plan Been Developed?

Strategic Aspirations are statements about an ideal future. In Playcentre Aotearoa aspirations come from our governors. As your Kaitiaki/Trustees our role is to ensure we are carrying the voice of our governors from Playcentres and Rōpū Māori into the strategic plan.

There have been four pathways for governance voice through this strategic planning process:

- 1. AGM 2018** – delegates participated in a review workshop which looked back at what we had achieved and gathered themes and aspirations for future direction
- 2. Playcentres** – members were asked to complete the strategic planning survey



3. Hui ā-Tau Māori and Tāngata Tiriti hui 2019 – delegates captured further aspirations during workshops

4. Kaitiaki/Trustees - collated all the governors' voice and aspirations on behalf of Playcentre Aotearoa which informed the development of the Strategic Plan 2020 – 2030.

During July and August, the Trustee Board collated and analysed the results of the consultation pathways. The Trustees recognised that there were several common themes which were evident in the feedback received. At the August trustee board meeting the trustees consolidated this feedback into four themes and associated objectives. The Trustee Board then worked with the Operations team to develop specific actions related to each of the themes.

The result is the Strategic Plan 2020-2030, presented here.

Why is this Strategic Plan for 10 years?

As part of the strategic planning process the Trustee Board reviewed previous strategic plans. The Trustees noticed similar themes/objectives were evident across previous plans, some of which have not yet been achieved. Given this realisation, alongside knowledge of the significant work streams already in progress and the need for the organisation to diversify funding to reach these goals the decision was made to develop this strategic plan with a 10-year horizon.

Playcentre Aotearoa has identified four specific strategic priorities to achieve our moemoeā / vision.

It is these four strategic priorities that set the direction for the whole of Playcentre Aotearoa.



Whakakaha / Strengthen Support

Playcentre Aotearoa has data and information; this will be used to detect patterns, understand problems and determine solutions to support and strengthen Playcentres in a targeted and proportionate manner.

Whakatipu / Build Community

The Playcentre Aotearoa community will grow by valuing current members and providing opportunities to attract new whānau / members to participate.

Ari / Increase Visibility

As experts in the area of learning through play for all ages Playcentre Aotearoa will use our knowledge to increase our visibility and presence in the communities we support.

Kanorau / Diversify Funding

We will seek to increase and diversify the funding available to Playcentre Aotearoa to ensure the stability and growth of the organisation. We will make investments in people and technology to improve our efficiency and optimise the service we provide to our whānau and community.



Whakakaha / Strengthen Support

1

Strategic Priority: Playcentre Aotearoa has data and information; this will be used to detect patterns, understand problems and determine solutions to support and strengthen Playcentres in a targeted and proportionate manner

Whāinga / Goals

Playcentre Aotearoa will utilise robust information and trends to support and strengthen our Playcentres

Accurate historical and current information will be available to Playcentre members and Playcentre Aotearoa Operations to assist in supporting and strengthening Playcentres

Individual Playcentre information and overall organisational data will be used to develop ongoing plans for Playcentres to be implemented in partnership with Playcentre Aotearoa Operations

Playcentre Aotearoa Operations will work with Playcentres to develop networks, internally within the organisation and with external stakeholders, to strengthen and support Playcentres and their members

Playcentre Aotearoa will ensure that information is readily available to assist with research and to retain our stories / institutional knowledge



Whakatipu / Build Community

2

Strategic Priority: The Playcentre Aotearoa community will grow by valuing current members and providing opportunities to attract new whānau / members to participate

Whāinga / Goals

The membership of Playcentre Aotearoa will reflect the communities in which our Playcentres are based

Barriers to participation will be reduced for both our current and future whānau / members

Participation by whānau will increase and will be representative of the diverse population of Aotearoa New Zealand

A robust framework will ensure our tacit knowledge in and for Playcentre / Rōpū Māori is recorded and retained

Playcentre Education provision and delivery will meet the needs of both whānau / members and the organisation equally



Ari / Increase Visibility

3

Strategic Priority: As experts in the area of learning through play for all ages, Playcentre Aotearoa will use our knowledge to increase our visibility and presence in the communities we support

Whāinga / Goals

Playcentre whānau / members and staff will work to reenergise and promote the Playcentre Movement within our communities

Experienced Playcentre members and staff will be recognised as experts in the field of learning through play for all ages

Playcentres are visible in our communities and recommended as the preferred providers of support and education for pre-school tamariki and their whānau



Kanorau / Diversify Funding

4

Strategic Priority: We will seek to increase and diversify the funding available to Playcentre Aotearoa to ensure the stability and growth of the organisation. We will make investments in people and technology to improve our efficiency and optimise the service we provide to our whānau and community

Whāinga / Goals

Playcentre will be funded at a level that reflects the value of the services it provides to whānau in Aotearoa New Zealand

Playcentre Aotearoa will achieve measurable growth in secured funding across the organisation every year

Playcentres will be supported to achieve individual fundraising goals

The management of our financial resources will ensure the best outcomes for our Playcentres

