

Ngā Whāinga o Te Whānau Tupu Ngātahi o Aotearoa 2020-2030



Whakakaha / Strengthen Support

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 Centres.

Tukunga iho/Key Outcomes

- Centres are strong and sustainable.
- Accurate historical and current information is available to Centre members, Playcentre Aotearoa Management team and Trustee Board
- Individual Centre information and overall organisational data is used to develop ongoing plans for Centres to be implemented in partnership with Playcentre Aotearoa Management

Playcentre Aotearoa Management will work with Centres to develop networks internally within the organisation and with external stakeholders to strengthen and support Centres and their members.

- Centres are supported and strengthened through robust internal and external networks

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

- We have a culture of telling our stories



Whakatipu / Build Community

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.

Tukunga iho/Key Outcomes

- Our membership reflects the diversity of all New Zealand communities
- Playcentres are a vital resource for whānau and contribute to the success of the communities in which they are based

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

- Playcentre whānau are confident and competent life-long learners



Ari / Increase Visibility

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

Tukunga iho/Key Outcomes

- Playcentres are known as the centre of the community and are the first choice for whānau.
- Playcentre members are recognised as experts in the field of learning through play for all ages



Kanorau / Diversify Funding

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 financially viable and operate effectively and efficiently.

Tukunga iho/Key Outcomes

- Playcentre is funded at a level that reflects the value of the services it provides to whānau in Aotearoa New Zealand
- Playcentre Aotearoa achieves measurable growth in secured funding across the organisation in every year
- Centres achieve individual fundraising goals
- The management of our financial resources ensures the best outcomes for our Centres