

Playcentre Whānau Teams Guidance
He Tangata | Community Team

Whanaungatanga i te Hapori

Community Building

PLAYCENTRE AOTEAROA 2025



How whānau
can contribute
a team approach

Community – He Tangata

- Rangatiratanga i te hāpori – **Community Leadership**
- Whanaungatanga i te hāpori – **Community Building**
- Whakaihuwaka Māori – **Te Ao Māori Champions**

Children's Learning - Ako

- Arotakenga – **Planning and Evaluation**
- Taputapu – **Equipment**
- Whakaihuwaka Māori – **Te Ao Māori Champions**

Adult Learning - Mātauranga

- Whakaihuwaka o Te Wāhanga Mātauranga – **Playcentre Education Champions**
- Whakaihuwaka o te mātauranga – **Adult Learning Champions**
- Whakaihuwaka Māori – **Te Ao Māori Champions**

He Tangata | Community Team Responsibilities



Rangatiratanga i te hapori **Community Leadership**

- Leadership for the centre & support whānau engagement
- Support centre communication
- Support the centre's use of tagged funds

Whanaungatanga i te hapori **Community Building**

- Promote Playcentre externally and internally in local community
- Create a welcoming atmosphere and support manuhiri visitors and new centre whānau

Whakaihuwaka Māori – **Te Ao Māori Champions**

- Promote Te Tiriti and Te Ao Māori within your centre through community relationships and events.



Community Building in Action



**Promotion –
Internal and
External**

**Supporting
Families**

**Welcoming Visitors &
Settling New Families**

**Valuing Whānau
Contributions**

The Kaimahi will support the centre with administration in these areas however building community takes more than one person.

External Promotion



- Promoting Playcentre in the wider community
 - Strengthen relationships
 - Attract new families
- Social media, local newspapers, community/school newsletters, targeted letterbox drops, posters/displays in family-focused places (library, pools, GPs etc), stalls at local expos & galas
- Building connections with local Space, Babies Can Play groups



Marketing and Communications Toolkit for Centres

Welcome to
our Village

Playcentre

Social media tiles

Copy for Learning Through Play Workshops to accompany

Learning Through Play
Workshops - zip file with 22
themed tiles



Learning Through Play social tiles
(16.9 MB)

Internal Promotion



- Promote the benefits of regular attendance and attending multiple sessions
 - Stronger relationships
- Promote the value of Playcentre to current families to retain families for longer
 - Work together to make Playcentre accessible as parents return to work – childcare swaps, independent sessions, transport
 - Promote opportunities for older tamariki
 - Myth-busting sessions

Welcoming and Settling New Families



- Kaimahi will support the enrolment process
- Centre whānau still help make visitors feel welcome
- Check out the 2025 Welcome to Playcentre resources
 - ✓ Videos
 - ✓ Booklet
 - ✓ E-booklet
 - ✓ Visitor sheets
 - ✓ PowerPoint
 - ✓ Guidance cards
 - ✓ Welcome poster

Welcoming and Settling New Families



Welcoming new whānau: First visit

- 1 Whakatau mai ngā manuhiri. Greet new visitors and welcome them to your village.
- 2 Offer manaaki (support) by showing manuhiri (visitors) where to sign in.
- 3 Introduce manuhiri to whānau, tamariki and any employees (including their role) on session. Inform them of the Emergency Procedure and show them the evacuation point. Discuss the main hazards on Hazard Register.
- 4 Be a great host by showing manuhiri around the Centre, concluding with an offer of refreshments.
 - Where to put their belongings
 - Toilets/Nappy Changing including procedure on display
 - Kitchen
 - Inside area
 - Outdoor Area
 - Sleeping Area explain procedure and where pēpi can sleep
 - Kai table and where to put lunch box, kai allergies, best places to eat kai
 - Where the first aid kit is located.
- 5 Explain Playcentre is a whānau-led organisation and parents are involved in managing Playcentre as a co-operative.
- 6 Introduce another family to talk with and share their positive stories about Playcentre experiences – eg. this is a place to make friendships, comfortable home like environment for tamariki.
- 7 At the end of their visit, remind them to sign out and when the next session is. Arrange the next visit and provide some further information about Te Whānau Tupu Ngātahi (Playcentre) or your centre to take away.

Welcoming new whānau: Second visit

- 1 Welcome whānau back with gentle reminders where things are located such as the wharepaku (bathroom), kihini (kitchen) facilities and where to put their belongings.
- 2 Explain session tikanga (routine). Describe the centre morning kai routine, any hui that take place (e.g. session evaluation), and set-up and pack-up of centre.
- 3 Advise manuhiri that Playcentre is “a place for you and your child to make friends, play and learn together.”
- 4 Find out about pēpi and tamariki interests and try to find a commonality.
- 5 Introduce manuhiri to other whānau to help them feel more settled on session. Share positive stories about Whānau Tupu Ngātahi (families growing together) and tamariki learning through play.
- 6 Explain it is ok if you need to leave early to tend to the needs of your pēpi.
- 7 Remind manuhiri to sign out at end of visit, organise their third visit and ask if there are any questions.

Welcoming new whānau: Third visit

- 1 E mihi ana ki ngā manuhiri - greet returning whānau and help put away their things.
- 2 Awhina (help) manuhiri become reacquainted with the session by remembering what their child enjoyed last visit. Ask what would they like to do today.
- 3 Explain Playcentre is managed by a co-operative of parents. This is their place, and they can set up play invitations and resources for their tamariki.
- 4 Support them to be involved in session routines (e.g. morning tea, hand washing, clean up).
- 5 Check to see if they wish to enrol and show them how this can be completed through the tablet or online. Organise the days that they wish to enrol for and explain if days are full, whether there is a waitlist etc.
- 6 Ensure that the new whānau is included in the communication train – Facebook page, messenger chat, email.
- 7 Ensure the “Welcome Story” is prepared by the person responsible for portfolios, ready for the first enrolled session of the new whānau.

Welcoming new whānau: Centre specific information

Type your text here

Welcoming and Settling New Families Considerations for your Centre



Who welcomes families when they visit?

- Anyone who is free (does everyone have the confidence to do so?)
- Nominated person/people for that session (i.e. Liana is Monday's visitor host every week)
- Nominated person/people for that day (Kaimahi can help allocate visitor hosts)

How do you support new families once they enrol?

- Group/individual welcome discussion
- Allocated buddy
- Situational buddying

How Inviting is your Centre?



Manaakitanga

- Does everyone greet visitors and say hello?
- Are visitors shown where to hang their bags, given a tour & introduced to others?
- Are kaiako and tamariki wearing name tags?
- Are visitors offered a cuppa, and given leeway with “expectations” to participate?

The Environment

- Is the centre clean and attractive to newcomers?
- Can visitors see their cultures reflected in greetings, resources and wall displays?

Supporting Families



Support as a parent



*Involvement in your child's
early childhood education*

Friendship

**Confidence in yourself
and your parenting**

Opportunities to take on
new responsibilities and
learn new skills

Time for yourself

A free adult education programme to
develop parenting skills and understand
how children learn and develop



*A sense of community
and belonging*

Social Events & Valuing Whaanau Contribution



- Social events
 - For whole families
 - For parent volunteers
- Acknowledgement of volunteers

Playcentre  Welcome to our Village

Awarded to _____

of _____ Playcentre

for _____

Signed _____ Date ____ / ____ / ____

"Whānau tupu ngāhahi – families growing together"

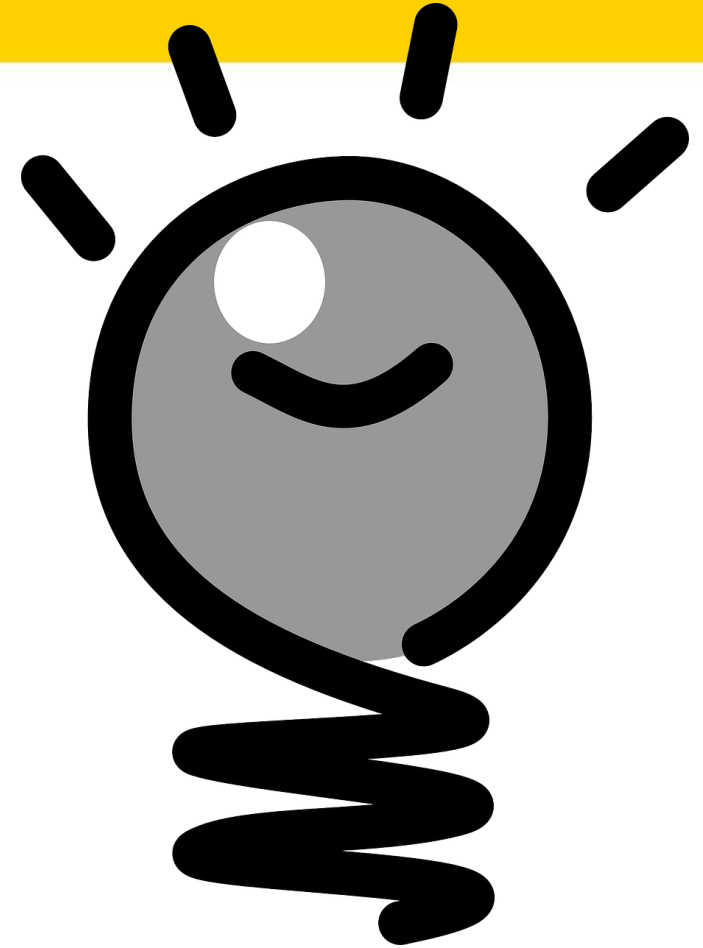


Brainstorm – Social Event Ideas



What social events have worked well at your centre?

How does your centre acknowledge and celebrate volunteers?



Recommended Centre Practices



Suggested centre practices related to Community:

- Operating as a cooperative
- Decision making
- Taking care of the environment
- Gifts
 - *note be in line with the Playcentre Aotearoa koha policy
- Fellowship (previously life membership)
- Bicultural commitment

Additional guidance on these centre practices is available on the Playcentre website

A VISION FOR THE FUTURE

That Playcentre is a viable option for all whānau where they can learn and grow together: whānau tupu ngātai.

This vision has the cooperative nature of Playcentre as front and centre, in line with our guiding principles and centre whānau focusing on:



Children's
learning



Adult
education



Community

Karakia Whakamutanga



Kua mutu ā mātou mahi
Mō tēnei wā
Manaakitia mai mātou katoa
ō mātou hoa
ō mātou whānau
Āio ki te Aorangi



Our work is finished
For the moment
Bless us all
Our friends
Our families
Peace to the Universe.

Kaitito: Dr Huirangi Waikerepuru