



OUR VISION

In the first 2,000 days of life, Playgroup NSW positively impacts every child, their family and community.

OUR PURPOSE

Playgroup NSW leads play-based programs and services for NSW families with children birth to school age, offering development, shared experiences and family support that results in active citizens and inclusive communities.

OUR VALUES

Be child centric: Children are at the heart of our work.

Lead change: Seek and encourage learning, innovation and greater positive impact.

Work smart, play often: Be goal focused, mindful of people's wellbeing and enjoy work.

Act with integrity: Be honest, accountable and show respect.

OUR STRATEGIC GOAL

DOUBLE THE IMPACT

By 2027, we will double our impact with an engaged membership of over 100,000.



OUR PROGRAMS

We deliver our purpose through our flagship program areas:



Parental Capacity Building



Universal & Community Led



Timeless Play: Intergenerational



Pathways to Pre-School



PlayBaby (Pre-Natal + 0-12 months and mental health)



Culturally & Linguistically Diverse



Aboriginal and Torres Strait Islander



Disability & Inclusion



Rural & Remote

OUR PRIORITIES



WE ENSURE PLAY IS INCLUSIVE, ACCESSIBLE AND PROPORTIONATE TO THE DEGREE OF NEED

For our children, families & communities, we will:

- Strengthen parent and carer capacity and support through responsive, targeted and connected services.
- Positively impact child development, creating equal opportunity for education, health and wellbeing, and pathways to early learning.
- Create equal opportunities for all children and families to connect, including intergenerational, diverse communities, and people with disability.
- Work towards Closing the Gap for Aboriginal and Torres Strait Islander children and families, with culture, country, and spirituality at the centre of services.
- Create environments and structures that protect children, so they are safe and free from harm.



WE EXPAND IMPACT THROUGH COLLABORATION

With our partners, we will:

- Be a leading voice and contributor in the development of the early years sector.
- Represent the needs of members and our community to government and other key stakeholders.
- Provide integrated and inclusive services that drive value and leverage the strengths of all partners.
- Deliver culturally appropriate services with Aboriginal and Torres Strait Islander families and organisations.
- Support an Australia wide network to increase reach and impact.



WE ATTRACT, SUPPORT, DEVELOP AND ENGAGE OUR TEAMS AND VOLUNTEERS

Our people create and enable our success. With them, we will:

- Ensure culturally safe, diverse, and inclusive environments.
- Cultivate flexible, supportive, collaborative experiences.
- Provide opportunities for development, progression, and satisfaction.
- Be agile to plan and scale as needed.
- Deliver on our commitment to Aboriginal, disability and inclusion employment.
- Encourage a culture of innovation across the business.

OUR STRATEGY IS UNDERPINNED BY A CONTINUED FOCUS ON OUR FOUNDATIONAL CAPABILITIES:

A BUZZING, COMMUNITY-CENTRIC BRAND

QUALITY PROGRAMS & IMPACT MEASUREMENT

GROWTH & FINANCIAL SUSTAINABILITY

DIGITAL ENGAGEMENT & DATA MATURITY