

Connecting Communities for **50 years+**

OUR STRATEGIC GOAL

DOUBLE THE IMPACT

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



Our Vision

For every child and family to have a place in their community to connect, learn, and belong.

Our Purpose

Playgroup NSW leads and delivers programs and services that strengthen child development, nurture parent and carer wellbeing, and connect communities.

Our Values

Act with integrity: Put child and family wellbeing at the heart of our work, and be honest, accountable, and show respect.


Balance work and play: Be goal focused, mindful of people's wellbeing, and contribute to a positive team culture.

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

Embrace inclusivity: Be collaborative, seek to understand, and celebrate diversity.

Our Programs

We deliver our purpose through our flagship program areas:

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|  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:

1

A buzzing, community-centric brand

2

Quality programs & impact measurement

3

Growth & financial sustainability

4

Digital engagement & data maturity