

Playgroup SA Inc.

Annual Report

2016/17



Playgroup SA Inc

Our Vision

To create the opportunity for every child to learn through quality play experiences while supporting their families/carers in their role as primary educators.

Our Mission

To facilitate positive, enriching, educational experiences in a safe environment for young children and families/carers by providing an accessible network of playgroup services.



Playgroup SA acknowledges and respects the traditional custodians of the South Australian regions upon whose ancestral lands our Playgroups operate on.

We acknowledge and pay our respects to the Elders, past, present and future for they hold the memories, the traditions, the culture and the hopes of Aboriginal and Torres Strait Islander people.

We also pay respect to the cultural authority of Aboriginal people from other areas of South Australia and Australia and acknowledge their deep feelings of attachment and Spiritual relationship to Country.

Playgroup SA recognises the pain and suffering caused by past policies to Aboriginal Australians and the impact this has had on Aboriginal and Torres Strait Islander people today.

At Playgroup SA we are committed to a future of reconciliation, we believe that there is much knowledge and wisdom to be gained by Aboriginal Australians, by the learning of Country, land, cultures, truths and realities.

Annual Report 2016/17

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01 President's Message



Pictured: Gillian Lewis
President, Playgroup SA Inc.

“Playgroups now exist in exciting, yet challenging times, which call for innovation and adaptation.”

President's Message

The 2016/2017 year has been a year of consolidation, review and forward thinking for our committed hardworking Playgroup SA teams of both staff and Board. This has been an essential step in laying the foundations for Playgroup SA's future. Playgroups now exist in exciting, yet challenging times, which call for innovation and adaptation. I thank all for their commitment to our processes.

Playgroup SA undertook a Constitutional review to ensure our Constitution provided us with the support and flexibility to operate in our current climate. This review was assisted by the generous Pro-bono legal support from Kris Hanna and Associates. We extend our thanks and gratitude to Kris Hanna, and Justice Net for facilitating this process. The reviews continued with an organisational review, examining our structure, policies, and supports. Finally, a market research project was undertaken to enable Playgroup SA to gather the necessary evidence and information to adapt our services. All 3 projects have contributed to the Board's strategic thinking, and both Board



Pictured: Playgroup SA
Bookweek Playgroup

and staff are working hard to ensure our organisation is in the best possible position. Through evolution and change, our programs can continue to provide high quality services and support for Playgroups throughout South Australia and into the future.

Carley Jones, Executive Officer, has continued to develop the profile and influence of Playgroup SA in the early childhood sphere locally, nationally and internationally. Carley's strong commitment to promoting the importance of Playgroups for children and families has seen her involvement in sharing her knowledge to support Playgroup services being developed in Tonga and more recently Tuvalu. We also recognise the support of Vice President Dr Sally Brinkman in raising the profile of Playgroup's internationally.

Our truly committed and wonderful small staff team have again shown their enduring commitment to Playgroup SA. Thank you from all members of the Board for your strong passion and dedication to our organisation and your continued efforts throughout the year.

To the Board of Playgroup SA I again give my sincere thanks. Board Members continue to volunteer their time and expertise to provide sound governance for our organisation.

Playgroup SA and Playgroups could not exist without the wonderful dedication and commitment of volunteers - parents and others who support and run Playgroups throughout SA. Your contributions are essential - creating spaces for children which are welcoming, friendly, enriching and safe. The services you provide ensure a solid foundation for positive child development.

Thank you too, to all our members and Life Members – your continued support of Playgroups, Playgroup SA events and the organisation itself is vital to us now and our future.

Gillian Lewis
President Playgroup SA

02 Executive Officer's Report

“Play is the work of childhood” Jean Piaget



Pictured:
Playgroup SA's Executive Officer,

It is hard to believe we are writing another annual report, and another hectic and fast paced year has come to a close for Playgroup SA. The 2016-2017 year was Playgroup SA's 42nd year of operation, and I am proud to say that Playgroup SA continues to evolve.

In this age of technology, social media platforms continue to grow, and Playgroup SA recognises the importance of these mediums in promoting Playgroup to the wider community. Playgroup SA created a digital officer position to focus solely on developing our presence in this space. Along with a dedicated position, we also engaged Haley Tamblyn PR, who specialises in social media. Through this engagement, a social media plan was developed and immediately implemented. This plan included actions such as closing our Twitter account, establishing an account on the Instagram platform and focussing our posts on social media platforms to draw families to our services. In these times of technological changes, Playgroups are a vital community service, enabling connections between families.



Pictured:
Dream Big

“This really gives a beautiful lens on healthy ageing and positive outcomes...” The Advertiser 12 May 2017

Intergenerational Playgroups continued to grow during this period. The program seems to have struck a chord with families and aged care facilities alike. The program now has 15 Playgroups across South Australia and has been afforded numerous media articles including several articles in The Advertiser and The Messenger.

Outdoor Playgroup

Early 2017 saw the return of Playgroup SA's Outdoor Playgroup for National Playgroup Week in March. We returned to Wigley Reserve for a morning of outdoor playgroup fun, including all things sensory and messy. Thanks to the work of social media, we had an additional 500 families register for the event. The Outdoor Playgroup aims to raise awareness of the importance of play in early childhood and the benefits reaped from attending Playgroup.

Playgroup at the Zoo

Our annual event for members was held once again amongst the leafy grounds of the Adelaide Zoo. We made some changes to the event including adding variety to the entertainment on offer. Playgroup at the Zoo was once again well attended, and it was great to see so many families enjoying their day, especially the various bubble shows. We were fortunate to have our new Ambassador Kate Collins kick off the festivities.

Executive Officer's Report

(continued)

Riverland Outdoor Playgroup

October saw Playgroup SA staff travel to the sunshine of Berri in the Riverland for another day of messy fun. Over a hundred local families turned out to see the Berri oval turned into a messy and creative wonderland, where children and their families were free to engage with mess and various mediums such as slime and gloop. A large box construction zone was set up, where creativity ruled the day, and there was plenty of space to kick, throw and catch balls and enjoy outdoor equipment. The day finished with a cold drink and sausage sizzle. Thank you to the community for supporting our event.

Presentation

Melanie Baker, Playgroup Support and Development Officer and Carley Jones, Executive Officer were fortunate to have a poster submission accepted by the 2016 Early Childhood Australia Conference held in Darwin. Playgroup SA's poster presentation was titled Engaging, Accepting, Developing; enriching the lives of families sharing a multicultural journey through Playgroup. Melanie and I highlighted the ability of Playgroup to bring together a community and develop and foster connections between families. We demonstrated how those connections can lead to community development and inclusiveness, and grow capacity and participation in the local community. Our presentation focused on how we achieved this for a community with a diverse mix of cultural differences.



Pictured:
Playgroup at the Zoo 2016

People we've worked with

We have been fortunate to work with some inspiring fellow organisations and colleges over the past 12 months. This has included but not limited to:

- Presentations, workshops and playgroup assistance to MCCSA
- Learning Together, Murray Bridge
- Telethon Kids Institute-AEDC steering committee
- Pangala Mannamurna Nunga Playgroup
- Kirton Point Children's Centre

Constitutional review

Playgroup SA undertook a review of the Organisation's Constitution to reflect our current business and objectives. This was a large commitment from the Volunteer Board and was assisted by Kris Hanna providing Pro Bono legal assistance through the Justice Net organisation. We thank Kris Hanna for his guidance, advice and contributions to our review.

Market research

Playgroup SA also undertook a market research project to give us some clear evidence around the competition for parent time and space, what drives parents to make decisions about which activities to attend, and what members are looking for from Playgroup SA. We aim to understand what Playgroup SA can do to raise our profile and make Playgroup a priority for families. We were also seeking input and direction on what messages we need to be sharing in order for families to understand and appreciate the benefits of attending Playgroup. This information will also feed into the upcoming strategic planning cycle for 2018 and beyond. Our annual member survey was incorporated as part of this process.

Better Start

Playgroup SA continued to deliver services as part of the Better Start contract through Playgroup Australia. Playgroup Australia also confirmed the Better Start contract would continue for another 2 year period. This program enables Playgroup SA to provide events and support to promote inclusion for all abilities. We thank the Federal Government for their continued support.

PlayConnect

Playgroup SA was thrilled when it was confirmed the PlayConnect Program would also be extended for a further 2 years. The PlayConnect Program is a valuable Playgroup program aimed at providing support to families on the autism journey. In 2016/17 we continued to deliver the PlayConnect project at the following 3 locations:

- Parafield Gardens
- Aldinga Beach
- Mount Gambier

Supported Playgroups

The Supported Playgroup Program funded through Uniting Care Wesley Port Adelaide, will also continue for a further period of 2 years. Playgroup SA has continued to grow both locations and provide valuable family support services at both locations. Playgroup SA continued to deliver 2 supported Playgroups at the following locations;



- Findon Community Centre
- Hendon Primary School

Community Playgroups

Our core focus of supporting Community Playgroups and Coordinators remains at the centre of all we do. We continued with our publications for both families and Coordinators attending Playgroup, and introduced our monthly blog on all things Playgroup and Play.

The Support and Development team went to great lengths to ensure the number of Playgroups supported through face to face visits increased, resources were reviewed and redesigned, workshop content was reviewed and new messy play services developed. The Support and Development team have also been busy behind the scenes working on new Playgroup material ready for the New Year in 2018.

New Partnership

Playgroup SA works with many organisation throughout the course of the year, however we have recently joined forces for a vital partnership with the Women's and Children's Health Network. The aim is to ensure the two organisations are working together to ensure families are supported during those first years, including referrals and information sharing. We are very much looking forward to growing our working relationship.

Thank you

Thank you must go to the staff of Playgroup SA who continued to show passion, dedication, commitment and extraordinary work ethic to achieve so much, for such a small team.

03

Strategic Directions

2014 to 2017



Achieve Growth in Membership

Strategies:

- 1.1 Increase member recruitment and improve retention.
- 1.2 Support the establishment and development of new Playgroups.
- 1.3 Add value to membership through the provision of resources, training and services.
- 1.4 Adapt and diversify membership in response to members changing needs.

Provide Quality Service Delivery

Strategies:

- 2.1 Provide a state-wide network to support Playgroups.
- 2.2 Support volunteers and staff to promote best practice service delivery.
- 2.3 Apply an evidence-based evaluation of organisational performance.
- 2.4 Ensure viability and adequate financial resources to carry out organisational objectives.
- 2.5 Provide the Peak State Playgroup Body.
- 2.6 Develop and invest in technology to deliver services.

Develop Partnerships/Expand External Opportunities

Strategies:

- 3.1 Diversify funding partnerships and programs.
- 3.2 Partner with policy and decision-makers in government to advocate for families and Playgroups.
- 3.3 Develop and strengthen partnerships with agencies that support the early childhood sector.
- 3.4 Maintain strong partnerships with Playgroup Australia and its members.

Increase Our Profile and Communications

Strategies:

- 4.1 Promote the benefits of Playgroup to the wider community.
- 4.2 Position Playgroup SA as the peak body for Playgroups in South Australia.
- 4.3 Communicate the benefits of Playgroup SA membership to current members and potential members.
- 4.4 Participate in and develop a body of research and data regarding the benefits.
- 4.5 Implement a cohesive Marketing Plan, which includes a new website.

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Snapshot

2016 to 2017

Playgroup SA's Annual Membership Survey was conducted as part of a bigger review by Colmar Brunton. Responses from the survey have provided Playgroup SA with a useful tool to reflect and improve on service delivery and satisfaction levels within the Playgroup Community.

98% of families attend on average once a week

51% of families heard about Playgroup through 'word of mouth'

21% found playgroup through **ONLINE SEARCH**



Pictured: Barossa Bush Gardens Playgroup

Some of the stats...

- 42% of participants main reason for attending Playgroup was for socialisation
- 82% of families participate in other activities such as swimming, Kindergym, childcare
- 38% of children have a grandparent taking them to Playgroup
- 49% of parents are employed in some capacity

Key benefits parents saw

- greater access to toys & activities
- learning pathway
- time to bond
- child development & **SOCIAL SKILLS.**

Playgroup conjures thoughts

- of....rhythm
- routine.
- enjoyment.
- safe exploration
- creativity • **PLAY BASED LEARNING**

05

Playgroup SA Supporting the Playgroup Community

Workshops, Events and Messy Play



Pictured:
Team Leader, Playgroup Support & Development, Alicia
Beames.

Throughout this year, Playgroup SA continued to deliver a series of workshops and accredited Child Safe Environments training.

Workshops Delivered

Playgroup SA delivered a number of tailored workshops for affiliated and non-affiliated Playgroups, and also for Independent Learning centres. The following workshops were delivered:

- Learning Together Murray Bridge – Messy Play Workshop
- DECD Mt Gambier-Coordinate & Play Workshop
- Prospect Centre – Christmas Craft Workshop & Make and Play Workshop
- Kirton Point Children's Centre Pt Lincoln – Coordinate & Play Workshop
- Relationships Australia SA Berri Branch – Engaging the Senses (Messy Play) Workshop

Information sessions were presented to:

- Tatchilla Lutheran College
- Multicultural Communities Council of SA x 2
- North Eastern Community Hospital

Playgroup SA Events

Playgroup SA was fortunate enough to be invited to participate in the Dream Big Festival (formally Come Out). A very busy two days of messy & engaging Playgroup activities were provided right in the heart of the city.



Playgroup SA Events

- Easter Playgroup
- Book Week Playgroup
- Playgroup at the Zoo
- Twilight Playgroup
- Christmas Playgroup

Messy Play Sessions

Messy Play Sessions were delivered to many of our affiliated Playgroups. They can be utilised to attract new members, inspire new play ideas and are a great touch point for Playgroup SA with Coordinators and members. The following Playgroups had a Messy Play Session delivered:

- All Souls Playgroup
- BUPA Woodville Playgroup
- Koolyangarra Playgroup
- Tot's @ Dot's Playgroup
- Nora's Corner Playgroup
- Kapunda Playgroup
- Eden Hills PS Playgroup
- Fairview Park Primary Playgroup
- Clarence Park Community Playgroup

- Torrens Valley CC & Kindergarten Playgroup
- Two Wells Primary Playgroup
- Surrey Downs Kindergarten Playgroup
- Mallala Playgroup
- Kapara Intergenerational Playgroup
- Kalyra Playgroup
- Forest Friends Playgroup
- De Lissa Playgroup
- Freeling Playgroup
- Holdfast Bay Community Centre
- Prospect Cottage Playgroup
- Para Vista Playgroup
- Zwergenland German Playgroup
- Surrey Downs Playgroup
- Greenock Playgroup
- Clarence Gardens Kindy Playgroup
- Little Tadpoles Playgroup
- Banksia Park Kindy Playgroup
- Henley Beach Playgroup
- North Ingle Playgroup
- Mini-Explorers Steiner Playgroup
- Monash Playgroup
- Riverland Special School

06

Playgroups visited

2016/17

Each year, Playgroup SA aims to visit as many Affiliated Playgroups as possible to provide support and guidance.

Here is the list of Playgroup visits conducted in 2016-17:

- Little T's Playgroup
- All Souls Playgroup
- BUPA Woodville Playgroup
- Koolyangarra Playgroup
- Tot's @ Dot's Playgroup
- Nora's Corner Playgroup
- Kapunda Playgroup
- Eden Hills PS Playgroup
- Fairview Park Primary Playgroup
- Clarence Park Community Playgroup
- Torrens Valley CC & Kindergarten Playgroup
- Two Wells Primary Playgroup
- Surrey Downs Kindergarten Playgroup
- Mallala Playgroup
- Kapara Intergenerational Playgroup
- PlayConnect
- BUPA Campbelltown Playgroup
- Klemzig Playgroup
- BUPA Woodville Playgroup
- Greenwith Playgroup
- Playgroup @ St Paul
- Surrey Downs Playgroup
- Aberfoyle Park Primary School Playgroup
- Berri Community Playgroup
- The Briars Playgroup
- Waikerie Primary Playgroup
- Angle Vale Playgroup
- Barker Kindergarten Playgroup
- Caterpillar Kids Playgroup
- Paralowie Kindy Playgroup
- Kalyra Playgroup
- Forest Friends Playgroup
- De Lissa Playgroup
- Freeling Playgroup
- Holdfast Bay Community Centre
- Eden Hills Primary School Playgroup
- Prospect Cottage Playgroup
- Para Vista Playgroup
- Zwergenland German Playgroup
- Greenock Playgroup
- Clarence Gardens Kindy Playgroup
- Little Tadpoles Playgroup
- Banksia Park Kindy Playgroup
- Henley Beach Playgroup
- North Ingle Playgroup
- Mini-Explorers Steiner Playgroup
- Monash Playgroup
- Nazareth Playgroup
- The Pines Playgroup
- The Learning Tree Playgroup
- Allenby Gardens Playgroup
- Our Lady Queen of Peace Playgroup
- ONKA Tots
- Mt Pleasant
- Settlers Farm Playgroup
- Onkaparinga Valley Intergenerational Playgroup

07

Playgroup SA

Board of Management



Gillian Lewis
President



Chris Nash
Secretary



Danica Trimboli
Board Member



Dr Sally Brinkman
Vice President



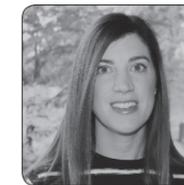
Jane Lemon PSM
Board Member



Angela Burford
Board Member



Damian Pulgies
Treasurer



Rose Deane
Board Member



Carley Jones
Executive Officer

Playgroup SA Staff Team



Executive Officer
 Team Leader, Playgroup Support and Development
 Playgroup Support & Development Officer
 Membership Officer
 Communications Coordinator
 Receptionist
 Facilitator, Supported Playgroups
 Development Workers
 Creche staff

Carley Jones
 Alicia Beames
 Melanie Baker
 Amy Elliott
 Carrie Schubert
 Teresa Di Bartolo
 Rachael Stroud
 Naomi Wilkey, Nicole Hume, Sabrina Liew
 Alison Blake

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Playgroup SA Financials 2016 /2017

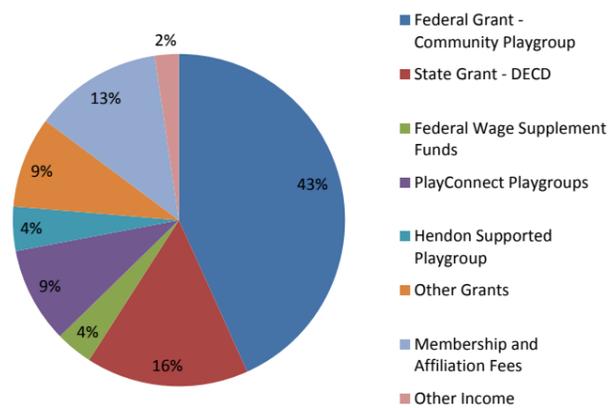
Our financial performance is strong in relation to liquidity position of PGSA. We did not meet our budgeted expectations regarding overall net profit. We anticipated a net deficit of \$8,878 for the year ended 30 June 2017, and actually achieved an overall net deficit of \$119,614.

The main reasons for expenses being higher than we budgeted were in relation to Playgroup SA requesting market research to provide input into strategic and operational decision making, HR consulting, additional long service leave provisions and there was a change in accounting policy for capitalisation and depreciation.

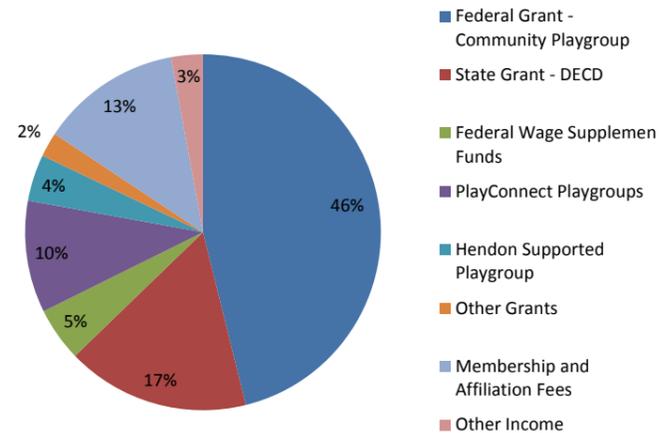
Damian Pulgies

Treasurer, Playgroup SA

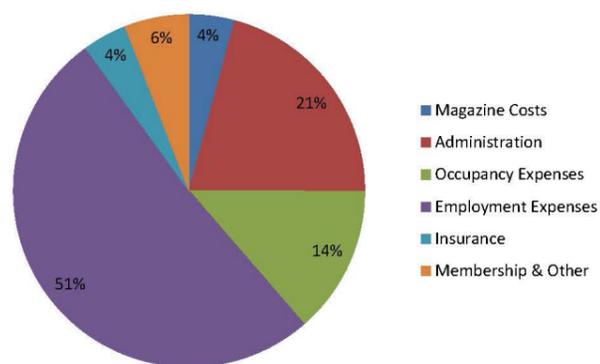
Income 2016



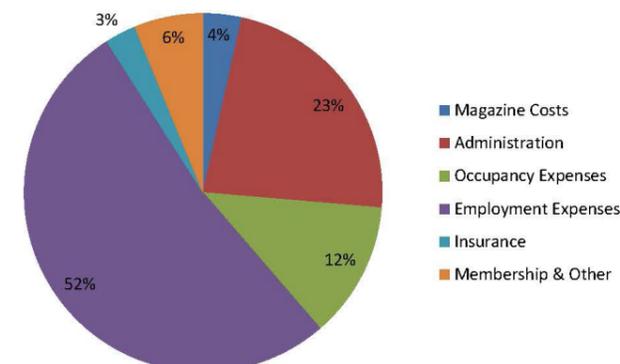
Income 2017



Expenditure 2016



Expenditure 2017



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Thank you to our valued Donors, Sponsors & Partners

- Adelaide Shores
- Adelaide Zoo
- Bubbler Deals
- Bunnings
- City of Mount Gambier
- Codesnap
- Colmar Brunton
- Crayola
- Department for Education and Child Development
- Department for Social Services
- Educational Experience
- Foodland (Prospect)
- Haley Tamblin PR
- HeartKids SA
- Inclusive Directions
- Libraries SA
- Mad Hatterz Parties
- Modern Teaching Aids
- Multiple Birth Association of SA
- Raising Literacy Australia
- Scholastic
- Windmill

10

Thank you to our valued Life Members

- Di Connew
- Deane Palmer
- Elizabeth Giola
- Gloria Palmer
- Helen Holland
- Helen Miller
- Jennie Fenton
- John Harley
- Leslie Ratcliffe
- Lorry Jordan
- Maralyn Blake
- Pam Witton



PLAYGROUP SA
Playing, learning, supporting families

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