

# Playgroup SA

fun and learning  
for children aged 0-5

Annual Report 2014/15



# 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 2014/15

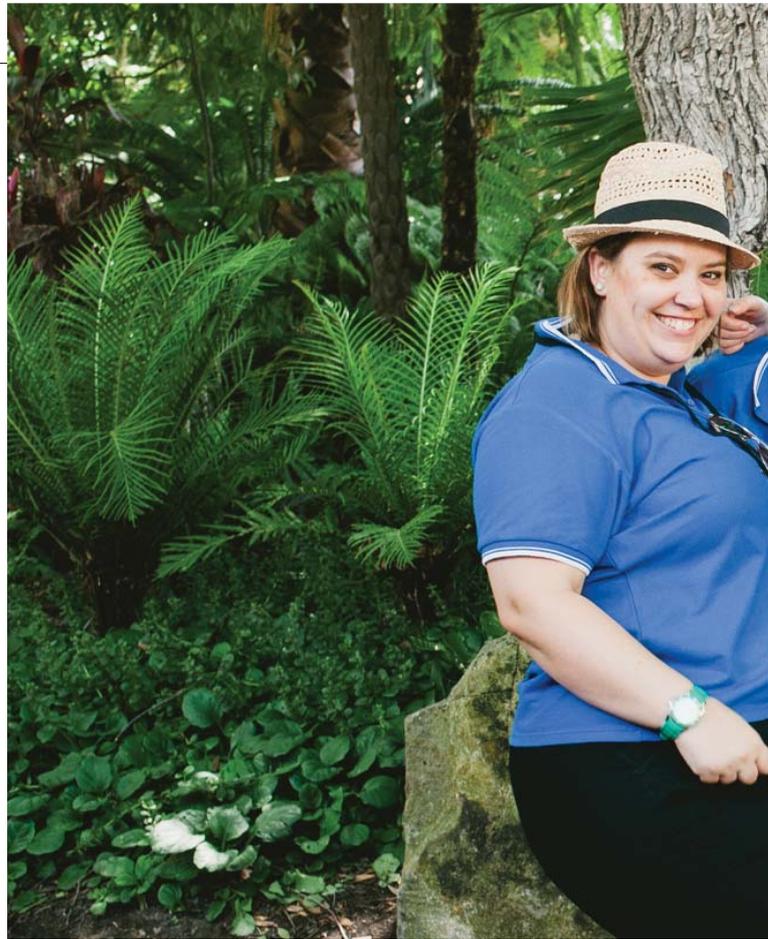
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# 01

## President's Report



This year has been another great solid year for our committed hardworking Playgroup SA team including staff, volunteers and our Board. Under the continuing committed leadership of our Executive Officer Carley Jones, the profile and influence of Playgroup SA continues to expand and consolidate in the early childhood and family sector in South Australia. As can be seen in Carley's report, 2014/2015 has again seen a number of new initiatives. For the many families and children who experience the services, support, benefits and fun of all Playgroups it has been a great year.

### Finance

The overall financial result for the 2014/2015 year is a net profit of \$35,913. It is due to the committed efforts of our staff team, working together to support each other and our little organisation that we have such a positive outcome. The Board will focus on reinvesting our funds in the coming year.

### Our Playgroup SA Team

I give my sincere thanks to our dedicated Board members who are volunteers and continue to provide a strong, collaborative and committed governance team for Playgroup SA. A wonderful team they make including both Playgroup parent members and others with the required skills and competencies necessary to provide a great and formidable governance team for our organisation. During this year the Board has focused on implementing the renewed Strategic Plan, which will continue to provide organisational direction for the next three years. Particular thanks to Damian Pulgies and Juniper Watson for their risk management work. Also to our policy team – Lisa Mignone, Luke Parsons and Carley Jones, for all their continuing work of updating our many policies. We farewell Luke and thank him for his participation on the Board, and wish him well in his new endeavors.



**Pictured:** Playgroup SA Staff Team 2014/15

Thank you to our fabulous Playgroup SA team – our staff members – without you all working together we would not be such a great organisation! Thank you from all the Board for your commitment to our organisation and your efforts throughout the year

## Thank you Members and Volunteers

Playgroup SA and Playgroups could not exist without the wonderful dedication and commitment of our volunteers. These volunteers are parents, carers and others who support and run Playgroups throughout SA, creating spaces for children which are welcoming, friendly, enriching and safe. The service you provide ensures a solid foundation for positive child development as well as peer support and local social networks for parents and carers.

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

## Looking Forward

Playgroup SA has seen a strengthening of relationships with current stakeholders, and a broadening of our partnerships and networks over the last few years. This has provided great groundwork for the coming years, even in constrained times. ■



**Pictured:** Gillian Lewis  
President, Playgroup SA Inc.

**Pictured:**

Playgroup Mother & Daughter,  
Playgroup @ the Zoo 2014



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# 02

## Executive Officer's Report

Another incredible Playgroup year has passed with many great achievements. Playgroup SA has continued to strive towards supporting all Playgroups and deliver the activities of a Peak Body. This year we have placed an even greater focus on providing more services to the hundreds of Playgroups and thousands of members across South Australia. Playgroup SA has again provided support to over 300 Community Playgroups and over 7,000 parents, carers and children.



**Pictured:**

Playgroup SA's 40th Birthday, 2014  
Carley Jones (Executive Officer, Playgroup SA)  
& Gillian Lewis (President, Playgroup SA)

One focus for the year was delivering information sessions regarding Playgroup and the benefits of Playgroup to a variety of new services joining the Playgroup movement. This included information sessions for what a Playgroup was to newly arrived migrant families stretching from the north in Gawler to as far south as Naracoorte.

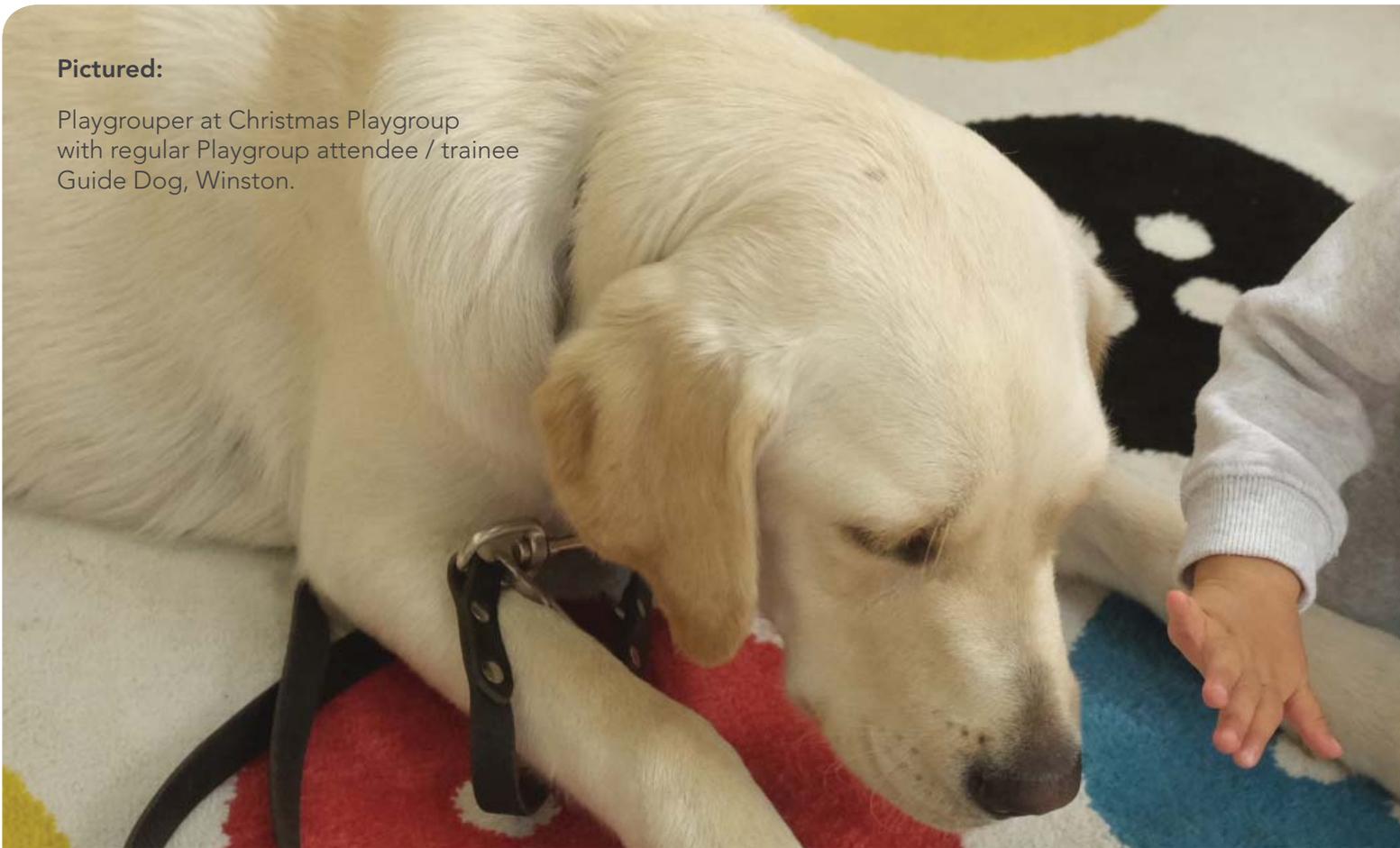
Playgroup SA's focus again was on delivering a packed schedule of more services to Playgroups including;

- Visits to individual Playgroups
- Workshops on a variety of Playgroup related topics
- Further support to members, coordinators and individual Playgroups via phone calls
- Resources for members and individual Playgroups.
- The newly revamped Playgroup Guide for all individual Playgroups

Playgroup SA also employed the tactic of providing informal workshop sessions to Playgroups or individuals that were facing leadership challenges to provide them with sustainable options. This included a demonstration on the ease of coordinating a Playgroup to ensure sustainability and smooth transitions between Coordinator change-overs.

**Pictured:**

Playgrouper at Christmas Playgroup with regular Playgroup attendee / trainee Guide Dog, Winston.



## Developments and all things new...

Playgroup SA, in conjunction with Cindie Smart Consulting commenced the process of developing a robust Marketing Plan to deliver Playgroup SA into the future. We are looking forward to the implementation of this plan in the coming year.

The biggest and most exciting development for Playgroup SA in 2015 was the construction and subsequent launch of our new website. The website starts to bring Playgroup SA's services into the digital age. The website allows members of the public to locate their nearest playgroup on-line, become a member on-line, and learn about other Playgroup SA services. Importantly, the website allows for a members only area where members can log in and renew their membership, access member only services and many more benefits.

## Funded Playgroups

Playgroup SA was also fortunate in the last 12 months to submit successful tenders for further funding from Uniting Care Wesley, Port Adelaide for two supported Playgroups under the Communities for Children program.

We were also successful in gaining a grant through the Westpac Foundation to deliver a Supported Playgroup for the community at Kilburn. This has been a wonderful addition to the services at the Community Centre.

Our partnership to provide support and membership to Playgroups in Schools through the Department of Education and Childhood Development continued.

Playgroup SA continued to deliver the PlayConnect Program across South Australia in the 3 sites which are:

- Eden Hills
- Mount Gambier
- Parafield Gardens



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# Executive Officer's Report (continued)

## Funding Changes

Nationally, the Playgroup Federation went through a change in the funding process in 2014-2015 as a result of the Federal Government's Tender process. The Federal contract is now through Playgroup Australia and not direct with the Federal Government. The tender process saw the loss of the Supported Playgroup project federally.

## The Team

The staff team this year consisted of the following positions:

- Executive Officer
- Team Leader, Playgroup Support and Development
- Playgroup Support and Development Officer
- Facilitator Supported Playgroups
- Communications Coordinator
- Membership Officer
- Receptionist
- Development Workers ■

I must extend a big thank you to all staff who have contributed to Playgroup SA over the past year. All staff have continued to show a dedication and passion to support families and the playgroup movement. It never ceases to amaze me what this small but dedicated team can achieve.

Thank you to all board members for their continued support and commitment to seeing the Playgroup Movement continue.

Lastly, a very big thank you must go to the hundreds of volunteers and Playgroup Members who make Playgroups such a wonderful environment for all children across SA each and every week.

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# 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.



Pictured:

Playgroup in the 'Box City'  
Big Play Day Out, National Playgroup Week  
Mount Gambier 2015

## 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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# 04

## Starting Over: Kersbrook Playgroup

The Kersbrook community rallied around its local Playgroup in the wake of the devastating Sampson Flat bush fires.

When bush fires swept through the Kersbrook region in January this year, the local Playgroup faced a challenging time.

The group, based at the Kersbrook Primary School, lost most of its resources when its storage shed was destroyed by fire.

But the Playgroup itself never closed during or after the fires and became a place for families to find refuge during and after the disaster. Helpers stepped in to relocate a special painted fence at the Playgroup to keep it safe from the fires, which now has a new home above the sandpit.

Playgroup SA visited the group and found that the sense of community spirit is strong among residents who have a positive approach to moving forward during the town's recovery.

Kersbrook Playgroup Coordinator Belinda Smith says families, including Playgroup members, helped raise money to rebuild the sheds and replace resources.

She says it was a sad moment when families discovered how badly their resources had been damaged and the impact it would have on the community.



"The community rallied together over the weeks and months that followed, and when the new resources arrived, everyone was cheering with excitement, and ready to move forward."

Since the disaster, the number of families attending Kersbrook Playgroup has increased, thanks to a new awareness of its services as well as a newfound desire to support and be involved in the group.

"The community really pulled together to help one another out," Belinda says. "People were bringing their friend's children to Playgroup to give families the time they needed to fix fences and damaged homes."

"Our Playgroup has become a great space for families to share their recovery stories and discover new friendships to help rebuild the community."

*The Sampson Flat bush fires began on 2 January and lasted until 9 January during a week of extreme heat. The fires began in Sampson Flat, traveled towards Kersbrook and toward the Adelaide Hills. A total of 27 houses were destroyed. ■*



**Pictured:**

Grace and Isla,  
Kersbrook Playgroupers in front of Memorial Fence

## 05 Two Wells Playgroup: Relocation Project

During 2015 Two Wells Playgroup relocated to the Two Wells Primary School. After spending more than 10 years at the Two Wells Community Children's Centre and having access to the kindy equipment and resources our playgroup needed to acquire some of our own age-appropriate climbing and play equipment.

With assistance from Playgroup SA we applied for a FRRR (Foundation for Rural & Regional Renewal) grant to assist with our relocation project, in particular to acquire new gross motor balancing and climbing equipment aimed at 0-5 year olds. We also accessed funding from our local Council Community Partnerships Fund program to complete our relocation project which allowed us to purchase lounges, a change table, Cozy coupe cars and art smocks. Playgroup SA also assisted with submitting the funding application and handling grant funds on our behalf.

During our relocation project we spoke with Playgroup SA and they provided advice and ideas as well as a "relocation pack" to get us started with lots of craft supplies, activities and music Cd's.

Once we relocated to the primary school hall we had a visit from Melanie Baker from Playgroup SA, who organised an activity and song time and showed us some ideas for using our new parachute. She provided valuable feedback and suggestions for running our sessions.

The efforts we invested in relocating our playgroup and accessing funding for equipment has paid off with many new and existing families accessing our Playgroup this year and children being able to learn and explore through playing with the wonderful new equipment at Two Wells Playgroup.

Carly Heaslip  
Two Wells Playgroup Coordinator ■

# Snapshot

86% of participants said that attending Playgroup has assisted their child's  
**SOCIAL SKILLS**

58% of participants said that attending Playgroup has assisted their child's  
**TURN-TAKING and SHARING**

54% of participants said that attending Playgroup has assisted their child's  
**DEVELOPMENT of FINE MOTOR SKILLS**



**Pictured:**

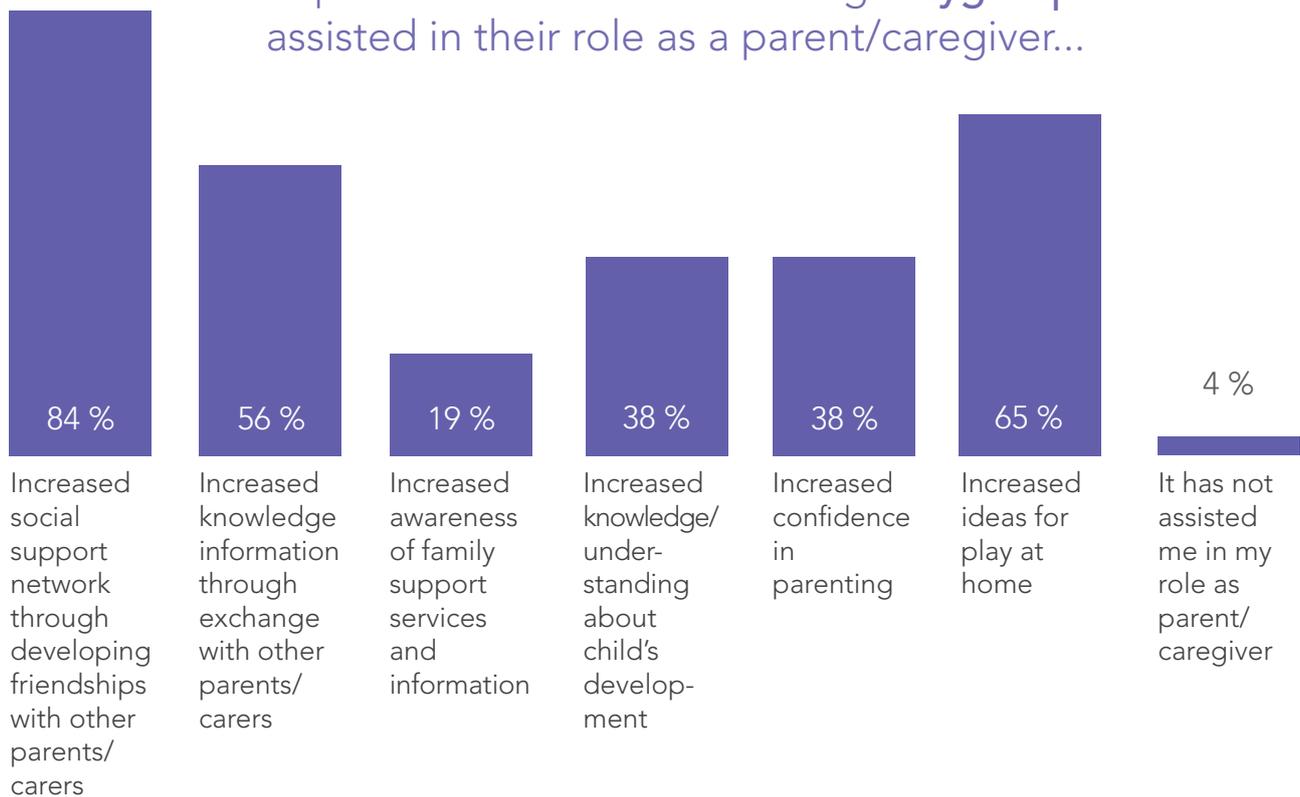
Playgroupier attending Playgroup at the Zoo, Children's Week 2015

Playgroup SA's Annual Membership Survey was returned by Playgroup Members and Coordinators in June 2015. 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.

Majority of responses received were from families attending playgroups (93.4%) over a one to two year period (34.5%).

80.4% of participants thought that Playgroup assisted in bringing local families together.

Participants indicate how attending **Playgroup** has assisted in their role as a parent/caregiver...



**84%** of participants said that attending Playgroup has increased their **SOCIAL SUPPORT** networks through developing friendships with other parents/carers.

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# 07

## Playgroup SA

# Supporting the Playgroup Community

It's been a BIG year for Playgroup SA Branding, Events, Workshops and Resources!

### Playgroup SA Events

Playgroup SA this year had a wonderful opportunity, in conjunction with the Mount Gambier City Council to co-host the Big Play Day Out. This event was in aim of launching Mount Gambier's new play spaces and child friendly city initiative, and National Playgroup Week. It was a truly fantastic event with Playgroup Activities, African Drumming workshops, garden activities, a box city construction zone and the Planetarium come sunset with a big screen display. The event saw hundreds of local families come along and enjoy the events. It was also a great chance for local Playgroups to promote themselves.

Playgroup SA continued to make great use of our on-site Playroom via hosting special themed 'come 'n' try' Playgroups, including Easter Playgroup, Book Week Playgroup, Twilight Playgroups for Playgroup SA's 40th Birthday year in 2014 and Children's Week, as well as Christmas Playgroup.

Playgroup @ the Zoo in October 2014 was unfortunately interrupted by the unseasonably warm weather; however the day went ahead with a reduced program. Many families still made the hot trek and enjoyed the Playgroup festivities in the cool shade of the Zoo grounds.



State of Play, Playgroup SA's Magazine on the flip-side of SA Kids was distributed to Playgroups, Schools, Family Services and Households across South Australia. Four editions were released within the 2014/15 year and were dedicated to the latest advice and information on creative play ideas and concepts around learning through play, both for Playgroup and the home.



Pictured:

'Worms in Dirt' Messy Play Session  
at Mawson Lakes Playgroup

## Courses & Workshops

In the 2014/15 financial year, Playgroup SA ran the following Playgroup focused Workshops - both at head office and out and about when visiting Playgroups.

### WHAT IS A PLAYGROUP?

### CHILD SAFE ENVIRONMENTS (MANDATORY REPORTING)

### COORDINATORS WORKSHOP

### MESSY PLAY

### CHRISTMAS CRAFT

### MAKE AND PLAY

### MUSIC AND MOVEMENT

11,321 km's traveled for general Playgroup visits

3,080 km's traveled to visit Playgroups in Schools

998 km's traveled to deliver

'What is a Playgroup?' Information Sessions

3,890 km's traveled to deliver additional workshops

[www.playgroupsa.com.au](http://www.playgroupsa.com.au)

Playgroup SA has made a significant investment in the development and design of a creative NEW WEBSITE for all things Playgroup.

The new digital hub is a game changer for parents and carers of children aged 0-5 years – featuring on-line playgroup information, resources and activity ideas, 'Find a Playgroup' search function, exclusive members area, on-line enrolment for exciting play based Workshops & Events and MORE.

Playgroup SA, the peak body for Playgroups in South Australia, with over 300 groups located across metro, rural and remote SA recognised the need for young families to access their services at the click of a button following the findings of *The Community Playgroup Qualitative Evaluation* completed by the Telethon Institute.

The new site creates a valuable on-line environment for effective communication and engagement with young families.

Playgroup is an ideal place for children to learn and develop through play and Playgroup SA is excited to present you with an ideal on-line tool to Discover Playgroup. ■



## Independent Learning Centre (Prospect)

Playgroup SA works closely with youth from the Prospect Independent Learning Centre (ILC).

The ILC assist young people to complete their SACE and provide pathways to vocational training and employment through a more flexible approach to learning. Playgroup SA assists in supporting participants of ILC to gain knowledge and skills that contribute to successfully gaining qualifications in Early Childhood.

Student home-made cards and sent them to Playgroup SA to show their appreciation with text, such as:

*"Thank you for having us, we really enjoyed coming and seeing what you do. It was a good experience. I have learnt a lot. My favorite part of the day was making toys out of paper and cardboard."*

*"Thank you to the Playgroup Association for having us this morning. It was really good to hear what you do with the kids. I really enjoyed creating some play toys for the kids."*

Adelaide Outdoor Playgroup  
 Aldinga Playgroup  
 Allenby Gardens Playgroup  
 Alliance Francaise Playgroup  
 Angle Vale PinS  
 Banksia Park Playgroup  
 Barker Playgroup  
 Cadel PinS  
 Clarence Gardens  
 Cleve Community Playgroup  
 Colonel Light Gardens Playgroup  
 Curra Mulka PinS  
 DSTO Playgroup  
 Eden Hills Playgroup  
 Eudunda Playgroup  
 Eudunda Community Playgroup  
 Everston Playgroup \*  
 Flaxmill Playgroup \*  
 Flinders Park Playgroup  
 Fulham Gardens PinS  
 Gawler Children's Centre \*  
 Georgetown Playgroup  
 Geranium Playgroup  
 Giggle Bugs Mount Barker  
 Golden Grove Kindy Playgroup



**Pictured:**  
Independent Learning Centre students participating in Messy Play Workshop

# 08

## Groups Visited by Playgroup SA in 2014/15

\* Indicates onsite Messy Play Workshop Delivery.

*PinS stands for Playgroup in Schools*

Goolwa Playgroup  
 Holdfast Playgroup  
 Jamestown Bizzy Bugs  
 John Pirie Playgroup  
 Kalaya Playgroup  
 Kongorong Primary School Playgroup PinS  
 Langhorne Creek Playgroup  
 Leigh Creek Playgroup \*  
 Light Square City Playgroup  
 Little Lambs Playgroup  
 Lockleys PinS  
 Macclesfield Playgroup  
 Madison Park Playgroup  
 Madges Mini Playgroup  
 Marion Steiner Playgroup  
 Mawson Lakes Duckling Playgroup \*  
 Miltaburra PinS  
 Modbury Playgroup  
 Modbury South Playgroup  
 Montessori Playschool Victor Harbor  
 Mount Compass Playgroup  
 Multicultural Youth SA (MYSA) Playgroup  
 Old Cottage Playgroup  
 Para Hills PinS  
 Para Vista Preschool Playgroup

Para West PinS  
 Paralowie Playgroup  
 Pinnaroo Playgroup  
 PlayConnect Mount Gambier  
 Playford PinS  
 Port Vincent PinS  
 Ramco PinS  
 Renmark North PinS  
 Riverview Pre-School Playgroup  
 Roxby Downs Kindergarten Playgroup \*  
 Saddleworth Playgroup  
 Salisbury Downs PinS  
 Solomon Town PinS  
 St David's Parish School Playgroup  
 St Francis de Sales College Playgroup  
 St Martins Playgroup, Greenacres  
 St Raphael's Playgroup, Parkside  
 Stradbroke PinS  
 Strathalbyn Playgroup  
 Tumbleweed Active Playgroup  
 Two Wells Playgroup  
 Walford ELC Playgroup  
 Whyalla PinS  
 Williamstown Play gym  
 Willunga Playgroup

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# 09

## Playgroup SA

### Board of Management



Gillian Lewis  
President



Jane Lemon PSM  
Board Member



Dr Sally Brinkman  
Vice President



Lisa Mignone  
Board Member



Damian Pulgies  
Treasurer



Juniper Watson  
Board Member



Chris Nash  
Secretary

Luke Parsons  
Board Member

Carley Jones  
Executive Officer

## Playgroup SA Staff Team

Executive Officer, Playgroup SA  
Playgroup Support & Development Officer  
Team Leader, Playgroup Support & Development  
Facilitator, Supported Playgroups  
Reception Officer, Playgroup SA  
Membership Officer, Playgroup SA  
Communications Coordinator, Playgroup SA  
Development Workers  
Alison Blake

Carley Jones  
Melanie Baker  
Laura McCard  
Rachael Stroud  
Teresa DiBartolo  
Amy Elliott  
Siobhan Evans  
Naomi Wilkey, Nicky Hume, Melanie Baker  
Crèche Worker



**Pictured:**

Playgroup Father and Son,  
Big Play Day Out - Mount Gambier



Pictured:

Messy Play, Leigh Creek

# 10

## Playgroup SA Financials

We exceeded our expectations regarding overall annual financial performance. We anticipated a net deficit of \$3,078, for the year ended 30 June 2015, and actually achieved an overall net surplus of \$35,913.

The main reasons for this improvement include operating expenses being lower than we budgeted and Federal grants funding being higher than we budgeted.

Damian Pulgies  
Treasurer

# 11

## Thank you to our valued Donors, Sponsors & Partners

Adelaide Aquatic Centre  
Adelaide Fresh (Prospect)  
Adelaide Shores Stay & Play  
Adelaide Zoo  
Bubbler Deals  
Bunnings (Prospect & Mt Gambier)  
City of Mount Gambier  
Crayola  
Department for Education and Child  
Development  
Department of Families, Housing,  
Community Services and Indigenous  
Affairs  
Educational Experience  
Foodland (Prospect)  
HeartKids SA  
Inclusive Directions  
Libraries SA  
Mad Hatterz Parties  
Modern Teaching Aids  
Modra's Apartments  
Multiple Birth Association of SA  
Nature Play SA  
Raising Literacy Australia  
(formerly Little Big Book Club)  
Ready Steady Go Kids  
SA Kids  
SA Police  
Westpac Foundation  
Windmill

### 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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