

# Playgroup WA Strategic Plan

2024-2026

## Our Vision

Families and children thriving through connections in their local communities.

## Our Mission

Playgroup WA advocates for, promotes, establishes and supports playgroups and related programs. This enables families and young children to regularly meet, have fun, make friends, and learn together through play in an inclusive and safe place.



### Supporting the Well-Being of Families and Children

Playgroup WA will use advocacy, capacity building, promotion and collaboration to support the well-being of families and children by:

- Enabling social connections
- Promoting the importance of play
- Expanding playgroup participation
- Promoting child and family safety



### Establishing and Supporting Playgroups

Playgroup WA will establish and support community and facilitated playgroups in Western Australia by:

- Expanding delivery of the First 1000 Days at Playgroup approach
- Strategically addressing playgroup access to community venues



### Access and Inclusion for All Families and Children

Playgroup WA aims to enable all families to participate in playgroup by:

- Increasing support to regional and remote playgroups
- Increasing support to promote inclusive playgroups
- Working to minimise participation costs



### Growing Organisational Capability

Playgroup WA will adapt to the changing needs of WA children, families and communities by:

- Implementation of a new playgroup membership system
- Review and renewal of our North Perth Office