



ANNUAL REPORT 2014/15



ABOUT PLAYGROUP WA

Playgroup WA's role is to promote and support playgroup participation opportunities for all families with young children.

Playgroup WA is a community membership-based organisation run on a not-for-profit basis.

The organisation has been supporting, servicing and establishing playgroups throughout the State since 1972.

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Many life long
friendships start
at playgroup ”





A YEAR TO CELEBRATE

OUR VISION

Is that the people of WA value playgroups

OUR PURPOSE

Is to support all young children, families and communities, to enjoy, learn and grow together through playgroup

It is at this time each year that we take pause to reflect. We consider the past year and look forward to what lies ahead. It is therefore pleasing to be able to reflect upon a period of funding uncertainty for Playgroup WA and to celebrate what we have been able to achieve through this time.

As you read through the pages of this annual report you will see evidenced the great work undertaken by the team at Playgroup WA to support our members in establishing, running and sustaining their local playgroups. These stories and more are at the core of our purpose.

The Board has been pleased to see David and the team embark on new contracts, expanding services and reach, including opening a new office in Albany earlier this year. We know that this strategy of broadening our physical presence is so valuable to our regional members and we will continue to advance that strategy over time.

As foreshadowed at our 2014 AGM, the Board commenced a new strategic planning cycle during the year and following Board/ Staff workshops and strategic planning sessions, we are pleased to announce a new strategic plan for 2015 to 2018. With each strategic review, it is clear that Playgroup WA has been able to maintain a consistent strategic intent over a number of years and we attribute much of this to our adherence to our core mission and purpose. The changes we have made provide further clarity of what action is needed to achieve this mission and purpose. We clearly see our role as an enabler of playgroups and recognise the unique role we play in supporting all of the families and communities who create the local playgroup experience for the benefit of themselves and their children.

It has been a stable year at the Board level, although we farewell Christie-Lee Davies after 4 years on the Board. Christie-Lee has made a valuable contribution during this time whilst juggling the demands of her young family and we wish her the best for the future knowing she will continue as a strong advocate for playgroup.

In conclusion, sincere thanks go to the Playgroup WA Board and Staff for keeping our purpose ever present in all that they do. We wish all of our members fun and fulfillment in their playgroup journey.

A handwritten signature in cursive script that reads "Leanne Gordan".

Leanne Gordan

Playgroup WA

Board President



THE YEAR IN REVIEW

At this time last year I talked about the unprecedented perfect storm of multiple tenders arriving at the same time. Little did I know that the uncertainty would continue for most of 2014/15 as short term extensions were put in place and tender outcomes delayed. Now that the uncertainty is over I am happy to report that we have been able to extend our playgroup services at a time when sadly for some, other playgroups have been lost to the community.

The commencement of our Enhanced Transition to Schools partnership with the WA Departments of Education and Local Government and Communities has been a major highlight of the past year. The project has already seen the number of affiliated school-based playgroups almost double from 46 to 87. This project was also directly-related to another big highlight providing the final impetus to the establishment of an office in Albany in January 2015. It was wonderful to see the support from the local community and playgroup members. The next big challenge for us will be finding the better ways to support to playgroups in mid- west and the north.

We were also very happy that funding from the Department of Prime Minister and Cabinet has allowed us to extend our work to support Aboriginal families in the Wheatbelt while also enabling the consolidation of our partnership with the Shire of Ngaanyatjaraku in the remote Lands region.

While we have continued to seek better ways to support families to access playgroups we are always mindful that playgroups rely primarily on the energy and spirit of local families combined with the availability of affordable and accessible venues in local communities.

We know from both the research and our own human experience that families and children fare best when they have supportive social networks. We also know that the availability of extended family support is limited for many families. Families in 2015 are smaller, often live far away from extended family and more people are working longer hours. There is also abundant research that shows family life is a central factor influencing child development.

All of these factors make social support and the role of playgroups more critical than ever, particularly in our rapidly expanding metropolitan area. One of our key tasks is to ensure that all sectors of Western Australian society understand the importance of supporting families to support themselves and each other. This philosophy of working with families underpins all of our work from the way we support and value the independence and diverse talents of our community playgroups to our supported playgroup services to vulnerable and disadvantaged families. It is evident in every phone call, every event and every playgroup we visit or directly provide. It is something that people can study and learn but I can truly say that for the people who work at Playgroup WA it is simply something that we

D. Zarb

sincerely believe and act upon to the best of our ability.

David Zarb
Playgroup WA
CEO

OUR REACH

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WITH MORE THAN 430 MEMBER PLAYGROUPS OPERATING ACROSS THE STATE IN 2014/15, PLAYGROUP WA HAD SESSIONS OPERATING FROM ESPERANCE TO KUNUNURRA, FROM LEONORA TO LANCELIN AND ACROSS THE PERTH METROPOLITAN AREA.

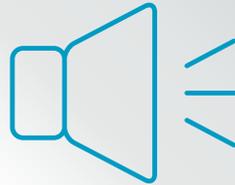
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WE COMMUNICATED WITH OUR MEMBERS ACROSS A VARIETY OF SOCIAL MEDIA CHANNELS INCLUDING FACEBOOK, PINTEREST, INSTAGRAM AND YOU TUBE.



10,500 PEOPLE VIEWED OUR WEBSITE EACH MONTH.

3



OUR MONTHLY ENEWSLETTER DATABASE GREW TO 33,000+ WITH AN AVERAGE OPEN RATE OF 21%.



OUR FACEBOOK FANS GREW TO MORE THAN 8,000 AND OUR POST REACH AVERAGE WAS 5,890.



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PROGRAMS

Our Community Playgroups represented the largest number of playgroups across the State.

These groups were run by families for families and varied in size from three to more than 200 families.

Community Playgroups

During the reporting period, Playgroup WA's role was to provide support to existing community playgroups and assist families to establish new playgroups. The support provided was partially funded through family membership fees; Playgroup Australia, with funding from the Department of Social Services Family Support Program, and the Department of Local Government and Communities through its Sector Support Program.

The Community Playgroup Program assisted families to start their own playgroups to develop peer support and social networks with other families and their young children. In addition, it provided opportunities for children to learn through play and develop their social, emotional, cognitive and physical skills.

Funding from the Department of Local Government and Communities, was also used to support Community Playgroups and their committees to build capacity to effectively operate and ensure the sustainability of the community playgroup sector.

Intergenerational Activities Service

Playgroup WA's Intergenerational Activities Service continued to bridge the gap between generations and foster understanding and respect and provided seniors and families with young children the opportunity to interact through play at playgroups, events and workshops. Under this service Playgroup WA held an annual schedule of smaller events and one large event. We also worked with other service providers to collaboratively hold community events and activities to bring the generations together.

In addition, we supported other services and agencies to operate intergenerational playgroups and assisted new groups to start. This

included a facilitated Intergenerational Playgroup as a demonstration model of best practice.

The program was funded by the Department of Local Government and Communities.

Road Aware Parents Smart Steps Program

Playgroup WA continued to deliver in partnership with School Drug Education and Road Aware (SDERA) the Smart Steps program promoting road safety messages around passenger, pedestrian and driveway safety.

The project offered safety tips and strategies to parents/caregivers through articles in our publications and eNewsletters and encouraged parents and caregivers to model safe practices and advised how they could teach their children road safety.

SDERA was a major sponsor of Playgroup WA's Annual Fun Day (held November 2014).

Supported Playgroup Program Area

In addition to supporting community playgroups and our members, Playgroup WA also received funding from Federal and State governments and local agencies to establish and manage a range of supported playgroup models that were generally aimed at families with children under school age whose circumstances made it unlikely that they would access a community or parent-led playgroup. Through these programs we provided facilitated playgroup sessions along with parenting support, workshops, information and referrals.



Supported Playgroup Program (SPG)

This program primarily engaged with families with children under school age who for a range of reasons would not normally access community playgroups. Playgroup WA worked with families to assist their transition to a community playgroup and in some cases another form of community engagement.

The program was delivered locally by Playgroup WA; co-ordinated nationally by Playgroup Australia and funded by the Department of Social Services.

PlayConnect Program - Supporting children with autism and their families

Our PlayConnect Playgroups were for families with a child aged from 0-6 years who had Autism Spectrum Disorder (ASD) or displayed ASD-like behaviours. An advantage of this program was that the participating child did not need a formal diagnosis to join a PlayConnect Playgroup.

The program provided play opportunities that were flexible and tailored to the special needs of the children attending each group. In addition, an important aspect of the program was to build support and social networks between parents and caregivers by ensuring sessions allowed parents and carers the time to share stories, advice and information.

Like most other playgroups, PlayConnect playgroups met weekly for around two hours and could be facilitated by a paid coordinator for between six and 24 months. Families were encouraged to be actively involved in the planning and the running of their PlayConnect Playgroup sessions.

During the reporting period, we had groups operating in Busselton, Balcatta, Mullaloo, Forrestfield and South Lakes.

The program was delivered locally by Playgroup WA and funded

by Playgroup Australia who coordinated the national PlayConnect Playgroups Program. The funding was one of the components of the Federal Government's Helping Children With Autism initiative.

Perinatal Mental Health Programs

Playgroup WA continued to run playgroups for women experiencing Postnatal Depression and/or anxiety.

Using the supported playgroup model, these programs aimed to facilitate the mother/child relationship by providing safe and supportive environments where mothers and their children had opportunities to spend positive time together through play. They also reduced the social isolation that many women felt when experiencing PND and anxiety by offering opportunities for mothers to develop friendships, social networks and peer support. The wellbeing of participants was also supported through the provision of information about other local support services.

Playgroup WA also worked to raise awareness of PND through regular articles in our publications and eNewsletters.

These programs were funded through various sources including:

- The Mental Health Commission through the Department of Health's Perinatal Mental Health Unit, and
- The Swan Alliance made up of Mission Australia, Ngala and Anglicare as part of the Department for Social Services Communities for Children Plus Program in the Midland region.

Armada Family Support Network Playgroup

Playgroup WA had a formal partnership with RUAH Mental Health to deliver a supported playgroup to families who needed extra support around mental health and wellbeing. There were several referral pathways available through the funding body - Armadale Family Support Network (AFSN) - including self-referral and formal assessments.

The playgroup was a two-person supported playgroup model which provided an excellent opportunity for parents to share their experiences of parenting with a mental health issue, build confidence and break down stigma.

While not a therapeutic model, the playgroup environment offered a safe and inclusive space where families could feel comfortable sharing their stories and developing supportive peer networks.

Westminster Multicultural Supported Playgroup

The Westminster Multicultural Supported Playgroup supported the needs of parents and children from culturally and linguistically diverse backgrounds and addressed the particular needs of families who had newly settled in the area. It brought together families from diverse backgrounds to empower parents and caregivers through play and interaction with their children. The playgroup also linked families to wider support networks and services in the local community.

During the year, the Multicultural Playgroup transitioned to the Westminster Child and Parent Centre but was previously funded by The Smith Family as the Facilitating Partner in the Mirrabooka Communities for Children site, funded by the Department for Social Services.

Ellenbrook and Bullsbrook Playgroups

Under this program Playgroup WA facilitated a 3-year old playgroup at the Bullsbrook District High School for six months and a multicultural playgroup in Malvern Springs, Ellenbrook.

Funding for the playgroups was given through the Swan Alliance – made up of Mission Australia, Ngala and Anglicare – as part of the Department for Social Services Communities for Children Program in the Midland region.

Enhanced Transition to School Project

The Enhanced Transition to Schools Project is an exciting new partnership between Playgroup WA and the schools sector across the State. The partnership brought together Playgroup WA, the Department of Education, the Department of Local Government and Communities, the Association of Independent Schools, and the Catholic Education Office.

The project was initiated as part of the National Partnership on Universal Access to Early Childhood Education and launched in November 2014.

The focus of the project is to:

- strengthen relationships between playgroups and schools
- support the establishment and consolidation of playgroups on or near school sites
- enhance family confidence in their role as children's first teachers through enriched home learning environments.

During the year, we established new community playgroups and transitioned supported playgroups to parent-led groups on school sites. The overall number of affiliated school-based playgroups grew from 46 to 87 during this period.



ABORIGINAL PROGRAMS

During the reporting period, Playgroup WA continued to look for opportunities to expand work with Aboriginal families and communities. Our Aboriginal programs included a number of Supported Playgroups, the Aboriginal Play and Learning Network and Forum and professional development of Aboriginal staff at the request of other agencies.

Aboriginal Play and Learning Network

Playgroup WA continued to back the WA Aboriginal Play and Learning Network (which met four times across the reporting period) as a support for staff - in particular Aboriginal workers - who worked with Aboriginal families and children 0 to 5 years of age.

We also worked in collaboration with the Department of Local Government and Communities and a range of other agencies to hold a biennial Aboriginal Play and Learning Forum which attracted up to 130 delegates from across the State. Each forum has a different theme relating to child development, play and the early years and includes guest speakers and hands on activity sessions.

Locational Supported Playgroup Program

The program aimed to ensure that Aboriginal families in Northam and York with children under school age had access to culturally and developmentally appropriate playgroup experiences to give children the best possible start in life. In particular the program aimed to:

- promote positive early development by improving parents'/ caregivers' knowledge, skills and parenting capacity
- build the strengths, safety and well-being of families and their young children
- reduce the impact of health risk factors, social disadvantage and other issues on children's development through prevention and early intervention strategies.

During the year, the program ran three playgroup sessions each week: two in Northam and one in York. Families were also offered workshop sessions on a range of topics including parenting, child development, health and nutrition.

This program was funded through the Australian Government Department of Prime Minister and Cabinet.

Parental and Community Engagement (PaCE) Program

Playgroup WA continued to deliver playgroups and family support through the PaCE Program in Dalwallinu, Brookton, Collie and the Ngaanyatjarra Lands.

It aimed to build positive relationships between Aboriginal families with preschool children and their local primary school by enhancing the capacity of parents, caregivers and children.

The program worked to ensure school readiness of children was seen as a critical step in enhancing long term relationships with school. It provided an integrated service delivery model based around the 'soft entry' point of a weekly playgroup session with the focus on building parental capacity to contribute to early childhood learning and development.

We worked in partnership with local providers and agencies; in Dalwallinu we worked closely with the primary school; in Brookton we provided staff support to Seabrook Aboriginal Corporation and liaised with the school; in Collie we partnered with the Ngaling Boodja Council Aboriginal Corporation; and in the Lands we partnered with the Ngaanyatjarra Shire and local schools.

These programs were funded by the Australian Government Department of Prime Minister and Cabinet.

Westminster Aboriginal Supported Playgroup

Playgroup WA enjoyed operating the Westminster Aboriginal Supported Playgroup for some six years providing culturally appropriate playgroup experiences for Aboriginal families to support children's development and parenting confidence.

Previously funded by The Smith Family as the Facilitating Partner in the Mirrabooka Communities for Children site (which was in turn funded by the Department for Social Services), this playgroup transitioned to the support of the Westminster Child and Parent Centre in July 2015.

REGIONAL SUPPORT

During the reporting period, Playgroup WA expanded its presence in the regions by opening an office in Albany and introduced a full time Development Officer to cover the Great Southern area.

With staff now based on the ground in the Great Southern and South West we were able to provide more face-to-face support to our playgroups as well as attend local events and workshops. Playgroup WA also worked with communities and local networks to provide continued access to information and support. Our regional Development Officers visited playgroups across their regions and received wonderful feedback for their efforts.

The Perth-based Development Team also travelled widely during the reporting period visiting regional members and promoting the benefits of playgroup to families and communities.

When travelling, staff visited playgroups, provided a child-friendly activity and spoke with committee members about any concerns or issues they might have had. Whenever possible we held small community play days to model new play ideas and promote the playgroup movement.

We travelled to the Goldfields in early July and once again hosted the Kidsfest under 5's zone. While there we visited Kathleen Day Playgroup Inc. and Kalgoorlie Central Playgroup. We even managed to combine a wine and nibbles evening with both groups as a networking opportunity. We also used the trip to visit Kambalda West Playgroup to run some activities for the group.

This was followed by a trip to the Central Wheatbelt to touch base with some of the groups we didn't reach on the last trip. On this occasion we took activities to playgroups in Southern Cross, Merredin,

Mukinbudin, and Narembeen/Bruce Rock. The trip also gave us the opportunity to be part of the Dowerin Field Day and we spoke with many community members.

During September the Playgroup WA Development Team headed out to the northern wheatbelt to visit the Morawa, Kalannie, Dalwallinu, and Bindi-Miling playgroups. We also travelled to the Ngaanyatjarra Lands and visited the small Aboriginal communities of Jamieson, Warakuna, Blackstone and Wingellina on the borders of Western Australia and South Australia and Northern Territory.

We started off our 2015 trips in March by visiting Wandering, Kulin and Katanning playgroups; and finished up at the Wagin Woolorama Community Event where we engaged with families from the region. We also travelled to the coastal wheatbelt and visited playgroups in Cervantes, Victoria Plains, Dandaragan and Jurien Bay.

After opening our office in Albany we took the opportunity to introduce our newest staff member to playgroups in Albany as well as Mt Barker.

In May, Playgroup WA staff travelled to the West Pilbara visiting playgroups in Karratha, Pannawonica, Dampier, Wickham, and Cook Point. We were also thrilled to be able to attend the opening of the new playgroup venue in Perenjori and to drop in to the Carnamah playgroup to meet the committee.



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When travelling, staff visited playgroups, provided a child-friendly activity and spoke with committee members about any concerns or issues they might have had

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EVENTS & COMMUNICATIONS

Annual Fun Day

Playgroup WA's yearly member celebration, the Annual Fun Day, was held on 18 November 2014 at Manning Park in the City of Cockburn. More than 1,500 Playgroup WA members participated in the circus-themed activities and engaged with stilt walkers, baby animals, Playgroup WA staff or one of the many participating community organisations and service providers. As in previous years, SDERA partially funded the event.

World's Biggest Playgroup Day

Close to 7,000 visitors enjoyed a pirate-themed World's Biggest Playgroup Day event on 25 March 2015, with three hours of tireless entertainment exploring the grounds of Whiteman Park. A customized, treasure map navigated young and old through the variety of event attractions and stage shows. Families joined in playgroup activities or interacted with one of the over 40 partnering exhibitors while at play. The free family event promoted the importance of playgroups in the community and acts as a tool to create awareness for Playgroup WA. Out of the surveyed visitors, 60% were Playgroup WA members, with the remaining non-members or friends of a member. Agreeing with our online audience, our event visitors were aged between 30 and 39 years with 93% female. Other favourite attractions included the variety of activities, stage entertainment, animals with positive feedback for our focus on providing 'free' activities. 98% of people surveyed responded positively by reporting they had sourced a new play idea from the event and 100% would recommend the event to friends and family. Our 'themed' event focus also received overwhelming support at 99%. A big thank you to Whiteman Park for sponsoring the event and providing free of charge park facilities, staff, volunteers and event infrastructure.

City of Melville

Funded through the City of Melville's Early Years Program, Playgroup WA hosted a series of workshops and events in the City of Melville across the first half of 2015. The program's goal was to increase awareness of the early years' activities and services in the local area, skill development and increased confidence by parents and carers as well as establishing increased knowledge about the benefits of playgroups. Playgroup WA hosted free activities including a Play Day at Garden City Shopping Centre, an Early Years Play Day at Kadidjiny Park and two workshops - Language Development Through Play and Transition to School.

Partnerships

We would like to thank our partners for their continued support across the reporting period in helping to promote the playgroup message and assisting Playgroup WA by providing content for our publications and activities:

- ABC Baby Card
- Bubbler Family Deals
- Healthengine Ltd
- Scitech
- Perth Zoo
- Awesome Arts Festival
- The Telethon Kids Institute
- SDERA
- Whiteman Park
- Rottnest Express and Rottnest Island Authority



Marketing Focus

Building on the feedback of our Annual Member Survey (more information on p. 20) that families found out about their local playgroup via word of mouth or their local Child Health Nurse, Playgroup WA rolled out Live Local – Play Local flyers and posters to the public. Targeting over 250 libraries and 640 Child Health Nurse Clinics statewide the promotion extended to GP networks, Children’s Hospitals, fee for service providers (e.g. swim schools), local community groups and other like-minded groups.

Member Communications

We continued to produce our quarterly, online playgroup magazine Little Things in house throughout 2014/15. We highlighted each issue going live via a member communication directing them to the website where we housed and archived each edition.

The online resource continued to receive great feedback from our members and friends of Playgroup WA who enjoyed the mix of playgroup-related news and feature stories. The digital title was also used to distribute contract-specific program updates and information. Advertising interest and revenue remained strong across the year.

Meanwhile, distribution of our fortnightly eNewsletter continued until December 2014. From the start of 2015, we reverted to a monthly distribution which coincided with the development of our other communication channels including Facebook; Instagram, Pinterest and You Tube. Our monthly eNewsletters distribution list topped 33,000

at the end of June 2015 with open rates averaging 21%. In addition to our eNewsletter distribution, we also offered ad hoc eFlashes detailing breaking news or paid advertising.

Social Media

Given the growth of social media in recent years the organisation recruited a digital marketing co-ordinator in September 2014 to focus on web and online developments including: Social Media presence across a myriad of channels, Search Engine Optimisation, SMD and Online Analytics.

Throughout 2014-15 our social engagement continued to grow. We shared content across four platforms; Facebook, Pinterest, Instagram and YouTube. We aimed to engage with our audience, encourage interaction and communication, increase brand awareness and playgroup memberships. Facebook remained our strongest tool for online communications and our fan base grew to more than 8,000 with an average post reach of 5.89K.

Website

As our commitment to the online world grew in 2014/15 we used our social media presence to further complement our website content. We scheduled an annual program of activities to be delivered to playgroups on a monthly basis throughout the year which we posted to a dedicated page on our website and promoted via Facebook. We also cross promoted stories from Little Things and our eNewsletters on our social channels.

OUR ANNUAL MEMBER SURVEY

The membership survey was returned by 1,260 participants across October and November 2014 and provided us with a tool to reflect on service delivery and satisfaction levels.

The majority of responses were received from Playgroup WA family members (91%) with membership tenure of over two years (36.82%). Other respondents were fairly new to playgroup with two or less years of playgroup attendance/experience.

Satisfaction levels remained high with over 84% responding that they were very satisfied or satisfied with their membership.

82% of participants reported they would continue to join playgroup in 2015, with the remainder exiting their membership due to school (Kindy) or other commitments.

How did you find out about your local playgroup?

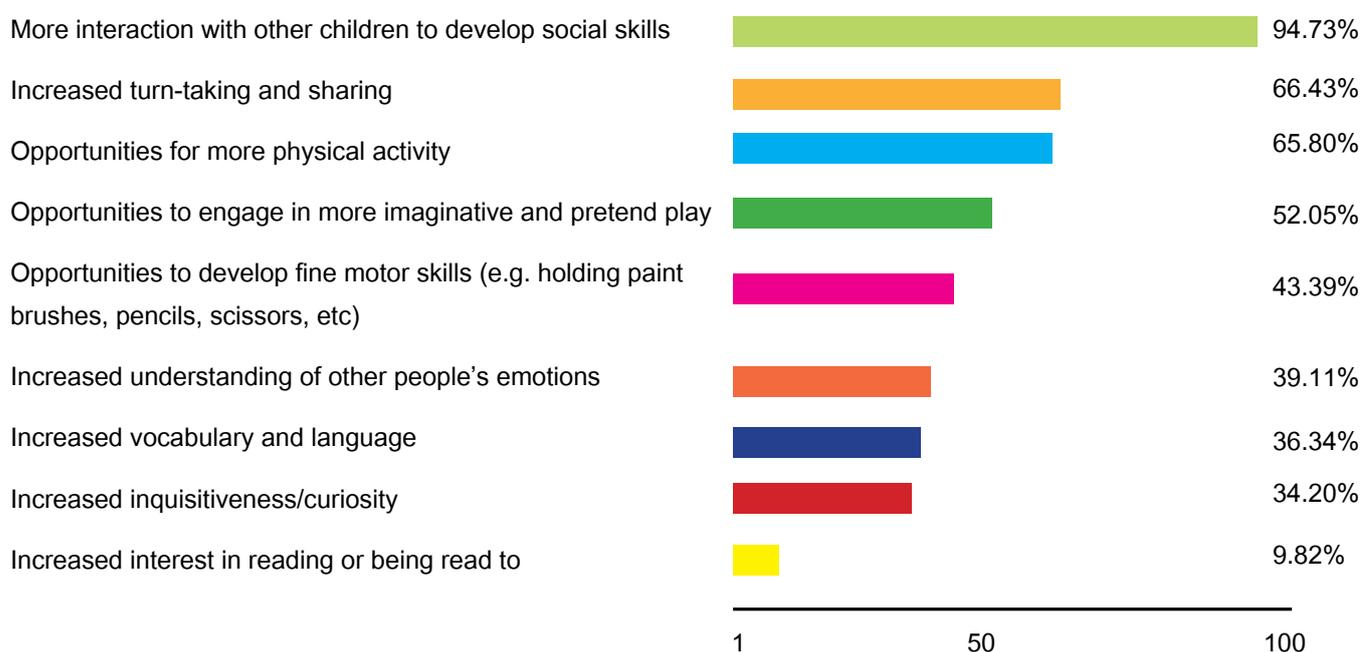
Playgroup families found out about their local playgroup predominantly via word of mouth, with the following breakdown:

- Child Health Nurse: 25.5% (2014), 32% (2013)
- Friend: 46.5% (2014), 35% (2013)
- Website and/or Facebook: 22.64% (2014), 21.8% (2013)

Of all surveyed attending playgroup members, 85.32% agreed that attending playgroup had assisted in their parenting role. 92.1% agreed that playgroup had assisted with their child's development. 79% indicated that playgroup had developed/improved their parenting knowledge and/or skills.

Finally, 94.68% agreed that attending playgroup had provided them with a sense of community connectedness.

How has playgroup assisted your child's development (tick all that apply)





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Of all surveyed attending playgroup members, 92.1% agreed that playgroup had assisted with their child's development

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FINANCIAL REPORT

Playgroup WA (Inc)

ABN: 14 415 755 273

Auditor's Independence Declaration

For the Year Ended 30 June 2015

Auditor's independence declaration to the Board of Playgroup WA (Inc)

In relation to our audit of the financial report of Playgroup WA (Inc) for the period ended 30 June 2015, to the best of my knowledge and belief, there have been no contraventions of the auditor independence requirements of Australian Professional Accounting bodies.

Robert John Campbell CPA
Registered Company Auditor No. 334773
Australian Audit Group Pty Ltd
Level 2, 459 Hay Street, PERTH, WA 6000



Date: *29 September 2015*

Playgroup WA (Inc)

ABN: 14 415 755 273

Independent Auditor's Report

For the Year Ended 30 June 2015

To the members of Playgroup WA (Inc)

We have audited the accompanying general purpose financial report of Playgroup WA (Inc), which comprises the Statement of Financial Position as at 30 June 2015 and the Statement of Profit or Loss and Other Comprehensive Income, the Statement of Changes in Equity and the Statement of Cash Flows for the year ended 30 June 2015, and notes comprising a summary of significant accounting policies and other explanatory information, and the Statement by the Board.

Board's responsibility for the financial report

The Board of Playgroup WA (Inc) are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the Associations Incorporation Act (WA) 1987 and for such internal control as the Board determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Board, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Playgroup WA (Inc)

ABN: 14 415 755 273

Independent Auditor's Report

For the Year Ended 30 June 2015

Independence

In conducting our audit, we have complied with the independence requirements of the Australian professional accounting bodies.

Opinion

In our opinion, the financial report of Playgroup WA (Inc) has been prepared in accordance with the reporting requirements of Associations Incorporation WA Act 1987 including:

- (i) giving a true and fair view of the association's financial position as at 30 June 2015 and of its performance for the year ended on that date; and
- (ii) complying with Australian Accounting Standards – Reduced Disclosure Requirements.

Robert John Campbell CPA

Registered Company Auditor No. 334773

Australian Audit and Assurance Pty Ltd
Level 2, 459 Hay Street, PERTH, WA



Date: *29 September 2015*

Playgroup WA (Inc)

ABN: 14 415 755 273

Report of the Board

For the Year Ended 30 June 2015

The Board presents the report on Playgroup WA (Inc) for the financial year ended 30 June 2015.

The Board have been in office since the start of the financial year to the date of this report unless otherwise stated.

The net (loss) of Playgroup WA (Inc) for the financial year ended 30 June 2015 amounted to (\$196,404).

The principal activity of the association during the financial year was to support all young children, families and communities to enjoy, learn and grow through playgroup.

During the period, Playgroup WA (Inc) applied the accounting policies described in note 1 to these financial statements.



Name: LEANNE GORDON
Position: PRESIDENT
Date: 23/9/15

Playgroup WA (Inc)

ABN: 14 415 755 273

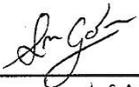
Statement by the Board

For the Year Ended 30 June 2015

In the opinion of the Board of Playgroup WA (Inc):

- The financial report presents a true and fair view of the financial position of Playgroup WA (Inc) as at 30 June 2015, and its performance for the year ended on that date, in accordance with the accounting policies described in note 1 to these financial statements.
- The operations of Playgroup WA (Inc) have been carried out in accordance with its constitution.
- At the date of this statement, there are reasonable grounds to believe that Playgroup WA (Inc) will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Board and is signed for and on behalf of the Board by:



Name: LEANNE GORDON
Position: PRESIDENT
Date: 23/9/15

Playgroup WA (Inc)

ABN: 14 415 755 273

Statement of Profit or Loss and Other Comprehensive Income

For the Year Ended 30 June 2015

	Notes	2015 \$	2014 \$
Grants	2	1,661,888	1,436,913
Client Contributions	3	318,403	359,306
Investment income	4	41,905	38,253
Other		<u>31,043</u>	<u>25,345</u>
Total revenue from operating activities		2,053,239	1,859,817
Employment		(1,622,295)	(1,428,078)
Program	5	(246,628)	(130,108)
Administration	6	(193,473)	(156,975)
Property	7	(48,976)	(34,261)
Promotional expense	8	(103,876)	(110,249)
Depreciation		<u>(34,395)</u>	<u>(59,942)</u>
Total expenses from operating activities		(2,249,643)	(1,919,613)
(Loss) for the year		<u>(196,404)</u>	<u>(59,796)</u>
Other comprehensive income			
Revaluation of land and buildings	1(b)	-	956,595
Total comprehensive income for the year		<u>(196,404)</u>	<u>896,799</u>

The accompanying notes form part of these financial statements.
This report should be read in conjunction with the attached audit report.

Playgroup WA (Inc)

ABN: 14 415 755 273

Statement of Financial Position

As at 30 June 2015

	Notes	2015 \$	2014 \$
Current assets			
Cash and cash equivalents	9	1,293,623	862,107
Receivables	10	43,477	69,186
Investments	11	226,716	214,699
Total current assets		<u>1,563,816</u>	<u>1,145,992</u>
Non-current assets			
Website build and Database improvements	12	27,228	61,623
Land and buildings		1,600,000	1,600,000
Total non-current assets		<u>1,627,228</u>	<u>1,661,623</u>
Total assets		<u>3,191,044</u>	<u>2,807,615</u>
Current liabilities			
Payables	13	992,731	418,667
Total current liabilities		<u>992,731</u>	<u>418,667</u>
Non-current liabilities			
Non-current Provisions	14	28,994	23,225
Total non-current liabilities		<u>28,994</u>	<u>23,225</u>
Total liabilities		<u>1,021,725</u>	<u>441,892</u>
Net assets		<u>2,169,319</u>	<u>2,365,723</u>
Equity			
Retained earnings		579,706	776,110
Reserves	15	1,589,613	1,589,613
Total equity		<u>2,169,319</u>	<u>2,365,723</u>

The accompanying notes form part of these financial statements.
This report should be read in conjunction with the attached audit report.

Playgroup WA (Inc)

ABN: 14 415 755 273

Statement of Cash Flows For the Year Ended 30 June 2015

	Notes	2015 \$	2014 \$
Cash flows from operating activities			
Receipts from operations		2,528,785	1,463,981
Payments to suppliers and employees		(2,113,015)	(1,882,330)
Net cash generated by/ (used in) operating activities	16	<u>415,770</u>	<u>(418,349)</u>
Cash flows from investing activities			
Interest received		<u>27,763</u>	<u>23,755</u>
Net cash generated by/ investing activities		<u>27,763</u>	<u>23,755</u>
Cash flows from financing activities			
Net cash generated by financing activities		<u>-</u>	<u>-</u>
Net increase/(decrease) in cash and cash equivalents		<u>443,533</u>	<u>(394,594)</u>
Cash and cash equivalents at the beginning of the financial year		<u>1,076,806</u>	<u>1,471,400</u>
Cash and cash equivalents at the end of the financial year		<u>1,520,339</u>	<u>1,076,806</u>

The accompanying notes form part of these financial statements.
This report should be read in conjunction with the attached audit report.

Playgroup WA (Inc)

ABN: 14 415 755 273

Statement of Changes in Equity

For the Year Ended 30 June 2015

	Retained earnings	Capital Reserve	Asset Revaluation Reserve	Total
	\$	\$	\$	\$
Balance at 1 July 2013	835,906	633,018	-	1,468,924
Total comprehensive income for the 2014 year	(59,796)	-	-	(59,796)
Other comprehensive income	-	-	956,595	956,595
Balance at 30 June 2014	776,110	633,018	956,595	2,365,723
Loss for the 2015 year	(196,404)	-	-	(196,404)
Balance at 30 June 2015	579,706	633,018	956,595	2,169,319

The accompanying notes form part of these financial statements.
This report should be read in conjunction with the attached audit report.

Playgroup WA (Inc)
ABN: 14 415 755 273

Notes to the Financial Statements
For the Year Ended 30 June 2015

1 Summary of Significant Accounting Policies

Basis of Preparation

Playgroup WA Inc. has elected to adopt the Australian Accounting Standards – Reduced Disclosure Requirements as set out in AASB 1053: Application of Tiers of Australian Accounting Standards and AASB 2010–2: Amendments to Australian Accounting Standards arising from Reduced Disclosure Requirements.

The financial statements are general purpose financial statements that have been prepared in accordance with Australian Accounting Standards – Reduced Disclosure Requirements of the Australian Accounting Standards Board (AASB) and the Associations Incorporation WA Act 1987.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in financial statements containing relevant and reliable information about transactions, events and conditions. Material accounting policies adopted in the preparation of the financial statements are presented below and have been consistently applied unless stated otherwise.

The financial statements, except for the cash flow information, have been prepared on an accruals basis and are based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. The amounts presented in the financial statements have been rounded to the nearest dollar.

a) Income Tax

The association is exempt from income tax under the mutuality principle in the Income Tax Assessment Act.

b) Property, Plant and Equipment (PPE)

Leasehold improvements and office equipment are carried at cost less, where applicable, any accumulated depreciation.

The depreciable amount of all PPE is depreciated over the useful lives of the assets to the association commencing from the time the asset is held ready for use.

Leasehold improvements are amortised over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements.

During the 2014 financial year, land and buildings were revalued by an external valuer. The values per the valuation have been included in the statement of financial position, with the adjustment amount recorded through other comprehensive income.

c) Impairment of Assets

At the end of each reporting period, the committee reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, an impairment test is carried out on the asset by comparing the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, to the asset's carrying amount. Any excess of the asset's carrying amount over its recoverable amount is recognised in the income and expenditure statement.

These notes should be read in conjunction with the attached audit report.

Notes to the Financial Statements
For the Year Ended 30 June 2015

d) Employee Provisions

Provision is made for the association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee provisions have been measured at the amounts expected to be paid when the liability is settled. Other long-term employee benefits are measured at the present value of the expected future payments to be made to employees.

e) Provisions

Provisions are recognised when the association has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions are measured at the best estimate of the amounts required to settle the obligation at the end of the reporting period.

f) Cash on Hand

Cash on hand includes cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

g) Accounts Receivable and Other Debtors

Accounts receivable and other debtors include amounts due from members as well as amounts receivable from donors. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

Playgroup WA recognise the imputation credits that arise from the receipt of dividends throughout the financial year and dividends that are receivables at the reporting date.

h) Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Membership income is recognised when received at bank.

Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

If conditions are attached to the grant that must be satisfied before the association is eligible to receive the contribution, recognition of the grant as revenue will be deferred until those conditions are satisfied.

All revenue is stated net of the amount of goods and services tax.

Playgroup WA (Inc)
ABN: 14 415 755 273

Notes to the Financial Statements
For the Year Ended 30 June 2015

i) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the assets and liabilities statement.

j) Financial Assets

Investments in financial assets are initially recognised at cost, which includes transaction costs, and are subsequently measured at fair value, which is equivalent to their market bid price at the end of the reporting period. Movements in fair value are recognised through an equity reserve.

k) Accounts Payable and Other Payables

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

These notes should be read in conjunction with the attached audit report.

Playgroup WA (Inc)

ABN: 14 415 755 273

Notes to the Financial Statements

For the Year Ended 30 June 2015

	2015	2014
	\$	\$
2 Grants		
Department of Social Services	516,882	486,645
Department of Local Government and Communities	516,387	239,022
Department of Prime Minister and Cabinet	257,182	-
Playgroup Australia Ltd	166,027	188,468
Ngala Community Services, Swan Alliance	85,071	145,870
The Smith Family	54,582	60,991
Mental Health Commission	23,695	-
Catholic Education Office of WA	12,502	12,614
RUAH Mental Health	8,153	-
City of Meville	5,000	-
Community Enterprises Australia Limited	-	32,131
Department of Education, Employment and Workplace Relations	-	234,395
Department of health	-	27,211
Fee for Service	16,407	9,566
	<u>1,661,888</u>	<u>1,436,913</u>
3 Client Contributions		
Memberships	318,403	356,542
Workshops	-	2,764
	<u>318,403</u>	<u>359,306</u>
4 Investment income		
Interest	27,763	23,755
Earnings on investments	14,142	14,498
	<u>41,905</u>	<u>38,253</u>
5 Program		
Workshop and program materials and consumables	66,937	53,700
Workshop and program expenses	23,321	32,192
Australian Baby Card	21,600	23,100
Venue hire	11,837	18,280
Subsidised memberships	-	2,836
Subcontracts	122,933	-
	<u>246,628</u>	<u>130,108</u>

These notes should be read in conjunction with the attached audit report.

Playgroup WA (Inc)

ABN: 14 415 755 273

Notes to the Financial Statements

For the Year Ended 30 June 2015

	2015	2014
	\$	\$
6 Administration		
Insurance	58,054	56,163
Council levy	16,380	16,380
Telephone and internet	24,734	24,735
Printing, postage and stationery	37,442	23,280
Audit fees	6,500	7,280
Consultancy	8,928	4,200
Computer and office equipment repairs and maintenance	24,273	7,302
Subscriptions and memberships	4,392	4,176
AGM and Board expenses	7,382	8,945
Bank charges	2,856	2,526
Other	2,532	1,988
	<u>193,473</u>	<u>156,975</u>
7 Property		
Rates and taxes	7,656	8,513
Electricity	7,359	7,290
Rented premises	7,732	5,204
Cleaning	6,569	5,150
Strata fees	6,278	3,767
Repairs and maintenance - building	3,093	3,471
Other	10,289	866
	<u>48,976</u>	<u>34,261</u>
8 Promotional expense		
Publication costs	17,751	15,536
Promotional materials	17,402	29,384
Promotional events	46,361	58,566
Promotional advertising	22,362	6,763
	<u>103,876</u>	<u>110,249</u>
9 Cash and cash equivalents		
Cash at bank	1,291,205	860,728
Cash on hand	2,418	1,379
	<u>1,293,623</u>	<u>862,107</u>
10 Receivables		
Trade receivables	4,968	38,359
Prepayments	28,877	28,319
Other receivables	9,632	2,508
	<u>43,477</u>	<u>69,186</u>
11 Current Investments		
Perpetual Cash Management Fund	112,982	102,738
Asgard Capital Management	113,734	111,961
	<u>226,716</u>	<u>214,699</u>

These notes should be read in conjunction with the attached audit report.

Playgroup WA (Inc)

ABN: 14 415 755 273

Notes to the Financial Statements

For the Year Ended 30 June 2015

	2015	2014
	\$	\$
12 Website build and Database improvements		
Website build and Database improvements	78,585	158,908
Less depreciation - website build and database improvements	(51,357)	(97,285)
	<u>27,228</u>	<u>61,623</u>
13 Payables		
Creditors	29,806	15,537
Employee benefits	262,963	194,092
Unspent grants	637,980	160,937
Other payables	61,982	48,101
	<u>992,731</u>	<u>418,667</u>
14 Non-current Provisions		
Long service leave provision	28,994	23,225
	<u>28,994</u>	<u>23,225</u>
15 Reserves		
Capital reserve	633,018	633,018
Asset revaluation reserve	956,595	956,595
	<u>1,589,613</u>	<u>1,589,613</u>
16 Reconciliation to Cash Flows from Operations		
Net (loss) for the year	(196,404)	(59,796)
Non-operating cash flows in net profit (loss)		
Depreciation and amortisation	34,395	59,942
Interest received	(27,763)	(23,755)
Change in Assets and Liabilities		
(Increase)/decrease in receivables	25,709	(25,022)
Increase/(decrease) in payables	574,064	(392,943)
Increase/(decrease) in provisions	5,769	23,225
Net cash provided by operating activities	<u>415,770</u>	<u>(418,349)</u>

These notes should be read in conjunction with the attached audit report.

Playgroup WA (Inc)

ABN: 14 415 755 273

Notes to the Financial Statements

For the Year Ended 30 June 2015

17 Related party information

a) Members of the Board

The members of the Board who served for the whole of the financial year, unless otherwise indicated, are as follows:

Leanne Gordon	President	
Elizabeth Cavalli	Member	appointed in Aug 2014
Emma Tamplin	Member	appointed in Aug 2014
Nicole Kerr	Member	
Charlie Kempson	Member	resigned in Oct 2014
Christie-Lee Davies	Member	
Mel Guppy	Member	
Mel Roberts,	Member	
Julie Kirby	Member	

b) Remuneration of the Board

The members of the Board do not receive nor are entitled to any remuneration or superannuation contribution, apart from those directors mentioned above.

c) Related party transactions

There were no related party transactions requiring disclosure during the financial year.

18 Auditor's Remuneration

In the course of the year ending 30 June 2015, the Auditor received the following remuneration (excluding GST):

	2015	2014
	\$	\$
Audit fees - Financial Statement Audit	7,500	6,000
Audit fees - Audit of Grant Acquittals	-	4,000
	<u>7,500</u>	<u>10,000</u>

Playgroup WA (Inc)

ABN: 14 415 755 273

Notes to the Financial Statements

For the Year Ended 30 June 2015

19 Segment information

Playgroup WA (Inc) operates predominantly in one business and geographic segment, being in to support all young children, families and communities to enjoy, learn and grow through playgroup.

20 Events after reporting date

There have been no events since 30 June 2015 that have had a material effect on the financial statements.

21 Playgroup WA (Inc) details

The principal place of business of Playgroup WA (Inc) is:

1 -3 Woodville Lane NORTH PERTH WA 6006

The registered office of business of Playgroup WA (Inc) is:

1 -3 Woodville Lane NORTH PERTH WA 6006

These notes should be read in conjunction with the attached audit report.



1800 171 882



www.playgroupwa.com.au



Playgroup WA

