

Playgroup WA Strategic Plan

Our Vision

Children and families thriving within their local communities

Our Purpose

Through playgroup, we build enduring local community capacity to support children and families

Our Position as an enduring and independent organisation enables us to leverage the collective social and physical infrastructure of playgroups in Western Australia thus providing a unique and substantial opportunity to drive community-led support for families in the first 1000 days of children's development and beyond.

We believe:

The first 1000 days are the most critical development window for children

In connecting families and children to their local community

Playgroup provides a great opportunity to enhance community life

Families know and understand what their community needs

We will continue to:

- Increase playgroup access and support for all families, including Aboriginal families from multicultural backgrounds and families in regional and remote areas
- Value the diversity of genuine community-led and controlled playgroups and continue to provide and evolve targeted support services for families

We will strive to:

- Embed the first 1000 day agenda in the support we provide
- Innovate to broaden engagement opportunities for families
- Improve access to services and information for families via playgroup
- Connect playgroups with other resources and services in their communities
- Enhance the social and physical assets embedded in playgroups
- Leverage the unique playgroup structure to support communities