



PLAYGROUP SA
Playing, learning, supporting families

Playgroup SA

Annual Report

2013-2014





PLAYGROUP CHARTER

Our playgroup will be:

- Welcoming & friendly
- A safe place
- Co-operative & caring
- A team effort
- Supportive & respectful

This charter has been developed to promote a positive atmosphere at playgroup.



PLAYGROUP SA
Playing, learning, supporting families

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PLAYGROUP SA ANNUAL REPORT 2013/2014

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Our VISION

is 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

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

What is Playgroup?

A Playgroup is a group of mums, dads, grandparents and caregivers who meet together each week with their babies, toddlers and preschoolers for interaction and fun.

Parents and caregivers work together to provide their babies and young children with opportunities to learn through play.

Why go to Playgroup?

Children under five are going through a stage of rapid brain and skill development. For optimum development your young child needs a stimulating environment to play and learn. Playgroups offer babies, toddlers and young children a wide variety of early learning experiences. It's a great way for your child to learn about the world, make friends and develop social skills.

Playgroup also gives mums, dads, grandparents and caregivers a chance to meet to share ideas and experiences. Many long-term friendships begin at Playgroup.



PRESIDENT'S REPORT

BY GILLIAN LEWIS, PLAYGROUP SA PRESIDENT

The 2013/2014 year has seen another very successful year for our committed Playgroup SA team of staff and volunteers. Playgroup SA is continuing to thrive and consolidate its position as a highly respected Early Childhood organisation under the leadership of our Executive Officer Carley Jones, the profile and influence of Playgroup SA. As can be seen in the Executive Officer's report, 2013/2014 has again seen a number of new initiatives. For the many families and children who experience the services, support, benefits and fun of Playgroup, it has been a great year.

FINANCE

The overall financial result for the 2013/2014 year is a net income of \$748,491 which is an increase from \$647,909 at the end of last financial year. It is as a result of the committed efforts and the hard work of all of our small staff team and board members (recognising

the need for all to be working together to support good financial management and control) that we have such a pleasing outcome.

OUR PLAYGROUP SA TEAM

The Board of Playgroup SA includes both Playgroup members and interested others who have the required skills and competencies necessary to provide good governance for our organisation. This year has seen the resignation from the board due to his many commitments including grandchildren, of our Treasurer Paul Prestwich – thank you Paul for your great commitment to our financial stability. We have also been very pleased to welcome three new members to join our team – Jane Hargreaves, Chris Nash and Damian Pulgies, their contributions, all very individual, have brought new and different skills to the Board team.

The Board of Playgroup SA this year undertook the task of reviewing and developing the Organisation's Strategic Plan. This was a robust internal process, including input from staff and all board members. The board have now developed a strategic plan that we can all aspire to whilst working towards achieving Playgroup SA's strategic goals. My thanks goes to all who participated and provided feedback, along with Chris Nash for facilitating the strategic plan process and conversations.



My sincere thanks to all our dedicated volunteer Board members, both new and ongoing, who continue to provide a strong, committed collaborative governance team for Playgroup SA.

Once again thank you to our committed Playgroup SA staff team. From all the Board, thank you for your commitment to Playgroup SA throughout the year, led by Carley our highly competent and resourceful leader Thank you.

OUR MEMBERS AND VOLUNTEERS – THANK YOU

Playgroup SA and Playgroups could not exist without the dedication and commitment of all our volunteers. These volunteers are parents and others who support and run playgroups throughout SA, creating spaces for children that are welcoming, friendly, enriching and safe. The service you provide ensures a solid foundation for positive child development.

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



*Playgroup SA is fantastic...
I love all the services they provide.
Very helpful and friendly.*

- Playgroup SA Membership Survey, Responses 2013 -

President, Gillian Lewis and Executive Officer, Carley Jones cut the Playgroup SA Birthday Cake at the Twilight Birthday Playgroup - celebrating 40 Years of Playgroup in SA in 2014





EXECUTIVE OFFICER'S REPORT

BY CARLEY JONES, PLAYGROUP SA EXECUTIVE OFFICER

2014 saw the year of Playgroup SA's 40th Birthday!

All current staff and board members were excited and proud to see Playgroup SA reach such a milestone. We celebrated this milestone with a Twilight Birthday Playgroup for all families, staff and board members past and present, and of course our Life Members. The highlight of the night was life member Jennie Fenton expressing the history of the organisation through a series of puppets, showing the transformation of Playgroup SA.

Community Playgroups have again gone from strength to strength this year, and their diversity in relation to their location, target audience and focus has continued to grow and change. It's been an absolute inspiration to see Community Playgroups go constantly evolve and to see such a diverse range of the South Australian Community utilise the playgroup service.

We have hit the 300 mark again with affiliated community playgroups, which is an achievement that the Playgroup SA team is really proud of. The more community playgroups there are, the more families we are reaching. The team has again strived to raise the profile of playgroup and the many valuable benefits that can be gained in being a part of the playgroup community.

The staff team this year has consisted of the following:

- Executive Officer
- Two Playgroup Support & Development Officers
- Two Playgroup in Schools (PinS) Project Officers
- Receptionist
- Communications Coordinator
- Membership Officer
- Finance Officer
- PlayConnect Development Workers
- Supported Development Workers

In October of 2013, the Playgroup SA Board of Management made the decision to outsource the finance functions of the Organisation and appoint the team at Business Initiatives to handle Playgroup SA's bookkeeping and accounting.

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.



PLAYGROUP VISITS

The staff were extremely busy throughout the 2013/14 financial year in getting out and about visiting and providing support, advice and resources to many Playgroups, both rural and metro. Some of the places we have traveled far and wide to include:

- Cambrai
- Clare
- Georgetown
- Kingston
- Mount Gambier
- Mypolonga
- Port Lincoln
- Renmark

- Koolunga
- Leigh Creek
- Mannum
- Riverton
- Waikerie

We've also provided plenty of visits close to the Prospect home, including but not limited to the following:

- Lockleys
- Fulham Gardens
- Holdfast
- Eden Hills
- Mawson Lakes
- Prospect

FUNDED PLAYGROUPS

Playgroup in Schools (PinS)

The Playgroup in Schools (PinS) program, continued in partnership with the Department of Education and Child Development (DECD) throughout the year. A further 20 groups commenced to form round 2 of PinS, totaling 40 groups. The PinS initiative has been a great project in expanding the playgroup network further into the school sphere. Playgroup SA has learnt a great deal about the different challenges school based playgroups face, but also the vast advantages they receive by being co-located.

Supported & PlayConnect Playgroups

Playgroup SA continued to deliver the national Supported Playgroup Program funded through Department of Social Services (DSS) and Playgroup Australia. The last of the supported playgroups were delivered during this period to conclude the contract period 2011 to 2014.

PlayConnect was again another string to Playgroup SA's bow... We continued to deliver the 3 sites (1 rural and remote and 2 metro based) as part of the 9 overall groups. The PlayConnect program continues to go from strength to strength and support families who are experiencing the autism journey. As part of the Autism Advisor program, Anne-Marie Mioche from Playgroup Australia and myself did a presentation to the Olga Tennison Autism Research Centre at La Trobe University regarding PlayConnect.

EVENTS

For 2014, the decision was made to shift our annual Playgroup @ the Zoo day to November. Therefore, no Zoo day was held during this financial year. The shift was in response to member feedback, Zoo feedback and staff input and aimed to further benefit Playgroup SA members.

An additional event, 'Outdoor Playgroup' was added to our schedule and took place during Children's Week in October, at Wigley Reserve Glenelg. The event was a great day with support provided by Bunnings, Mad Hatterz Parties, SA Police, Educational Experience and Ready Steady Go Kids. Despite it being quite windy and cold, Outdoor Playgroup accommodated over 100 families that braved the elements to take part in some well received Playgroup activities, come n' try sports, a look through a Police Car and face painting.

Playgroup SA also continued to make great use of our fabulous on site play room by hosting a series of special

events and themed playgroups including Easter playgroup, book week playgroup, Christmas playgroup and of course, our annual Twilight Playgroup.

COURSES & WORKSHOPS

Playgroup SA has been concentrating on expanding the number of outside organisations to whom we deliver Workshops and Playgroup Courses - in particular with regards to the provision of Child Safe Environments (Mandatory Reporting). This was successful in the 2014 financial year with numerous referrals and recommendations to Playgroup SA from local councils, family connection services and community centres. Our Messy Play workshop proved extremely popular - aimed at reigniting an adult's interest and wonder in messy play and the raft of benefits it can provide children.

Playgroup SA provide an invaluable service and support to local playgroups. It makes us, as a playgroup, feel like part of a wider community and as a Playgroup Coordinator, I feel equipped and supported.

Playgroup has undoubtedly changed the lives of myself and my boys, has opened the doors of friendship as well as connections to the school and wider community. Above all, it has provided a stimulating, safe and fun environment for my boys and I to bond, learn and play.

- Playgroup SA Membership Survey, Responses 2013 -

State of Play

OFFICIAL MAGAZINE OF PLAYGROUP SA

ISSUE 3 2013



**GRANDPARENTS
AND PLAYGROUP**

**WE LOVE
BOOKS!**

**STRUGGLING
TO PLAY?
GREAT TIPS
INSIDE...**

FLIP OVER FOR
SA KIDS

State of Play

OFFICIAL MAGAZINE OF PLAYGROUP SA

ISSUE 4 2013



**GREAT
CHRISTMAS
CRAFT IDEAS**

**EMBRACING
MESSY PLAY**

**WHY GROWNUPS
LOVE PLAYGROUP**

FLIP OVER FOR
SA KIDS

State of Play

OFFICIAL MAGAZINE OF PLAYGROUP SA

ISSUE 1 2014



**CELEBRATING
40 YEARS**

**SAND PLAY
SOLUTIONS**

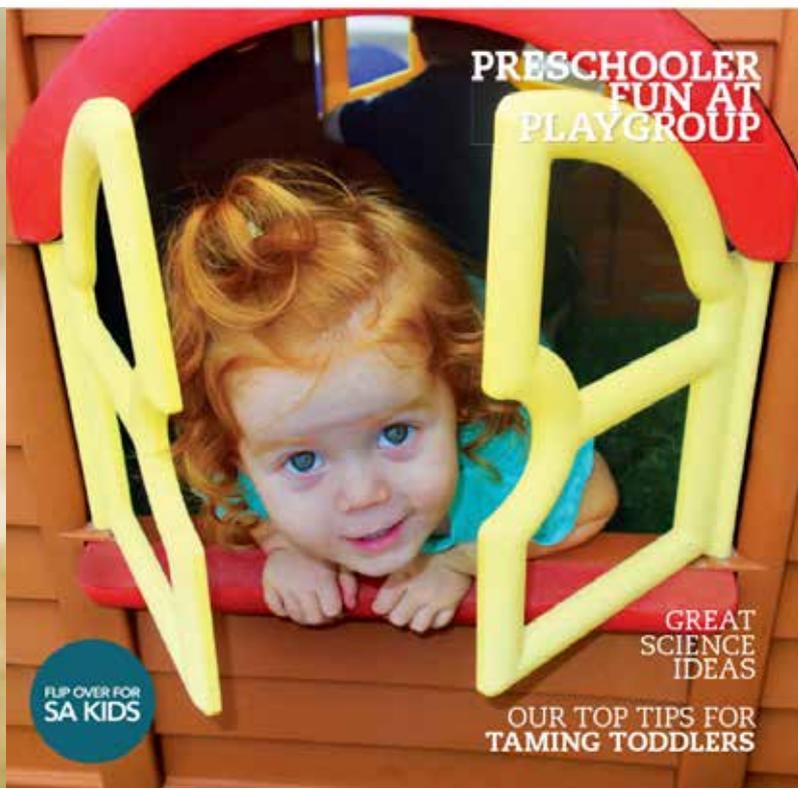
**WHY KIDS
NEED NATURE**

FLIP OVER FOR
SA KIDS

State of Play

OFFICIAL MAGAZINE OF PLAYGROUP SA

ISSUE 2 2014



**PRESCHOOLER
FUN AT
PLAYGROUP**

**GREAT
SCIENCE
IDEAS**

**OUR TOP TIPS FOR
TAMING TODDLERS**

FLIP OVER FOR
SA KIDS



PLAYGROUP SA STATS

STATE OF PLAY/ SA KIDS

Did you know that Playgroup SA appear on the flip side of SA Kids with their own mag, State of Play, four times per year?

State of Play provides Playgroup SA with a strong voice in the family community across South Australia and from stakeholder feedback, has done wonders to continue to raise our profile.

State of Play has an average readership of 90,000 people PER EDITION!



Playgroup SA visited over 54 Community Playgroups in the 2013/14 financial

year! In addition to this, we made several visits to Playgroup in Schools (PinS) groups, some of them multiple times.



Playgroup SA travelled over 20,000 kilometres to visit and provide various forms of support to Community Playgroups located across South Australia! This figure excludes occasional visits made in hire cars and through the use of taxi services.



The Playgroup SA website had 11,449 unique visitors pass through their home page in the 2013/14 financial year.

My daughter has just turned 1 and she LOVES playgroup! I'm sure in time she will develop many more skills through her time attending playgroup!

- Playgroup SA Membership Survey, Responses 2013 -



Marion Steiner Playgroup



*I feel very supported knowing that
Playgroup SA are only a phone call away.*

- Playgroup SA Membership Survey, Responses 2013 -

2014 has been a momentous year for the Marion Steiner Playgroup, the pinnacle of which would be the design and implementation of our Sensory Nature Trail on the grounds of Sheidow Park School. This project simply would not have gotten off the ground without the assistance of Playgroup SA and we are immensely grateful for their involvement. After years of regular contact and support from the PGSA staff we were privileged to meet the lovely Carley at one of our design circle gatherings where, under the guidance of landscape artist Evette Sunsett, we brainstormed ideas for the project. Carley proved a quick study at rope weaving and was full of great ideas inspired by her own childhood experiences. The Nature Trail has been a wonderful resource for our Bush Playgroup and PGSA provided us with the means with which to gain the grant and access the funding. Their enthusiasm and encouragement every step of the way has been invaluable and we feel very privileged to be a part of the extended PGSA family.



*Wonderful experience!
You guys are doing a great job. Thank you!*

- Playgroup SA Membership Survey, Responses 2013 -



Old Cottage Playgroup

On behalf of Old Cottage Playgroup we wish to say Thank You to Carley and the team at Playgroup SA for their continued support and encouragement...

Our 2014 committee began the year on the back-foot with in-house issues and a bad reputation. Unbeknown to our committee there was a lot of work that needed to be done to get ahead. We could not have done this without the support and guidance of Carley and the Playgroup SA team.

Thanks to Playgroup SA we now have our business affairs in order - including our constitution, an established Executive Committee and formalised policies and procedures for our members and committee.

Carley has been readily available whenever we have needed her and has been pivotal in providing guidance to our Vice President where required. She has attended General Committee meetings and Executive

Committee Meetings, shared experiences of other playgroups whilst maintaining confidentiality, and sharing her wealth of knowledge without hesitation - for this I am personally grateful.

With our business affairs in order, we have been able to apply for our first grant through Rotary. We were successful and this grant enabled us to updated our playground with a new sandpit and softfall for our attending families, as well as a sensory garden. As we move towards the end of the year we will be in a position to apply for further grants to assist us with continuing the upgrade of our playgroup in 2015.

Thank you doesn't seem like it's enough.

*Kind regards,
Kelly Masters
President - Old Cottage Playgroup*



Thankyou for the opportunity for our children to be involved in such a wonderful weekly activity. We love it!!

Thank for for providing a wealth of information to help us run our playgroup in a dynamic, positive way.

Playgroup SA is a well run association with loads of valuable information.

As a Grandmother carer, Playgroup has been very beneficial to my understanding of children's needs in todays society. It also is nice to mix with the other mums and talk little issues through.

Let this goodwork keep growing Playgroup SA.

I THINK PLAYGROUP SA PROVIDES A FANTASTIC SERVICE FOR PARENTS AND KIDS.

- Playgroup SA Membership Survey, Responses 2013 -

Acknowledgments & Thank You's...

Staff

Executive Officer
Finance Officer
Playgroup in Schools (PinS) Officer x2
Communications Coordinator
Membership Officer
Playgroup Support & Development Officer x2
Reception Officer
PlayConnect and Supported Development Workers

Board of Management

Gillian Lewis	President
Paul Prestwich	Treasurer
Claire Young	Secretary
Sally Brinkman	Vice President
Lisa Mignone	
Chris Nash	
Damian Pulgjes	

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

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Adelaide Shores Stay & Play
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HeartKids SA
Libraries SA
Little Big Book Club
Mad Hatterz Parties
Modern Teaching Aid
Modra's Apartments
Multiple Birth Association of SA
Ready Steady Go Kids
SA Kids
SA Police



PLAYGROUP SA
Playing, learning, supporting families



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