



Playgroup SA Inc.  
**Annual Report**  
2015/16



# 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 2015/16

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# 01

## President's Message



Pictured: Gillian Lewis  
President, Playgroup SA Inc.

“In these challenging times, we have continued our focus on refining, analysing and strengthening our governance, our membership, and marketing strategies, which will certainly provide a strong framework as we move forward”.

### President's Message

It is hard to believe it is this time of the year again, providing a chance for us to pause and reflect on the year that has passed. I must say, that it has been a great privilege to continue to lead our committed, hardworking Playgroup SA Board this year.

Our Board team, demonstrate their dedication to not only strengthening our organisation but also endorsing the work of our Executive Officer, and the staff team to further the influence of Playgroup SA to support young children, their families and communities through the benefits of Playgroups.

In these challenging times, we have continued our focus on refining, analysing and strengthening our governance, our membership, and marketing strategies, which will certainly provide a strong framework as we move forward.

The overall financial result for the 2015/2016 year was a net deficit of \$10,271. Please refer to the Treasurer's report for further information regarding these results.



Pictured: Playgroup SA  
Staff member, Melanie Baker with children at Playgroup SA  
Twilight playgroup 2015

I must extend a thank you to all board members who have further volunteered their time to participate in sub-committees to progress the board's strategic directions.

On behalf of the Board, I wish to again acknowledge the passion, commitment and leadership of Executive Officer, Carley Jones. Her commitment to the important work of Playgroups, her generosity in sharing her knowledge and wisdom with others around the industry and work ethic are epic.

Thank you from all the members of the board, to our Playgroup SA staff members for their commitment and great work throughout the year. They have worked tirelessly as a team to support the Playgroup movement across South Australia, and deliver new and improved services to all Playgroups. Without their continued efforts we would not be able to achieve so much.

Our work as part of a federated model continues, and it was encouraging to see Playgroup Australia Limited release vital research into Community Playgroups in

partnership with The Telethon Kids Institute. This research was possible, in part, due to data from Playgroup SA.

To our volunteers – thank you all. Where would we be without you? Playgroup SA and Playgroups could not exist without the wonderful commitment and dedication of our parents, carers and all who support and run Playgroups throughout South Australia. The work you all do contributes to ensuring a solid foundation – not only for positive child development but also support and peer social networks for parents and carers.

And lastly, thank you 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 in our future.

**Gillian Lewis**

President Playgroup SA

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# 02

## Executive Officer's Report

Playgroup SA's 41st year has come to a close, and what a great year it has been. Playgroup SA has continued to go from strength to strength, delivering services across South Australia with an ever increasing diverse range of Playgroups.



Pictured:  
Playgroup SA's Executive Officer,  
Carley Jones at Campbelltown Intergenerational Playgroup 2016

### Marketing Plan

After spending the last few years focusing on the service delivery side of the business, in 2015/16 Playgroup SA invested in the development of a Marketing plan in conjunction with Cindie Smart Consulting. The plan initiated activities such as raising our profile through social media content plans, advertising with a variety of social media platforms and various proposals for other organisations to become involved with Playgroup SA.

The Marketing plan is a 5-year program which we hope will assist in Playgroup SA raising the profile and awareness of the benefits of Playgroup for all.

"I am thrilled to join Playgroup SA as an Ambassador. Attending a Playgroup is an important part of a child's development and I'll be working closely with Playgroup SA to promote the service to as many families as possible," - Kate Collins.



Pictured:  
Playgroup SA's Ambassador,  
Kate Collins with son, Harvey

## New Developments

### Playgroup SA Ambassador

Early in 2016, we were thrilled to announce the appointment of Kate Collins - Channel 9, as Playgroup SA's new ambassador. Playgroup SA is looking forward to working with Kate to raise the profile of Community Playgroups in South Australia.

A proud South Australian and presenter of Adelaide's Nine News 6pm Bulletin, Kate is excited to be joining Playgroup SA as Ambassador.

### State of Play

Playgroup SA was thrilled in March 2016, to launch our stand-alone magazine - State of Play. The official magazine of Playgroup SA, State of Play is a professional resource for all things Playgroup and play-based learning. The first edition received great feedback and Playgroup SA will continue to grow this resource in the future.

### Messy Play

Another new development for 2015/16 was the introduction of Playgroup SA's Messy Play Day sessions. Messy Play sessions involve Playgroup SA staff attending specific Playgroups and delivering sessions of pure Messy Play fun and learning. The popularity of these sessions has resulted in a continuation of the service into 2016/17.

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# Executive Officer's Report (continued)

## Intergenerational Playgroups

The 2015/16 financial year saw the introduction of a new Playgroup program titled Intergenerational Playgroups. These Community Playgroups located in an aged care facility, allow families a Playgroup experience, along with much needed interaction between the residents and the community.

The Intergenerational program has been well received and established across metro and regional areas alike. The program was an exciting edition to the Playgroup SA suite during 2016. What began as a one-off supported Playgroup with funding supplied by the Office of Aging, rapidly grew into a state-wide roll-out of Intergenerational Playgroups.

Playgroup SA received an overwhelming response from not only aged care facilities, but also the general public, eager to attend Intergenerational Playgroups. The year saw 15 Intergenerational Playgroups establish and operate, with a further 20 enquiries from organisations and aged care facilities wishing to establish a Playgroup. As a result of this demand, Playgroup SA has developed a plan of establishment for Intergenerational Playgroups.

The media interest in the Intergenerational Playgroup model has been incredibly supportive. Media interest has been strong in both metro and regional areas in both digital and print mediums, including a segment on Adelaide's Today Tonight program.

*"Kapara Intergenerational Playgroup has had a great year with children, parents and residents enjoying each other's company. The residents have enjoyed doing craft, singing songs and reading stories with the children. The most popular songs with the residents would have to be Twinkle little star and Old Macdonald had a farm, it really takes them back to their childhood days.*

*One of the residents Thelma, is turning 107 years old in November and it is just beautiful seeing her hold our youngest member of playgroup who is just 9 weeks old - no matter what the age difference beautiful bonds can be formed.*

*Another resident Brian, has become the official book reader at group time and he is using his skills from his career as a university lecturer in special education.*

*The parents have enjoyed sharing with the residents, the activities they do with their children, and the residents are amazed at how much they can fit into their days. We look forward to continuing to strengthen the bond between young and old"*

*- Leonie Harris, Facilitator  
Kapara Intergenerational Playgroup*



Pictured:  
Campbelltown Intergenerational Playgroup 2016

## PlayConnect

We were fortunate to receive confirmation in 2016 that the PlayConnect Program would continue to be funded until 2017.

Playgroup SA will forge ahead with delivering the program via a northern and southern site, along with a regional site in Mount Gambier.

We have seen an increase in attendance in our metro regions and a continual show of support for our regional site.

We thank our current venues for their continued support of the PlayConnect Program.

The 3 sites for PlayConnect in 2015-2016 were:

- Aldinga Beach
- Mount Gambier
- Parafield Gardens

Thank you to all PlayConnect staff who show nothing but dedication and passion to supporting families on the ASD journey.

## PINS - Playgroups in Schools

Playgroup SA again continued to support the Playgroups in Schools initiative.

We were delighted to be informed late into the financial year that the membership program will continue for another 12 months. The 12 months saw 32 PinS Playgroups continue right across SA.

## Supported Playgroups Uniting Care Wesley Port Adelaide Communities for Children

Playgroup SA continued as a community partner, subcontracted to deliver 2 Supported Playgroups in the western suburbs of Adelaide. This program is part of the Communities for Children program, facilitated by Uniting Care Wesley Port Adelaide.

The Supported Playgroups are located at Hendon Primary School and the Findon Community Centre.

A thank you must go to Rachael Stroud and Sabrina Liew who have facilitated these programs to the highest of standards to ensure the best outcomes for attending families.

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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.



## 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.

# 04

## Snapshot

2015 to 2016

Playgroup SA's Annual Membership Survey was returned by Playgroup Members and Coordinators in June 2016. 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.

**77%** of participants said that attending Playgroup helped to provide a **SENSE OF COMMUNITY** and/or connectedness in bringing local families together

**59%** of participants said that attending Playgroup has assisted in their **KNOWLEDGE OF THEIR CHILD(REN)'S DEVELOPMENT**

**79%** of participants said that attending Playgroup has **ASSISTED THEM in their role AS PARENT/CAREGIVER** by increasing their social support network



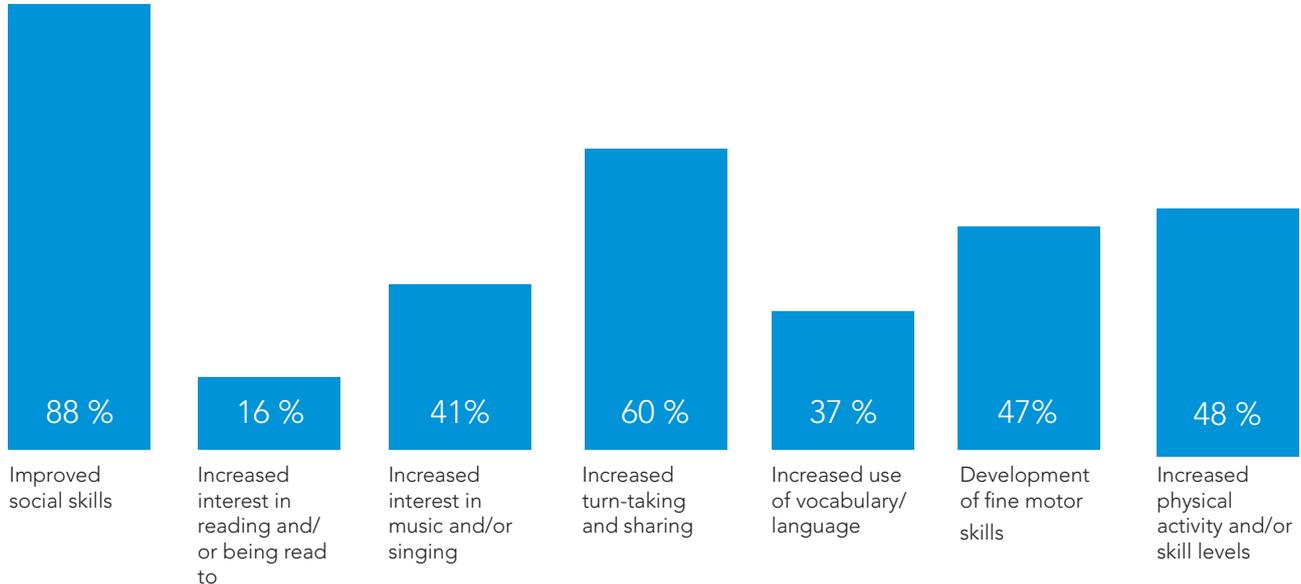
Pictured: Book week Playgroup 2016

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## Some of the stats...

- 53% of participants said Playgroup provided increased knowledge/information through exchange with other parents/caregivers
- 59% of participants said they received increased ideas for play at home
- 49% of participants found their child(ren) were more engaged in imaginative and pretend play
- 73% of participants improved their skills in play ideas and strategies through attending Playgroup
- 51% of participants felt Playgroup improved their knowledge of age appropriate child development

### Participants indicate how attending Playgroup has assisted in their child(ren)s development...



**88%** of participants said that attending Playgroup has increased their child(ren)'s **SOCIAL SKILLS**

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# 05

## Playgroup SA Supporting the Playgroup Community

Workshops, Events and Messy Play



Pictured:  
Support and Development, Melanie Baker, presents  
workshop at Warooka. 2016

Throughout this year, Playgroup SA continued to deliver a series of workshops and accredited Child Safe Environments training.

### Workshops Delivered

In the 2015/16 financial year, Playgroup SA ran the following Playgroup focused workshops both at head office and out and about when visiting Playgroups:

- Child Safe Environments
- Messy Play
- Christmas Craft
- Music and Movement
- Preschoolers Workshop
- Coordinator Workshop

Playgroup SA also delivered a number of tailored workshops for affiliated and non-affiliated Playgroups, and also for Independent Learning centres.



Pictured:  
STEM festival Mount Gambier 2016

## Playgroup SA Events

### New Events

Playgroup SA was proud to participate in an exciting project titled Festival of Mud, as part of the Greenhill South Partnership at Ridge Park Myrtle Bank.

Playgroup SA delivered two Twilight Mud Playgroups which celebrated all things messy and muddy. These events were well attended, including several primary school classes making the after school trek.

Playgroup SA also delivered an afternoon of messy Playgroup fun in Mount Gambier as part of the STEM program. This event included a large mud pit for all children to experience and enjoy the mud sensation, along with a mud kitchen, a planting garden and clay sculpting activities.

### Playgroup SA Events

- Easter Playgroup
- Book week Playgroup
- Playgroup at the Zoo
- Twilight Playgroup
- Christmas Playgroup

## Messy Play Sessions

The Messy Play sessions were a new development for 2015/16. The sessions were delivered to a range of Affiliated Playgroups throughout the year and have continued into 2016/17.

- Cleve Playgroup
- Dominican Playgroup
- Henley Beach Community Playgroup
- Holdfast Bay Community Playgroup
- Little Tadpoles
- Lockleys Playgroup
- Monash Playgroup
- Prospect Centre
- Riverton Playgroup
- St Francis School Playgroup
- The Heights Playgroup
- The Pines Playgroup
- Woodside Preschool Playgroup

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# 06

## Groups Visited by Playgroup SA

2015/16

Each year, Playgroup SA aims to visit as many Affiliated Playgroups as possible to provide support and guidance.

Here is the list of Playgroup visits conducted in 2015-16:

- *Acacia (Mount Gambier)*
- *Aldinga PlayConnect Playgroup*
- *Alwyndor Intergenerational Playgroup*
- *Bethel Bilingual Playgroup*
- *Cleve Active Playgroup*
- *DTSG Playgroup*
- *Fishtails Playgroup*
- *Greenwith Playgroup*
- *Happy Days Playgroup*
- *Holdfast Bay Community Playgroup*
- *Kapara Intergenerational Playgroup*
- *Kapunda Playgroup*
- *Kathleen Mellor Playgroup*
- *Klemzig Playgroup*
- *Leigh Creek Playgroup*
- *Lockley's Playgroup*
- *Maitland Playgroup*
- *Mawson Lakes Preschool Playgroup*
- *Mount Gambier North Playgroup*
- *Mount Gambier PlayConnect Playgroup*
- *Nangwarry Playgroup*
- *Parafield Gardens Playgroup*
- *Prospect Cottage*
- *Saint Davids Parish School Playgroup*
- *Surrey Downs Playgroup*
- *The Pines Playgroup*
- *Tots at Dot's Playgroup*
- *Tumbleweed Mount Gambier*
- *Yorktown Playgroup*

# 07

## Playgroup SA

### Board of Management



Gillian Lewis  
President



Chris Nash  
Secretary



Danica Trimboli  
Board Member



Dr Sally Brinkman  
Vice President



Jane Lemon PSM  
Board Member



Juniper Watson  
Board Member



Damian Pulgies  
Treasurer



Lisa Mignone  
Board Member



Carley Jones  
Executive Officer

## Playgroup SA Staff Team



Executive Officer.....	Carley Jones
Team Leader, Playgroup Support & Development.....	Laura McCard, Natalie Francis
Playgroup Support & Development Officer.....	Melanie Baker
Membership Officer.....	Amy Elliott
Communications Coordinator.....	Siobhan Evans, Carrie Schubert
Reception Officer.....	Teresa DiBartolo
Facilitator, Supported Playgroups.....	Rachael Stroud, Sabrina Liew
Development Workers.....	Naomi Wilkey, Nicky Hume, Martine Stockwell
Crèche Worker.....	Alison Blake

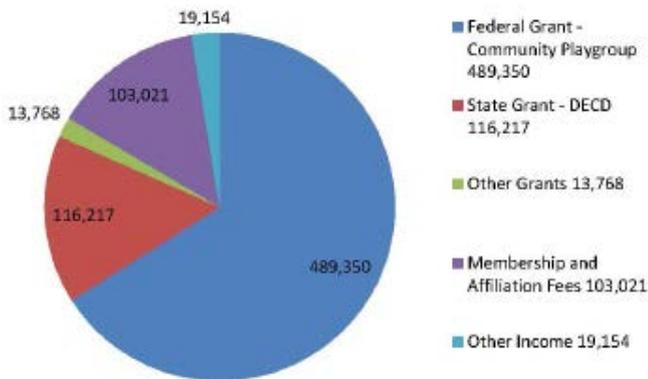
# 8 Playgroup SA Financials 2015 /2016

Our financial performance is strong in relation to liquidity. Budgeted expectations regarding overall net profit were not met. A net deficit of \$3,084 was anticipated for the year ended 30 June 2016, with the actual outcome resulting in an overall net deficit of \$10,271.

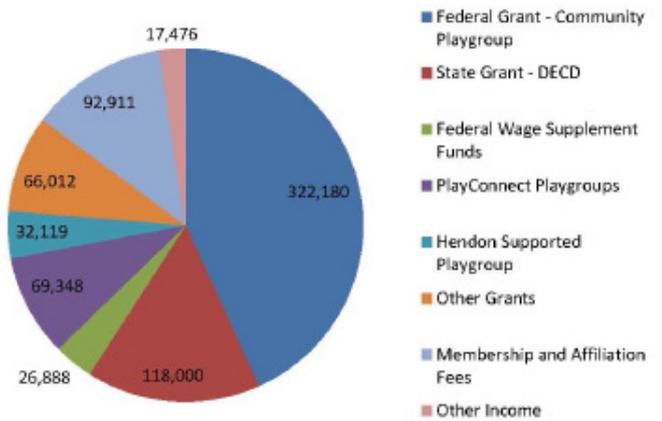
The main reasons for this deficit include higher operating expenses than budgeted for and overall grants funding being lower than budgeted.

**Damian Pulgies**  
Treasurer, Playgroup SA

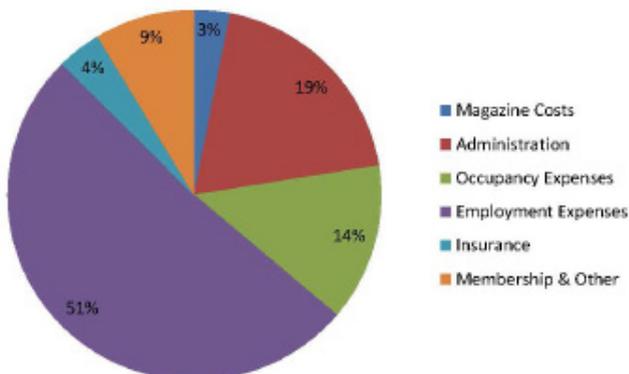
## Income 2015



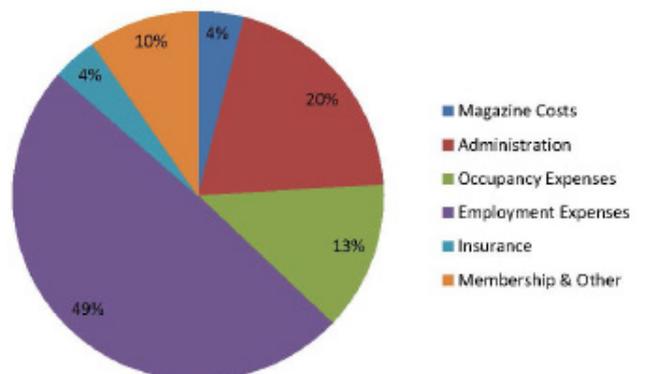
## Income 2016



## Expenditure 2015



## Expenditure 2016



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# 9

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

- Adelaide Zoo
- Bubbler Deals
- Bunnings (Prospect & Mount Gambier)
- Cindie Smart Consulting
- City of Mount Gambier
- Codesnap
- Crayola
- Department for Education and Child Development
- Department of Social Services
- Educational Experience
- Foodland (Prospect)
- HeartKids SA
- Inclusive Directions
- Libraries SA
- Mad Hatterz Parties
- Modern Teaching Aids
- Modra's Apartments
- Multiple Birth Association of SA
- Raising Literacy Australia
- Ready Steady Go Kids
- Scholastic
- Westpac Foundation
- Windmill

# 10

## **Thank you** to our valued 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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