



*promoting the value of play*

## **STRATEGIC PLAN 2017-2020**

### **PLAY AUSTRALIA SA COMMITTEE**

**27 July 2017**

# TABLE OF CONTENTS

Membership ..... 2

Finance ..... 2

Communication & Marketing..... 3

Staffing ..... 3

Play Australia SA Committee..... 4

Training & Development ..... 4

Strategic Alliances..... 5

# Membership

## 2017-20 Priorities

1. Further develop SA membership content on national website
2. Continue to formalise and develop relationships with Play industry in SA
3. Develop a membership acquisition plan for SA
4. Form key contacts in the supplier segment in SA
5. Form key contacts in the broader play industry ie AILA, PLA, DECD, Place SA, IPWEA, ECA in SA
6. Develop a plan to promote Play Australia to all LGA's across South Australia
7. Assist National Body with preparation of contemporary membership promotion material
8. Continue and expand play network meetings recognising diverse membership base in SA
9. Develop schools/Childcare centre relationship and recognition in SA
10. Develop a plan to better engage with regional/rural and remote communities in SA

## 2015-16 Achievements

- Increase in membership in SA and increased activity of SA Committee
- Established SA member position on National Board
- Established discounted membership for new SA members
- Increased collaboration with PLA and AILA in South Australia and nationally
- Quarterly Play SA networking events

# Finance

## 2017-20 Priorities

1. Investigate grant funding sources for support services (secretarial/marketing resource) in SA
2. Investigate sponsorship opportunities for networking events in SA
3. Assist National Body to develop a financial guide for the operation of state branches
4. Identify new funding sources as opportunities arise in SA
5. Assist National body in development of a sponsorship policy and/or program

# Communication/Marketing

## 2017-20 Priorities

1. Work with the National Body to implement the Play Recognition Program and to include projects within SA
2. Development of SA content on national website
3. Continue to formalise and develop relationships with Play industry in SA and nationally
4. Increase opportunities for education and promotion of suppliers in SA
5. Develop schools/Childcare centre relationship and recognition in SA
6. Develop a plan to better engage with regional/rural and remote communities in SA
7. Develop social media connections with members and the public as a key means of communicating throughout South Australia organised on a general and state and sector specific basis
8. Regular delivery of Newsletters, 4 times annually to SA members
9. Review and develop website to meet advocacy target groups in SA
10. Assist the National body with the development of a national advocacy strategy
11. Advocate for the promotion of play in SA
12. Promote award winning South Australian playspace (strategy and on-ground) projects ie Heart Foundation, Kidsafe, PLA, AILA
13. Work with our partners in SA in promotion of webinars and podcast material i.e. DECD, AILA, PLA, ECA
14. Utilising the National Social media coordinator for promotion of SA activities and achievements
15. Develop standard Play SA communication material for new memberships /acknowledgements/thank you correspondence/networking event evaluation etc.

## 2015-16 Achievements

- Development and distribution of 4 newsletters
- Play Australia SA webpage on National website
- Successful promotion of 'Getting the Balance Right' Risk Management Guide in SA
- Celebration of 100 Years of Play Australia
- Collaboration with DECD, PLA, AILA and Nature Play SA in SA

# Staffing

## 2017-20 Priorities

1. Investigate feasibility of a staff member to increase membership, membership services, advocacy, communication, develop profile
2. Develop documentation to support personnel engaged by Play Australia under agreement or contract
3. Investigate co-partnering opportunities for shared resourcing in SA.

# Play Australia SA Committee

## 2017-20 Priorities

1. Develop succession plan for the Play Australia SA Committee membership
2. Document Committee roles, processes etc.
3. 2017 Annual General Meeting
4. Develop election process for 2017 AGM
5. Work through governance associated with Insurance for SA Branch
6. Develop risk assessment for networking activities in SA
7. Building on proposed MOU with PLA to develop South Australian Play SA/PLA understanding

## 2015-16 Achievements

- Establishment of SA Branch and Interim Branch Committee
- Establishment of Play Australia SA Committee which is broadly representative of play in SA
- Play Australia SA established, formalised and underway
- Play Australia SA AGM under Regulation
- Play Australia SA representative on National Board
- Play Australia SA representative on the Play Recognition Committee
- Development of excellent relationships with National Board and colleagues nationally

# Training

## 2017-20 Priorities

1. Provide new standards briefings on revision of AS/NZS4486 Standards Session in SA
2. Continue promotion of Risk Management Guide in SA
3. Engage national/international speakers for seminar on play in 2017
4. Encourage members to submit abstracts and/or attend IPA Conference in Calgary 2017
5. Work with partners to provide access to webinars and podcasts for best practice playspace projects in SA
6. Partnering with other allied organisations in respect to training programs in SA

## 2015-16 Achievements

- Seminar held on Risk Management Guide in Adelaide
- Successful Networking Events held in City of Marion, Town of Gawler, City of Adelaide

# Strategic Alliances

## 2017-20 Priorities

1. Develop strategic alliances with IPA, AILA, PLA, Nature Play SA, LGA, ECA, DECD, SA Health, Recreation SA, Heart Foundation, YMCA, Place SA, Scouts and Guides, Renewal SA, Office for Recreation and Sport, Think Big, Splash Adelaide, Catholic Education, IPWEA, Office of Premier and Cabinet, UDIA, AIUS, Tertiary Institutions, Primary Principals Association, OPAL in SA in particular

## 2015-16 Achievements

- Stall at Nature Play SA conference in 2015
- Met with representatives from other industry alliance groups to discuss program of events
- Co-hosted Playford/Salisbury networking event with AILA