



MARJORIE MANN
LAWLEY DAYCARE CENTRE

STRATEGIC OBJECTIVES
2021 – 2025



OUR VISION

Our vision is to set children up for life with independence, resilience, empathy and a love of learning.

OUR VALUES

Our values underpin everything we do and inform our approach to educating children in the most important years of their lives.

We value:



OUR HISTORY

Marjorie Mann Lawley Day Care Centre opened its present premises in 1969, making it one of the first of its kind in Perth. Mrs Marjorie Mann identified the need for the service. At that time, there was no childcare available for children under two and there was little if any financial assistance for sole parents, which made life difficult for many families.

On a voluntary basis, Mrs Mann, with the help of friends, provided care for babies in her own home. Even then, there was always a greater demand than available places. With the backing of the church and community groups, the fledgling centre moved to its current premises, relying on donated equipment, fund-raising and volunteers to be able to operate.

The Centre at that time operated to meet the needs of single parents, low-income families, families in crisis and families with special needs children. The centre worked closely with Dr. Trevor Parry at Princess Margaret Hospital for Children, providing a unique service to families and children in need.

Marjorie Mann Lawley Day Care Centre is now one of the many childcare centres operating in Perth. Its focus has broadened to reflect changes in the range of services available to special needs families and the needs of women who wish to carry the dual roles of family responsibilities and employment.

Mrs Marjorie Mann and the Centre played an important part in bringing about social change through expanding the choices and opportunities available for families.



OUR PRIORITIES

To prepare children for the future and empower them to be life-long learners

To strive to be a leader in child-centred early childhood education

To ensure our building and environment feel like home and foster a sense of belonging

To build connection between our staff, children, families and the community

To keep great people and attract more

To share what we do and tell our story

To support the wellbeing and mental health of our children and educators

To ensure our centre remains financially viable and evolves to meet families' needs



OUR STRATEGIC PLAN

Focus area	Learning & Environment	Our People	Community & Connection
Goal	<p>As leaders in early education, we provide our children with a world-class learning experience that reflects our values.</p>	<p>We are a sought-after and caring employer of highly skilled educators who are loved by our children and families.</p>	<p>We are known throughout our community as leaders in child-centred education and actively connect our children, families, staff and community.</p>
Objectives and strategies	<p>Objective 1.1: Ensure our children are prepared for the future through high-quality education that reflects our values and creates a sense of belonging.</p> <ul style="list-style-type: none"> • Provide learning opportunities to build independence, resilience, empathy and positive relationships. • Investigate innovative ways to offer learning in line with our values and priorities. • Celebrate diversity in our staff, families and community. <p>Objective 1.2: Maintain and improve our building and physical environment.</p> <ul style="list-style-type: none"> • Invest in maintaining and improving our building, grounds and facilities to promote learning opportunities, safety and wellbeing of staff. • Model sustainability as a core value. <p>Objective 1.3: Meet the childcare needs of our families to keep the centre strong and sustainable in a competitive market.</p> <ul style="list-style-type: none"> • Review our enrolment practices, structure and processes to ensure we continue to meet families' needs. 	<p>Objective 2.1: Cultivate a strong team by attracting and retaining highly-skilled and passionate staff.</p> <ul style="list-style-type: none"> • Invest in the continued learning and development of our staff. • Recognise and celebrate the skills and dedication of our staff. • Ensure that we offer staff attractive working conditions, adequate resources and a great working environment. <p>Objective 2.2: Support the mental health and wellbeing of our staff and children.</p> <ul style="list-style-type: none"> • Prioritise mental health and wellbeing in developing our environment and processes. • Provide learning opportunities to foster mental health and wellbeing. <p>Objective 2.3: Build a capable and engaged management committee.</p> <ul style="list-style-type: none"> • Create an engaged committee who use their skills in pursuit of the centre's goals. • Ensure effective financial management and governance to preserve our sustainability and resources. 	<p>Objective 3.1: Raise awareness of our centre, philosophy and story.</p> <ul style="list-style-type: none"> • Develop a communication strategy aimed at raising our profile as a leader in child-focussed early childhood education to families, tertiary educators and the wider community. • Increase our digital and social media presence in line with our values. • Partner with members of our local community on joint education initiatives. <p>Objective 3.2: Build connection and communication between staff and families.</p> <ul style="list-style-type: none"> • Consider innovative ways to share information with families and streamline communication for staff. <p>Objective 3.3: Increase visibility of management committee.</p> <ul style="list-style-type: none"> • Raise awareness about the role of the committee and the benefits of membership.

DECISION DRIVERS

- Is it compatible with our vision, values and priorities?
- Does it make the environment and children safer? How?
- Does it contribute to learning? How?
- Is it in the best interests of children?
- Does it foster children's independence and build confidence?
- Do we have the resources to do this?
- Does it align with our learning priorities? How?
- What is the identified need that this meets?

PLAN REVIEW AND EVALUATION

We will use a process of continuous review and evaluation to monitor and evaluate progress, quality and outcomes.

Every 2 years, the Director will report against the plan to address the questions:

- How much did we do? (Quantity)
- How well did we do it? (Quality)
- Is anybody better off? (Impact)

A full review of the plan will be undertaken every 4 years, or earlier if the Management Committee decides.

ENDORSEMENT

Endorsement by Executive Officer

Signed _____ Position _____

Date _____

Endorsement by Management Committee

Signed _____ Position _____

Date _____