



# Strategic Plan

2018 - 2020

 **C&K** Childcare &  
Kindergarten  
Early Learning since 1907  
Where children come first



## **Early Learning since 1907**

**From our very beginnings in 1907, C&K has had an unwavering commitment to children and a determination to make a difference in their lives.**

We were established as a not-for-profit organisation focused on delivering education and care for young children and driving positive social change for children and families.

We celebrate the uniqueness of all our children, families and educators and value the richness and diversity they bring to our C&K community.

## OUR PURPOSE

To guide children's learning journeys and maximise their life outcomes.

- We provide opportunities for children to develop a lifelong love of learning that grows their curiosity, imagination, resilience and real-world knowledge and skills
- We nurture happy and healthy minds, hearts and bodies so every child can achieve their full potential.

# What is the C&K difference?

We take the time to welcome and know your child and your family.

We watch and listen, planning how to make your child's learning both engaging and valuable.

We are in the moment with your child, supporting them as they make meaning of their world.

We work together as partners to establish a solid base for your child's success now and into the future.

Friends  
Play  
Fun  
Care  
Nature Learn

I love doing  
experiments in  
the sandpit.

- Luca

We #lovecandk  
because our son loves it!  
The care and education he  
receives at kindy is  
second to NONE!

- Angela, Parent,  
C&K Blackwater

I love  
playing with  
my friends.

- Emily

I just want to say  
a massive thank you to all  
the staff at C&K for always  
putting my children's needs first,  
and providing them with such  
great care. You are all worth  
your weight in gold.

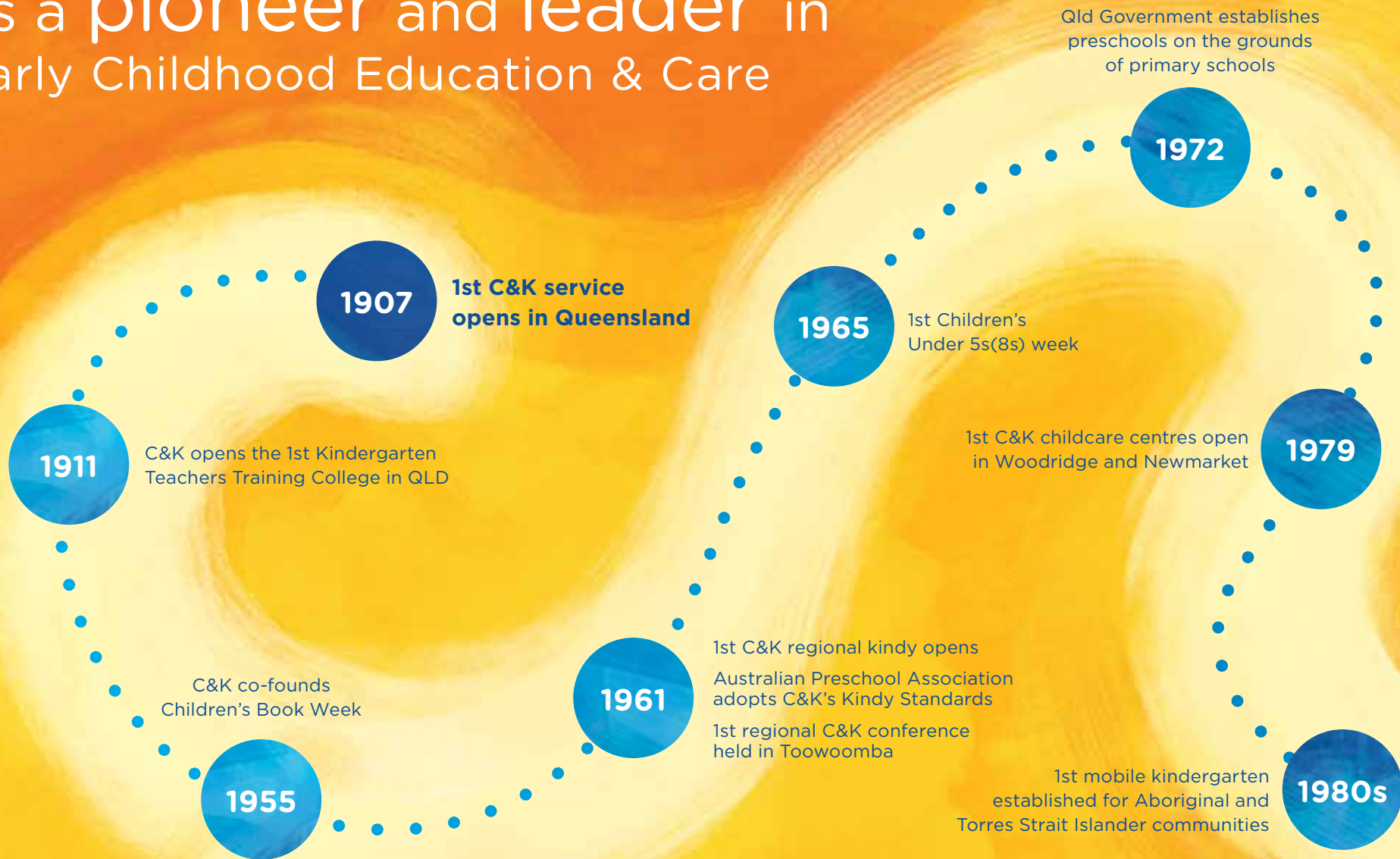
- Cass, Parent,  
C&K Mooloolaba

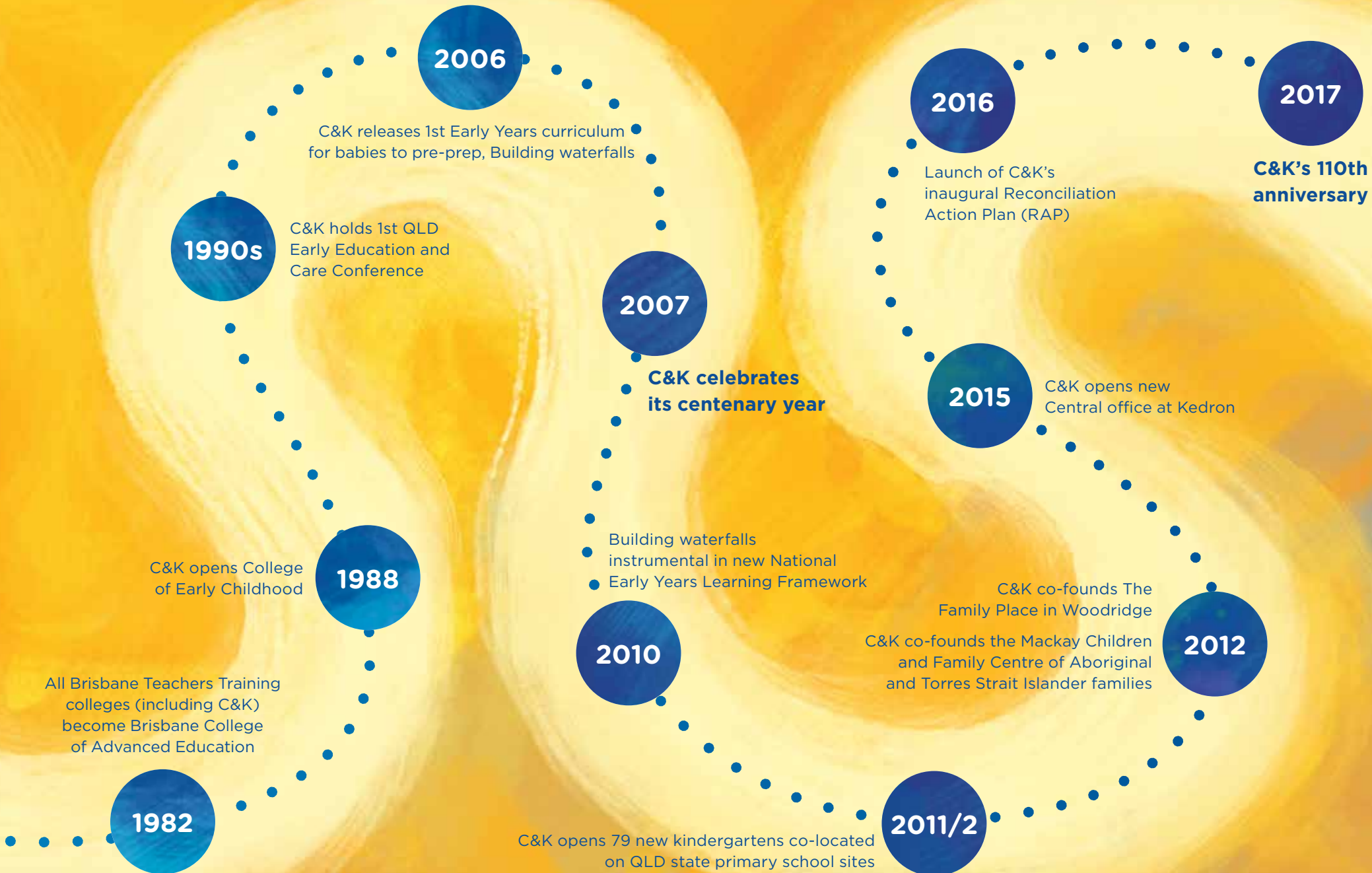
I like making  
bird houses.

- Rio



# More than 110 years as a pioneer and leader in Early Childhood Education & Care





## OUR VISION

Another  
100 years  
of excellence  
in early education & care

What does this mean to us:

We will strive for excellence in everything  
we do now and into the future.



## OUR VALUES

# Respect

We are inclusive and value  
culture and diversity

# Integrity

We stand by our word

# Collaboration

We work together to  
achieve together

# Courage

We embrace change and challenge

# Safety

We take care of  
ourselves and others



# Education & Care Excellence

Research shows the first five years of a child's learning and development lay the foundations for their future. We create learning environments where your child can feel loved, happy and secure, and have the freedom to think and express themselves. The education and care experience at C&K will help them become one of tomorrow's engaged, active students and a creative, collaborative and confident person.

## Goals 2018-2020:

### **C&K leads early education and care with innovation, advocacy and excellent practice for all children.**

- We champion the evolution of quality and practice in early education for all children
- We deliver the highest quality early educational experience for each child
- We use our voice and expertise to advocate for the best outcomes for all children and families.

## Our success will be visible through:

- 96% of C&K services are rated 'Meeting' or above under the National Quality Framework
- Children experience innovative education and care practices in line with C&K's Reimagining Excellence approach
- Improved access for Aboriginal and Torres Strait Islander children in early childhood education
- Increased participation and influence in early education and care policy and research.





# Service Excellence

We welcome, respect and celebrate the uniqueness of each child, family and local community. We strive to understand and respond to your needs and provide you with positive experiences during your time at C&K. As a not-for-profit organisation, we will manage our business wisely, so that we can contribute to the lives of young children and families for another 100 years.

## Goals 2018-2020:

**C&K listens to you and seeks to understand your needs**

**C&K strengthens, grows and diversifies to meet your needs**

**C&K is an efficient not-for-profit organisation investing in children and communities.**

## Our success will be visible through:

- Increased family, partner and stakeholder satisfaction
- Increased brand awareness
- Increased enrolments and attendance
- Well maintained and fit-for purpose properties, equipment and technologies
- Achievement of budget and social investment targets



# Professional Excellence

Our passionate, highly trained and skilled educators strive to provide the best learning outcomes for children. They value the bond that develops with each child and family, and are dedicated to creating your child's unique learning journey. We will ensure our people have the tools, knowledge and professional development they need to deliver the best for your child.

## Goals 2018-2020:

### **C&K nurtures a highly-skilled and agile workforce that reflects our values.**

- We have the right people, in the right roles, doing the right job
- We invest in our workforce to support professional excellence
- We build a culture that reflects our values and enables professional excellence.

## Our success will be visible through:

- Increased levels of staff engagement
- Increased opportunities and participation in professional development
- Reduced workforce injuries
- Enhanced workplace culture and leadership





**The Creche and Kindergarten Association Limited**

257 Gympie Rd Kedron, Qld 4031

T: 07 3552 5333 | F: 07 3356 7976

info@candk.asn.au | www.candk.asn.au

ABN: 59 150 737 849



**Where children come first**

