

Grow your centre

February 2023

*Welcome to
our Village*

Playcentre 



Playcentre 

“Whānau tupu ngātahi – families growing together”

More sessions = More funding

If every tamaiti already enrolled at Playcentre picked up one additional session per week, Playcentre income would increase by over **\$11.1 million** per 39-week year.

**Based on 14,167 enrolled tamariki on 7 November 2022, 9,752 under 2, 4,415 over 2 attending one additional session per week, excluding SPACE whānau, at the 1 January 2023 funding rate.*



Encourage whānau to pick up extra sessions

- These extra sessions could be shared interest days or drop off days (if offered by your centre)
- Extra session days (eg. tamariki nui/big kids, under 2's, te reo Māori sessions etc)
- It doesn't have to be a new session. Another option is to extend your session hours (from 3-hour to 4-hour sessions).



The more hours a child attends the more funding the centre receives.
The best growth strategy is extending sessions or opening an extra day!

<p>Example 1: One session (3hr) Avg per month \$958 (minus levies)</p>	<p>Example 2: One session (3.5hr) Avg per month \$1,117 (minus levies)</p>
<p>Example 3: One session (4hr) Avg per month \$1,277 (minus levies)</p>	<p>Increasing the sessions and increasing your numbers on session brings in more revenue</p>

Based on 13 enrolled tamariki (Nine over 2's, four under 2's).
Average can vary depending on under 2's and if children are using ECE hours

What extra sessions could your centre run?



- Under 2's sessions
- Tamariki Nui/ Big Kids sessions
- Afternoon sessions



- Outdoor sessions
- Messy Play sessions
- Swimming/Music sessions



- SPACE/ Babies Can Play sessions
- Saturday sessions for working parents

What extra sessions could your centre run?



- Language/ heritage specific sessions (e.g. Mandarin)
- Te Reo Māori sessions
- Whānau sessions



- Home-schooling whānau sessions
- Weekend sessions
- Holiday sessions



- Dads / Grandparents sessions
- Free (gold coin donation) community sessions

Benefits for tamariki and whānau

There are several benefits for tamariki and their whānau attending more sessions.

- Tamariki and whānau make relationships with other tamariki/whānau on other sessions.
- Whānau get more value (e.g. play time for their tamariki) for their volunteer contribution (e.g. 1 duty day and a couple of drop off days).
- Whānau have more free time to complete Playcentre Education. Playcentre Education provide whānau with the knowledge and skills they need to support tamariki to learn through play both on session and at home.



Keep our tamariki nui (big kids)

- We lose a lot of 3–4-year-olds who head off to Kindergarten.
- Tamariki nui/big kids usually attend more sessions and thus bring in more money.
- Centres who retain their tamariki nui/ big kids have the strongest memberships.
- Tamariki nui/big kids sessions – Can be run at one centre and whānau from other Playcentres around the area can attend.
- According to funding regulations, Playcentre is defined as a sessional service, which means tamariki are unable to attend longer than 4 hours a day.



Under 2's

- We get a higher funding rate for Under 2's than over 2's.
- However, they usually attend less days, than tamariki nui/big kids.
- Support the transition from Space, Babies Can Play and other programmes aimed at under 2's into Playcentre general sessions.
- Running Parent Centre antenatal classes at your centre would bring in potential whānau attending after baby is born.



Attracting new families to Playcentre

- Promotion at national, regional and centre level (eg. Messy Play Week, Playcentre Open Week, regional events, posters in your local community).
- Build networks with organisations that interact with potential new whānau (eg. Plunket, Midwives, Antenatal groups, etc).
- Most whānau will start looking at early childhood education options before tamariki turn 2 years old. How is your centre reaching whānau with young babies/ under 2's in your local community?
- Check out [PR Toolkit](#).



Standard vs Quality Funding

- To access the Quality funding level, higher qualifications are required on every session.
- Remember! Higher education levels not only add to quality funding but also add quality experiences for our tamariki.
- Supporting your current whānau with Playcentre Education is just as important as attracting new whānau.
- Some Playcentre whānau are eligible for 20 hours ECE (for 3- and 4-year-olds) and WINZ subsidies.

Rate \$ per funded child hour (including GST)	Rates from 1 Jan 2022			Rates from 1 Jan 2023		
	Under 2	2 and over	20 hrs ECE	Under 2	2 and over	20 hrs ECE
Quality	\$9.96	\$5.00	\$6.21	\$10.23	\$5.14	\$6.38
Standard	\$8.71	\$4.38	\$5.59	\$8.95	\$4.50	\$5.74

Bulk funding vs fundraising events

Bulk funding example

- Attending Playcentre with a 4yr old, 2.5 yr old and baby
- Whānau brings in \$50 for every session they all attend
- Everyone attends two sessions, 4 yr old has two “drop off” days and the 2.5 yr old has one “drop off” day.
- Whānau brings in **\$5,642** per year

Sausage sizzle fundraising event example

- Centre runs two sausage sizzles per year
- 5 whānau contribute 3 hours to each sizzle
- \$400 per sizzle - **\$800** total

Bulk funding vs fundraising events

- If each Playcentre whānau spent 3 hours recruiting and mentoring a new whānau twice a year.
- 10 new whānau join and stay
- Extra bulk funding from 10 new whānau = up to \$56,000 per year
- \$800 from two sausage sizzles or \$56,000 from 10 new whānau – which sounds better?



More information

Contact your Centre Advisor for more information about specific avenues for growth for your centre.

- How does my centre increase session length?
- How does my centre get onto quality funding?
- How do we start an extra session?
- How do we start an under 2s session?
- How do we run outdoor sessions?
- How do we run tamariki nui sessions?