

# Community Child Care Association Strategic Directions 2020



*Community Child Care Association acknowledges Aboriginal and Torres Strait Islander people as the First Peoples of this nation and the Traditional Owners of the land on which we work. We recognise their continuing connection to culture, land, water and community. We pay our respects to Elders past, present and emerging.*

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# Our Strategic Commitment

*Forty-nine years ago, a small group of women sparked a child care revolution. They met around kitchen tables to set up and support quality, community-based care for mothers – the first of its kind in Australia. It was these determined young women who founded Community Child Care Association (CCC).*

Today, we continue to provide leadership and advocacy, work with government, and support hundreds of education and care services. We're also the lead organisation of the Victorian Inclusion Agency – a project which provides free inclusion support to education and care services.

## Our Vision and Mission

For CCC, we envision thriving and valued community and not-for-profit services delivering the best outcomes for children and families.

For the sector, we envision excellent early childhood and outside school hours education and care for all.

Our mission is to lead, support and advocate for accessible high-quality opportunities for children and families.

In 2019, we launched new strategic projects alongside our refreshed vision and mission. In 2020–21, we will continue to pursue these projects, sharpen our advocacy agenda, and develop targeted support for our members and communities.

As always, we thank our board, staff and contractors, and particularly, our members. Our members are the reason we exist and continue to inspire our advocacy work with government and policymakers.

**Julie Price**  
Executive Director

**Linda Davison**  
Chairperson



# Strategic Priorities 2019–21 Update

Priority	2019 complete	2020 progressing
<b>Delivering for our members</b> <i>Re-imagine membership to be relevant and accessible</i>	<input checked="" type="checkbox"/> Reimagine membership offerings that add value <input checked="" type="checkbox"/> Secure commercial partners to contribute funding of membership and advocacy work	<input type="checkbox"/> Re-launch membership <input type="checkbox"/> Develop targeted engagement strategies to grow not-for-profit and OSHC membership <input type="checkbox"/> Conduct annual review of membership value proposition and pricing
<b>Shaping the sector</b> <i>Taking the lead on public policy, being the voice, influencing practice</i>	<input checked="" type="checkbox"/> Review and update marketing material and commence website upgrade <input checked="" type="checkbox"/> Take active role in networks and other sector engagement activities <input checked="" type="checkbox"/> Engage meaningfully with government and consultative groups <input checked="" type="checkbox"/> Produce and collaborate on submissions to influence public policy	<input type="checkbox"/> Increase engagement and relevance to the state and federal government <input type="checkbox"/> Raise the profile of CCC through active outreach, partnership and advocacy <input type="checkbox"/> Drive vision fulfilment through advocacy via establishment of a Policy and Advocacy Sub-committee
<b>Building community</b> <i>Strengthening the community by evolving clear and meaningful advice and develop support to meet the sector's needs</i>	<input checked="" type="checkbox"/> Implement a review of expertise and services <input checked="" type="checkbox"/> Undertake a market review to identify opportunities <input checked="" type="checkbox"/> Prioritise a suite of service offerings in professional development and consultancies	<input type="checkbox"/> Grow the reach of professional learning services with launch of customised learning offering <input type="checkbox"/> Diversify offerings into services consultancy and special projects <input type="checkbox"/> Build CCC's reputation through targeted communications against established funding stream <input type="checkbox"/> Implement a robust service evaluation framework for impact measurement and reporting
<b>Thriving organisation</b> <i>Harnessing the skills and capabilities of our people and resources for sustainability</i>	<input checked="" type="checkbox"/> Evolve the organisational structure to meet requirements of the sector <input checked="" type="checkbox"/> Continually develop our business model for sustainability <input checked="" type="checkbox"/> Develop a culture and wellbeing program <input checked="" type="checkbox"/> Implement a continuous improvement program	<input type="checkbox"/> Continue the focus on sustainability through collaborative budget building and whole-of-organisation KPI reporting <input type="checkbox"/> Implement a process evaluation framework as part of continuous improvement <input type="checkbox"/> Measure staff and board engagement



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# Guiding principles

## Capacity

Our approach is to build capacity and acknowledge the strengths and capabilities of children, families, early childhood and outside school hours care services, educators and their communities.

We encourage capacity building by working from a strengths-based position; through shared decision making; by leading by example; and providing personal learning opportunities that, improve knowledge and develop skills.

## Community

We advocate for communities working together towards a better future which supports the potential of every child; where families and community are strong, and where community-owned education and care services are valued and well resourced.

We cultivate a sense of community and collective achievement amongst our team, education and care services, broader networks, government and funding organisations.

## Collaboration

We model and advocate for collaborative practice that enables resources, skills and expertise to be shared and where stakeholders are brought together to achieve common goals.

We work cooperatively with others with a solution and outcomes focus to explore new ideas and build trusting and meaningful relationships.

## Accountability

We support early childhood and outside school hours care services to be accountable to their children, families, communities and funders.

We are committed to delivering on our promises by being accountable to each other, our stakeholders, our partners and funders through collaborative planning, communication and resourcing our work.

### Community Child Care Association

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