

# Early Childhood Council • Strategic Plan • 2018 - 2023

## Our Vision

The leading body for childcare centre owners, committees and management; supporting and encouraging the provision of quality early childhood education and care services in New Zealand

## Our Mission

We will achieve our vision by offering exceptional support and value to centre owners, committees and management; by ensuring their voices are heard and therefore influence early childhood education policy; and by demonstrating quality leadership across the sector

## Our Principles

The Early Childhood Council (ECC) believes that:

1. Centre managers, owners and governing committees should be encouraged and supported to continually improve their centres and to achieve success in their goals, whatever these may be
2. Parents, whanau and caregivers have the right to choose the early childhood education service that meets their needs and to receive information that is accurate, fair and equitable to enable them to make that choice
3. The early childhood education sector should be free to reflect diversity in approach without being hindered by excessive and/or unnecessary complicated Government regulation or interference
4. We will influence and lead the training, development and engagement of a world-class ECE Sector
5. Centres must have a voice in and the opportunity to influence public policy and be part of the decision-making process
6. Individual employers and staff have the right to negotiate their own employment arrangements and conditions
7. Centres are able to be effectively represented at both the local and national level

## Member Value



1. Grow the ECC membership
2. Add value to members via new products and services
3. Increase the utilisation of the ECC's technology (websites, resources, webinars, social media etc)
4. Support the design and delivery of ECC events
5. Advise and approve the range of ECC Preferred Suppliers
6. Increase awareness of the full range of membership benefits available; and
7. Explore opportunities for the ECC to connect/collaborate with other similar international bodies

## Policy

1. Understand the issues and challenges facing our members and their centres
2. Advocate for ECE policies that are balanced evidence-based, fair and that wherever possible apply to the whole sector equally
3. Advocate for a revised ECE funding model
4. Promote and undertake relevant ECE research; and
5. Continue to communicate and position the ECC as the "go-to" sector specialist for our members



## MEMBERS

## Professional Development



1. Establish a unique model of professional development for centre managers
2. Advocate for a model that applies continuous quality improvement principles
3. Provide a range of high-quality workshops, webinars and conference presenters
4. Offer an ECC member PD structure for Centre Managers
5. Outline and promote the benefits of CPD

## Sector Leadership

1. That the ECC has an approved lobbying plan in place that reflects our member's views
2. That the ECC makes planned and intentional use of communication channels, such as media, social media opinion pieces and blogs, search engine boosting etc;
3. That the ECC shapes and influences ECE policy and practices; and
4. That the ECC otherwise seeks to influence the opinions and actions of those who affect the way the ECE sector operates

