



Strategic Plan

2012

Taupo Parents Centre

—TAUPO—
PARENTS CENTRE

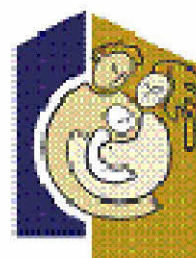


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1. 2011 Overview and Planning for 2012

1.1 2011 Achievements

In 2011 we achieved the following items which are highlighted.

Action	Timeframe	Who
\$ split for Hukafalls funds between 2 projects to be agreed	Feb meeting	Committee
Baby & You Turangi Costs to be confirmed	Feb Meeting	President
Furniture Quotes to be obtained	Feb meeting	See above
Building Issues (soakhole) to be researched prior to playarea \$ research	April meeting	President & VicePresident
Playarea \$ and design research	After April	?
Budget v Income for Parenting Courses Research to be done. Course costs haven't increased with the increase in GST. Research is needed.	Feb meeting	Vice President & Treasurer
Project Team be established for Major Fundraising Event	March Meeting	?
Prize for facebook friends to encourage people to become a friend on Facebook	?	?
Continuing shopping evenings for members as a service to the members	March Meeting	President
Look into other events/benefits/activities for members	?	All Committee esp Advertising/Discount
Continue to put Facebook on all posters and mention at all courses	Ongoing	Hosts
Quality Events and Courses	Ongoing	Committee
Continued Liaison with Community Groups	Ongoing	Advocacy Role, President
Quality Events and Courses	Ongoing	Hosts & Committee
Ensure all Courses run and have adequate number of attendees	Ongoing	Hosts & Exe
Support Baby & You Turangi	March – April & Oct - Dec	Exe & CBEs & Turangi Team
Ensure all courses have trained hosts via Hosting Workshop	24 Feb	President & VicePresident
Publish 2011 calendar in hardcopy	March Meeting	VicePresident
Action	Timeframe	Who
Dates are set in the calendar	Completed	VicePresident
Tutors and Sessions to be confirmed	March Meeting	VicePresident
Child Safety Day – talk with REAP	March Meeting	VicePresident

<i>Conscious Parenting Suite dates</i>	<i>March Meeting</i>	<i>President</i>
<i>Rural Health Seminar pamphlet</i>	<i>March Meeting</i>	<i>President</i>
Centre Resources - Banners and gazebo	Feb/March	Correspondence Secretary
<i>Building Lease and Repairs</i>	<i>Ongoing</i>	<i>President & VicePresident</i>
<i>Play Area</i>	<i>(ref Action 1.3)</i>	<i>President & VicePresident</i>
Baby & You Turangi	May/June & poss Oct - Dec	Exe & CBEs & Turangi Team
<i>Relationships with Maori (Kohanga Reo)</i>	<i>?</i>	<i>Shona, Kristina</i>
Taupo Maternity Unit	Ongoing	? Exe & CBEs
2012 Major Fundraising Event	Start March	?
Masterchef	May/June/July	President
HEHA/CAP	?	?
CD – research process, contact artists	Start March	Shona
Jaffa Race	June/July	?
Sales	Ongoing	VicePresident
Safety Sleeps	Feb Meeting	Committee
Tupperware	?	Correspondence Secretary
Gourmet Kitchen for AGM	May/June	Shona
Sausage Sizzles	Ongoing	Committee
Music & Movement Events	When applicable	Music Co-ordinator
AGM – set date, organize event	May/June	Exe & Shona
List Events on Calendar, Facebook & Website	Ongoing	Marketing & Website
Committee Meeting Fun	Ongoing	Committee
Working Bees		President & Correspondence Secretary

1.2 Planning for 2012

A Planning Day was undertaken in November by TPC Committee. Prior to this planning day, a survey of our members and community was undertaken to get direction for activities in 2012. The survey and its results are listed in Appendix 2. The workshop activity sheets are shown in Appendix 3. The resulting programme for 2012 and this plan were

generated from this planning day and the courses dates compiled from that direction (Appendix 1).

2. Focus for 2012

Options for a Focus for the centre were

- fundraising
- membership
- parenting courses
- parent support
- continued liaison and advocacy
- additional events

2.1 Agreed Focus

- Membership through parenting course quality ie if we kept up the quality of the courses, membership should take care of itself.
- Continued liaison with Community Groups including La Leche, HEHA, Taupo Maternity, REAP, Kingergartens

2.2 Actions

<i>Action</i>	<i>Timeframe</i>	<i>Who</i>
<i>Quality Events and Courses</i>	<i>Ongoing</i>	<i>Committee</i>
<i>Continued Liaison with Community Groups</i>	<i>Ongoing</i>	<i>Advocacy Role, President</i>

3. Childbirth Education

As required by the DHB contract Centre commits to the same level of courses as 2011 being 14 Taupo courses and 6 Turangi courses. In addition, a new Early Pregnancy Class twice a year is proposed following the success of the 2011 Dec pilot.

As a result of the competition in CBE classes being provided by Baby Buddies, action is required to increase marketing of TPC CBE Classes to the community and medical service providers through a specific CBE Marketing Action Plan. This plan also needs to address Turangi CBE Classes.

3.1 Agreed Courses

All CBE courses have been scheduled for 2012 (see Appendix 1). They are to be listed in the rooms, put into the online calendar (www.google.co.nz), on the website. Taupo Maternity and medical centres are to be advised.

