



OUR VISION

To be a strong, influential and valued organisation that enriches the preschool sector for the benefit of children, families, educators and our community.

OUR PURPOSE

Promote the value of quality early childhood education

Inform, represent, support and advocate for preschool leaders and aspiring leaders

Influence discussions and decisions about the provision of quality early childhood education in SA.

OUR VALUES

Collegiality – we are colleagues working together to lead positive change

Excellence – knowledge, expertise and evidence guide our actions

Leadership – we draw on members’ skills, ideas and experiences to inspire, support and develop our profession.

OUR STRATEGIC PILLARS

COMMUNICATION Goal 1

Increase and develop member communications

Objective 1.1 – Have a hands-on Communications Subcommittee

Objective 1.2 – Have an Annual Communications Plan

Objective 1.3 – To be making the best use of online communication tools to develop our communications with members (new and engaging website, member only e-newsletters, targeted social media, active Teams chat) and stakeholders (website, e-bulletins)

PARTICIPATION Goal 2

Increase and develop member engagement

Objective 2.1 – Increase membership to 75% of public preschools, including small, rural and remote preschools

Objective 2.2 – Have a hands-on Events Subcommittee

Objective 2.3 – Have an Annual Events Plan

Objective 2.4 – Nurture connections with leaders through engaging & valued online communications, regular member events & individual member services

ORGANISATION Goal 3

Develop the organisation

Objective 3.1 – Have a hands-on Governance Subcommittee

Objective 3.2 – Have an effective organisation structure with strong two-way links to external organisations and stakeholders

Objective 3.3 – Have essential operational plans and systems in place

Objective 3.4 – Be recognised as the go-to organisation for preschool related information, representation, support & advocacy

OUR FOUNDATIONS

GOVERNANCE Goal 4

To develop and be using all the long and short term SMART plans, systems, policies and processes needed to support good governance and operational efficiency to achieve our agreed activity goals & targets

CAPACITY Goal 5

To be using SMART plans to secure the physical and financial resources we need to achieve our agreed goals and targets

CAPABILITY Goal 6

To be using SMART plans to secure the people, skills and connections we need to achieve our agreed goals and targets

OUR HISTORY

PDA was formed in 1996 as the professional association of Early Childhood Educators.

In 2022 we employed a full time President and established a physical office co-located with other professional associations at the Education Development Centre.

S Specific

M Measureable

A Achievable

R Realistic

T Time-bound