

# **CALA's Strategic Aims 2026-2029**

## ***What we will do:***

### **We will provide high quality services for children and families.**

- We will promote and support play as the natural way for children to learn and grow with families and the wider community.
- We will develop responsive and evidence informed Continuous Professional Learning (CPL) opportunities for all childcare stakeholders.
- We will continue to streamline to ensure our services are responsive, fit for purpose and environmentally sustainable.
- We will continue in our representation, advocacy and influencing role for the benefit of children and families and the whole sector.

### **Children and families will have access to inclusive services.**

- We will use innovative solutions to develop inclusive place-based services to meet specific rural needs.
- We will support intergenerational work to provide maximum benefits and positive outcomes.
- We will work with partners to develop whole family wellbeing services.
- Children's rights are fully embedded in all our services, supporting a reduction in inequalities through early intervention programmes.

### **Our workforce will be professional, skilled and valued.**

- We will ensure an inclusive, diverse and supported workforce through fair work practices.
- We will support pathways into the sector and promotion throughout the organisation and advocate for the third sector as a professional and valued workforce.
- We will grow our own through apprenticeships and other pathways working with partners to promote a career in CALA.

### **We will be a dynamic, responsive and sustainable organisation.**

- We will continue to work alongside, consult and support our member community with advice, guidance and practical help and develop new services in response to identified needs.
- We will provide opportunities for career entry and development through the CALA Staffbank for the childcare sector.
- We will endeavour to sustain current funding and to diversify and seek new income streams for services based on opportunity, evidence and research.
- We will ensure the CALA brand is always recognised and valued as one of quality, reliability and choice