

## Media Release: 17<sup>th</sup> October 2024

### Thousands of Families Across Australia Participate in First-Ever National Playgroup Census

Playgroup Australia is excited to announce the results of our inaugural National Playgroup Census. This milestone project has seen an overwhelming response, with thousands of parents, carers, and volunteers checking in to a playgroup during census week to Make Our Play Count. From 2<sup>nd</sup>- 8<sup>th</sup> September 2024, 19,160 children and 15,568 adults attended playgroups, with a total of 34,728 participations across 1,942 playgroup sessions nationwide.

Patricia O'Donovan, CEO of Playgroup Australia, highlights the significance of these findings:

"We are thrilled with the results of our first National Playgroup Census. It is incredible to see how many families are engaging with playgroups each week across Australia. Many of our member organisations celebrated their 50<sup>th</sup> birthdays this year, and the sheer scale of participation reflects the vital role playgroups continue to play in communities nationwide. For children, playgroup is about so much more than just play; it is about stacking the odds to make sure they all receive the best possible start in life."

"Playgroups provide a foundation for social, cognitive, and emotional growth in a safe and nurturing environment. We know from research that children who participate in playgroups experience improved developmental outcomes, and the census data shows us that thousands of children are benefiting from these outcomes every week."

"But it's not just the children who benefit. Playgroups also provide a critical support network for parents and carers. Attending playgroup helps to build confidence in parenting, reduces feelings of isolation, and improves overall wellbeing. It's a place where families come together, share experiences, and build lasting friendships, which contributes to stronger, more connected communities."

"The fact that over 34,000 individuals are taking part in playgroup sessions across the country is a testament to the value of playgroup for families. Play is just the beginning."

#### Media Contact

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# NATIONAL PLAYGROUP CENSUS 2024

FROM 2ND-8TH SEPTEMBER 2024 WE COUNTED...

19,160  
CHILDREN

15,568  
ADULTS



TOTALLING

34,728 PARTICIPANTS

ACROSS 1,942 PLAYGROUP SESSIONS



THANKS FOR  
HELPING MAKE  
OUR PLAY  
COUNT!

