



Playgroup  
Australia

# **AT A GLANCE**

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**2018**



# PLAY. SHARE. CONNECT. GROW.

## PLAYGROUP AUSTRALIA IN 2018

Focus on high quality  
governance and strategic reset

Strong engagement with  
state and territory playgroup  
organisations (STOs)

Positioning to seek increased  
partnerships and funding to  
grow, support and sustain  
playgroup families for  
generations

New projects and partnerships  
confirmed for 2018-19

## PLAYGROUP AUSTRALIA VALUES

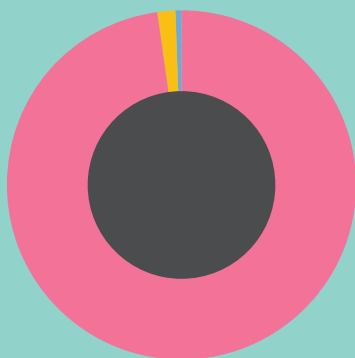
Friendly

Fun

Flexible

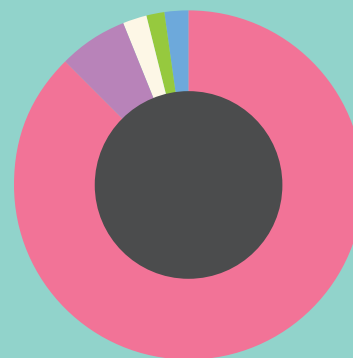
Future-focussed

### INCOME



Program Grants	97.9%
Affiliation Fees	1.6%
Interest and Other Income	0.5%

### EXPENDITURE



Payments to STOs	87.7%
Salary and Wages	6.4%
Federation	2%
Program Costs	1.6%
Other Expenses	2.3%

# REACH

## PLAYGROUP STRENGTH

Playgroup is embedded in the very fabric of Australia's family and community culture

Playgroup Australia funds State and Territory Playgroup Organisations to support, sustain and deliver playgroup nationally

With support from the Australian Government

To find out more visit [playgroupaustralia.org.au](http://playgroupaustralia.org.au)

## SOCIAL MEDIA REACH

**86,846**

EMAIL  
SUBSCRIPTIONS

**371,888**

UNIQUE  
WEBSITE  
HITS

**3,040**

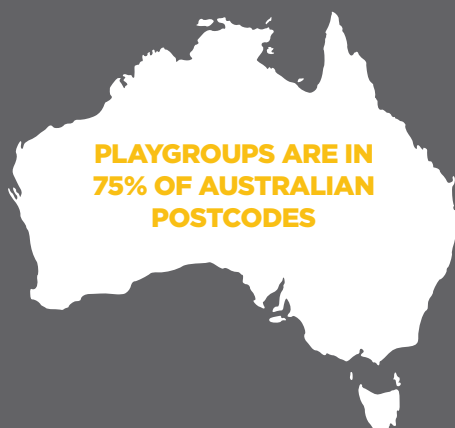
INSTAGRAM  
FOLLOWERS

**61,297**

FACEBOOK  
FOLLOWERS

## PLAYGROUPS AROUND AUSTRALIA

**Geographic spread of playgroups**  
(Number of postcodes that have Playgroups)



Australian Capital Territory	<b>39</b>
New South Wales	<b>549</b>
Northern Territory	<b>23</b>
Queensland	<b>421</b>
South Australia	<b>223</b>
Tasmania	<b>59</b>
Victoria	<b>556</b>
Western Australia	<b>286</b>
<b>National</b>	<b>2156</b>

# COMMUNITY PLAYGROUP

## COMMUNITY PLAYGROUP



Are led by the  
caregivers participating

Usually no paid  
staff attend

Are flexible and  
responsive to the  
needs of participants

## COMMUNITY PLAYGROUP

# 7,560

GROUPS

holding

**285,847**  
SESSIONS PER YEAR

in

**75%**

OF AUSTRALIAN  
POSTCODES

“I never thought I could meet  
such a great community of  
parents that would become  
trusted friends and a great  
support network. The bonus is  
that my kids love it too!”

**Mother,**  
Hamilton South  
Playgroup

“There is no replacement  
for connecting face to face,  
allowing children to develop  
social skills and interactions  
in a supportive environment.  
Friendships begin through  
cups of tea and sharing  
picnics, whilst children  
explore and discover  
themselves, each other and  
the world around them.”

**Playgroup parent,**  
Victoria

# PLAYCONNECT

## PLAYCONNECT

**42**  
GROUPS



## PLAYCONNECT SESSIONS

**1,680**  
PER YEAR

PlayConnect is a free evidence based supported playgroup for very young children with ASD or ASD-like characteristics and their families



“Playconnect has been a life saver for our son, his siblings and myself at the most difficult, frightening and challenging time of our lives.

The support, assistance and care from all staff and other parents has guided us through a daunting time to happy outcomes and a brighter future.

Our son and his siblings are in a safe space where they have become more connected and happier as well as developing new skills, making connections and developing their interests.

PlayConnect has provided my family with a community of support, a wealth of knowledge, and a place to call home.”

**Bronwyn Jeffrey,**  
PlayConnect mum  
Canberra



# BETTER START

## BETTER START

Connects  
families and  
children with  
disability  
to services  
through  
play-based  
events



## BETTER START

**35**

BETTER  
START  
EVENTS



Overall increase in  
attendance and coverage:

**54 % CHILDREN**  
**52% FAMILIES**

**89%** of families were satisfied  
with their Better Start event

**84%** said the event was  
valuable to them

**71%** said the event increased  
their connection to services

# PLAYGROUPS ARE FRIENDLY

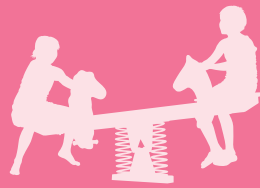
PLAYGROUPS  
ARE FRIENDLY



**110,801**

TOTAL NUMBER  
FAMILIES REGISTERED

PLAYGROUPS  
ARE FRIENDLY



**8,308**

PLAYGROUP  
VOLUNTEERS  
INVOLVED IN 7,961  
PLAYGROUPS AND  
PLAY EVENTS

“My husband and I have three children and we have all made some lifelong friends through playgroup. It is a ridiculously economical way to spend time with your kids and it very comfortably becomes a part of your routine.”

**Mother,**  
Coordinator Playtime Pals,  
Baulkham Hills

“Our playgroup has become my family’s ‘extended family’! We are all in it together”

**Playgroup parent,**  
SA

# FUTURE FOCUSSED

## WHAT DOES THE RESEARCH SAY?

Parents attend playgroup for:

Social connection

Play

Supporting understanding  
of childrens learning and  
socialisation

## WHAT DOES THE RESEARCH SAY?

Attending Playgroup:

Reduces social isolation

Increases community  
connection

Supports school readiness and  
achievement

## WHAT ARE THE KEY POLICY ISSUES?

Valuing and supporting parents  
to engage in early development  
of children – parents as first  
influencers

Outcome of playgroups  
multifaceted:

child development  
parent support and referral  
community cohesion  
community development

Social, economic and community  
contribution through playgroup  
participation

## WHERE DO WE SEE OURSELVES IN 10 YEARS?

More people connecting with  
playgroup

Increased diversity in  
playgroup models available in  
the community

Flexibility of models to reach  
more at-risk and vulnerable  
families

More research into the  
benefits of playgroup