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Celebrating International Day of Play with Playgroup

This International Day of Play, Playgroup Australia is celebrating the powerful role of playgroups in giving children the best start in life — and calling on all Australians to *Choose Play Every Day*.

"Play isn't a luxury — it's a necessity. And playgroups offer families a trusted, accessible, and joyful place to make play a part of everyday life," said Patricia O'Donovan, CEO of Playgroup Australia."

In today's busy world, parents and carers are under increasing pressure to "do it all." Between work, childcare, housework and mental load, making time for play can feel overwhelming — especially for families with limited support networks. That's where playgroups come in.

"Playgroup is a simple, effective way to prioritise play, connection and community — all in one place." said Ms O'Donovan.

How Playgroups Help Families Choose Play Every Day:

- Structured yet flexible: Regular sessions make play part of your routine, without the pressure of more formal programs.
- Developmentally rich: Children who attend playgroup regularly are 1.4x more likely to be developmentally on track by the time they start school.
- Building attachment: Playgroup supports positive parent-child interactions, which are crucial for building secure attachment — a key foundation for emotional wellbeing, resilience, and lifelong learning.
- Learning beyond the group: Activities at playgroup are simple, practical and easy to replicate at home — strengthening the home learning environment.
- Community connection: Playgroups help families feel less alone, creating local networks and lasting friendships.

International Day of Play provides global recognition that play is not only essential for children's development, but a fundamental right.

Playgroup Australia joins the global community in championing the value of play and encouraging families, communities, and policymakers to invest in opportunities that help children play, learn, and thrive.

There are playgroups in every state and territory across Australia. Choose play today and find one near you!

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