

NEWS RELEASE

Date: 04/02/2019

Playgroup NSW now has more than 25,000 family members across 80% of the postcodes in NSW



Playgroup NSW has announced reaching 25,000 families as members in NSW. This result is largely attributed to removing the \$39 annual membership fee mid-2018 and launching free membership for NSW families with children 0-5. It affirms Playgroup NSW's dedication to supporting families and strengthening local families and communities through playgroups across the state.

“We embrace the opportunity to increase participation and to make playgroups more accessible to families in NSW”, Nadene Lee, CEO, Playgroup NSW said. “In reaching this important milestone, we now have members in 80% of NSW postcodes and this moves us closer towards our vision of making playgroups accessible to all families with children 0-5 in NSW”.



Playgroup NSW programs include community-based, parent-led playgroups run by a network of over 1,000 volunteers, and supported playgroups run by experienced facilitators, who provide specialised support for vulnerable communities. These include children with a disability, Indigenous families, refugee families and more. “Plans for 2019 and beyond involve further expansion of services across a range of programs, including mobile play experiences, play dates, events, more digital interaction, and other activities, in conjunction with our partners across NSW” said Nadene Lee, CEO.

Research released by the Telethon Kids Institute (2016), shows the influence and impact of playgroups across Australia. It demonstrates that children who attend playgroup are half as likely to have developmental vulnerabilities when they start primary school. It further shows that children who attend playgroup during early childhood have significantly better development when they start school than those who do not attend playgroup. Nadene Lee highlights “This knowledge is behind Playgroup NSW continuing to advocate for playgroup participation to be a core component of a government policy framework for children aged 0-5 years, focusing on the gap in support for the first 1,000 days of life. It is promising that we have gained increased recognition and support in recent years”.

Parents with children 0-5 in NSW can access the free membership by visiting the Playgroup NSW website at playgroupnsw.org.au and registering as a new member.

About Playgroup NSW:

As the peak body representing playgroups across NSW, Playgroup NSW is part of a national federation. For over 45 years Playgroup NSW has supported children and families to come together for playgroups and other activities that promote early childhood development and build connections between families and in communities. Playgroup provides opportunities for children to explore, interact and play with other children, with the benefit of still being with their parent or carer, as they learn to interact and relate to other babies and adults in a safe environment.

playgroupnsw.org.au

Media Contact:

Sehr Minhas

Playgroup NSW

Marketing & Partnerships Manager

(02) 9684 9506 or 0431 147 793

sminhas@playgroupnsw.org.au

