How To Promote Your Playgroup

Promoting a playgroup works best when families see the message in several places: online, in trusted local services, and in everyday community spaces.
Keep the information simple, friendly and consistent so parents and carers can quickly understand who the playgroup is for, when it runs, where it meets and how to get in touch. Playgroup NSW can provide flyers and social media tiles for your playgroup, please contact us for support.

Flyers or Posters

Flyers and posters are useful because they reach families who may not be actively searching online.

Ask permission before displaying material and include a QR code if possible. Examples of places to display resources:

- Shopping centres
- Council buildings
- Local doctors' offices
- Schools
- Preschools/daycares
- Play centres
- Cafes where parents frequent
- Libraries, toy libraries and community centres
- Maternal and child health clinics, child and family health nurses or early childhood services
- Noticeboards at supermarkets, pharmacies, gyms, churches, neighbourhood centres or community halls

Social Media

Social media helps families discover the playgroup, ask questions and share details with friends. Use a warm, welcoming tone and post regularly so the group stays visible. Examples of places to promote on social media:

- Local community Facebook page
- Local parent or carer Facebook pages
- Respond to any enquiry in the local area about where local playgroups are/ what activity can I take my child to
- Ask local school/preschool/daycare to promote the playgroup on their social media
- Post clear details each week, including day, time, location, cost if any, age range, what to bring and contact details

- Share photos of activities, craft ideas or play spaces, making sure you have permission before posting images of children or families
- Encourage current families to like, comment on and share posts so they reach more local parents and carers

Local Partnerships

Local organisations can help spread the word to families you may not reach yourself. Start with one or two trusted contacts, such as a school, library, health service or community worker, and ask them to share your playgroup details.

- Introduce the playgroup to local schools, preschools, daycares and early learning centres
- Ask councils, libraries and neighbourhood centres to include the playgroup in newsletters, event calendars or community noticeboards
- Connect with family support services, allied health providers and community workers who may know families looking for social connection
- Invite local services to visit the playgroup occasionally, such as librarians, child health nurses or community safety teams

Word of Mouth

Personal recommendations are one of the strongest ways to grow attendance. Encourage existing families to invite a friend, neighbour or relative, and make new families feel welcome when they arrive.

- Offer a simple “bring a friend” invitation for current families to share
- Provide a short message families can copy and send by text or online
- Welcome new families personally and explain how the session works
- Follow up with families who enquire so they know they are expected and welcome

Community Events and Outreach

Look for opportunities to promote the playgroup at local events where families are already gathered. A small presence can help parents and carers put a friendly face to the playgroup before attending.

- Set up an information table at community fairs, school events, open days or library activities
- Offer a simple play activity, craft table or story time to show what families can expect
- Bring printed flyers with dates, times, location and contact details
- Promote any special sessions, such as messy play, music, cultural celebrations or visiting speakers

If you would like further support or guidance around how to promote your playgroup please contact Playgroup NSW on 1800 171 882 or admin@playgroupnsw.org.au