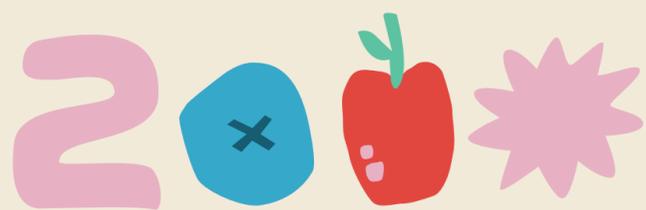




**Our National Playgroup Week  
Campaign for the**

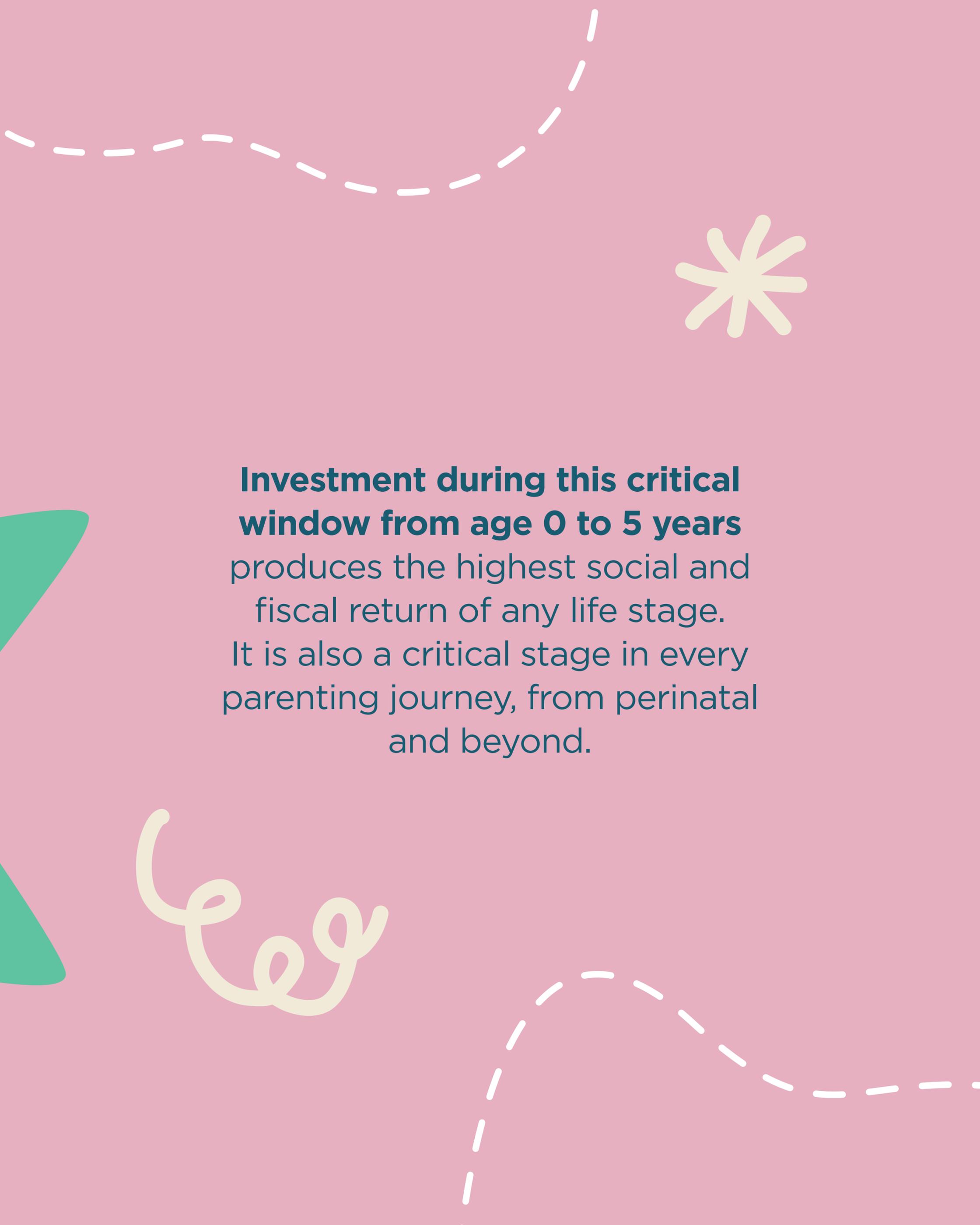
**FIRST 2000 DAYS**



A hand is blowing bubbles, with a brain visible in the background. The image is framed by a white dashed border. Two text boxes are overlaid on the right side: a pink one at the top and a teal one below it.

**Play For All  
means play  
for ALL.**

**The first 2,000 days  
of life** represent the  
most critical period for brain  
development, attachment  
formation, developmental  
trajectory and lifelong  
wellbeing.



**Investment during this critical window from age 0 to 5 years** produces the highest social and fiscal return of any life stage. It is also a critical stage in every parenting journey, from perinatal and beyond.

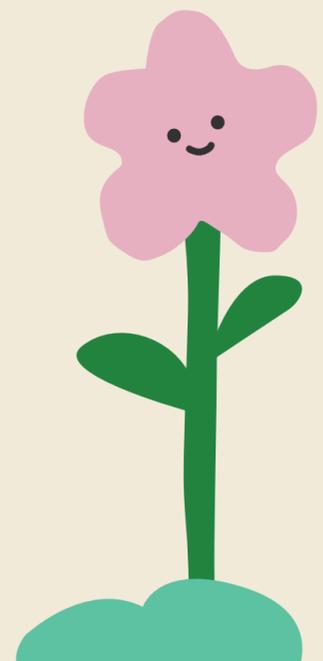


**Playgroups are Australia's largest universal early childhood prevention platform** outside formal systems, reaching families much earlier, more inclusively, in local communities, with little infrastructure investment and at lower cost than downstream interventions and services.



## **Through safe, relational, community led environments, playgroups:**

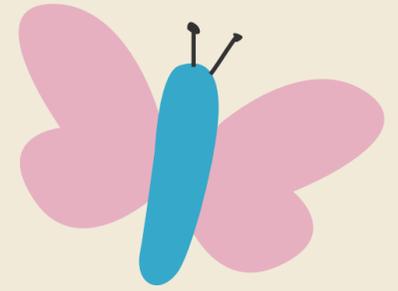
- ♥ strengthen child development,
- ♥ build parent capability,
- ♥ embed evidence based early interventions,
- ♥ improve earliest identification,
- ♥ connect families into the broader early years system
- ♥ are the glue between maternal, primary and allied health, ECEC, school, early childhood intervention and community services.





However, access, sustainability, system integration and workforce capability remain uneven. Without coordinated investment, Australia risks continued fragmentation, late intervention and rising demand across child protection, health, disability and education systems.





**Our Play for All campaign proposes a scalable, evidence-aligned prevention platform ensuring:**

- ★ Children are safe, visible and supported early
- ★ Families access universal, culturally responsive early years support
- ★ Developmental concerns are identified earlier
- ★ Parents are confident, connected and capable
- ★ Children of all abilities participate and thrive
- ★ A unified Playgroup Collective delivers quality, data and system integration and community services.



**We love who is coming to playgroup**, but we know many are not coming. The UN Convention on the Rights of the Child embed every child's right to play - and every adult was once a child. **Play For All** sees us focus on dads, kinship and foster carers, regional and remote families, marginalised cohorts and children in out of home care.



Investment in playgroups,  
peer support and parent  
capacity building in the  
**first 2,000 days** is an  
investment in prevention,  
productivity and long-term  
fiscal sustainability.



## OUR WHY



EVERY CHILD,  
EVERY FAMILY,  
EVERY COMMUNITY  
THRIVES IN THE FIRST 2,000 DAYS



## WHO WE ARE

**Playgroup NSW is an early childhood play, connection and support organisation.**

**Through play and co-participation we:**

- ★ Strengthen early childhood development
- ★ Build parent capacity and confidence
- ★ Create safe, welcoming spaces

By building **trusted relationships** early, we connect families to the supports they need, when they need them and support **prevention, early intervention** and **protection** during the critical first 2000 days of a child's development.

## OUR MAGIC

### PLAYGROUPS

We deliver a statewide network of community, supported, targeted and culturally specific playgroups that provide safe, inclusive early learning environments and reach families in the earliest years.

### PEER SUPPORT

We deliver evidence-based peer support programs that reduce isolation, strengthen parental mental health and provide connection and guidance for families navigating parenting and developmental challenges.

### PARENT CAPACITY

We partner with parents and carers as first teachers to build capacity, confidence and skills through early home learning initiatives, digital platforms, education programs and practical resources.

### PEAK BODY

We excel in strategic coordination, governance, workforce and volunteer development, evaluation, research partnerships and system level advocacy for quality and scalability across the playgroup sector statewide.





OUR IMPACT

**76,000+**  
**members**

650+  
PLAYGROUPS  
AND PEER  
SUPPORT  
WEEKLY

**700+ staff**  
**and volunteers**

120,000 HOURS  
OF SUPPORT  
A YEAR

**50+ years**  
**in operation**

99% POSTCODE  
COVERAGE

**Place based,**  
**community led**





# NATIONAL PLAYGROUP WEEK 2026



PLAY FOR  
ALL



16-22  
MARCH



Let's celebrate the first 2,000 days  
[www.nationalplaygroupweek.org.au](http://www.nationalplaygroupweek.org.au)



