

NEWS RELEASE

Date: 16/07/2018

Playgroup NSW announces arrival of major initiative for families with young children and babies.

Not-for-profit membership association, Playgroup NSW has launched a FREE membership model, a new initiative for families with children under 5 years old.

Playgroup NSW connects people to strengthen child, family and community wellbeing, through playing and building communities of support, and is aiming to provide these benefits to families of the 95,000+ babies born each year in NSW.

“We know parents and their young children, including babies, benefit from attending playgroup,” said Nadene Lee, Playgroup NSW CEO. “As part of Playgroup NSW’s vision to engage with 1 in 2 families with children 0-3 in NSW, and to give families with young children and babies an extra incentive to start going to playgroup, we’re offering free Playgroup NSW membership to NSW families for five years.”

Playgroup provides opportunities for children to explore, interact and play with other children, with the added benefit of having the reassurance that they are still with their parent or carer, as they learn to interact, share and relate to other babies and adults in a safe environment.

[Research released](#) in March 2016 from the Telethon Kids Institute, *It takes a village to raise a child: The influence and impact of playgroups across Australia*, shows that children who attend playgroup are half as likely to have developmental vulnerabilities when they start primary school. It further stated that children who attend playgroup during early childhood have significantly better development when they start school than those who do not attend playgroup.

For parents, weekly playgroup attendance provides the chance to meet parents in a similar situation, make new friends, learn from one another and develop a supportive local network.

An annual family Playgroup NSW membership was \$39 and now it’s completely free. It includes unlimited access to playgroups throughout NSW, comprehensive insurance that covers family members when attending Playgroup NSW affiliated playgroups and events as well as a range of discounts to entertainment and events for families with young children.



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

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About Playgroup NSW:

Celebrated its 45th anniversary in 2017, Playgroup NSW is a not-for-profit membership association that supports young children and their families to come together for playgroups and other activities that promote early childhood development and build connections between families and in communities.

Every year, more than 24,000 babies, toddlers and preschool aged children attend over 800 playgroups throughout the state affiliated with Playgroup NSW.

