



National Playgroup Week: Playgroup Activates Possibility **16 to 22 March 2026**

Thank you for supporting National Playgroup Week 2026, taking place from 16 to 22 March 2026. This year's theme, "Playgroup Activates Possibility," is a call to action to be open minded to new play opportunities and new connections. It's an invitation to show up at local playgroup, try a new activity or different type of playgroup and make the most of different possibilities to build playful, connected, communities.

Play Matters Australia are experts in play. For over 50 years, we have been helping families to build relationships, skills and confidence through play. We know play is not only fun, but it's essential for healthy development and lifelong wellbeing.

We run playgroups, music therapy services, parenting support and inclusion services and programs all over Australia that focus on the early years – from big cities to remote communities. We work alongside early childhood experts, organisations and community partners to build playful, connected communities.

Key Messages

- Playgroups empower families as their child's first teacher and provide community, connection and support networks.
- We embed research and evidence into our programs and playgroups, because we know play is vital in supporting children's development.
- Play Matters believes every family should have access to a play.
- Playgroups enrich the lives of families through the power of play
- Over 11,000 people participate in playgroups in Queensland every week, help us spread the word and grow this incredible network.

Social Media Guidelines

- Use the hashtag #NationalPlaygroupWeek and #PlayMattersAustralia to join the conversation
- Tag @PlaygroupAustralia and @PlayMattersAustralia
- Share the message of National Playgroup Week on LinkedIn and the power of play in early childhood development
- Include children's voices in your content – they are the best authority on what playgroup means to them!

Sample Post Content

Post 1:

National Playgroup Week is here, and we're celebrating the power of community, connection and play.

When families come together at playgroup, children discover new skills, new friendships and new opportunities to grow.

Playgroup activates possibility.

@PlaygroupAustralia @PlayMattersAustralia

#NationalPlaygroupWeek



Post 2:

Every playgroup session is a place where imagination expands, confidence grows and families find support.

This National Playgroup Week, we celebrate the everyday moments that spark lifelong learning and support early childhood development.

Playgroup activates possibility.

@PlaygroupAustralia @PlayMattersAustralia

#NationalPlaygroupWeek

Post 3:

From messy play to music, storytelling to outdoor adventures, cultural celebrations and diversity, inclusion and exploration, playgroups open the door to learning, belonging and joy.

Join us in celebrating the communities that make it all happen this National Playgroup Week.

Playgroup activates possibility.

@PlaygroupAustralia @PlayMattersAustralia

#NationalPlaygroupWeek

Post 4:

National Playgroup Week reminds us that playgroup can create and be the start of a community. It's where families and children find connection, support and a sense of belonging.

Playgroup helps to build playful, connected, communities.

Playgroup activates possibility.

@PlaygroupAustralia @PlayMattersAustralia

#NationalPlaygroupWeek

Media and Visual Resources

- Playgroup Flye Event Flyers
- Instagram Tiles
- Facebook/LinkedIn Tiles

All of these resources are available to download from the Play Matters Australia website here:
[National Playgroup Week | Play Matters](#)

Contact Information

For further assistance, please contact:

Jess Marsellos
Communications and Engagement Coordinator
Play Matters Australia
jmarsellos@playmatters.org.au
1800 00 7529

Thank you for helping us celebrate our amazing and diverse playgroup community! Your support ensures more families across Australia can benefit from the playful, connected opportunities playgroup provides!