



Advertising Kit

2022

About Playgroup Victoria

Playgroup Victoria is a peak body, not-for-profit, incorporated association committed to helping all Victorian families discover the benefits of playgroup. We advocate for the benefits of play in a child's early years of learning and act as support base for communities and families wanting to start and successfully run a playgroup. Since 1974, Playgroup Victoria has promoted, resourced, supported and encouraged families to connect and establish playgroups. Today, over 6,000 families attend more than 2,500 playgroup sessions each week in Victoria.





“What’s special about playgroups is that they are there for everybody. You don’t have to be a client of a service. There’s no eligibility criteria other than that you have a child in the appropriate age range so they are open, there’s no stigma.”

**- Professor Emeritus Dorothy Scott OAM,
Playgroup Victoria Patron**

What is playgroup

Playgroup is an informal gathering where parents, carers, babies and children aged zero to five years come together in a relaxed and friendly environment to connect, play and learn. Playgroup is an important step between birth and kinder, a vital developmental period where the foundations are laid for the years to come. With a focus on play, playgroup aims to enrich the early years, supporting all areas of development- physically, socially, emotionally and cognitively- in a nurturing and stimulating environment where their primary educators, their primary carers, are close by. Playgroup is also an important social connect for caregivers and families, providing a sense of belonging and support.

Why Partner with Playgroup

Playgroup is a thriving community, with lots of smaller communities welcoming families each week across Victoria and indeed Australia. Playgroups offer play-based activities and socialisation opportunities with significant social and mental benefits for both children and their caregivers, in a cost-effective environment. Through our community connections, Playgroup Victoria provides many opportunities to forge meaningful connections with families with young children and professionals working in the early years field right across Victoria.



MEMBERSHIP

8,073 

Family Members

1,162

Registered Playgroups

577

Professional Affiliates

PLAYGROUP DEVELOPMENT

522 

Partnerships with Local Professionals

40 A WEEK AVERAGE

Connections with Local Community Playgroups



32

Local Early Years/
Professional Networks

24

Local Community
Playgroup Networks

ONLINE CONNECTIONS

10,289

EMAIL SUBSCRIBERS

24,579

FACEBOOK FOLLOWERS

24,278

FACEBOOK PAGE LIKES

8,118

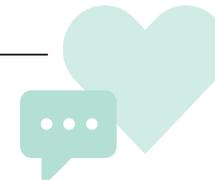
FACEBOOK GROUP MEMBERS

4,486

INSTAGRAM FOLLOWERS

17K

BLOG PAGEVIEWS



478,030

WEBSITE PAGEVIEWS

Pageviews are the total number of pages viewed. Repeated views of a single page are counted.

137,604

WEBSITE SESSIONS

A session is the period of time a user is actively engaged with the website.

90,220

WEBSITE USERS

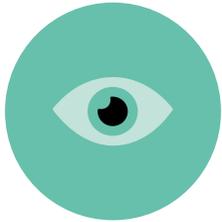
Users are those who have initiated at least one session during the period.

61,730

FIND A PLAYGROUP SEARCHES

*Data as of 30th June 2022

Playgroup Victoria Strategic Framework



VISION

All Victorians value and benefit from playgroup



PURPOSE

To advocate for playgroup to be recognised as integral to learning, development and wellbeing during the early years.

To support the empowerment of families to create community and nurture their children through relationships and play



VALUES

- Collaboration and knowledge sharing
- Integrity and ethical practice
- Reconciliation
- Innovation and excellence
- Diversity and inclusion
- Continual learning
- Compassion and empathy

STRATEGIES

- Increase awareness of the value and benefits of playgroup
- Improve pathways to increase access to the playgroup experience
- Strengthen the playgroup experience and the impact of playgroup
- Grow a (financially) sustainable organisation

Playgroup Victoria Values Explained

Collaboration and knowledge sharing

We actively seek out new and innovative practice from each other, stakeholders, and our community to improve our work. Together we focus on creating positive experiences and problem-solving to make this knowledge reusable. We create opportunities to share knowledge with our colleagues and our community. This helps us stimulate innovation and make better decisions faster.

Integrity and Ethical Practice

We act with integrity and are committed to upholding our values. We practice, encourage and support open communication. Staff are encouraged to be reflective practitioners who are authentic and transparent. We remain professional while also being personal in our work, building rapport and acknowledging what is important to one another. We respect the opinions of others and stand up for what we believe in, being respectful of each other's choices, rights, beliefs and preferences.

Reconciliation

Our organisation will work in a manner that will contribute to reconciliation with Aboriginal and Torres Strait Islander peoples. We promote and facilitate respect, trust and positive relationships between the wider Australian community and Aboriginal and Torres Strait Islander peoples.

Innovation and Excellence

We base our actions on new and emerging research and best practice. We strive for excellence in all our actions. We welcome new ideas, innovation and evolving practices as we continue to develop and change.

Diversity and Inclusion

We aim to build a workforce that represents our community in culture, background, ability, skills and experiences. We welcome and embrace difference and aim to reflect this in all our relationships, communications and initiatives. We recognise the learning opportunities of diversity.

Continual Learning

We are committed to always improving our work through learning new skills, ideas and concepts drawn from best practice research. We share our learning with colleagues and the professionals and families we support. Through continuous improvement we learn and create innovative programs.

Compassion and Empathy

Through an understanding and awareness of our biases towards experiences, feelings and emotions of others, we focus on understanding and responding with support, without trying to solve the pain and issues of others. We demonstrate this through relationship-centered practice. Through reflective practice we can better understand ourselves in order to understand and support others.



“I consider many of these families as my extended family, we are always there to support each other in times of need and hardship. I love seeing the children who began at the very start with us and hearing about them.”

- Elizabeth Vescio, Avondale Heights Grandparents Playgroup

“It’s not only a great learning tool for my kids but it’s a great support for me and I’m always learning new things from other parents”

“My son has delayed development and the play, interactions and learning he gets each week from playgroup has helped him reach more of his milestones as well as boost his confidence”

“My child had gained confidence in playing and interacting with other children. They have also developed their fundamental motor skills by using the equipment and play space available”



Member Profile

67.2% Are aged between 30-40 years

94.7% Identify as Female

67% Live in Metropolitan Melbourne

32% Live in Regional/ Rural Victoria

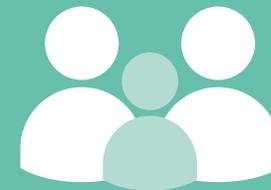
14.9% Identify as culturally and linguistically diverse

What is the most beneficial part of attending playgroup?

1. Enable children to have fun
2. Increased child’s social skills
3. Support my child’s development

Parents playgroup experience

1. Benefited child’s development
2. Increased connection with other parents
3. Increased social support network through developing friendships



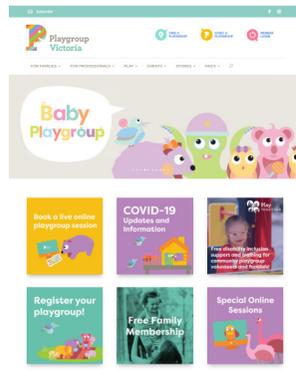
Partnerships and Collaborations

Aligning with shared interests and passions, we partnered with local and national organisations to promote play, playgroup, early years education and community spirit.



Opportunities to Connect with the Playgroup Community

Different platforms ensure successful brand activation

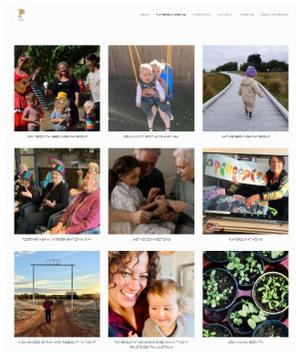


Website Homepage Feature

\$600 per four week period
\$200 per week (less than four weeks)

This includes call to action feature on website home page + link through of client choice.

**Custom web package deals available for longer periods of time, and/or for dedicated partner landing pages. Please contact us for further information.*



Advertorial on Blog

\$500 = an article tailored to you. This includes 2,500 words max, up to 10 images and up to 3 links of clients choice.

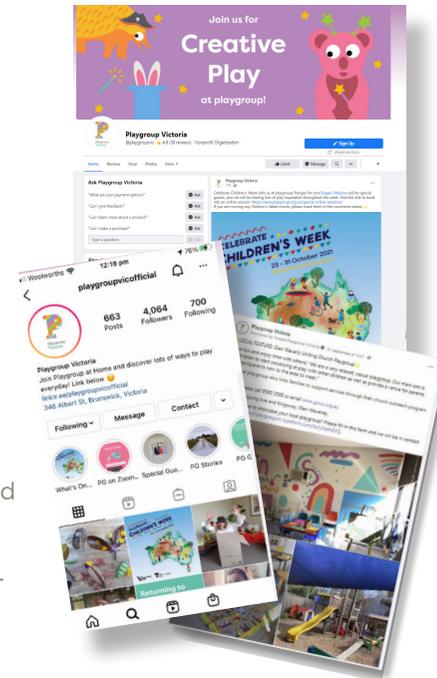
\$300 = A short write up or Q & A style interview. This includes 500 words max, up to 3 images and one link of clients choice.



Email Direct Marketing (EDM)

\$350 per Solus Email

\$65 Single feature in Monthly News Edition



Social Media Activity

INSTAGRAM

\$150 = 1 x post on grid
\$175 = 1 x post on grid + 3 x features on story across 24 hour period
\$30 = max of 3 features on instagram story across 24 hour period

Add ons

+ \$70 = To have your post pinned for 4 weeks
+ \$50 = For customised creation of artwork
+ \$125 = Customised Reel (video content must be provided by client)

FACEBOOK MAIN PAGE

\$150 = includes 1 x post on main page

FACEBOOK GROUP

\$50 = 1 x post on group only
\$70 = 1 x pinned post on group only

Add ons

+ \$50 = For customised creation of artwork

Please note: This does not include extra funds for boosted posts

***PLEASE NOTE: GST has NOT been included in any of the above pricing**



Playgroup Promotional Packages



One - Exclusive Web Feature

Featured Website page + Link through via home page x 3 months
 Feature in Monthly News Edition x 3 months
 Social Posts x 1 per month
 = **\$1450**



Two - Basic Web Feature

Website banner only on homepage x 1 month
 Social posts x 2 across 4 week period
 = **\$400**



Three - Advertorial Feature

1 x personalised article to be feature on our blog
 1 x feature in monthly news edition
 1 x social post to promote article only
 = **\$500**

Contact us to create a unique promotional package that suits you needs!

*PLEASE NOTE: GST has NOT been included in any of the above pricing



“I feel honoured to be a part of the Playgroup Victoria family. It makes me feel, for half an hour each time we connect, that I have others out there in the same place.”

- Mariana, Playgroup at Home attendee

For more information please contact:

Mylie Nauendorf

Marketing, Communications and Membership Manager

mnauendorf@playgroup.org.au

03 9388 1599 (ext 120)