



Advertising Kit

2023

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 Victoria

Playgroups help to form thriving communities. They exist in almost every community as part of the early years journey. Through our community connections, Playgroup Victoria provides many opportunities to forge meaningful connections with families and professionals working in the early years field right across Victoria.

Playgroups build social capital and connect with many different aspects of life. We believe in the power of play and the importance of relationships. 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.



MEMBERSHIP

7,173



Family Member Database

1,318

Playgroup Database

577

Professional Connections Database

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

15,855

TOTAL ACTIVE EMAIL SUBSCRIBERS

25,432

FACEBOOK FOLLOWERS

24,278

FACEBOOK PAGE LIKES

8,877

FACEBOOK GROUP MEMBERS

5,084

INSTAGRAM FOLLOWERS

12K

BLOG PAGEVIEWS



641,147

WEBSITE PAGEVIEWS

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

124,874

WEBSITE SESSIONS

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

56,721

WEBSITE USERS

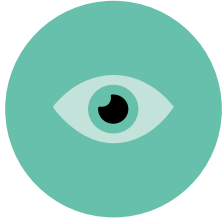
Users are those who have initiated at least one session during the period.

95,190

FIND A PLAYGROUP SEARCHES

*Data as of 1st May 2023

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

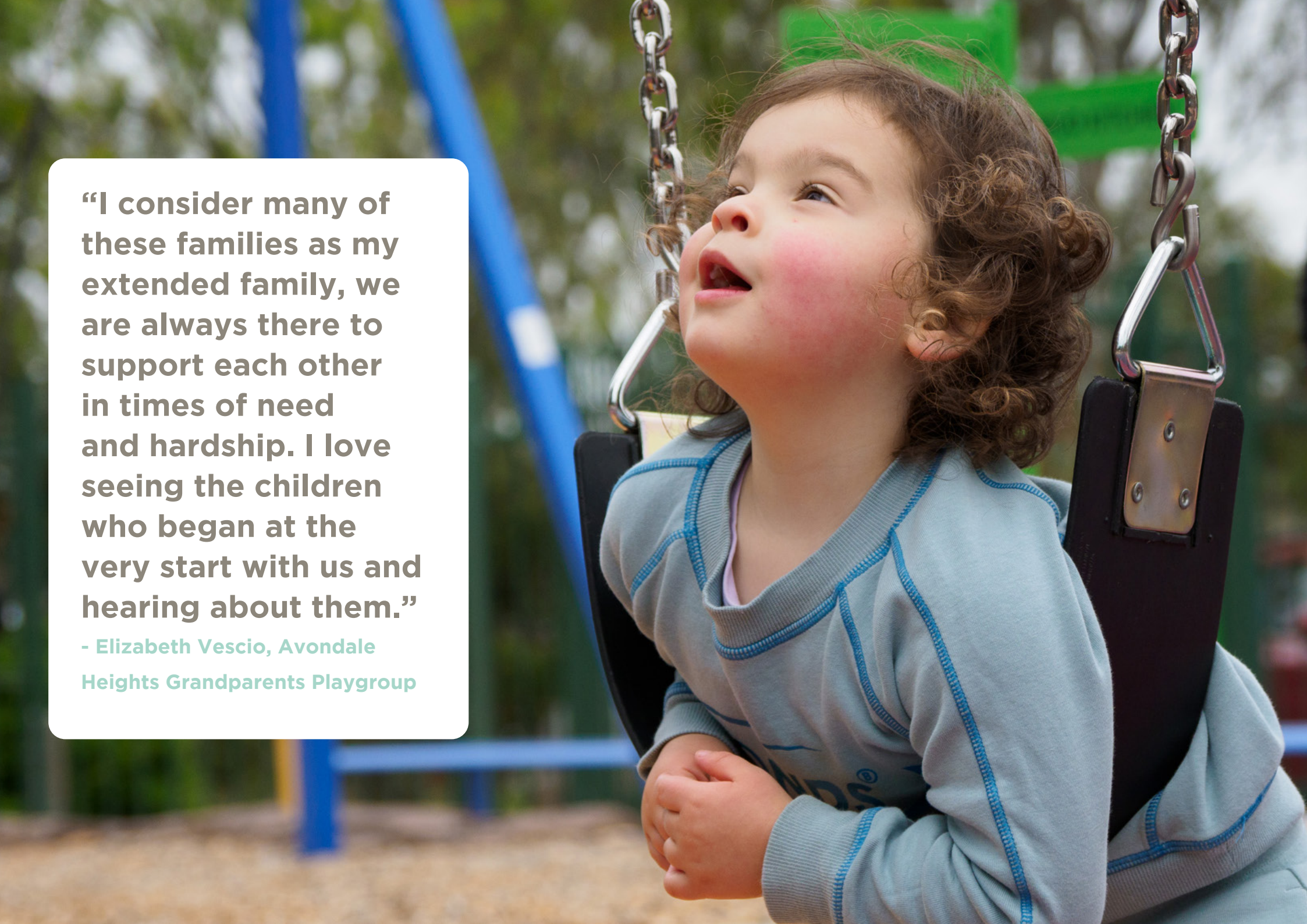
We aim to build a workforce that represents our community in culture, background, ability, skills and experiences. We welcome and embrace difference and aim to reflect this in all our relationships, communications and initiatives. We recognise the learning opportunities of diversity.

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.

A young child with curly brown hair is swinging happily on a swing set. The child is wearing a light blue long-sleeved shirt with blue trim. The background is a blurred park setting with green trees and blue swing set frames.

“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

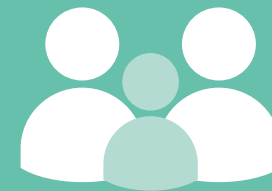
14.9% Identify as culturally and linguistically diverse

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

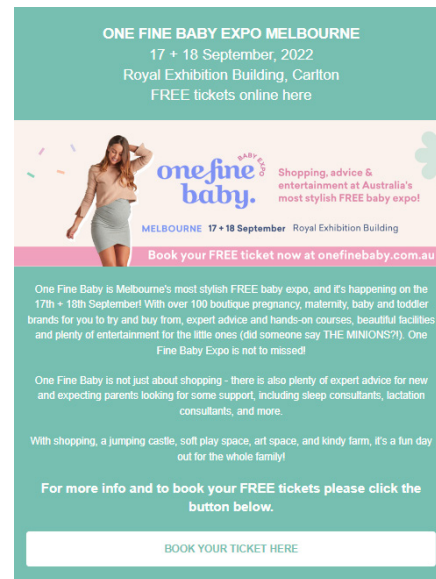
Aligning with shared interests and passions, we partner with local and national organisations to promote play, playgroup, early years education and community spirit.



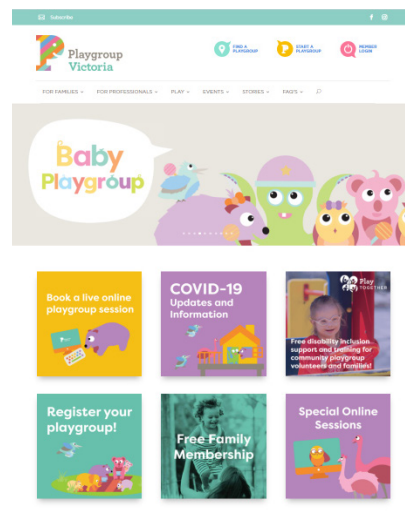
Opportunities to Connect with the Playgroup Community

Creating Successful Brand Activation

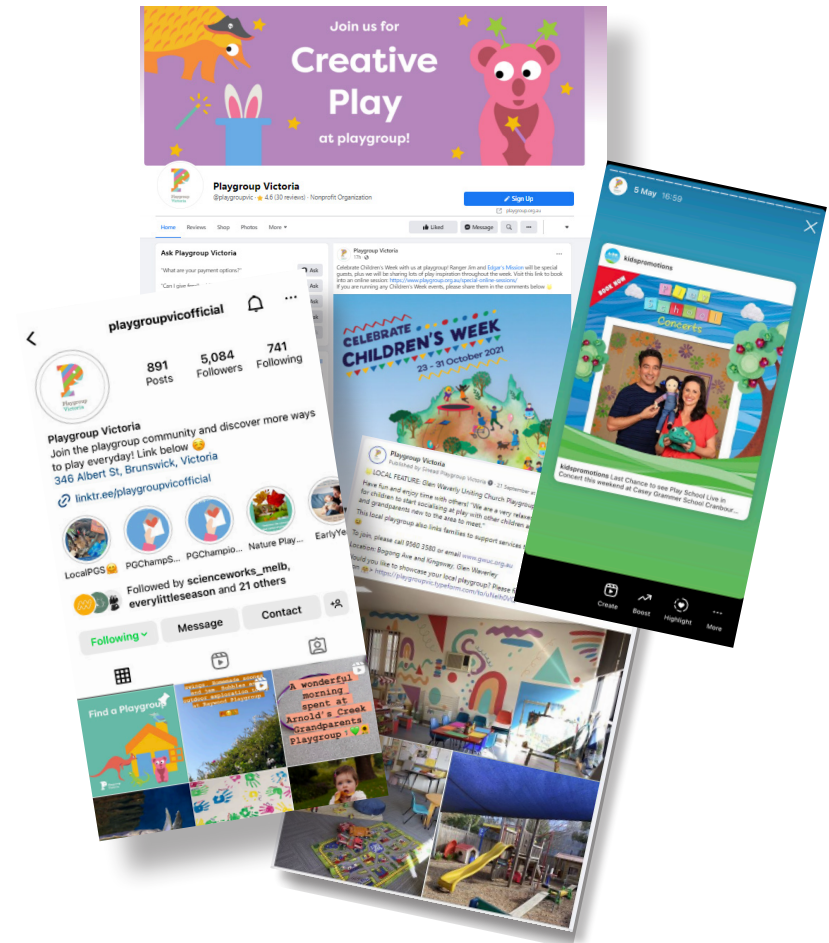
Email Direct Marketing



Advertorial on Blog



Website Homepage Feature



Social Media Engagement

Email Marketing and Web Advertising Rates

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

Placement	Cost
Solus Email	\$500
Top Feature in eNewsletter	\$85
Mention in eNewsletter	\$60

Placement	Description	Cost
Static Homepage feature (Per 4 week period)	This includes one image, a call to action feature on website home page + link through of client choice.	\$600
Dedicated Partner Landing Page (per 12 month period)	This includes one full website page dedicated to your brand, with content to be provided by the client. Brand logo will also be included on website homepage	\$2000
Leaderboard Ad Banner (Per 4 week period)	Banner to be placed at top of home page only	\$300

**Custom web package deals available. Please contact us for further information.*

Placement	Description	Cost
Full article feature	This includes a feature article tailored to your brand, up to 2,500 words, 10 images and max of 3 links of clients choice.	\$700
Short write up	This includes a short write up or Q&A style interview, 500 words max, up to 3 images and one link of clients choice.	\$350

**Custom blog advertorial deals available. Please contact us for further information.*

Email Direct Marketing (EDM)

Total Subscriber Database = 15,855

Average Open Rate = 39.1%

Average Click Rate = 2%

Data accurate as per time period 01/01/2023 - 01/05/2023

Website

Total Pageviews = 641, 147

Total Website Users = 56,721

Data accurate as per time period 01/05/2022 - 01/05/2023

Blog Advertorials

Total Pageviews = 12,000

Total Unique Visitors = 5,400

Data accurate as per time period 01/05/2022 - 01/05/2023

Social Media Advertising Rates

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

Instagram - Grid

Total Follower Database = 5,084

Average Accounts Reached per month = 3,376

Placement	Cost
Instagram static post	\$130
Instagram pinned post (4 week period)	\$200
Instagram video/reel	\$150
Instagram pinned video/reel (4 week period)	\$220

Facebook - Main Page

Total Follower Database = 25,432

Average Post Reach per month = 14,636

Placement	Cost
Facebook main page static post	\$130
Facebook main page pinned post (over 4 week period)	\$200
Facebook video post	\$150
Facebook pinned video (4 week period)	\$220

Instagram - Story

Total Follower Database = 5,084

Average Accounts Reached per month = 3,376

Placement	Cost
2 Features (one week period)	\$50
5 features (2-4 Week period)	\$150
10 features (4-8 week period)	\$300

Facebook - Private Group

Total Member Database = 8,877

Placement	Cost
Facebook group post	\$50
Facebook group pinned post (over 4 week period)	\$120
Facebook group video post	\$70
Facebook group pinned video (4 week period)	\$150

**All social media data accurate as per May 2023*

Promotional Package Options



Package One - Basic:

- 1 x Solus Email
- 1 x mention in monthly newsletter
- 1 x post on Instagram grid
- 5 x features on Instagram story over 4 weeks
- 1 x post on Facebook main page over 4 weeks

Full price = \$995

Discounted Package Price = \$895

Package Two - Plus:

- 2 x Solus Emails sent across 4 - 8 weeks
- 2 x mentions in monthly newsletter across 8 weeks
- 1 x static post on Instagram grid - pinned for 4 weeks
- 1 x reel or video post on Instagram grid
- 10 x features on Instagram story over 4 - 8 weeks
- 1 x pinned post in Facebook closed group over 4 - 8 weeks
- 2 x posts on Facebook main page over 4 - 8 weeks

Full price = \$2200

Discounted Package Price = \$1985

Package 3 - Premium:

- 2 x Solus Emails sent over 4 - 8 weeks
- 2 x mentions in monthly newsletter over 8 weeks
- 1 x static post on Instagram grid pinned for 4 weeks
- 1 x reel or video post on Instagram grid
- 10 x features on Instagram story over 4 - 8 weeks
- 2 x posts on Facebook main page over 4 - 8 weeks
- 1 x pinned post in Facebook group over 4 - 8 weeks
- 1 x Feature on website home page + link through of client choice over 4 - 8 week period
- 1 x Advertorial on Blog - Short write up or Q+A interview max 500 words

Full price = \$3150

Discounted Package Price = \$2840

Contact us for more information on other suitable promotional packages or to create a unique package that suits you needs!

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



“For many families, playgroup has greatly assisted in breaking down the walls of isolation. Going to playgroup and volunteering within their community gives people a sense of purpose outside of their homes and day to day lives.”

- Sheridan Milburn, Mother and Playgroup Membership Experience Officer

For more information please contact:

Mylie Nauendorf

Marketing, Communications and Membership Manager

mnauendorf@playgroup.org.au

03 9388 1599 (ext 120)