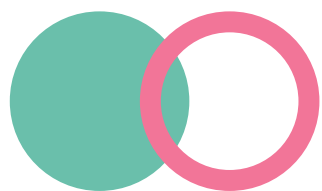




Better Together
Cultivating Connections



Playgroup
Conference
2026

Sponsorship Prospectus

The Playgroup Conference

25th - 26th March 2026

 playgroup.org.au

 1800 171 882

 TM
Playgroup
Victoria

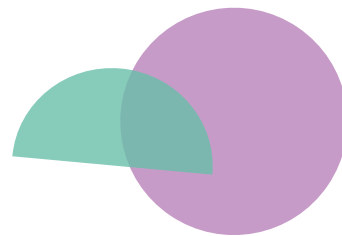
It gives us great pleasure to invite you to invest in the 2026 Playgroup Conference - *Better Together, Cultivating Connections*

“The whole is greater than the sum of its parts.” Much like Aristotle who came before us, we understand the power of collaboration. Collaboration, big and small, creates stronger, more connected communities. Collaboration connects families and children, supporting the heartbeat of our collective.

Playgroups, like the communities they serve, are unique.

They provide the foundations for children, parents, and carers to build strong relationships and a lasting sense of togetherness. Our 2026 Playgroup Conference will celebrate the power of shared knowledge and collective insight, with an engaging program of keynote speakers and plenary presenters. Conference themes to include:

- Family and Community Partnerships
- Professional Collaboration
- Group Dynamics in Playgroups
- Collective Action
- Respecting Roles and Expertise
- Togetherness at Playgroup



We invite you to partner with us by sponsoring the 2026 Playgroup Conference, to be held at the Melbourne Convention and Exhibition Centre. The event will attract approximately 450 delegates, including playgroup facilitators, early years managers and leaders, community playgroup coordinators, early childhood educators, and government policy-makers.

As a sponsor, you will have a valuable opportunity to connect directly with delegates, raise your profile, and demonstrate your commitment to strengthening early years communities. Your support will also help us reduce financial barriers and ensure more professionals can attend.

Our sponsorship packages reflect the theme Better Together and are designed to engage a wide range of organisations that support playgroups and early years development. We look forward to partnering with you to showcase the important role of playgroups in building a connected, inclusive, and effective early years system.

Please don't hesitate to get in touch to discuss sponsorship opportunities, including tailored packages to suit your organisation.

Kind Regards,

Danny Schwarz
Playgroup Victoria CEO



The 2026 Playgroup Conference

An Overview

What:

The 2026 Playgroup Conference. This year's theme is *Better Together, Cultivating Connections*. [Read our theme overview HERE](#)

When:

Wednesday 25th - Thursday 26th March 2026

Where:

Melbourne Convention and Exhibition Centre - 1 Convention Centre Place, South Wharf

Who:

The Playgroup Conference welcomes educators, facilitators, academics, advocacy groups, families and all those who have a link to the early years community. More specifically, attendees may include:

- Local government staff members (including early years and family service teams and community strengthening teams)
- Family and community service workers
- Maternal and Child Health Nurses and coordinators
- Policy makers
- Political stakeholders that are connected and influential in the Early Years sector
- Advocacy and Early Years reference group members
- Students undertaking post graduate studies in child and family health
- Child and family health program coordinators
- Aboriginal health practitioners
- Academics who work in the early years field
- Playgroup facilitators and support workers
- Family violence prevention practitioners
- Family therapists
- Playgroup volunteers





Playgroup
Conference
2026

Better Together

Cultivating Connections

The power of collaboration, big and small, creates stronger, more connected communities. Collaboration strengthens bonds between families and children. At the 2026 Playgroup Conference, we will celebrate playgroup, with a focus on why people are Better Together.

The 2026 Playgroup Conference theme emphasises that we achieve more when we work together - *It Takes a Village*. Whether families partner with practitioners, organisations collaborate with other organisations, organisations collaborate with communities, or professionals join forces with researchers and policymakers, the goal is to build authentic, respectful relationships that benefit everyone involved.

Playgroups are unique within the community - places where togetherness can be embraced and thrives. Playgroups are much more than just a place for children to play - they are vibrant spaces where relationships are built, ideas are exchanged and communities grow.

By focusing on collaboration, our *Better Together* theme highlights how playgroups can serve as a foundation for collective action that addresses broader social issues, all while supporting families in their parenting roles and children in their early years. The capacity to support children and families is enhanced further when professionals partner with other services - combining their efforts and resources for the greater good.

Join us at the 2026 Playgroup Conference as we celebrate the strength of working together. Let's support and empower families and build stronger communities, one partnership at a time!



“Partnerships and collaboration are the heartbeat of our mission. When we come together - sharing our strengths, sparking innovation and uniting our resources - we unlock powerful possibilities and create lasting, positive change for families.”

- LEANNE DHAMI, PLAYGROUP VICTORIA DEVELOPMENT MANAGER



The History of the Playgroup Conference

The first Playgroup Conference was held in 1991. This landmark event brought together members of the early years sector around key themes such as children's safety and parenting. It marked a significant milestone in uniting playgroup associations across Australia and fostering national collaboration.

Since then, playgroup conferences have been held regularly in Victoria. In 2012, the conference explored the theme: *Laying the Foundations*, which brought together 200 community playgroup leaders from across the state. The focus at that time was on sharing ideas and innovations to help playgroup leaders grow and thrive.

Over the years, the conference has evolved to target a broader audience of professionals working in the playgroup sector - from family-facing practitioners to policymakers and sector leaders. Within Victoria, it remains the only professional gathering dedicated specifically to playgroup practitioners - and is the only playgroup-specific conference of its kind in Australia.

In 2024, the Playgroup Conference was bigger than ever, attracting speakers and delegates from across the country. The event sought to highlight the powerful impact of playgroups, creating opportunities to support, empower and foster learning within Australian families.

Attendees represented a diverse cross-section of the early years sector, including supported playgroup facilitators, local council staff working with families, maternal and child health nurses, postgraduate students in child and family health, program coordinators, health practitioners, early years academics, family therapists and volunteers.



The 2024 Playgroup Conference

Generations of Play

The 2024 Playgroup Conference, proudly supported by the Minderoo Foundation, was held on 20–21 November 2024 at Novotel Preston and marked Playgroup Victoria's 50th anniversary. The event brought together early years professionals, playgroup facilitators, educators, health practitioners, academics, volunteers, and advocates.

The Honourable Lizzie Blandthorn MP, Minister for Children and Minister for Disability, officially opened the conference, which featured keynote speakers, a panel discussion, practical workshops, and Communities of Practice sessions. These offered valuable insights into best practices in early childhood development and fostered connections between professionals across different regions.

A vibrant exhibitor space encouraged networking and knowledge sharing among like-minded organisations. A special gala dinner celebrated five decades of impact, showcasing archival footage, photographs, and stories from across the playgroup community.

Reflecting a shared commitment to helping all Australian children thrive, the conference – the only playgroup-specific professional event in Victoria and Australia – reaffirmed the vital role of playgroups in building strong, connected communities.

[View the 2024 Playgroup Conference Highlights Here!](#)



2024 Playgroup Conference Snapshot



**3 Keynote
Speakers**



**12
Breakout
Presentations**



**4
Communities
of Practice**



**4
Master-
classes**



**20
Exhibitors**



**430
Delegates**



**Gala Dinner
Celebrating
50 Years of
Playgroup
Victoria**



The Conference Experience

“I have been a youth services librarian in public libraries for 35 years. I have always come from a literacy perspective, this conference flipped my mind set. It took me back to play and to learn through play, I learned a whole new concept, I wanted to do more... I loved it.”



“The conference had a lovely warm atmosphere with all those visiting and presenting passionately invested in the playgroup and wider early childhood space. So many conferences are geared at academics or senior management level. I love that this one really targets and engages the practitioner. My whole team loves attending every year and comes back inspired and motivated from the presentations and the informal discussions they have with other practitioners in the room.”



“I absolutely loved the hands-on sessions that leave you feeling inspired to share with families.”



2026 Sponsorship Package Options

| | Diamond Package Major Sponsor | Platinum Package | Gold Package | Exhibitor |
|--|----------------------------------|------------------|----------------|-------------------------------------|
| Number of packages available | 1 | 2 | 4 | 25 |
| Investment | \$25,000 | \$15,000 | \$5,000 | Packages starting from \$750 |
| BRAND EXPOSURE | | | | |
| Logo and bio featured in the conference program | ✓ | | | |
| Logo placement in the conference program | ✓ | ✓ | ✓ | ✓ |
| Logo featured in all conference promotional material | ✓ | | | |
| Logo and bio displayed on conference registration website: This includes hyperlink to company website | ✓ | ✓ | | |
| Logo featured in all conference email marketing | ✓ | | | |
| Logo featured on Playgroup Victoria's website: This includes hyperlink to company website | ✓ | | | |
| Custom feature article published on the Playgroup Victoria blog: This includes a custom article tailored to your brand, up to 1,000 words, 6 images and max of two links of sponsors choice | ✓ | | | |
| Q&A interview published on the Playgroup Victoria blog: This includes a short Q&A style interview, 500 words max, up to 3 images and one link of sponsors choice | ✓ | ✓ | | |
| Social media promotion (Tiered options, see below for more detail) | ✓ | ✓ | | |
| ADVERTISING AND PROMOTION | | | | |
| Exclusive email marketing: This includes 1 x exclusive solus EDM + features in all conference email marketing | ✓ | | | |
| Top feature in monthly newsletter: This includes x 1 top feature in a newsletter edition across the conference promotional period | ✓ | | | |
| Mention in monthly newsletter: This includes x 1 mention in a newsletter edition across the conference promotional period | ✓ | ✓ | | |
| Exclusive social media promo: This includes 3 x Instagram posts, 3 x Facebook posts, 2 x LinkedIn posts across the conference promotional period | ✓ | | | |
| Basic social media promo: This includes: 1 x Instagram post, 1 x Facebook posts 1 x LinkedIn post across the conference promotional period | | ✓ | | |
| EVENT INVOLVEMENT | | | | |
| Acknowledgement by the conference MC at the start of conference | ✓ | ✓ | ✓ | |
| Opportunity to present at the conference during morning address and/or welcome reception drinks. | ✓ | ✓ | | |
| Display of freestanding banners at conference (Tiered as per package) | 3 | 2 | 1 | 1 |
| Sponsorship branding on digital door signage (where applicable) | ✓ | ✓ | | |
| Stall in exhibition area of conference: This includes one trestle table, space for one pull-up banner, and access for two staff members. Available for either one or two days of the conference. | ✓ | ✓ | ✓ | ✓ |
| Logo and weblink displayed as sponsor/exhibitor in conference program | ✓ | ✓ | ✓ | ✓ |
| NETWORKING OPPORTUNITIES | | | | |
| Full access to delegate contact details (subject to delegate consent) | ✓ | | | |
| Exclusive access to networking events to connect with key stakeholders, attendees, or industry leaders | ✓ | ✓ | ✓ | ✓ |
| HOSPITALITY AND TICKETS | | | | |
| Complimentary conference tickets (Tiered as per package) | 4 | 3 | 2 | |
| Complimentary welcome reception drinks ticket (Tiered as per package) | 4 | 3 | 2 | 2 |
| Accommodation: 1 room - overnight during conference event time frame. Local hotel of Playgroup Victoria choice. | 4 | 3 | | |

Diamond Sponsor

1 package available
\$25,000 incl GST



Attendance and Involvement

- Acknowledgement by the conference MC at the start of the conference
- Opportunity to present at the conference during morning address and welcome reception drinks
- 4 full conference tickets, including access to the Day 1 Networking Reception
- Accommodation (1 night, up to 4 people. Playgroup Victoria's choice of hotel)
- Exclusive opportunity to meet with Playgroup Victoria Board and VIP's

Exhibition Involvement

- Opportunity for placement within the exhibition area. This includes 1 x table and space for 1 x pull-up banner and 2 of your staff members

Conference Branding and Advertising

- Logo placement on conference marketing collateral (delegate program, conference app, emails, all marketing material and registration website, including hyperlinks where possible)
- Corporate profile included in the conference program and on the conference registration website
- Display of up to 3 freestanding banners at the conference
- Logo branding on signage at the conference (where possible)

Digital Reach and Promotion

- Logo featured on Playgroup Victoria's website homepage, including hyperlink to sponsor's website
- Custom feature article published on the Playgroup Victoria blog (feature article max 1000 words, up to six images and two hyperlinks)
- Q&A interview with a representative from the sponsor organisation, published on the Playgroup Victoria blog
- Exclusive email marketing, including top feature and mention in Playgroup Victoria monthly newsletter edition (during the conference period)
- Exclusive social media promotions (including Instagram, Facebook and LinkedIn)
- Access to delegate contact list (subject to delegate consent)

Platinum Sponsor

2 packages available
\$15,000 incl GST



Attendance and Involvement

- Acknowledgement by the conference MC at the start of the conference
- Opportunity to present at the conference during morning address and welcome reception drinks
- 3 full conference tickets, including access to the Day 1 Networking Reception
- Accommodation (1 night, up to 3 people. Playgroup Victoria's choice of hotel)
- Exclusive opportunity to meet with Playgroup Victoria Board and VIPs

Exhibition Involvement

- Opportunity for placement within the exhibition area. This includes 1 x table and space for 1 x pull-up banner and 2 of your staff members

Conference Branding and Advertising

- Logo placement on conference marketing collateral (delegate program, conference app, emails, all marketing material and registration website, including hyperlinks where possible)
- Corporate bio included in the conference program and on the conference registration website
- Display of freestanding banners at the conference
- Logo branding on signage at the conference (where possible)

Digital Reach and Promotion

- Q&A interview with a representative from the sponsor organisation, published on the Playgroup Victoria blog
- Mention in Playgroup Victoria monthly newsletter edition (during conference period)
- Exclusive social media promotions (including Instagram, Facebook and LinkedIn)

Gold Sponsor

4 packages available
\$5,000 incl GST



Attendance and Involvement

- Acknowledgement by the conference MC at the start of the conference
- Opportunity to present at the conference during morning address and networking sessions
- 2 full conference tickets including access to Day 1 Networking Reception

Exhibition Involvement

- Opportunity for placement within the exhibition area. This includes 1 x table and space for 1 x pull-up banner and 2 of your staff members

Conference Branding and Advertising

- Logo placement on conference marketing collateral (delegate program, conference app, emails, all marketing material and registration website, including hyperlinks where possible)



SPONSOR BENEFITS IN DETAIL

Exhibitor

25 packages available

One-Day Package:

Not-for-Profit: \$750 incl. GST

Commercial: \$1,500 incl. GST

Two-Day Package:

Not-for-Profit: \$1,000 incl. GST

Commercial: \$1,750 incl. GST

Exhibitors have the option to exhibit for one day or across both days. The exhibition space is located in the main foyer of the venue, offering high visibility and central access for delegates. Delegates will be encouraged to explore the space during registration and all scheduled refreshment breaks, ensuring maximum exposure and networking opportunities.

All Exhibitor Packages Include:

- One trestle table and two chairs (supplied)
- Space for one pull-up or freestanding banner
- Refreshments, catering and access to welcome reception drinks for two nominated representatives
- Logo placement in the conference program and on the registration website
- Logo, description and hyperlink in the conference app
- Opportunities to network with other exhibitors prior to the conference
- Access to conference branding assets to promote your participation

Please note: Exhibitor packages do not include access to workshops, breakout rooms, or presentations. If you wish to attend these sessions, a separate delegate ticket must be purchased.



Other Ways to Contribute

There are other meaningful and high-impact ways to get involved and make your mark at the 2026 Playgroup Conference. Support the sector, grow your brand presence, and demonstrate your commitment to the early years through one of these targeted contribution opportunities.

REGIONAL CONFERENCE ATTENDEE SPONSOR

Help bridge the distance. Contribute to our Regional Fund to support professionals living in rural and remote areas of Australia. Your donation will help cover the cost of accommodation, travel, and conference attendance—ensuring vital regional voices are heard and included in the conversation.

COMMUNITY PLAYGROUP LEADER SUPPORTER

Champion our community heroes. Donate to the Community Fund to provide volunteer playgroup leaders across Victoria with access to the conference. Your support will allow these passionate individuals to expand their knowledge, connect with others, and bring new energy back to their playgroups.

MERCHANDISE FOR DELEGATES

Put your brand in their hands. Contribute to high-quality, sustainable, and useful merchandise that delegates will appreciate and remember. Choose from items like drink bottles, keep cups, pens, notepads, mindfulness cards, or suggest your own. All items can be co-branded with your logo for extended visibility well beyond the event

COFFEE CART SPONSOR

Brew up some goodwill. Become an exclusive Coffee Cart Sponsor and keep our delegates caffeinated, energised, and ready to engage. Your brand will be prominently displayed at the cart - one of the most visited and loved spaces at any conference! This is a fantastic opportunity to create a positive, feel-good association with your organisation while fuelling connection and conversation.

Each of these contributions is an opportunity to connect, give back, and be seen as a valued supporter of the early years sector. Do you have your own idea of how you can contribute? Let's work together to create a meaningful and memorable experience - Better Together.

To discuss customised sponsorship opportunities please contact Playgroup Victoria CEO Danny Schwarz - dschwarz@playgroup.org.au



Why Sponsor the 2026 Playgroup Conference?

The 2026 Playgroup Conference offers a unique opportunity to align your organisation with a trusted, community-focused event that champions connection, collaboration, and the wellbeing of families and children in the early years. By becoming a conference sponsor, you will:

Align with Purpose

Position your brand alongside a respected not-for-profit committed to strengthening families, promoting inclusion, and supporting communities through the power of play. The 2026 conference theme, *Better Together: Cultivating Connections*, reflects the vital role your organisation can play in nurturing meaningful partnerships that drive positive change.

Reach an Engaged, Targeted Audience

Gain exposure to a highly engaged and diverse audience of early years professionals, practitioners, policymakers, and community leaders. With attendees from across Victoria and Australia, your message will reach those who are directly involved in shaping and delivering early childhood services.

Build Valuable Relationships

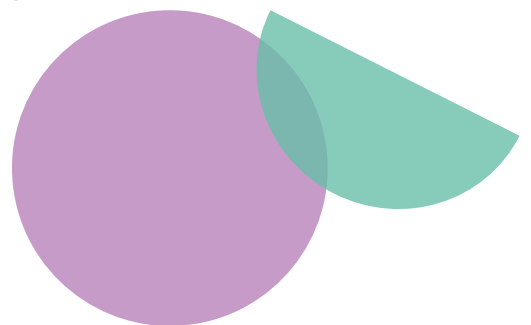
Network with influential stakeholders across sectors including health, education, community services, and government. This is a chance to make authentic connections, showcase your initiatives, and contribute to the ongoing conversation about best practice in early years support.

Enhance Your Brand Reputation

Demonstrate your organisation's commitment to family and community wellbeing. Your support will be seen as an investment in the future of children and families, helping you build goodwill and brand loyalty within a values-aligned audience.

Join us in cultivating connections and championing community. Sponsor the 2026 Playgroup Conference and be part of something better—together.

For any further information or to discuss sponsorship opportunities please contact Playgroup Victoria CEO Danny Schwarz - dschwarz@playgroup.org.au





We acknowledge the traditional owners of country throughout Australia and their continuing connection to land, sea and community and we pay our respect to them, their cultures and to the elders past and present.