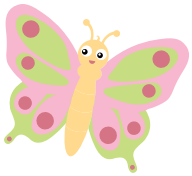
A Short Guide to Running a

Baby Playgroup



A baby playgroup is one in which babies and their parents or carers can connect, play and learn together in a calm, welcoming environment. They're designed specifically for families with children in the first year of life.

These playgroups provide opportunities to build relationships, share experiences and support early development while caregivers build confidence and social connections.



Playgroup Space

- Create a calm and comfortable environment.
- Provide clean floor space with soft mats, rugs or blankets for tummy time and movement.
- Offer flexible seating, including floor cushions for adults.
- Ensure the space is warm, safe and easy to access with prams.
- Reduce loud noises and unnecessary distractions.
- Provide a quiet area for feeding, settling or resting if possible.

Partnerships and Promotion

- Partner with maternal and child health services, libraries and early years services.
- Connect with local parenting groups, family services and community centres.
- Promote through maternal and child health nurses, libraries and word of mouth.
- Share information through local parenting networks and social media.

Toys, Resources and Activities

- Provide soft toys, rattles, balls and sensory materials with different textures.
- Consider using board books, cloth books and simple picture books.
- Bring mirrors, which allow babies to explore faces and movement.
- Include songs, nursery rhymes and gentle movement activities in sessions.
- Provide opportunities for tummy time, reaching, grasping and rolling.
- Other potential activities include sensory play using scarves, bubbles, water play or natural materials.
- Simple parent-child interactions such as peek-a-boo, talking and face-to-face play are also good additions to your session.
- Follow each baby's cues and allow time for feeding, sleeping and settling as needed.
- Visit your local Toy Library for resources

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An Important Note

Babies develop at their own pace and have different temperaments, routines and needs. Create a flexible environment where families feel comfortable to participate in a way that suits them.

Support parents and carers to tune into their baby's cues and enjoy simple, responsive interactions. Everyday moments such as talking, singing and cuddling are powerful ways to support development.

Baby playgroups can be especially valuable for reducing isolation and helping new parents and carers build confidence and connection.

For more advice and resources, register your playgroup!

More Information

Raising Children Network

Australia's most reliable online resource for information on baby development, play and parenting.

PANDA - Perinatal Anxiety & Depression

Supports the mental health of parents and families during pregnancy and in their first year of parenthood

Pregnancy, Birth and Baby

Australian federal government website providing information on your baby's growth and development.

Your Local Library

Visit your local library, or check their website, for baby rhyme time sessions and early literacy resources.



Connect with us!

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