



Playgroup is good for the economy and good for children

Playgroup Australia is pleased to share the results of latest research which provides an economic analysis of Community Playgroups. We commissioned an independent Cost Benefit Analysis (CBA) to answer the question, “*Do Community Playgroups add to the net economic wellbeing of society?*”. The answer is a resounding yes - Community Playgroups not only support early childhood development and strengthen families; but that they have long-term positive impacts for the economy.

Economists Emeritus Professor Anne Daly, and Dr Greg Barrett along with researcher Rhian Williams took a rigorous approach to identifying and assigning values to the costs and benefits arising from Community Playgroups. They found that investing in Community Playgroup helps improve emotional wellbeing and physical health, capacity and independence, more engaged education experiences, reduction of isolation and an increase of social inclusion, all which have substantial economic benefit to Australia.

Every dollar invested in
Community Playgroups across
Australia delivers \$3.60 in
benefits.*



Cost Benefit Analysis of Community Playgroup
playgroupaustralia.com.au

“Community playgroups provide benefits to both pre-school children and their caregivers. By providing opportunities to play, share and develop parenting skills and social networks. According to the results of this study, the estimated benefit of these Community Playgroups is \$3.60 for every \$1 spent in supporting them. This shows they are a highly effective use of Government resources.”

– Professor Anne Daly

The report provides further evidence that investing early in the lives of children and families has the greatest impact on long term economic outcomes and overall wellbeing. Community Playgroups are volunteer led and welcome children from birth to five years, with most families participating until their child enters the formal education system or both parents return to work. Strong evidence already exists for the value of investing in early childhood education and this research makes it clear that investing in playgroup is a very sound investment - in people and in the economy.

By highlighting the economic benefits of Community Playgroup, we are building the evidence base for the value of playgroup programs. Community playgroups are good for the economy, they are good for children, and good for parents. That makes them good for Australia. The more we do to support more Australian families to share the benefits of community playgroup participation, the better for everyone.

“Since joining Playgroup Australia 12 months ago, I have had the benefit of visiting many Community Playgroups across Australia. Seeing the interactions, and hearing stories and memories from playgroup families, including those who have participated across several generations is one of the greatest highlights. Now, alongside the stories, the qualitative evaluations and participant feedback, we have independent analysis that demonstrates real long-term benefits for the economy and wellbeing.”

– Playgroup Australia CEO Fiona May

Raising children isn't a one-person job. The saying “it takes a village” is a message that inspires and drives our work, and this research shows that the whole village, our community, benefit from playgroup.



About Playgroup Australia

[Playgroup Australia](#) is the peak body for the state and territory playgroup organisations (STO), that represent over 7500 community playgroups around Australia, reaching 80% of Australian postcodes with over 110,000 participating families, Playgroup Australia is one of Australia's largest volunteer movements. The playgroup movement has been providing and supporting playgroups for more than 40 years through volunteerism and the outreach work of each STO in ensuring that all families with young children in Australia have access to quality playgroups.

Children who attend playgroup are half as likely to have developmental vulnerabilities when they start primary school. The Australian Early Development Census shows that the benefits of playgroups are seen across all domains of child development: physical, social, emotional, language and cognitive and communication.

Playgroups have adapted to the changing face of parenting and communities with playgroups for all. Playgroups cater for a broad range of children – aged from babies up to school age. There are also facilitated or supported playgroups with trained staff working in partnership with parents designed for a particular group of families that need extra support. In addition to the benefits gained directly by the children, playgroups provide support networks for parents and carers.

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Visit www.dss.gov.au for more information.

You play an important role in building our community. As a voice for change— join Playgroup Australia in highlighting the importance of play through playgroup and help us support family and community wellbeing. Playgroup Australia Creating a Village Through Play.

Play. Share. Connect. Grow