

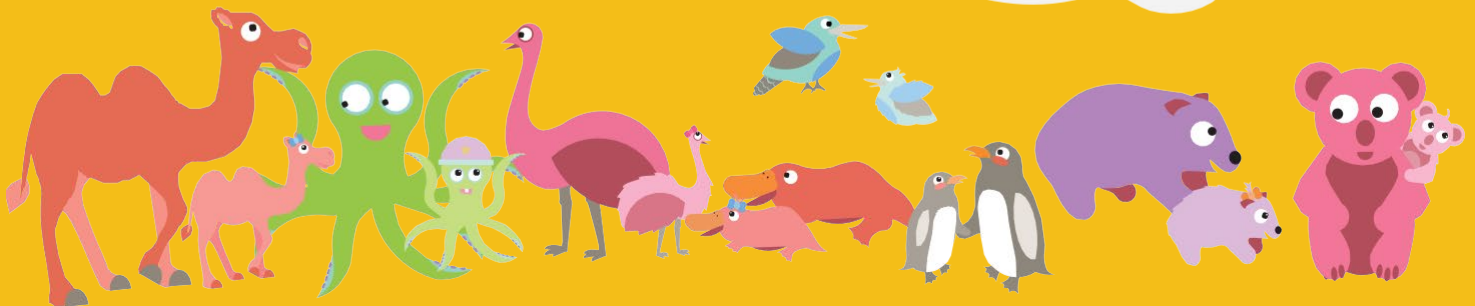
A Guide to

Playgroup Census Week

Help Us to Highlight How Valuable
Playgroup is for Australian Families.

16th - 22nd
March 2026

Let's
Make
Our Play
Count!



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Playgroup Census Week Overview

Excitingly we are running a National Playgroup Census. Why is this exciting? It provides us with an opportunity to demonstrate to government how valuable playgroup is for Australian families and local communities.

As part of our advocacy to government, we aim to highlight the importance of playgroup. Every state will be part of the Playgroup Census. The Census will collect data, capturing how many families attend playgroup in one week.

**Playgroup Census Week will run from
16th - 22nd of March 2026.**



The Importance of Playgroup Census Week

In showcasing the number of families attending playgroup each week, we are shedding light on the number on families who benefit from regular playgroup sessions.

The Playgroup Census will allow us to demonstrate the positive impact playgroups have- through playgroup families gain support, connection, insight, learning, fun and meaningful relationships that support the wellbeing of the family unit and wider community.

The Playgroup Census will help to set playgroup up for the future, establishing it as a mainstay in the early years education journey, running alongside kinder and preparing children for school. Moreover, it illustrates the shared experience and the benefit it extends to parents and carers bringing up the next generation of children.



How Does the Census Work?

The Census is a short form, containing six questions, as follows:

- Which playgroup are you attending? (Address, date, start time)
- How many children have you brought to playgroup today?
- Including yourself, how many adults have you brought to playgroup today?

*Please note: The Playgroup Census will not collect any personal or demographic information. The Census is focused exclusively on how many people are attending playgroups, how many playgroups they are attending, and where they are attending them.

SUPPORTING RESOURCES

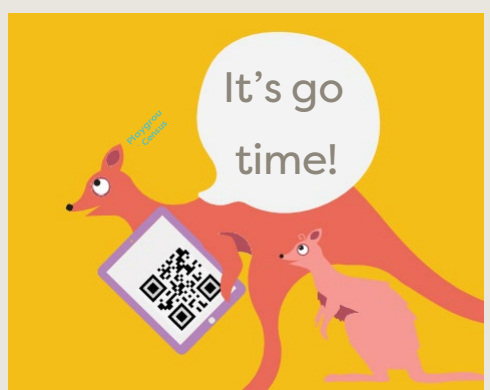
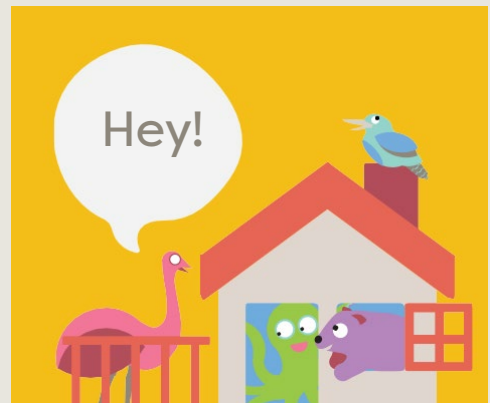
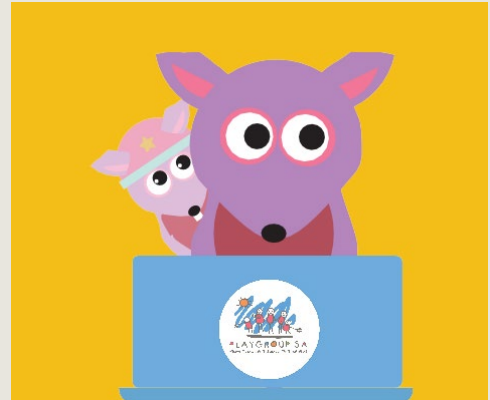
Playgroup SA will provide playgroups with a digital pack, containing supporting resources such as posters and flyers. The resources provided will contain a QR code, taking families directly to the Playgroup Census form link. There is also an option for Playgroup Coordinators to enter their playgroups details as one submission, so that families do not need to scan and enter details. The resources can be used digitally or printed. A direct weblink to the form will also be included.



What can playgroup leaders do to assist with the playgroup census?

We will need as many playgroup leaders as possible to be advocating for families to register their attendance during this week.

1. **LEARN MORE:** To discover more about the purpose and importance of Playgroup Census Week, playgroup leaders **can visit our website** or **make contact** with our team at Playgroup SA to chat further about the week.
2. **SPREAD THE WORD:** Share information about Playgroup Census Week with playgroup families to get them prepared. We are asking all playgroup leaders to communicate information about the Playgroup Census Week with their attendees about it in the lead-up.
3. **RESOURCES:** A downloadable pack will be ready to support playgroups with the Census roll-out.
4. **PARTICIPATE:** Take part in the Playgroup Census Week from March 16th -22nd. We ask that playgroup leaders either submit via the COORDINATORS QR CODE or encourage attending families to fill in the form to register their attendance at playgroup via the PARENTS ONLY QR CODE at sessions during that week.



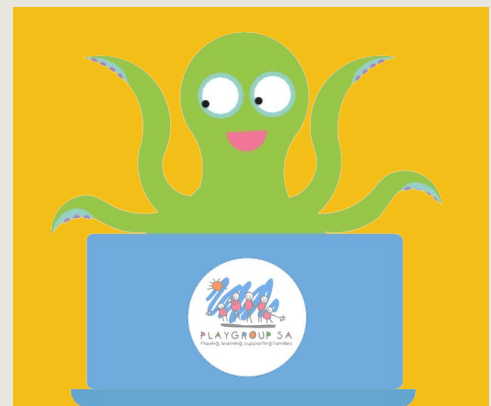
What can families do to assist with the playgroup census?

We will need as many playgroup attendees as possible to register their attendance during Playgroup Census Week.

In the lead up to Playgroup Census Week families that attend playgroup are encouraged to:

LEARN MORE

Jump on [our website](#) or [make contact](#) with our team at Playgroup SA to chat further about the week.



SAVE THE DATE

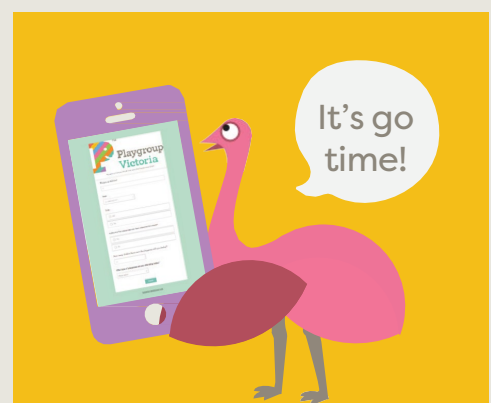
Mark the date in your diary and talk about the upcoming Playgroup Census Week with fellow playgroup families and your playgroup leader.



During Playgroup Census Week:

ATTEND PLAYGROUP AND PARTICIPATE!

From March 16 - 22, families should attend a playgroup, scan the QR code or click the link, fill in the form and register attendance during the week.



A Guide for Playgroup Leaders:



How to communicate information about Playgroup Census week to playgroup families

- **WHAT:** Encouraging playgroup leaders and communities to help roll out the March 2026 Playgroup Census
- **WHY:** To gather point in time data about playgroup participation to highlight to government how valuable playgroup is
- **MAIN AIM:** To get all families attending playgroup during the week of March 16 - 22, to document their participation and the details of where they have attended playgroup
- **WHO WILL PARTICIPATE:** Playgroup Coordinators or playgroup attendees
- **HOW:** In the lead up to Playgroup Census Week inform your group members. Use whatever communication tool works best for your group! You can use social media, email or phone. You could also mention Playgroup Census Week in person during your sessions leading up to the date.

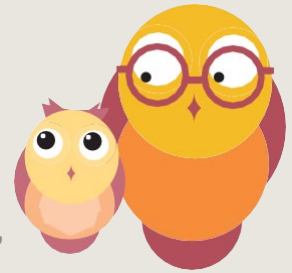
KEY MESSAGE

We are participating in the March 2026 Playgroup Census at our Playgroup! Our aim is for families to document their attendance at playgroup via a short form during Census Week, which runs from March 16 - 22.

HOW: Via a QR code or direct link to a form

WHY: To support Playgroup SA to demonstrate to government how valuable playgroup is by the number of families who attend each day.

A Guide for Playgroup Leaders:



How to Communicate Information About Playgroup Census Week to Playgroup Families

Sample Text to Help With Census Communication

On the following pages you will find guiding text about Playgroup Census Week. We encourage you to copy and paste whatever information you feel will benefit your playgroup community, in the lead up to Census Week.

SHORT TEXT OPTION

Hello Playgroupers!

We are excited to be supporting Playgroup SA to roll-out the March Playgroup Census! The Playgroup Census will capture real-time insights into playgroup participation across the country. It would be wonderful if you could assist us during Playgroup Census Week.

WHEN: 16th - 22nd March

WHAT: We ask that all playgroup attendees scan the QR code available during Census Week and fill in the form to register their playgroup attendance for that session. There will be six short questions to complete, it won't take long! The Playgroup Census will not collect any personal or demographic information.

WHY: To support Playgroup SA to demonstrate to government how valuable playgroup is by the number of families who attend each day.

A Guide for Playgroup Leaders:



How to Communicate Information About Playgroup Census Week to Playgroup Families

DETAILED TEXT OPTION GENERAL

During March, we are thrilled to be supporting Playgroup SA to roll- out a Playgroup Census. Playgroup Census Week will help to capture real- time insights into playgroup participation across the country. The Census will provide Playgroup SA with an opportunity to demonstrate to government how valuable playgroup is for Australian families and local communities.

It would be wonderful if you could assist us during Playgroup Census Week! From March 16 - 22, we will display a QR Code you can scan to access a short form. There are six short questions to complete, so it is a swift task. This Census will not collect any personal or demographic information - it is focused exclusively on how many people are attending playgroup and where they are attending them.

Before the end of our playgroup session during that week we ask that all playgroup attendees scan the QR code and fill in the form to register their playgroup attendance for that session.

The data collected will contribute to an accurate capturing of participants attending playgroup across the state of *South Australia*. We greatly appreciate your contribution and value you as part of our playgroup.

A Guide for Playgroup Leaders:



How to Communicate Information About Playgroup Census Week to Playgroup Families

DETAILED TEXT OPTION PERSONALISED

Hi [insert your playgroup name] members,

During May, we are thrilled to be supporting Playgroup SA to roll- out a Playgroup Census. Playgroup Census Week will help to capture real- time insights into playgroup participation across the country. The Census will provide Playgroup SA with an opportunity to demonstrate to government how valuable playgroup is for Australian families and local communities.

It would be wonderful if you could assist us during Playgroup Census Week! During our session on [insert session date and time] we will display a QR Code for you to scan to access a short form. There are six short questions to complete, so it is a swift task. This Census will not collect any personal or demographic information - it is focused exclusively on how many people are attending playgroup.

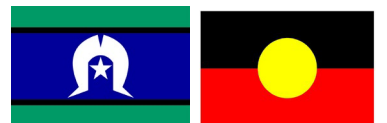
Before the end of our playgroup session on [insert session date and time] we ask that all playgroup attendees scan the code and fill in the form to register their playgroup attendance for that session.

The data collected will contribute to an accurate capturing of participants attending playgroup across the state of *South Australia*. We greatly appreciate your contribution and value you as part of our playgroup

Be part of the 2026
Playgroup Census



Playgroup SA acknowledges 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.



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