



Census

Every stat tells a story.

Census data connects families through playgroups

Playgroup Australia has been connecting babies, toddlers and parents through play, learning and friendship for half a century. Each week, Playgroup Australia estimates around 150,000 parents and caregivers organise around 7,500 gatherings in churches, parks, public spaces and community halls all around Australia.

Playgroup Australia CEO Fiona May said the organisation uses Census data to help plan where a playgroup would be beneficial to local families. It produces heat maps using the number of babies, their ages, locations, religion, education and health.

“Census data helps us understand the different factors that affect families, such as income and work commitments, living situation, cultural background, religion and education,” Ms May said.

“The 2016 Census data showed us that more families are juggling part-time work with care, playgroup, domestic duties and other activities in the home.

Because they are busy, we have to offer the right playgroups in the right places to support as many children as possible.

Understanding family and community situations across the nation allows Playgroup Australia to provide the proper service for the appropriate area or group of people including Inclusive and Ageless Play initiatives.

“Playgroups have become more diverse and inclusive and connect mums, dads, grandparents, caregivers, same-sex couple families, multicultural and other language groups and children with disabilities. We even have groups for families with shared religious beliefs or educational philosophies.”

“We need every family to complete the Census. It helps Playgroup Australia provide opportunities to achieve our vision of creating a village through play and connect families with young children across the country.”