



Media Statement

FOR IMMEDIATE RELEASE

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Celebrating the Power of Play this International Day of Play – 11 June

“Choose Play Every Day” with Playgroups Across Our Community

On **11 June**, we join the world in celebrating the **International Day of Play**, a day officially recognised by the United Nations to honour children’s **fundamental right to play**. This year’s theme, **“Choose Play Every Day”**, highlights the importance of play as a daily priority – not just for fun, but as a cornerstone of healthy childhood development.

To mark the occasion, Playgroup WA will host a [free, indoor family event](#), *Celebrate Play Day*, at Cannington Showgrounds celebrating play in all its forms. With **800 parents, caregivers, babies, toddlers and preschoolers** expected to attend on Wednesday morning, this sold-out event will feature **interactive play stations** showcasing physical play, sensory play, messy play, construction play, imaginative and puppet play, music, dancing, and story time – all designed to engage, inspire, and support families.

“Play is how children learn, connect, and grow – emotionally, physically and socially,” said Caroline Ince, Playgroup WA’s Marketing Manager. “Playgroups are a safe, accessible and fun place where families can come together each week to enjoy meaningful play experiences that support children’s development and parents’ wellbeing.”

Local politicians will also be in attendance to read stories to the children and talk to the parents, reinforcing the significance of play in early education and community life. This includes Parliamentary Secretary to Minister for Community Services – Ms Kim Giddens MLA; Federal Member for Swan – Zaneta Mascarenhas MP; State Member for Cannington – Mr Ron Sao MLA; and His Worship, Mayor Patrick Hall, City of Canning.

In addition to Playgroup WA’s play activities, Celebrate Play Day will include the Perth Zoo, Gymnastics WA, Kindy Dance Time, Play in the Past, Kings Park and more providing a variety of play experiences.

Playgroups: A Place to Belong, Learn and Thrive

Playgroups play a vital role in local communities by offering **structured yet flexible sessions** that build **routines without pressure**. Children who attend regularly are **1.4 times more likely** to be developmentally on track by school entry (reference: research by University of SA, *Causal Inference in the AEDC*, 2024, commissioned by Playgroup Australia).

Playgroups do more than entertain,” said Ms Ince. “They foster **secure parent-child attachment**, support **learning at home** through simple, replicable activities, and build **community connections** that help families feel supported and less alone.”

Whether it’s sharing a story, singing songs, or building towers, play is a powerful tool for learning and bonding. From **babies to preschoolers**, and for **parents, grandparents, and caregivers**, playgroups provide a welcoming space to **learn through play**, build friendships, and gain confidence.

This International Day of Play, we invite families to discover how playgroups help them “Choose Play Every Day” – and celebrate the incredible potential that play brings into children’s lives.

Event Details

What: Celebrate Play Day – International Day of Play Celebration – Free Indoor Family Play Event – SOLD OUT (capacity limits of 800 due to indoor venue)

When: Wednesday 11 June, 9.30am–11.30am

Where: Cannington Showgrounds, Exhibition Hall and Liddelow Pavilion

Who: Families with children aged 0–5, local play organisations, and special guests including local politicians

For media enquiries, interviews or photo opportunities, please contact:

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About Playgroup WA

Playgroup WA is the peak body for playgroups in Western Australia. Established in 1972, Playgroup WA has been establishing and supporting playgroups for more than 50 years. This includes parent-led volunteer playgroups in communities across the state, as well as supported playgroups provided by facilitators for specific purposes, including the PlayConnect+ program for children with developmental delays or disability, the Aboriginal Playgroups program, and the Multicultural Playgroups program. Playgroup WA also supports the establishment of intergenerational playgroups in aged care centres, as well as supporting playgroups in schools.

With hundreds of playgroups across the state, and thousands of families in attendance, playgroups provide an accessible and safe place for families with young children (aged 0–5 years) to meet each week and play. Distinct from early years education and care, playgroups are a place where parents and caregivers stay and play with their children. This provides friendship and local support networks for the parents as well as the children.

Search for a Playgroup: [Find a Playgroup Near You | Playgroup WA](#)