

NATURE PLAY IN ACTION

Nature Play WA works to enrich childhood by advocating for increased unstructured play outdoors, providing education opportunities on how to make it happen, and running participation events that give the community a first-hand experience of the benefits it brings.

ADVOCACY



780+
news stories,
50 million
readers/viewers (2017/18)

23,000
Facebook fans to date
3 million
page-impressions (annually)



90,000+ unique website users,
250,000+ page views (annually)



11,000+
e-news subscribers,
10+ campaigns
(annually)

10 cross-sector public
speaking events,
1,200+
professionals in
attendance (annually)



EDUCATION



Participation target of
300,000
kids nationally (2018)

300+
Children and Nature
Conference
delegates (2016)



Work with
Joondalup
Health Campus,
contributing
to The Origins
Project (ongoing)

5+ PLAYCE

PD sessions with
Early Learning Centres (annually)

80+ teachers attend Professional
Development Workshops (primary)
(annually)

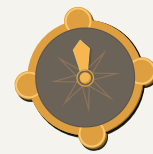


PARTICIPATION



18,000+ event participants,
8+ family events (annually)

4,500+
Nature Passport
App users (to date)



4,000+
Nature Play WA
App users
(to date)



44 Family Nature Clubs
(total) with up to

38 families
per club



Nature Play
WA

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SUPPORTED BY



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and Cultural Industries