



Nature Play
WA

NATURE PLAY WA 2018/2019

Annual Report



supported
by



Department of
Local Government, Sport
and Cultural Industries



INTRODUCTION

About Us

Nature Play WA is an incorporated association and a registered charity, with a mission to support the happy and healthy development of Western Australian children aged 0-12 through unstructured play outdoors.

Our mission reaches across all realms that impact children and sees us working closely with leading organisations in health, education, environment, recreation and beyond. Those collaborations are at the heart of what we do.

We are indebted to the Government of Western Australia for its ongoing support of our mission, to our partners, and to our Voting Member Organisations, the: Department of Local Government, Sport and Cultural Industries; Department of Biodiversity, Conservation and Attractions; Australian Medical Association; Western Australian Council of State School Organisations; Heart Foundation; Playgroup WA; Western Australian Primary Principals' Association; Royal Australasian College of Physicians; Public Health Advocacy Institute of Western Australia; Bibbulmun Track Foundation; and, the Western Australian Local Government Association.



Allan Tranter
Chair

The Nature Play WA Board kept its focus on the key strategic directions of the organisation in 2018/19, as the staff have continued to excel in all areas of our operation.

During the course of the year the great platform of Nature Play WA, as both an entity and a State-wide movement, has continued to grow, and with that we have seen ever greater opportunities unfold.

I encourage readers of this report to digest what has been achieved in the year and to continue on this journey with Nature Play WA as we maintain our work in using advocacy, research and participation to enrich the experience of WA children through unstructured play outdoors.



Griffin Longley
CEO

Nature Play WA is a small organisation tackling an enormous challenge – how do you support unstructured play outdoors for families wracked by the pressures of modern life and steeped in a digital world?

Our answer is to continue to innovate and be a loud, clear, and consistent voice for play outdoors.

In 2018/19 more than 11,000 WA children and parents attended Nature Play WA events, more than 36% of all WA primary schools took part in our Outdoor Classroom Day campaign, and our message reached a potential audience of more than 6-million through our news media and social media efforts.

It has been a big year, and we look forward to another year of collaborative action with our members, partners, and the WA community.

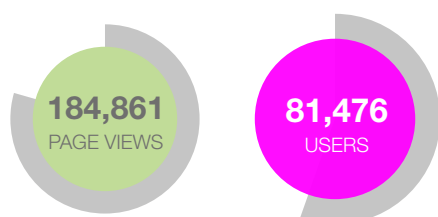


ADVOCACY

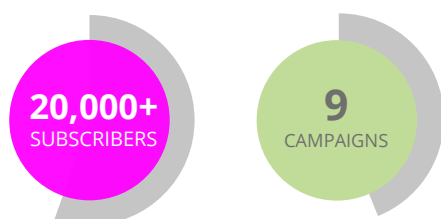
Mass communication

At Nature Play WA we utilise a broad suite of communications channels to reach the widest possible audience. As our advocacy footprint grows, we remain dedicated to keeping our aims consistent and our message front and centre.

Website



Newsletter



DIGITAL MEDIA

A 2.5% growth in the number of active users on our website and an increase of more than 9,000 newsletter subscribers over the past year.

News Media Reach

6.9Mil

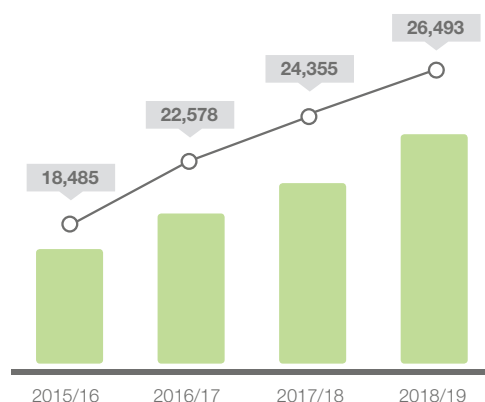
News Media Stories

92+

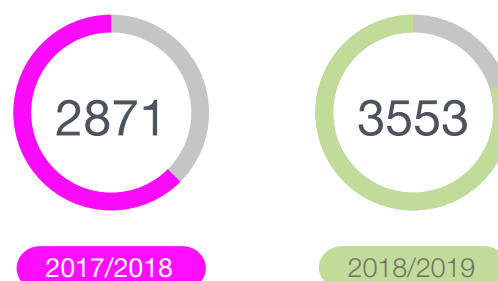
NEWS MEDIA

More than 6.9 million readers, viewers and listeners were reached through 92 media stories.

Facebook Following



Instagram Following



SOCIAL MEDIA REACH

Our social media engagement has seen a steady growth throughout the year, with 2,138 new Facebook followers and a reach of 1.845 million. Our Instagram following has also grown, with 682 new followers in 2018/2019.



ADVOCACY

Professional development and public speaking

Beyond mass communication, our efforts focus on preparing the ground for positive change through seeding ideas with decision makers and industry professionals.

Public speaking events

This year we delivered presentations to more than 2,660 decision makers and industry professionals from Local Government, Education, Health, Tourism, Sport and Recreation, Regional WA and the Early Years.

Our most significant undertaking was to bring Dr Mari Swingle, an internationally renowned practicing clinician, researcher and writer out from Canada to present at a series of Early Years workshops and at our 'Re-thinking Screen Time in a Digital World' public event.

Professional development workshops

In 2018-19, we had a total of 183 educators from 84 schools and early learning centres attend our professional development workshops.

Our efforts in this space allow us to impact the practice of those working directly with children, bringing our potential reach to more than 26,000 kids.





RESEARCH

Building the knowledge base for outdoor play

In 2018/19 Nature Play WA expanded from collating existing research on our website, to actively contributing to original research with partners.



Outdoor Classroom Day Research

Nature Play WA worked with Unilever and IPSOS to develop the Muddy Hands Teacher Report and the Parents Survey, exploring educator and parent thoughts on the importance of outdoor learning and play.



The ORIGINS Project

Nature Play WA is a member of the Nature Play & Grow research-in-action group, working to develop evidence-based recommendations for unstructured play through a pilot intervention study with a group of families enrolled in the ORIGINS Project.



The PLAYCE Study

Nature Play WA has joined the research team alongside the University of WA, Telethon Kids Institute, the University of Southern Denmark, and others, to understand, and improve, children's physical activity levels in the early education and care sector.



Churchill Fellowship

Nature Play WA CEO Griffin Longley was awarded a Churchill Fellowship in 2018 to explore ways unstructured play is supported in the Netherlands, Denmark, Norway, Finland and Iceland.

The Fellowship was undertaken in April and May of 2019 and involved meeting with experts across a range of fields to explore forest kindergartens, the role of parental leave on childhood well-being, school-based nature programs, and the inclusion of nature and play in the provision of therapy in hospitals.



PARTICIPATION

Events

This year 11,400+ Western Australians joined our events to play, to connect, and to build the memories that are the lifeblood of family and of community.

At Nature Play WA all of our events are designed to be replicable by families and schools so the play can keep rolling in the weeks, months, and years to come.



Timeline of events

Joey Scout Environment Day

15 September 2018
300+ participants

Children's Week Family Picnic Day

27 October 2018
2500+ participants

Little Day Out

30 September 2018
500+ participants

Muddy Hands Festival

18 November 2018
4000+ participants





9
events

11,400+
children & parents

Events

***“Absolutely loved
how spread out
it was. And the
activities were a
blessing to learn.
Such an amazing
opportunity for our
generations.”***

- Event Participant,
Muddy Hands Festival 2018



**World
Wetlands Day**
2 February 2019
500+ participants

**Nature Play
in the Park**
18 May 2019
500+ participants

**Curtin
Explorer**

8 December 2018
2500+ participants

**Rethinking
Screen Time**

3 April 2019
500+ participants

**Bushmead
Trail Launch**

23 June 2019
100+ participants



PARTICIPATION



Campaigns

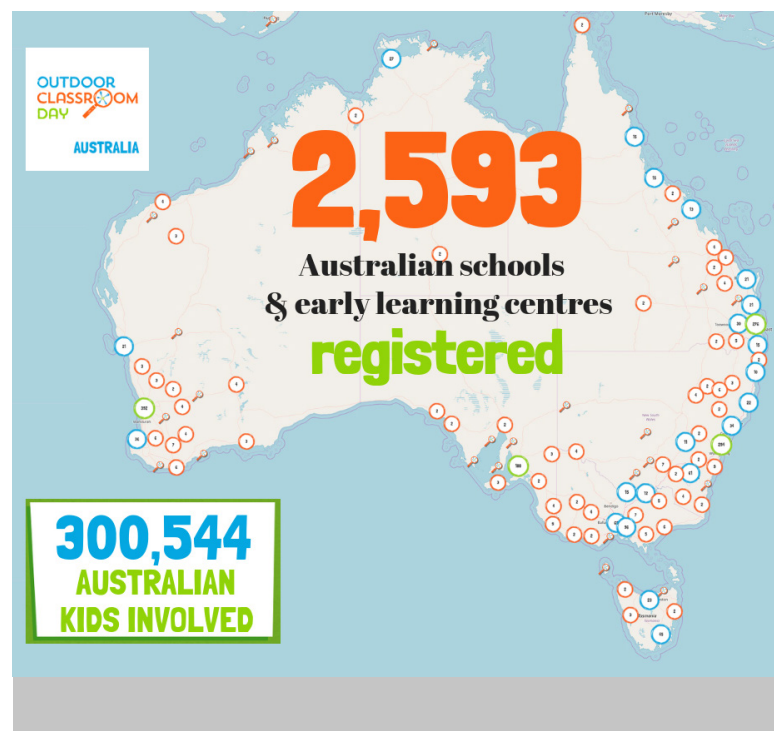
Nature Play WA's sphere of influence and impact extends beyond the boundaries of Western Australia, to include the delivery of national and worldwide campaigns for change.

Outdoor Classroom Day

Outdoor Classroom Day is a global campaign to celebrate and inspire outdoor learning and play. On the day, thousands of schools around the world take lessons outdoors and prioritise playtime. In 2018, more than 3.5 million children worldwide took part, and more than 300,000 of those were in Australia.

Outdoor Classroom Day 2018 was a record-breaking year for the Australian campaign, with more than 2,500 schools and early learning centres joining in, including 15.5% of all primary schools across Australia and 36% of WA primary schools.

Outdoor learning improves children's health, engages them with learning and leads to a greater connection with nature. Play not only teaches critical life skills such as resilience, teamwork and creativity, but is central to children's enjoyment of childhood.





PARTICIPATION

Apps and downloadable resources

Nature Play WA encourages participation beyond our events and campaigns by promoting and supporting self-directed activities through apps and downloadable resources.

The Nature Play WA App

The Nature Play WA app is our 'on-the-go' nature play pocket guide featuring trails, play spaces, campsites, resources and ideas for WA families.

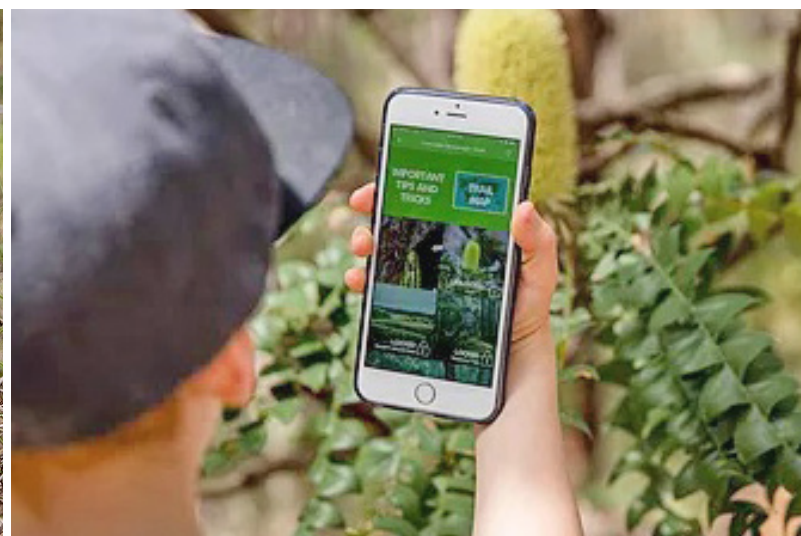
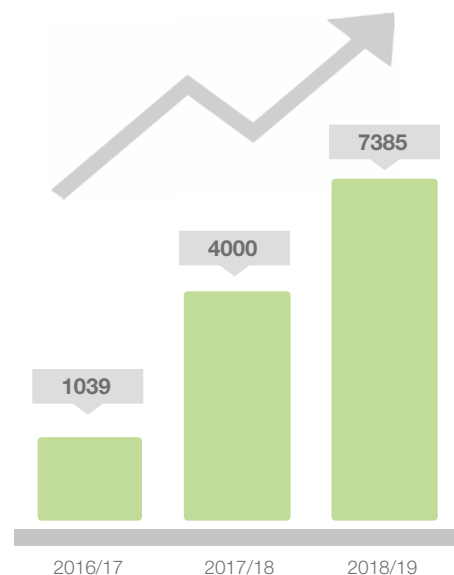
New content developed in 2018/2019 included our:

- Nature Play Toolbox
- Bushmead Nature Trail
- Karridale Cottages Scavenger Hunt
- DLGSC Woodman Point Heritage Trail (awarded a commendation at the 2019 Heritage Awards)

"I went to Bushmead yesterday afternoon and walked the trail. The content is so engaging and interactive even without being on site so when fully immersed in the bush it was truly special."

— Nature Play WA app user

Total app downloads





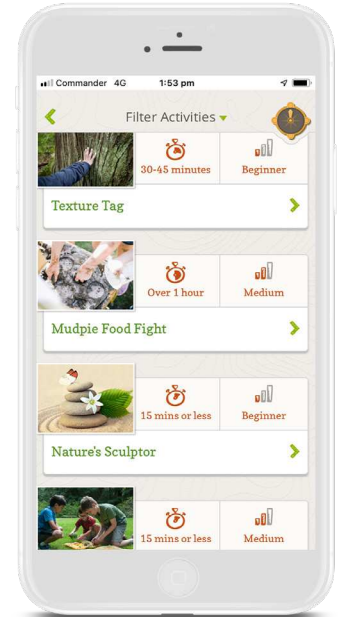
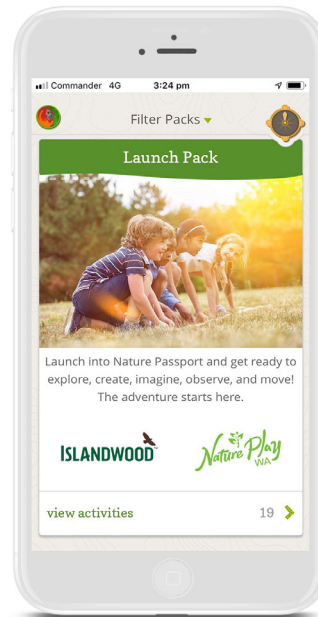
6,076

users to date

38%

increase from last year

Nature Passport App



Nature Passport

Nature Passport is our tool to guide families through outdoor play, learning, and exploration together – creating fun memories while inspiring lifelong stewardship behaviours.

The Nature Passport resource includes an app with more than 100 activities, paired with customised booklets developed to activate specific nature-rich locations within local government areas.

Booklets developed in 2018/2019 include:

- City of Kwinana
- Perth Cultural Centre
- City of Gosnells

For Schools

In 2018/2019 the Department of Education also funded the development of downloadable My Outdoor Classroom Nature Passport booklets and lesson plans, to support delivery of the 2019 My Outdoor Classroom Day campaign.





SUSTAINABILITY



Financial sustainability

Nature Play WA made significant progress towards sustainability in 2018/2019. Our goal is to diversify the sources of income that drive our mission, and to provide a return on investment to the taxpayer, such that every dollar invested in Nature Play WA through grants provides a return in services beyond the value of that investment.

Funding

In addition to DLGSC grant funding, the ways in which we expanded our operations, projects and events this year include:

- Outdoor Classroom Day campaign sponsorship (Unilever)
- Partnering with Local Governments to run Nature Play events and create Nature Passport booklets
- Professional Development workshops for educators
- Lotterywest grants

Financial Year	2014/15	2016/17	2018/19
Grant Income	\$500,000	\$500,000	\$500,000
Total Income	\$804,761	\$800,986	\$913,718
Grant as % income	62%	62%	55%
ROI	\$1.61	\$1.60	\$1.83

The table (above) and graph (below) show the proportion of our total income that is made up by our primary grant from DLGSC, and the return on investment to the community as a result of that grant.

Nature Play WA also made significant strides towards its future service dividend by launching a new business unit called Green Code Creative. Green Code Creative is a digital consultancy that works with local governments, not-for-profits, government departments and businesses, to create outdoor apps, and digital trails. All of its proceeds are directed into Nature Play WA and its mission.



www.greencodecreative.com

Return on Investment of Grant Funding from 2014 to 2019

