



Nature Play WA

Annual Report
2017/18



Getting our kids outdoors

supported
by



Department of
Local Government, Sport
and Cultural Industries

NATURE PLAY IN ACTION (2017/18)

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
(including Outdoor Classroom
Day coverage)

1.5 million reached



24,355 Facebook fans
(1,777 new)

2,870 Instagram followers



79,527 unique website users,
203,648 page views



11,000+
e-news subscribers,
8 campaigns

6 cross-sector public
speaking events,

350+
professionals in
attendance



EDUCATION

Participation of
200,000
kids nationally

191 WA Primary schools

**OUTDOOR
CLASSROOM
DAY**
AUSTRALIA

**THE
ORIGINS
PROJECT**



Work commenced
with Joondalup
Health Campus,
contributing to
The Origins
Project



10 PLAYCE

Professional Development sessions
with Early Learning Centres

100+ participants

130+ Primary School teachers,
working directly with

10,000+ kids, attend Nature Play WA
Professional Development



PARTICIPATION



18,500+ event participants,
10 family events

4,400+ Nature Passport App
users (to date)

113 activities



4,000+
Nature Play WA
App users
(2,961 new)

44 Family Nature Clubs
(total) with up to
38 families
per club



Nature Play WA is also leading the way nationally with the State Governments of South Australia, Queensland and the ACT forming Nature Play organisations under license from WA.

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MESSAGE FROM THE CEO

Griffin Longley

The movement to bring about a return to free play outdoors every day has made significant ground this year.

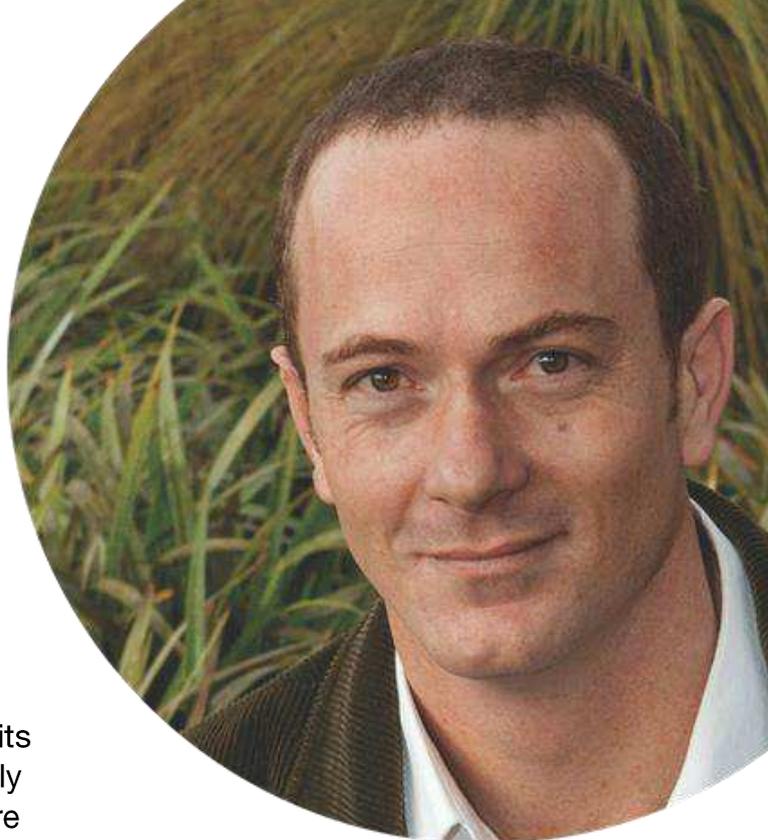
We have, for example, seen Outdoor Classroom Day engage more than 200,000 kids around the country, including 21% of WA primary schools.

The campaign, led by Nature Play WA, inspires and celebrates outdoor learning and play. And its success in reaching Australian schools and early learning centres says a lot about the shift we are seeing from awareness of the importance of nature play, to action.

Nature Play WA has reached more Western Australians with the nature play message and connected with more WA families through our events than ever before. It is amazing to think that Nature Play WA has been involved in more than 50 million audience interactions through the news and social media this year and that more than 18,000 Western Australians have joined our events to play, to connect, and to build the memories that are the lifeblood of family and of community.

As the CEO of Nature Play WA I am proud of the effort, the dedication, the talent, and the relentless optimism of our team. And I am encouraged to see how the conversation in WA about children and childhood is changing.

But there is still much to be done. In fact, the extent of the challenge before us as a community becomes clearer every day. We are determined to help ensure that childhood is a time of movement, curiosity, wonder and friendship. And we continue to need the help and the support of the WA community to make that happen.



MESSAGE FROM THE CHAIR

Allan Tranter

Every time nature play is mentioned at barbecues, on the nightly news, and even in the halls of parliament, it is testament to the fact that the great importance of children playing outdoors is being recognised and acted upon.

Yes, Nature Play is our organisation but it is also a movement that is generating its own momentum throughout communities across WA and Australia.

Our CEO Griffin Longley and his staff continue to make enormous contributions to both the organisation and movement with an impact way beyond the total of the resources they have at their disposal.

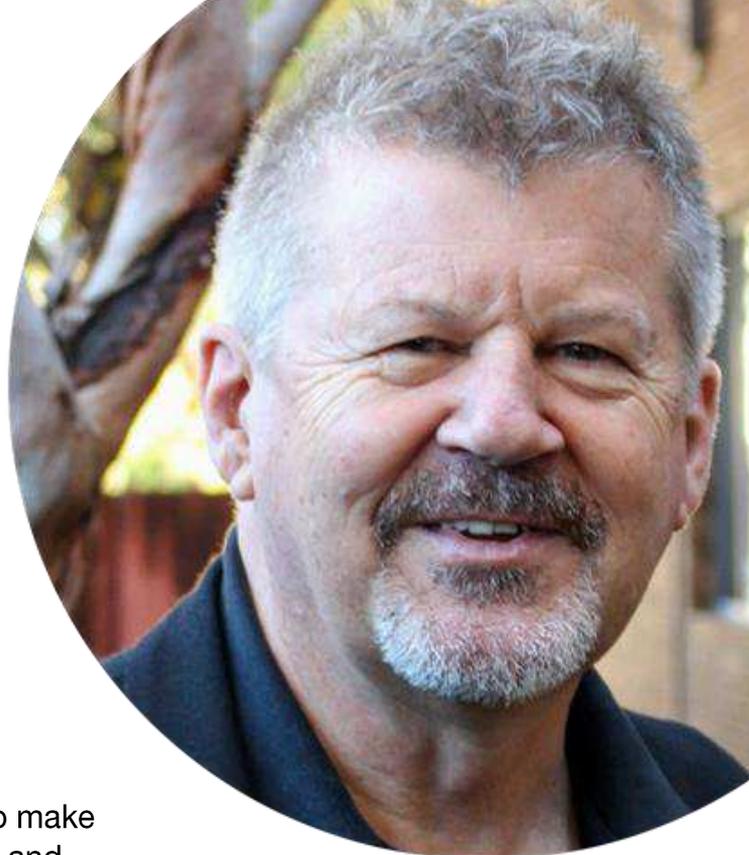
The Board is grateful for their commitment, professionalism, ingenuity and integrity.

This year Charles Hayne retires from the Board. Charles was instrumental in securing the funding and gathering the momentum in the beginning for Nature Play and was a founding board member. Darren Cooper is also retiring. He was the first of the “new” type of members who was chosen for his business and strategic expertise. Charles and Darren have made significant contributions and we thank them.

The crucial State Government funding through the Department of Local Government, Sport and Cultural Industries has sustained the continual growth of Nature Play. For this the Board is grateful as it gives us the foundation to harness other income streams that enable us to continue to drive the nature play movement for the good of the WA community.

Each year the Board spends time reviewing our focus areas which remain, at this stage, Advocacy, Education and Participation.

It is impossible to pick out THE highlight of the year as so much has been achieved, as technology is incorporated into trails, mud is incorporated into events, outdoors is the venue for classrooms, cubbies fill a National Park and far more.





ABOUT US

Nature Play WA enriches kids' lives through unstructured play outdoors. And we need your help to do it.

The world of childhood is changing fast. Modern kids spend less time playing outside than any other generation in history. They are also suffering from a parallel growth in mental health disorders, chronic disease, and an increasing disconnection from the natural world.

It does not have to be this way.

Nature Play WA is an incorporated not-for-profit association established to increase the time Western Australian children spend in unstructured play outdoors and in nature. It is founded on the understanding that unstructured play outdoors (nature play) is fundamental to a full and healthy childhood.

We believe childhood should be a time of movement, discovery, creativity and wonder; and we are dedicated to helping families balance the sedentary and entertainment-focused nature of modern life with unstructured play outdoors for the benefit of children's health and happiness.

We work 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.



Our beginnings

Nature Play WA began in 2010 within the Western Australian Department of Sport and Recreation (now the Department of Local Government Sport and Cultural Industries), and was inspired by the work of American social commentator, and researcher, Richard Louv.

Nature Play WA became an independent not-for-profit association in January 2011, with the support of 18 Member organisations including the Australian Medical Association, the Royal Australasian College of Physicians and the Heart Foundation, to name a few.

Since its launch, Nature Play WA has rapidly become a prominent Western Australian not-for-profit and has led the conversation in WA on the importance of unstructured play outdoors for the development of children and for the benefit of their health and happiness.

Nature Play WA has also led the way nationally with the State Governments of South Australia, Queensland and the ACT forming Nature Play organisations under license from WA.

Discussions are underway with key partners on setting up Nature Play organisations in New South Wales, Victoria, Tasmania and the Northern Territory.

Our vision is...

For every child to enjoy the growth, health, resilience and creativity that nature play brings.

Our mission is...

For Nature Play WA to be a world-leader in reconnecting kids to unstructured play outdoors. And to elevate the value of nature play in the minds of families, carers and decision makers, through advocacy, education, and participation opportunities that help families discover the power of nature play first-hand.



Our target groups are



Families and carers of kids aged 0-12 (including expectant parents).



Children aged 0-12.



Decision makers and organisations that impact the lives of children.

How we work

Nature Play WA reconnects kids to unstructured play outdoors through:

- **Advocacy**
- **Education**
- **Participation**



Our work is:

Kid-focused: we focus on what is best for children.

Innovative: we seek new ways to encourage nature play in a fast-changing world.

Solution-driven: we work independently and in partnerships to find solutions, not define problems.

Global thinking: we know our issue is global and that leveraging international partnerships will help us better serve the WA community.





Our strategic priorities are to

a Embed the value of unstructured play outdoors in Australian culture.

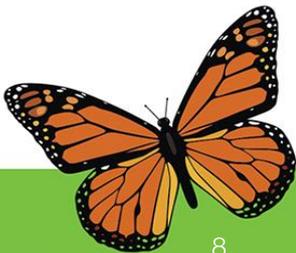
b Increase opportunities for children and families to participate in nature play.

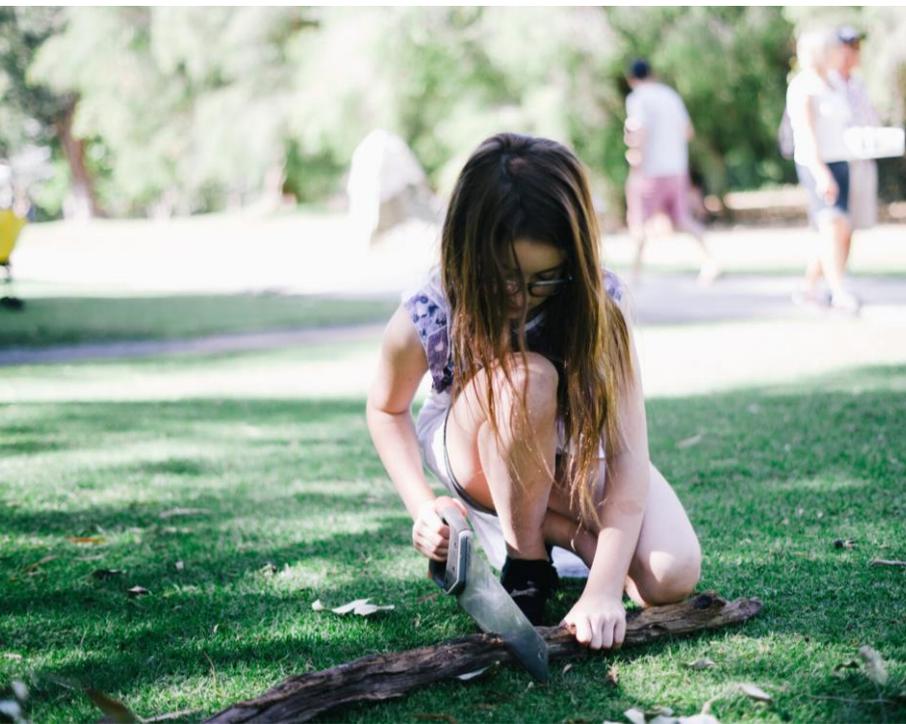
c Create and promote resources that make taking part in nature play easy.

d Grow and leverage our networks for positive outcomes.

e Advocate for the importance of nature play to government, private bodies and agencies who work with kids and families.

f Develop Nature Play WA's organisational capacity.





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50 million
readers/viewers
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Day Coverage)

1.5 million reached 

24,355 Facebook fans
(1,777 new)

2,870 Instagram followers 

ADVOCACY

Our advocacy efforts focus on preparing the ground for positive decision-making through mass communication campaigns, and on seeding ideas for change with decision-makers.

Nature Play WA leads a community-wide conversation on the importance of unstructured play outdoors for children's health and wellbeing by utilising the growing power of social media, an interactive website, e-newsletters, public speaking, and by leveraging a strong relationship with the news media.

As our communications reach broadens and our advocacy footprint grows, we remain dedicated to keeping our aims consistent, our message clear, and our mission front and centre.



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203,648 page views



11,000+
e-news subscribers,
8 campaigns

6 cross-sector public
speaking events,

350+
professionals in
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News media

This year Nature Play WA had an exceptionally strong presence in the news media.

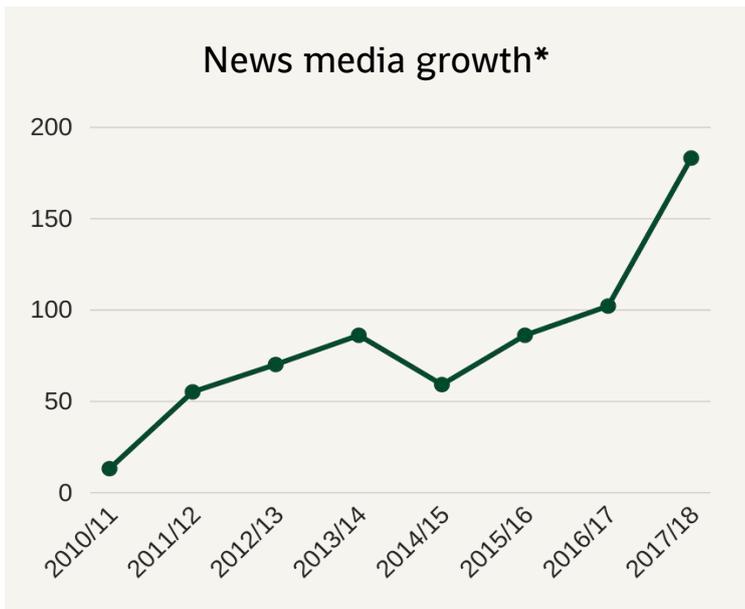
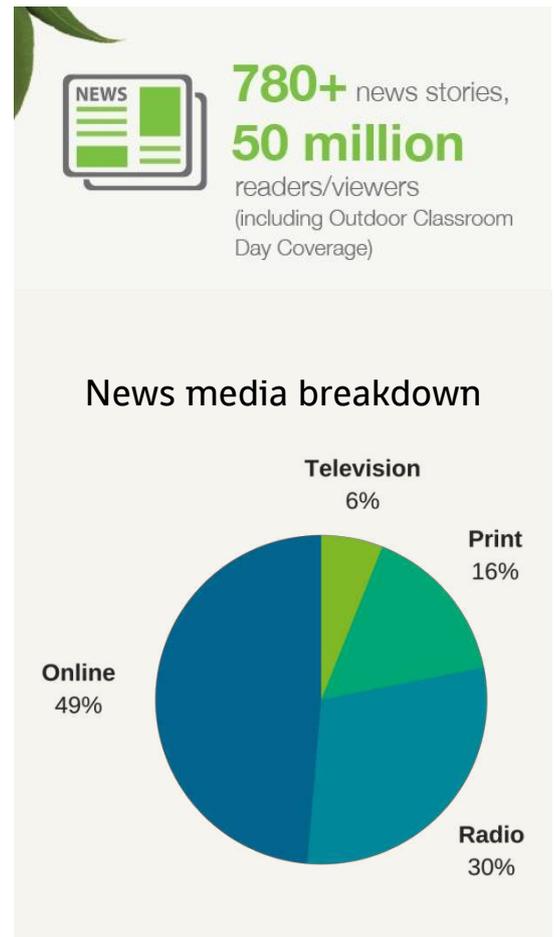
More than 50 million readers/viewers were reached through 780+ news stories.

A significant component of this coverage resulted from Nature Play WA's leading of the Outdoor Classroom Day campaign with Project Dirt and Unilever, which attracted 642 news stories around the country.

Without taking the Outdoor Classroom Day campaign into account, Nature Play WA still reached an impressive 10.8 million readers/viewers through 183 news media stories¹, almost doubling our annual target.

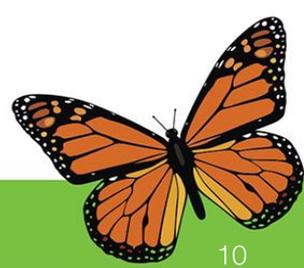
This coverage consisted of 11 television stories, 29 print stories, 54 radio spots and 89 online news media articles.

While the Outdoor Classroom Day coverage achieved this year is unlikely to be repeated in future years, Nature Play WA will continue to work closely with the news media to ensure unstructured play retains a strong presence in the public domain.



*2017/18 figures shown exclude the additional 642 news stories (featuring Nature Play) achieved through leading the Outdoor Classroom Day campaign with Project Dirt and Unilever.

¹ Excluding Outdoor Classroom Day coverage



Social media: Facebook and Instagram

1.5 million reached

24,355 Facebook fans
(1,777 new)

2,870 Instagram followers

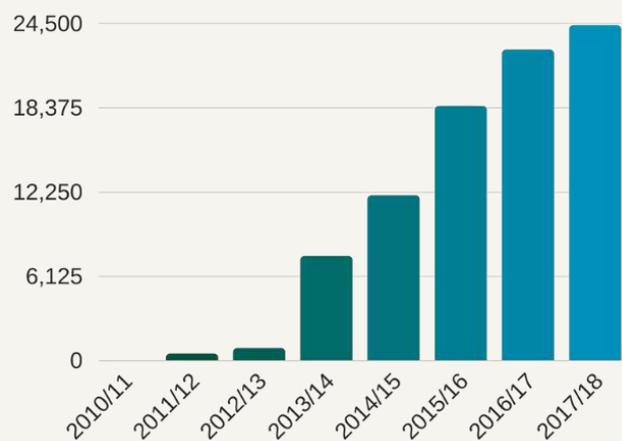


Social media is a powerful platform for Nature Play WA in connecting to Western Australian families, educators, and decision-makers.

Facebook posts range in subject matter from links to the latest research, to suggestions on places to go and things to do. We share news stories relating to risk and resilience, nostalgic play stories, photographs and case studies, to name a few.

With 24,355 followers (1,777 new this year) and a reach of 1.5 million through 573 posts, our Facebook engagement, while still strong, has steadied in 2017/18 as our focus has been spread over a growing organisational workflow.

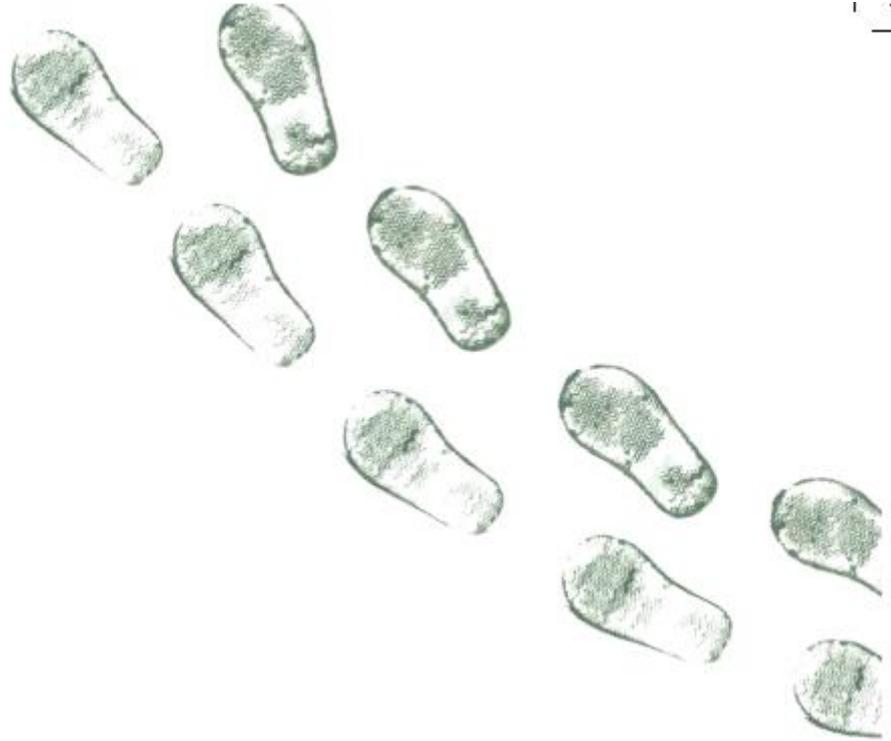
Growth in Facebook Following



Instagram

Nature Play WA's Instagram account, where we share our key messages through simple visual representations, now has 2,871 followers (511 new this year) and had a reach of 217,416 people through 306 posts in 2017/18.





Free Benji video

<https://vimeo.com/234799419>

This year Nature Play WA created a short video for our social media platform called *Free Benji*. The video plays on the idea of children being ‘freed’ from the captivity of their homes and reintroduced into their natural environment – the outdoors.

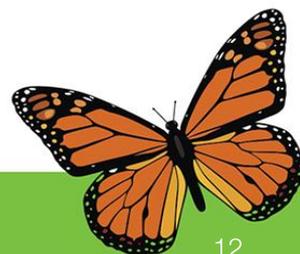
The video was released 23 October, 2017, via the Nature Play WA Facebook Page and, within two days it had more than 15,000 views, 160 shares (without any boosting) and a reach of over 48,000.

The video was also placed top of the WA Today news site (23 October 2017), alongside a story about the new Nature Play WA Nature Passport App.

Nature Play WA acknowledges the significant support provided by ‘&Partners’, who were the creative force behind the project, and of Kick Films. Paul Komadina, of Kick Films, was nominated for best director (Australian Directors' Guild, May 2018) for his work on the project.



[Click to play video](#)



Website

The Nature Play WA website is a popular source of inspiration for outdoor activities and creative play ideas for families and educators.

The site, which drew 79,527 users and had more than 200,000 page views in 2017/18, hosts a range of resources including:

- Activity guides;
- How-to videos;
- Collated research relating to children in nature; and
- Information on how to create a Nature Play Space within your school or community.

Content is frequently updated with more than 15 blogs written this year, regular additions to the research section, and an extensive update to the 'Places to Go' directory.

Newsletter

This year Nature Play WA sent out eight newsletter campaigns to our 11,000+ subscribers.

Our newsletters are used to share activity ideas, upcoming events, key messages and new resources, research and information with our growing audience.

Our newsletter also plays a key role in the success of our programs, events and professional development initiatives.



Public speaking and working with key stakeholders

6 cross-sector public speaking events,
350+ professionals in attendance



Another important component of our advocacy strategy is public speaking.

This year we reached more than 350 industry professionals through speaking at six cross-sector events.

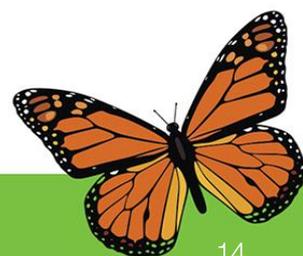
We also met regularly with key stakeholders from government, corporate, not-for-profit and philanthropic sectors to discuss Nature Play WA's vision, key messages and to drive positive change for WA kids.

Work with Nature Play partners



Nature Play organisations have been established in South Australia, Queensland, and Canberra. Monthly teleconferences are held between the four organisations and an Action Summit was held on 4-6 December 2017 to identify opportunities to align planning schedules and further share information and resources.

Nature Play WA continues to work with partners and stakeholders in New South Wales, Victoria, Tasmania, and the Northern Territory, to grow the movement and explore the potential of new Nature Play organisations being set up in those states and territories.





EDUCATION

Nature Play WA is increasingly working with educators in the primary school and early learning sectors to help build their skill-sets in taking children outdoors for play and learning.

Our efforts in this space allow us to impact the practice of those working directly with children and help increase the exposure of WA children to outdoor learning and play in education and care settings.

The Outdoor Classroom Day campaign is a growing component of this engagement and is well placed to increase in reach in coming years.

We also run teacher professional development sessions and are partnering with University of Western Australia on the PLAYCE study and with the Joondalup Health Campus on The ORIGINS Project, which will help educate teachers, parents, and decision makers on the importance of unstructured play outside.

Participation of
200,000
kids nationally



191 WA Primary schools



Work commenced with Joondalup Health Campus, contributing to The Origins Project



10 **PLAYCE**

Professional Development sessions with Early Learning Centres

100+ participants

130+ Primary School teachers, working directly with

10,000+ kids, attend Nature Play WA Professional Development



Outdoor Classroom Day, held 7 September 2017

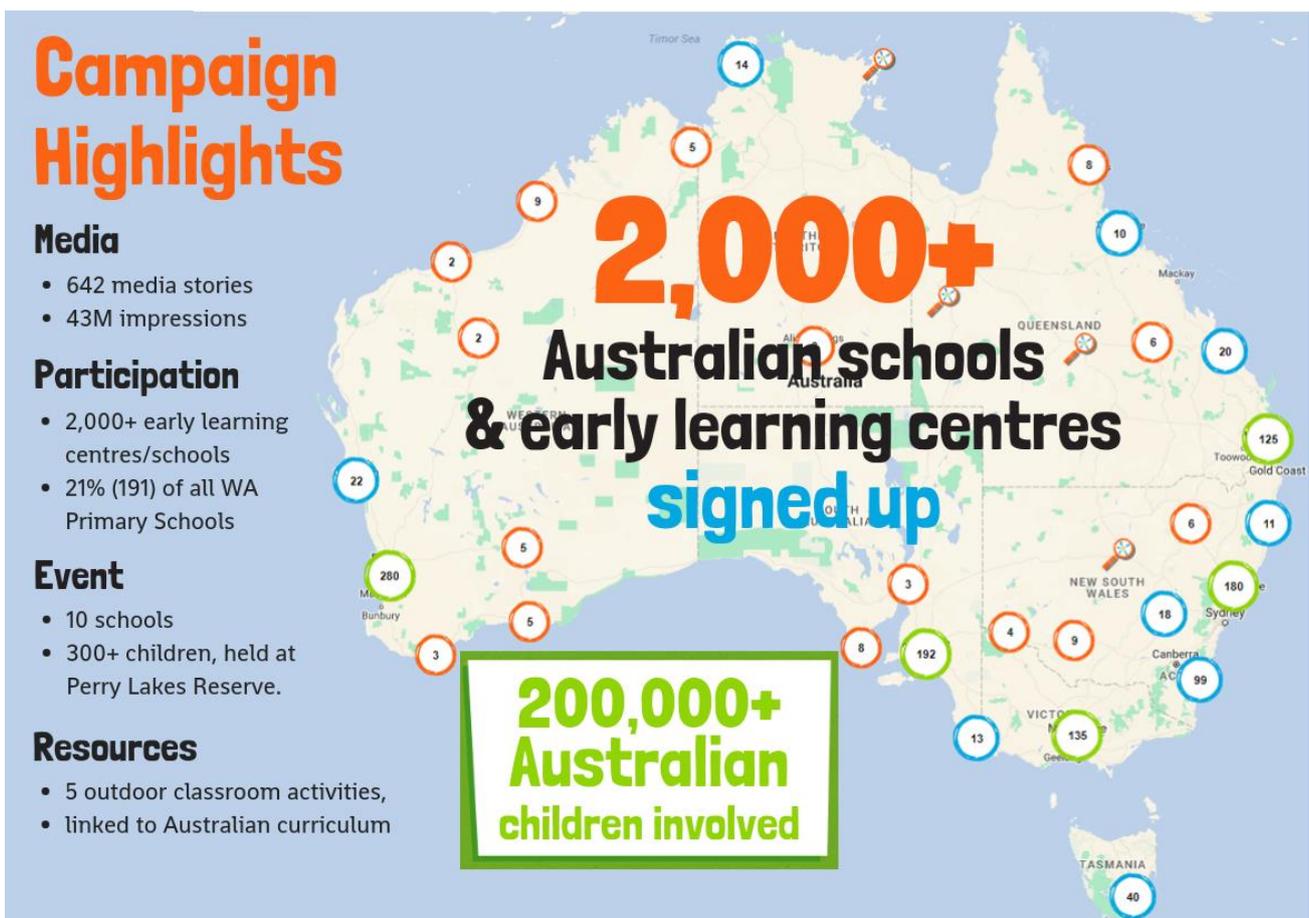


Outdoor Classroom Day is a global campaign to promote, and celebrate, outdoor learning and play.

In 2017, Nature Play WA delivered the campaign in Australia for the first time in partnership with its state partners in SA, QLD and ACT, and with support from Unilever and the UK NGO Project Dirt.

Some 200,000 children were registered for the campaign by their teachers around the country, including 21% of WA primary schools.

Nature Play WA also ran an event at Perry Lakes Reserve as part of the campaign - involving ten schools and more than 300 children.



Sponsorship support from Unilever to run the campaign in Australia has been retained and expanded for 2018 Outdoor Classroom Day (November). We are aiming for 300,000 participants and have agreements in place with organisational partners around the country to help get the word out.



The ORIGINS Project (early years research)

Nature Play WA is proud to be working with the Joondalup Health Campus to establish a nature play component of the ground-breaking ORIGINS Project.

The Project is a major longitudinal birth cohort study into why and when noncommunicable diseases develop.

Nature Play WA will work with the project team to include a component in the study investigating the impact of unstructured play outdoors and in nature on paediatric health.



PLAYCE Research Project (early years)



Nature Play WA delivered professional development to more than 100 early childhood educators, at ten early learning centres, this year as part of the PLAYCE Study being conducted by the University of Western Australia (WA).

The professional development sessions form part of a research project (PLAYCE) conducted by UWA and its partners to measure physical activity in early years settings and the impact of nature play and physical literacy training interventions. It is the first large-scale study of its kind in Western Australia.

Nature Play WA developed the professional development program to be offered to centres, as a follow up to the base-line study, aimed at encouraging greater outdoor play and activity. The program has been offered to centres who were involved in the initial study and will be followed up by evaluation to determine the impact it makes on physical activity.

The UWA PLAYCE study has put out its first report at <http://www.sph.uwa.edu.au/research/playce>



Professional development for educators

Another significant component of our education work is our Professional Development program for primary school teachers.

This year, our principal offering was our Children and Nature Conference (held 5-6 August 2017).

The conference, which attracted 120 delegates working directly with 10,000+ kids, was held at The Esplanade Hotel in Fremantle and included: keynote presentations by international outdoor education experts Emma Crawley and Torbjorn Wrangé, from Sweden; a presentation by Dr Amanda Lloyd on her PhD research on how outdoor classrooms improve academic achievement; and, case studies from six Western Australian schools/education centres (including remote, country and metro examples).

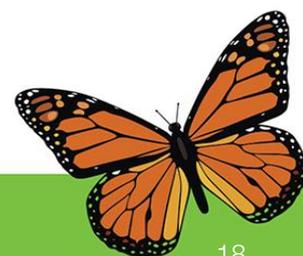
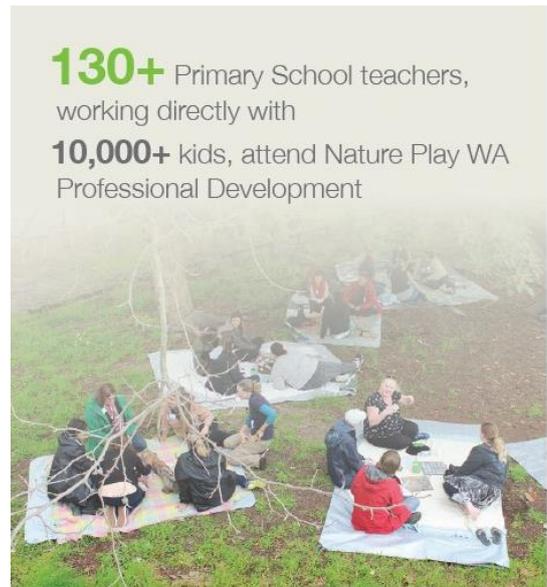
On Day 2 conference attendees and their families were invited to Manning Park (Cockburn) to trial some of the nature play outdoor learning strategies and activities discussed.

95.65% of delegates that completed the feedback survey rated the conference 'good' to 'excellent'.

In addition to the conference we ran an Engaging Outdoor Learning workshop (21 October 2017) aimed at giving attendees the confidence to engage with Nature Pedagogy and explore the possibility of using outdoor areas within their school and/or local community as learning spaces.



[Click here](#) for a short video of Subiaco Primary School Principal, Carolyn Press, talking about some of the benefits of learning outdoors.





18,500+ event participants,
10 family events

4,400+ Nature Passport App
users (to date)

113 activities



PARTICIPATION

Nature Play WA's participation opportunities are designed to complement our advocacy and education efforts by providing access to nature play activities for WA kids and their adult care-givers.

Our participation offerings include promoting and supporting self-directed activities (through apps and downloadable resources), supporting group activities (through Family Nature Clubs), and providing large scale participation events.

Our commitment to include parents and or teachers in all our events, so they can independently replicate the activities without the need of our support, for years to come, is fundamental to what we offer.



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Nature Play WA
App users
(2,961 new)

44 Family Nature Clubs
(total) with up to
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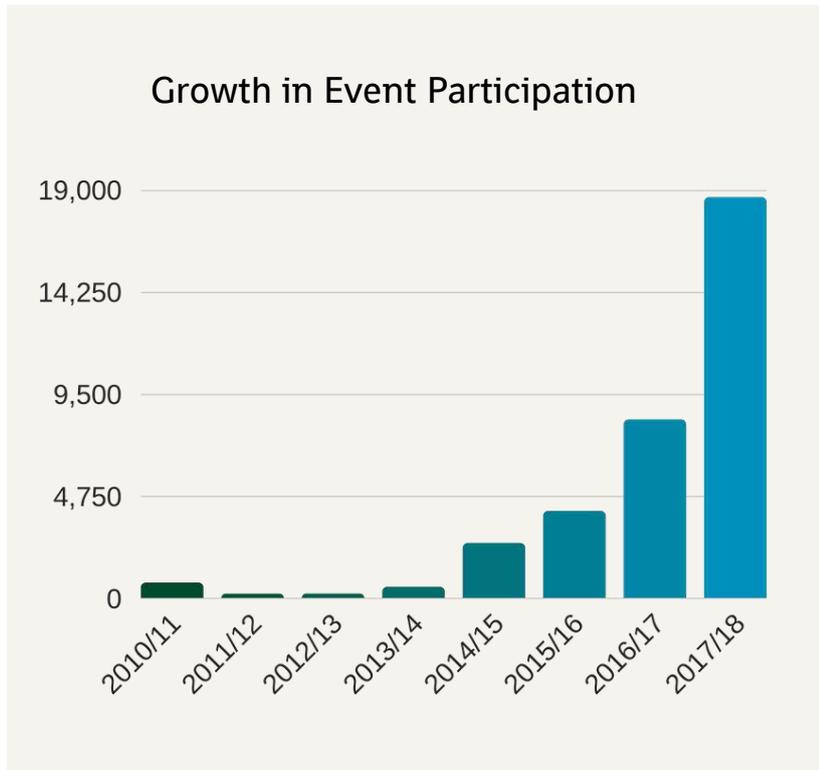
Family events



In recent years, Nature Play WA's family events have grown significantly, both in number and scale, with 2017/18 having more than twice the participation of any previous year.

Our ten events had a total of 18,500+ participants with highlights including Cubby Town 2, Mudder's Day, the Curtin University Play Day and the Mud Monsters Ball.

Through sponsorship and partnering with Government and other organisations, all family events were offered free of charge, with the exception of *Mini Nature Players* which had a \$5 participation fee for children in order to cover costs.



 For more on our participation event offerings check out our promotional video. [Click here](#)



Nature Play WA Participation Event Offerings 2017/18

| | |
|---|--|
| <p>Cubby Town 2, held 28 April 2018 at Yanchep National Park.</p> <p><i>Free event run in partnership with the Department of Biodiversity, Conservation and Attractions and event supporters City of Wanneroo, PEET and Reece.</i></p> | <p>4,000+ participants</p> <p>Activities: Cubby building, nature craft, nature treasure collecting and mud kitchens.</p> |
| <p>Mudder's Day Event, held 13 May 2018 at Manning Park</p> <p><i>Free event run in partnership with City of Cockburn.</i></p> | <p>4,000+ participants</p> <p>Activities: mud play, obstacle course, slip and slide, mud masks and mud kitchens.</p> |
| <p>Channel 7 Kids Festival – My Backyard Zone, held 7-9 July 2017</p> <p><i>Free event with sponsorship from TriEvents.</i></p> | <p>3,900+ participants</p> <p>Activities: mud kitchens, cubby building, kite making and sand play.</p> |
| <p>Curtin University Nature Play Day, held 9 December 2017</p> <p><i>Free event run in partnership with Curtin University.</i></p> | <p>2,000+ participants</p> <p>Activities: launch the Curtin Nature Trail (hosted on the Nature Play WA app), mud kitchens, nature craft, and gardening.</p> |
| <p>Mud Monster's Ball, held 3 June 2018 in York</p> <p><i>Free event run in partnership with the Shire of York.</i></p> | <p>2,000+ participants, over 90% residing outside of York.</p> <p>Activities: Mud play, mud kitchens, dance and nature craft.</p> |
| <p>Play Out Day for Children's Week, held 29 October 2017 at Manning Park</p> <p><i>Free event run in partnership with Meerilinga for Children's Week 2017.</i></p> | <p>1,400+ participants</p> <p>Activities: mud kitchens, rock decorating, cubby building and an interactive scavenger hunt through the Nature Play WA app.</p> |
| <p>Mini Nature Players Event, held 21 February 2018 at Matilda Bay</p> <p><i>\$5 charged per child.</i></p> | <p>650+ participants</p> <p>Activities: nature crafts, story time, bubble play and sensory exploration.</p> |
| <p>Nature Play Activity at the Caravan and Camping Show, held 24 and 25 March 2018 at the Claremont Show Grounds.</p> <p><i>Free event with sponsorship received from the Caravan Industry Association of WA.</i></p> | <p>500+ participants</p> <p>Activities: evolution of camping display, chalk drawing and cubby building.</p> |
| <p>World Wetlands Day event, held 3 February 2018 in Albany</p> <p><i>Free event run on behalf of City of Albany.</i></p> | <p>200+ participants (big increase from previous years where Nature Play WA was not involved).</p> <p>Activities: mud kitchens and clay play.</p> |
| <p>Rural Health West event, held 25 March 2018 at Matilda Bay.</p> <p><i>Free event with sponsorship received from Rural Health West to run the event.</i></p> | <p>22 participants (staff and children from Rural Health West conference)</p> <p>Activities: mud kitchens, clay play and nature craft.</p> |

Cubby Town 2



Our biggest event of the year was Cubby Town 2, which was held in partnership with the Department of Biodiversity, Conservation and Attractions at Yanchep National Park, with more than 4,000 people building over 1,000 cubbies.

As with all our family events, Cubby Town 2 offered self-guided nature play activities that highlighted the importance of nature play and how easy it is to incorporate in our everyday lives.

“It was a lovely atmosphere, relaxing and inspiring creativity. Great to see so many kids running around and having fun” - Attendee

The event also promoted Yanchep National Park as a destination of choice and incorporated relevant local businesses, helping connect participating families with community programs such as Little Gumnuts, Pyjama Drama, Two Rocks Playgroup, Wanslea, City of Wanneroo Library and Early Childhood staff.

The year to come will see several Nature Play WA events of similar scale run with local governments, starting with the City of Canning Muddy Hands Festival (November 2018).





The Mud Monsters Ball

Another highlight event was the Shire of York Mud Monsters Ball, run by Nature Play WA as part of the York Winter Festival, 3 June 2018.



In addition to the mud play activities offered as part of the event, a customised York “Nature Passport” booklet was given to all attendees.



The Nature Passport included six nature play activities linking Nature Passport App activities with nature-rich locations within the Shire of York. It incorporated seasonal activity ideas, stickers for completing activities, a nature safari section and a list of “15 Things to Do” in York. The passport was designed to encourage locals to connect with nearby nature and to entice visiting families to explore more of what the town has to offer. Response to the booklet was extremely positive from both locals and visitors:



“I think it is an excellent thing to have an adventure around our lovely countryside and learning about our country town” – Attendee (Shire of York local)

The booklet also pointed to our Nature Passport App, which has over 100 more activities to choose from.

Nature Play WA will be pairing customised Nature Passports with several events in 2018/19, creating a ‘set’ of nature play activity booklets, linked to local government areas, for participants to collect over time.



Digital wellbeing

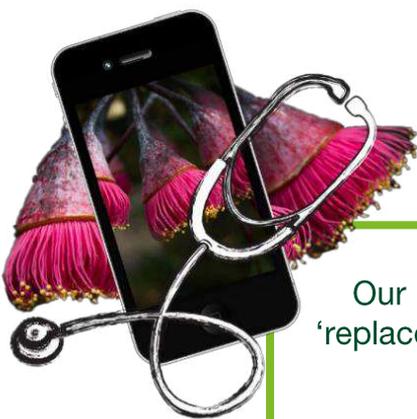
Nature Play WA's mission is to help get more kids playing outside more often, but we know this isn't easy in the modern technology-infused world. So, we've developed a range of free resources as part of a broad strategy to help families find a healthy mix of screen-time and nature play.

In 2017/18 Nature Play WA launched a three-pronged approach to healthy technology use:

Reduce: reducing the time your kids spend on technology, even a little bit, makes a difference.

Replace: use active technologies (eg: activity and trails apps) to replace sedentary technologies wherever possible.

Balance: balance the time your kids spend on sedentary technology with an equal, or greater, amount of time in active play outdoors.



Our [Nature Passport](#) and Nature Play WA apps provide active 'replacement' technology solutions that support families in playing, exploring and learning outdoors.



The Nature Passport app

Nature Passport was built in partnership with IslandWood, one of America's leading environmental education centres.

The app provides more than 100 outdoor activity ideas, that can be done anytime, and almost anywhere.

The activities make use of interactive features within the user's phone - voice recording, photography, counter, timer etc. - but the vast majority of each activity involves putting the phone down and interacting with the environment and other 'team' members such as family and friends.

The app also includes a Safari function that encourages kids to find and photograph living things and then submit their photographs to iNaturalist (one of the world's biggest citizen science projects), via the app, for identification and recording.

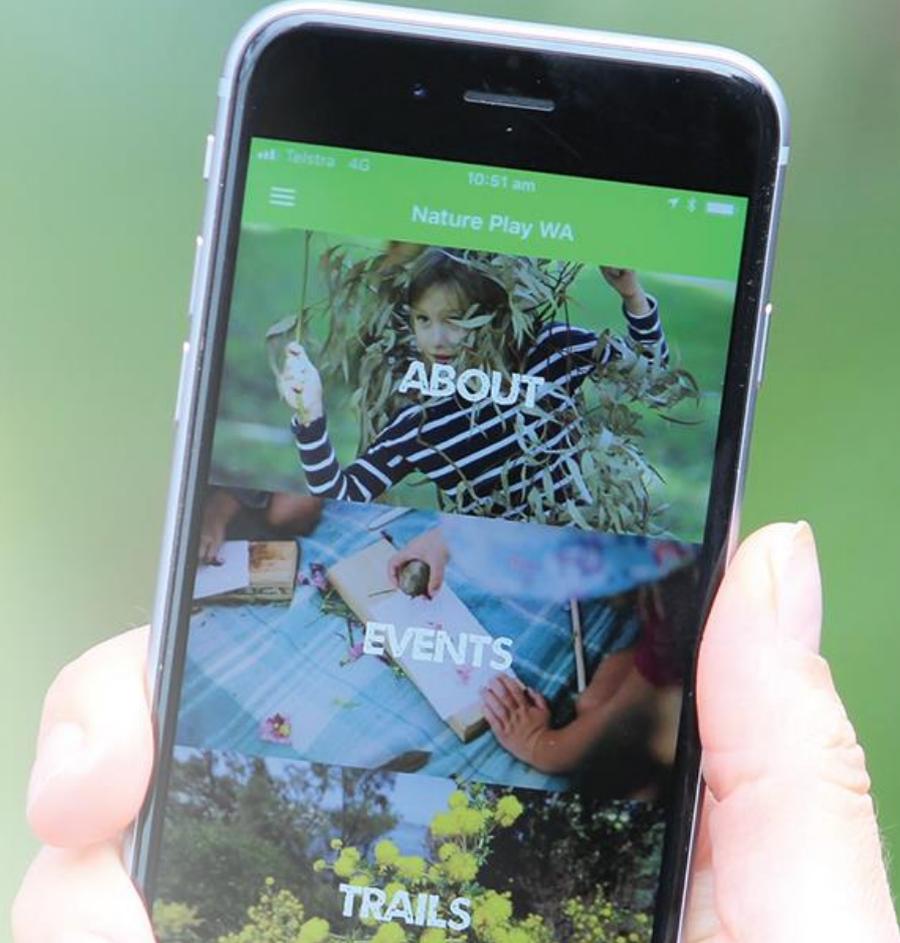
Launched in Australia on 19 October 2017 the app has been promoted through media coverage and by linking it in to other campaigns and resources – such as Outdoor Classroom Day and the International School Grounds Association Activity Guide 2018 (worldwide circulation).

In the seven months since its launch there have been 4,400 app downloads – a number that continues to grow steadily.

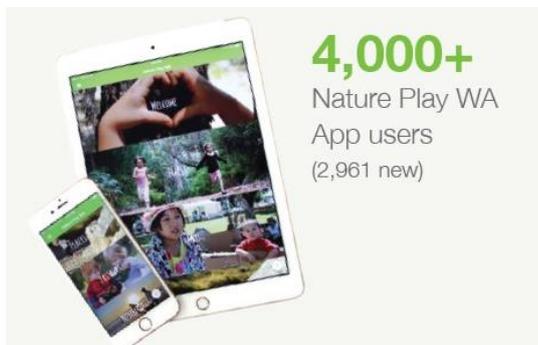


Nature Passport has replaced the hardcopy passports program in WA, previously referred to as the 'Passport to an Amazing Childhood'





The Nature Play WA app



One of the challenges Nature Play WA has set itself is to find innovative ways to use technology as a tool to drive interactions with nature and the world around us – drawing people outside and adding an extra level of interpretation and engagement.

Through the use of geo-location functionality and Bluetooth technology, our Nature Play WA app, which is very specific to our Western Australian audience, aims to do just this.

The app, which now has more than 4,000 users (2,961 new this year) includes nature play trails, event information, and a “Play in WA” section with a comprehensive listing of playgrounds, parks and other nature play relevant areas.

App engagement is very high, with individuals typically returning to use the app six to seven times, spending an average of 39 minutes on it each session.

This year the app’s content was significantly expanded through two new trails – a Little Athletics and Curtin University Nature Play trail, the addition of 30 nature playground reviews, a Nature Play Bingo game and a number of interactive digital treasure hunts run in conjunction with our family events.



Family Nature Clubs



In addition to our event and app offerings Nature Play WA has continued to provide resources on our website for WA families to create their own Nature Clubs.

There are a total of 44 active Family Nature Clubs in Western Australia with up to 38 families per club.

To join a Family Nature Club see the listing on the Nature Play WA website or use the Family Nature Club toolkit to start your own! [Click here](#)



Friends of Nature Play WA

The Friends of Nature Play Family Membership program helps WA families access discounted outdoor activities and gear through participating commercial providers.

This year the program saw seven new recreation business partners sign up – there are now 52 commercial partners in total - and a small growth in family memberships.

Members received a quarterly newsletter communication regarding new deals as well as communication through a Friends of Nature Play WA Facebook page.



MEMBER ORGANISATIONS

Nature Play WA was fortunate to have a supportive and dynamic group of member partners who worked collaboratively with us to help achieve our vision - of making nature play a normal part of childhood again - become a reality.

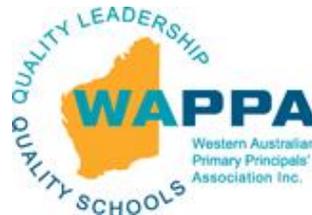
Our Voting Member organisations in 2017/18, as shown below, have come from a broad cross-section of organisations with strong commitments to the health and well-being of children and the environment.



Department of
**Local Government, Sport
and Cultural Industries**



Department of **Biodiversity,
Conservation and Attractions**



The Royal Australasian
College of Physicians



**Creating
Communities**



FINANCES AND SUSTAINABILITY

Nature Play WA would like to thank our primary funding body the Government of Western Australia, for its ongoing support of our mission, through the Department of Local Government, Sport and Cultural Industries (DLGSC). Nature Play WA could not achieve all that it does without this support.

Additional income streams

Nature Play WA's financial sustainability hinges on our ability to strengthen our relationship with current funders, build on existing independent revenue sources, and find new independent revenue sources. In addition to DLGSC funding, key income streams for 2017/18 are outlined below.

Outdoor Classroom Day Sponsorship



Outdoor Classroom Day is a global campaign to promote, and celebrate, outdoor learning and play. In 2017, Nature Play WA delivered the campaign in Australia (for the first time) in partnership with our state partners in SA, QLD and ACT, and with support from Unilever and the UK NGO Project Dirt.

Sponsorship support from Unilever to run the campaign in Australia has been retained and expanded for 2018 Outdoor Classroom Day (November 2018).

Nature Play event sponsorship/partnerships



Nature Play WA creates large scale events that bring communities together to play, connect, and experience the benefits of the outdoors. These events are typically co-funded by State Government, local governments, and/or other not-for-profits/private enterprises, allowing us to offer them free of charge to families.

See the 'Family Events' table for details.

Outdoor app consultancy services



Nature Play WA's mobile app consultancy helps local governments and not-for-profits create dynamic outdoor discovery apps that connect people to the outdoors through rich digital content.

Nature Play WA uses a subscription-based app platform that allows us to deliver quality, future-proofed outdoor apps to a firm budget and timeline. Our experience in the field, our relationship with the software developers, and our expertise in advocacy and story-telling allow us to guide clients through the process of delivering a compelling app, without the uncertainties of creating something from scratch.

In 2017/18 Nature Play WA created outdoor apps for four WA based clients.



Interpretative trails



Nature Play WA also provides an interpretative digital trails consultancy service.

Interactive digital trails are a great way of sharing the natural assets and cultural and heritage stories that make an area unique. Augmented reality, digital treasure hunts, 360 degree clickable point of interest panoramas, and more, can be incorporated to tell these stories in a fun, interactive way that appeals to all ages.

Trails are housed on the Nature Play WA app.

This year Nature Play WA created trails for Curtin University (Bentley campus) and Little Athletics WA.

Professional development for educators



Nature Play WA's professional development workshops provide intensive training that builds the knowledge and skills of educators to use the outdoors as a medium for teaching the curriculum in a creative and active way.

Lotterywest grants



This year Nature Play WA received Lotterywest funding for the development of a Nature Play WA business plan for 2018/19, as well as a grant to carry out significant renovations to the building Nature Play WA leases. This included the redevelopment of tenant offices, recarpeting of the building, redesign of key areas to create a large meeting room at the entrance, sit-to-stand desks for staff, outdoor furniture and shade sails. Renovations were completed July 2017.

KEY



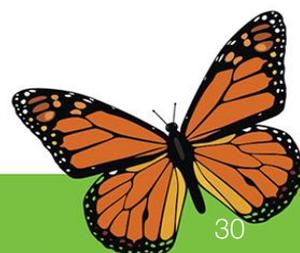
Activities that directly impact the delivery of Nature Play WA's mission.



Activities that directly impact Nature Play WA's sustainability and capacity building.



Nature Play WA thanks HLB Mann Judd, Clayton Utz, & Partners and Kick Films for their generous pro-bono contributions in 2017/18.



THE NATURE PLAY WA BOARD

Nature Play WA sincerely thanks our Board for the time and effort they invest in our organisation and mission. Board members in 2017/18 were:

Allan Tranter (Chairperson)

Founding Director, Creating Communities Australia Pty Ltd

Ian Anderson

President, Western Australian Primary Principals' Association

Darren Cooper

Managing Director, DCM

Charles Hayne

Formerly Communications Manager, Department of Sport and Recreation

Desiree Silva

Professor of Paediatrics, University of Western Australia

Richie Baston

Director, Azure Capital

Colin Ingram

Senior Planning Officer, Department of Biodiversity, Conservation and Attractions

Jane McEvoy

Senior Manager Operations & Finance, Rio Tinto

Tim Swart

Business Manager of Camps, Department of Local Government, Sport and Cultural Industries

We also thank Stephen Breen, former President of the WA Primary Principals Association, whose term on the Nature Play WA Board ceased October 2017, for his significant contribution over the years.



THE NATURE PLAY WA TEAM



Griffin Longley, CEO



Katherine Healy,
Communications Manager



Ellery Spychalski,
Content Manager



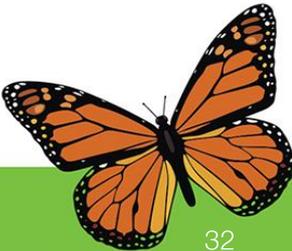
Nicole McNamara,
Events Manager



Kellie Hill,
Project Manager



Fiona Bow,
Accounts Manager





SUPPORT NATURE PLAY WA

Nature Play WA's mission is increasingly important in the modern world. The growth in sedentary technologies, a loss of real play experience among new generations of parents, and the shrinking of available play space is a perfect storm for our kids.

But we need your support to grow our capacity to deliver on this important issue for the Western Australian community.

Partner with Nature Play WA and help improve the lives of generations of Western Australian kids.



Supported by



Department of
Local Government, Sport
and Cultural Industries

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