



ANNUAL REPORT

1 July 2016 - 30 June 2017

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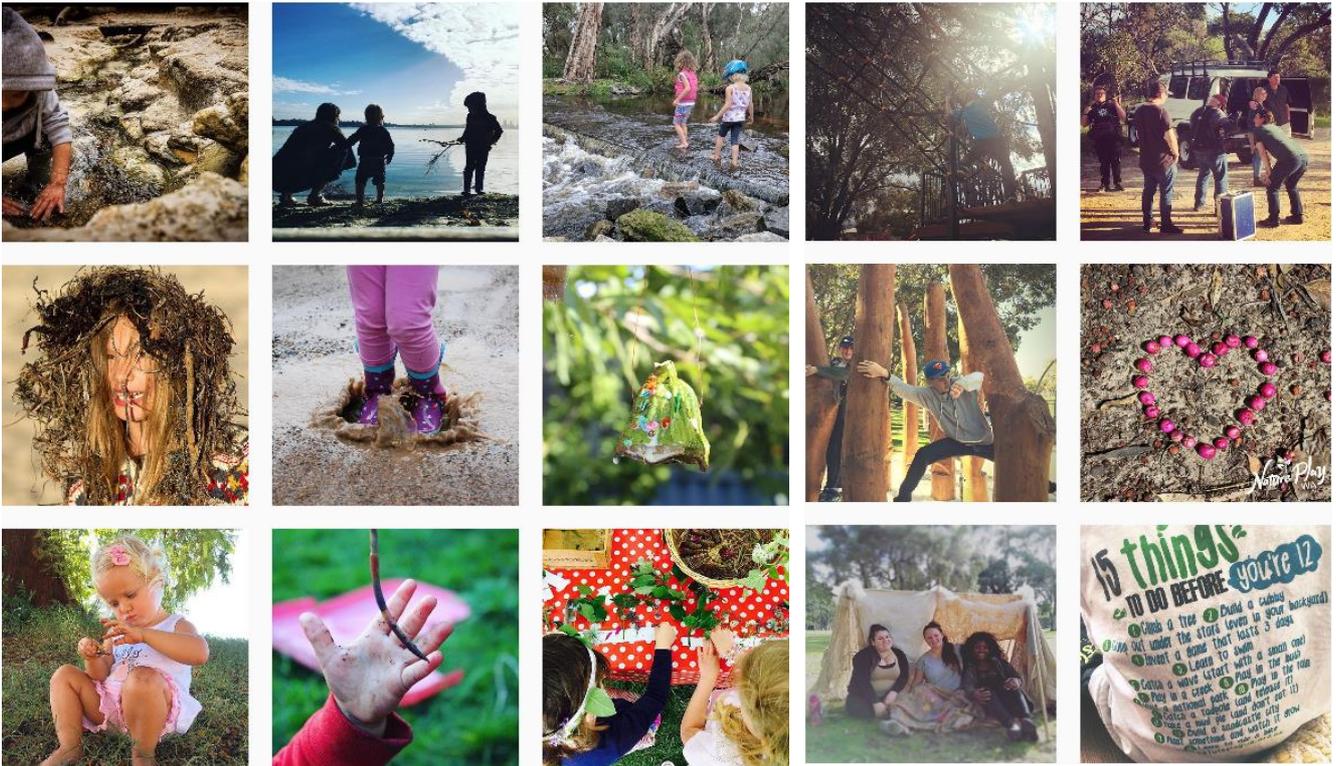
Department of
Local Government, Sport
and Cultural Industries

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Message from the CEO, Griffin Longley



It has been a year of growth for Nature Play WA. New staff and new projects have expanded our capacity to serve Western Australian families, grow our place as a leader in the movement to return to unstructured play outdoors, and innovate to meet the challenges of a fast-changing world.

At its heart the Nature Play WA vision is a simple one – for every child to enjoy the growth, health, resilience and creativity that nature play brings. But finding time and space for mucking around outside is becoming increasingly difficult for modern families and schools in our fast-paced and technologically-focused lives.

That change has driven Nature Play WA to find new ways of reaching children and the adults who care for them, new ways of inviting participation, new ways to enlist technology as a supporting tool for outdoor play, and new ways to fund our mission.

We look back on our 2016/17 efforts and achievements with pride, and we look forward to the growing challenges ahead of us with resolve because time spent being a kid outdoors is too important to be a matter of nostalgia. It is a core human inheritance owed to every child.

Message from the Chair, Allan Tranter



The Nature Play WA Board has taken a calculated risk this year by investing in the creation of new projects that not only serve our mission, but also have the potential to become income streams that help to reduce our dependence on the State Government for funding.

We remain grateful to the West Australian Government, through the Department of Local Government, Sport and Cultural Industries for their annual recurrent funding and the support received in many different ways. But we also recognise that for Nature Play WA to continue to meet the growing challenge of our mission we need to grow and to source additional funding.

To that end, our CEO has spent a significant part of the year overseeing the development of an app in Seattle, USA, in partnership with IslandWood, one of America's leading environmental educators. The Nature Passport app is due to be released in October 2017.

The Nature Passport app, which has been funded by a large American company, aims to utilise mobile technology to help reconnect tech-focused families with the outdoors. Importantly, it also has the potential to provide an income stream that can contribute to our ongoing sustainability

The manner in which this has been achieved, while the staff have maintained momentum in Western Australia, has been outstanding. The Board recognises that this has taken dedication from all concerned and profoundly appreciates the "extra" that has been required to achieve these outcomes.

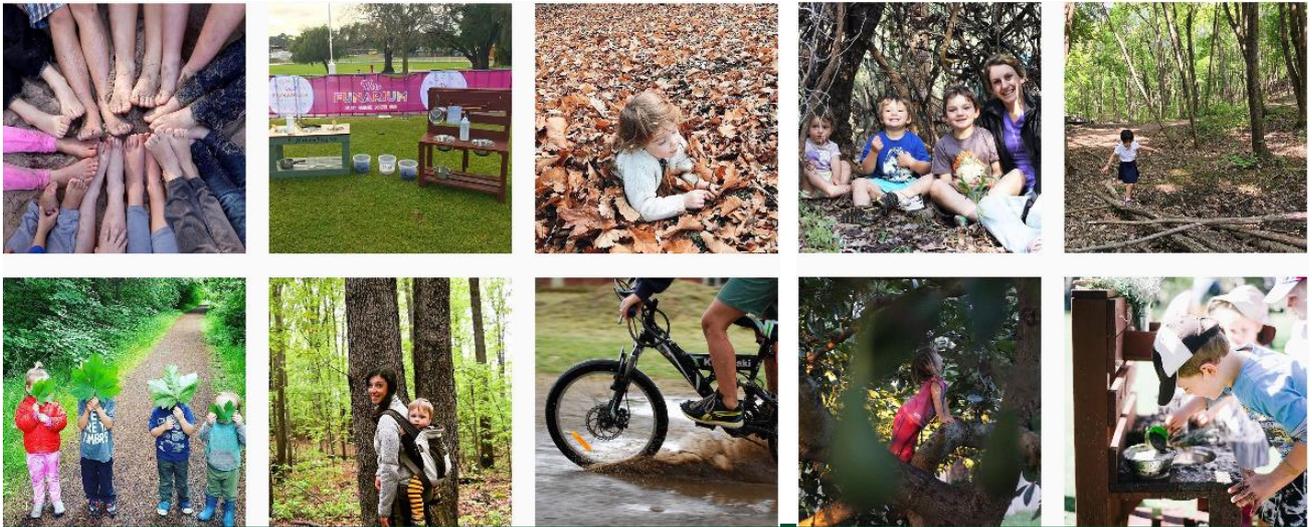
The Board remains deeply committed to nurturing the movement of "playing in nature" as well as progressing the role of our organisation, "Nature Play WA," through focusing on **Advocacy, Education and Participation.**

It is always with pride that you are invited to read the pages of this report to gauge for yourself the enormous impact that Nature Play WA is having. My personal thanks to the Board for their diligence and commitment to the future of Nature Play WA and to the staff for their achievements this year.



IMPACT STATEMENT

1 July 2016 - 30 June 2017



ADVOCACY



CHANNEL

ENGAGEMENT

News Media	102 stories	12.61 million readers/viewers
Website	90,982 unique users	251,730 page views
Facebook	22,578 fans	3.08 million page impressions
Newsletter	11,000+ subscribers	11 campaigns and 56 emails
Instagram	2,360 followers	146,000 engagements
Public speeches	10 cross-sector events	1,200 professionals attending
Nature Play WA App		More than 1,000 downloads

EDUCATION



EVENT

ENGAGEMENT

4 x Professional Development Workshops		79 teachers
1 x Children and Nature Conference		298 delegates
1 x Mini Conference - Benefits of Risk		61 delegates
1 x Goodstart Early Learning Centres presentation		20 staff

PARTICIPATION



PROGRAMS

PARTICIPANTS

Family events		8,230 participants, 10 events
Passport Program		18,290 distributed
Family Nature Clubs		44 clubs with up to 38 families per club



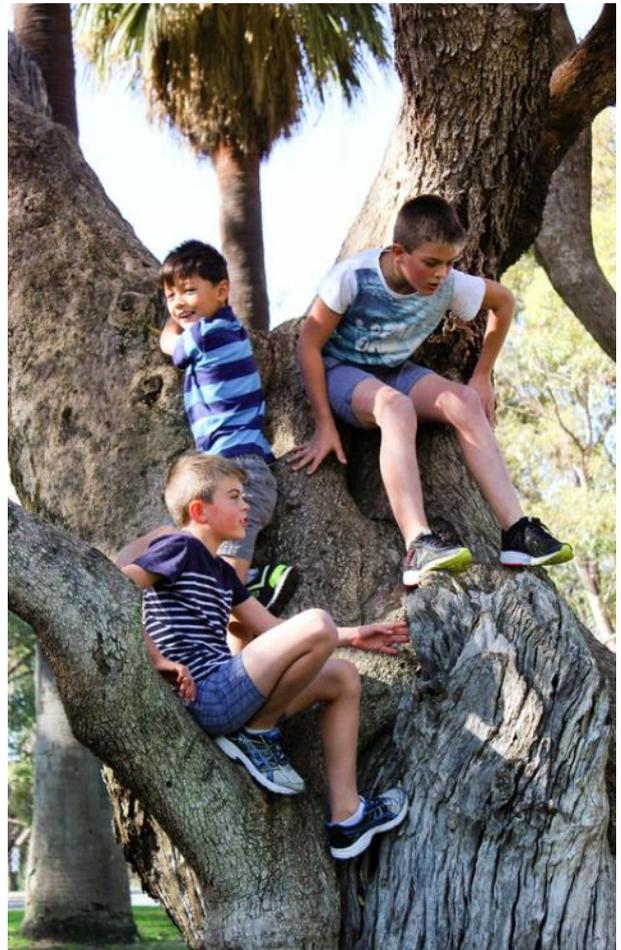
ABOUT US

The world of childhood is changing fast. Modern kids spend less time playing outside than any other generation in history. And they are 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.

At Nature Play WA we believe childhood should be a time of movement, creativity, wonder and awe. We are dedicated to helping families balance the sedentary and entertainment-focused nature of modern life with unstructured play outdoors (nature play) 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 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, care-givers and decision-makers through advocacy and facilitating opportunities for families to discover the power of nature play first-hand.



Our target groups are...

1. Families and care-givers of kids aged 0-12 (including expectant parents).
2. Children aged 0-12
3. Decision makers and organisations that impact the lives of children

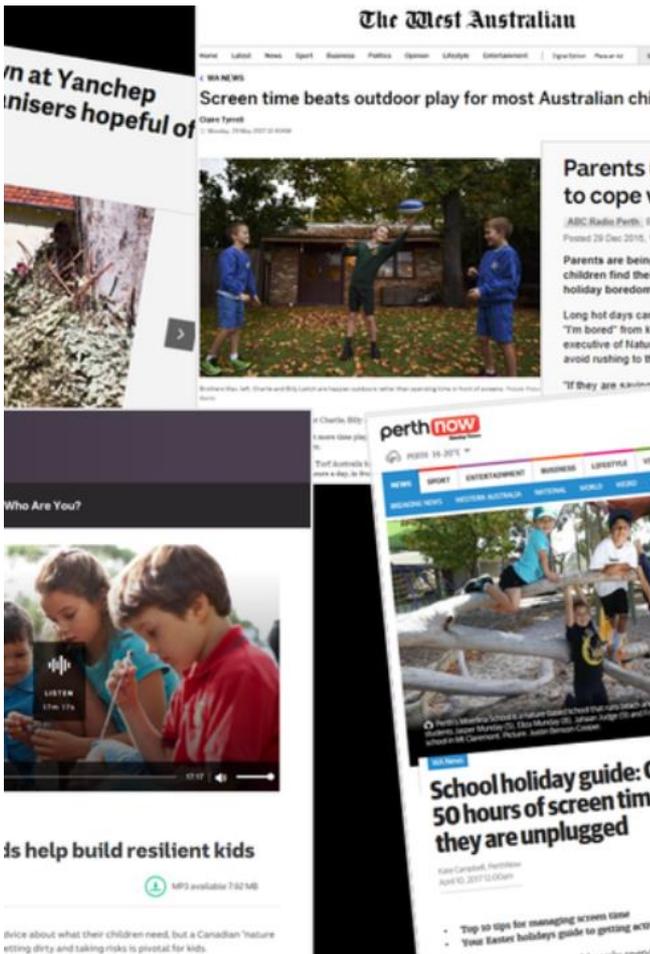
How we work...

Nature Play WA is:

1. **Kid-focused:** we focus on what is best for children.
2. **Innovative:** we seek new ways to encourage nature play in a fast-changing world.
3. **Solution-driven:** we work independently and in partnerships to find solutions, not define problems.
4. **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...

- Embed the value of unstructured play outdoors in Australian culture.
- Increase opportunities for children and families to participate in nature play.
- Create and promote resources that make taking part in nature play easy.
- Grow and leverage our networks for positive outcomes.
- Advocate for the importance of nature play to government, private bodies and agencies who work with kids and families.
- Develop Nature Play WA's organisational capacity.



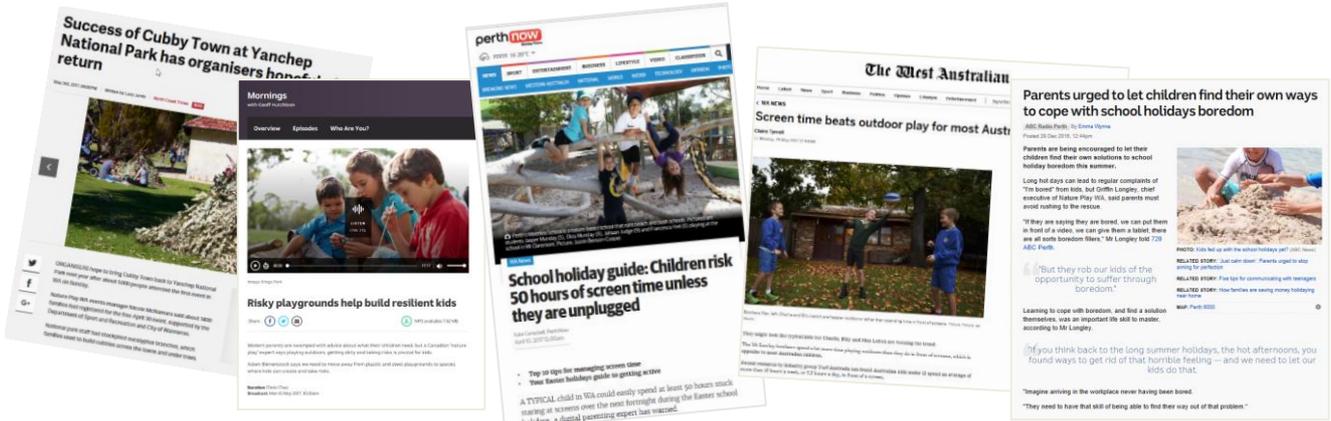
ADVOCACY

Nature Play WA's advocacy is all about working to lead a community-wide conversation on the importance of unstructured play outdoors, and building a positive socio-political environment for decision-making that supports play.

We utilise the growing power of social media, an interactive website, newsletters, public speaking, face-to-face meetings and a strong relationship with the news media to engage a broad-spectrum of the community from parents, care-givers, and teachers to decision-makers at all levels in our issue.

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

ADVOCACY SNAPSHOT		
ADVOCACY		ENGAGEMENT
News Media	102 stories	12.61 million readers/viewers
Website	90,982 unique users	251,730 page views
Facebook	22,578 fans	3.08 million page impressions
Newsletter	11,000+ subscribers	11 campaigns, 56 emails
Instagram	2,360 followers	146,000 reached
Speeches at stakeholder events	10 cross-sector events	1,200 professionals
Nature Play WA app		More than 1,000 downloads



News media:

News Media	2016/17
102 stories, 12.61 million reached	

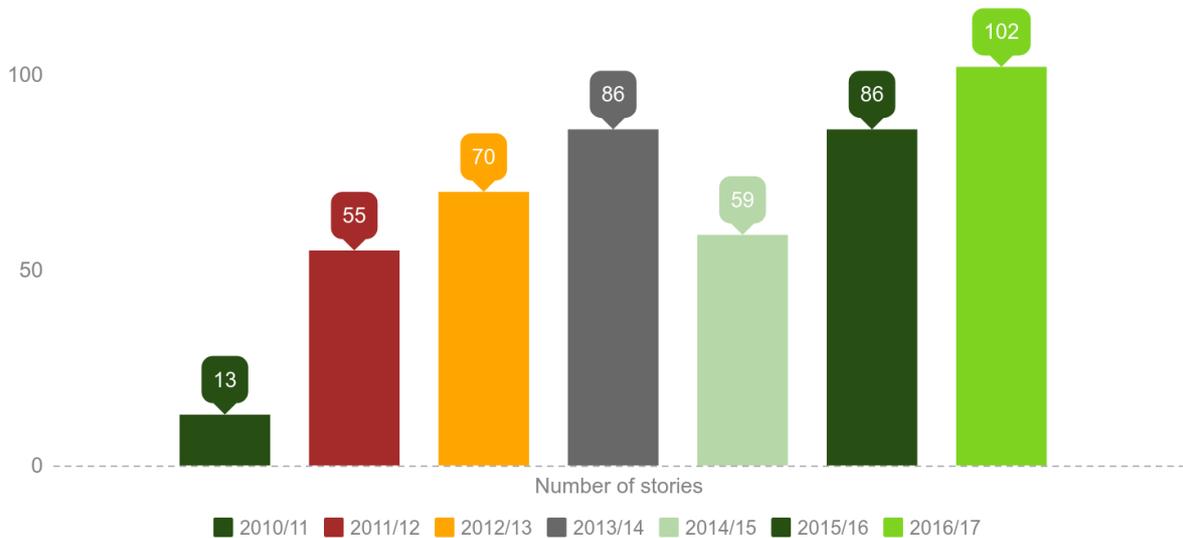
Nature Play WA was able to secure an average of just under two earned-media stories a week during 2016/17.

Strong coverage was achieved through Nature Play WA events like Cubby Town, and the Children and Nature Conference. We continue to be approached regularly by news organisations seeking commentary for stories that relate to childhood, the outdoors, and play.

It was also encouraging during the year to observe a growing trend of nature play themes emerging in news stories that did not quote Nature Play WA. This, we believe, is indicative of a shift in the public discussion around childhood and a growing currency of Nature Play WA’s mission and messaging.

Our coverage was made up of 42 stories in online publications, 34 broadcast on radio, 21 in print publications and five broadcast on TV.

Growth in news media



Website:

Website	2016/17
90,982 unique users, 251,730 page views	

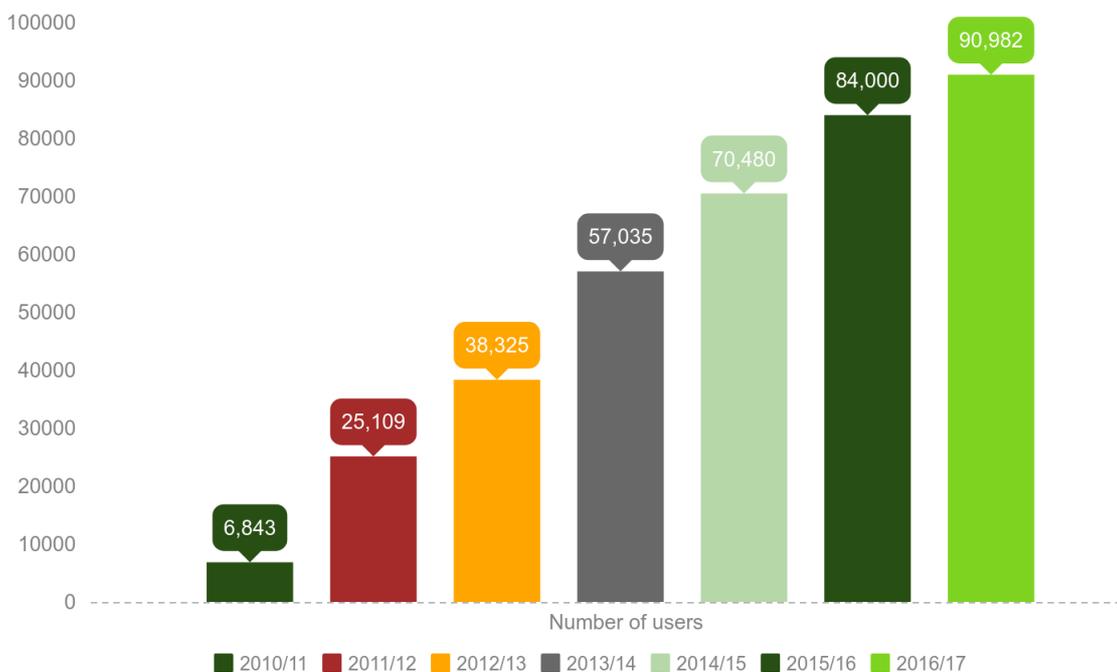
The Nature Play WA website continues to be a popular source of inspiration for outdoor activities and creative play ideas for families and educators. Places To Go, the area of the website that lists nature play spaces, national parks, beaches and outdoor places of interest was the most popular section of the website, with more than 11,700 visitors.

Similarly, pages dedicated to providing resources on the benefits of nature play spaces and information on how to create them were also highly visited.

Nature Play program pages, such as the Children and Nature Conference, Camp Nature Play and Cubby Town were popular, along with our downloadable resources for families and schools, and professional development for educators. Nature Play WA is working to create new and inspiring events, programs and resources to satisfy this demand, which grows each year.



Growth in website users



Facebook:

Facebook	2016/17
22,578 fans, 3.08 million page impressions	

Facebook continues to be a powerful tool for Nature Play WA in connecting to Western Australian families, educators, and decision makers.

The most popular posts on our Facebook page (over 10K+ people reached) included the following subject matter:

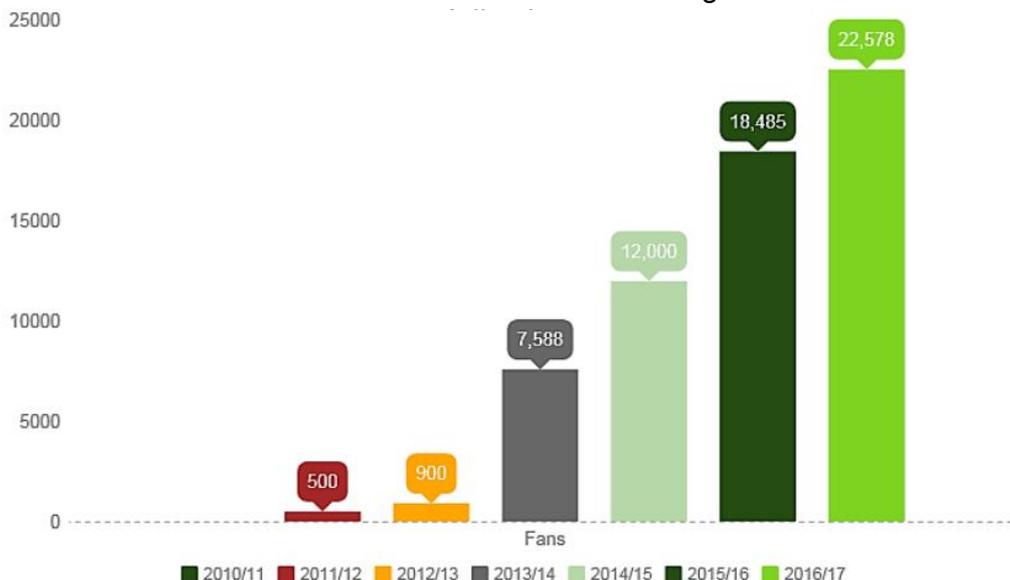
- New nature playground constructions (both Perth and interstate/overseas)
- Importance of risky play
- Importance of play in dirt for young children
- Importance of children using tools/knives
- “Top 10” type lists of camping/outdoor activity locations
- Societal complaints about children’s “noisy” play
- “Historical”/nostalgic play stories/photographs (i.e. children playing in the street/on “dangerous” equipment)
- Resilience and overcoming challenge
- Benefits of nature on mental health
- Imaginative and creative play

This shows our audience’s appetite for positive stories about risky play for children, ideas for getting the family into the great outdoors, and sharing their frustration at the limitations and restrictions children now have on their freedom to play that previous generations did not.



Facebook engagement: Our 744 posts in the year resulted in 3,084,776 page impressions, 4,093 new likes, 5,777 shares, 5,859 comments, 134,236 engagements, and 64,101 reactions (e.g. post likes).

Growth in Facebook following



Newsletter:

Newsletter

2016/17

11,000+ subscribers, 11 campaigns, 56 emails

This year has seen a huge growth in our use of electronic direct mail to parents, educators and members of the public. The objective was to reach a larger audience with targeted communications about our events, programs, resources and services. The e-newsletters played an important role in the success of our campaigns, programs, events and professional development initiatives including:

- Passports to an Amazing Childhood
- Friends of Nature Play WA
- Outdoor Classroom Day
- SunSmart program
- Camp Nature Play
- Cubby Town
- Children and Nature Conference
- Risk in Play Forum
- Engaging Outdoor Learning workshops

This increase in connection with our audience has resulted in a growth in newsletter recipients, an improved segmentation of audience by demographics and an increase in engagement through improved email opens and click throughs.

Instagram:

Instagram

2016/17

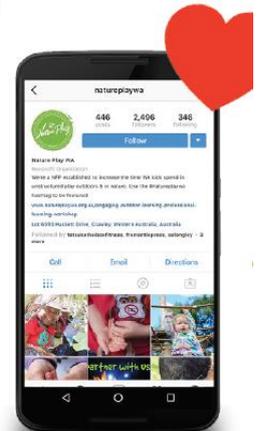
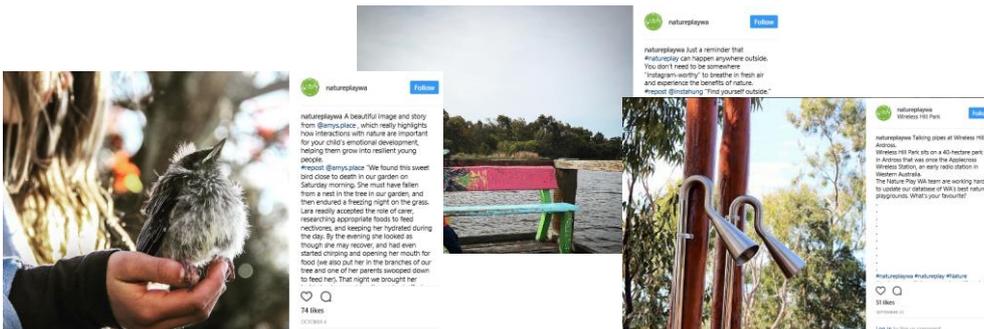
2,360 followers, reach of 146,000 people

This year has seen a concerted effort to grow Nature Play WA's audience through the use of Instagram. As a very visual medium, Instagram is the perfect vehicle to reach a new (and younger) audience, who admire the simplicity of the platform's visual presentation.

Where Facebook is the ideal platform to share news stories, research, events and program information, Instagram is perfect for sharing our key messages, relating to the importance of unstructured play outdoors, through our rich and engaging photographs. We continue to build this collection.

Our Instagram (natureplaywa) now has 2,360 followers and reached 146,000 people in 2016/17.

Nature Play WA Instagram posts



Public speaking:

Public Speaking | 2016/17
10 events, 1,200 professionals attending

Public speaking is an important component of Nature Play WA's advocacy strategy. By speaking at respected conferences, seminars and events we are able to grow our network and increase the understanding of our mission and our key-messages with stakeholders from a broad range of industries and sectors.



Key speaking engagements in 2016/17:

- Tourism Industry Conference (10 August): 200 tourism industry professionals/operators
- Teachers Assistants Conference (7 August): 250 teaching assistants
- Early Childhood Campaign Launch (27 July): 150 day-care providers
- Paediatricians Conference (27 August): 150 paediatricians
- Heart Foundation Conference: (21 November): 80 x industry professionals (public health & urban planning)
- UWA presentation – public health (28 October): 20 x Masters students
- Nature Play WA Networking Event (28 October): 50 x mix of key stakeholders
- WA Parks Foundation launch (16 October): 250 x decision makers and industry professionals.
- Government Camp Managers Forum (3 February): 20 attendees from DSR and Dept of Education Camps Management, along with DSR Policy and Industry Development and Participation staff
- Notre Dame University Seminar (18 October): 30 education students

Nature Play WA App:

Nature Play WA App | 2016/17
Launched August 2016, more than 1,000 downloads

One of the challenges we have set ourselves as an organisation is to find innovative ways to use technology productively, as a powerful tool to drive interactions with nature and the world around us – drawing people outside and adding an extra level of interpretation and engagement.

Our Nature Play WA app, (a separate app to the international Nature Passport app) launched in August 2016, is designed specifically with this in mind. The ability to GPS tag locations within the app allows for the delivery of content in relation to a user's location, a big drawcard for parents looking for places to go, allowing for more spontaneous interactions with nature. Families with the app can access:

- **Interpretive trails** that highlight fauna and flora, location specific activity ideas and Aboriginal stories relating to place;
- **Our event details** - such as location and parking information, scheduled activities, pop up notifications, feedback forms and commemorative photo frames linked to social media; and,
- **Places to go in WA** - viewed either on a map (with clickable pins linked to information pages), listed by proximity or by category (eg: playgrounds, National Parks, beaches etc.).



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, facilitating group activities, and providing large scale participation events.

Fundamental to our participation offerings is our commitment to include parents and or teachers in everything we do. We believe positive experiences outdoors can be transformative when experienced by children in the company of the adults who care for them.

PARTICIPATION SNAPSHOT	
PROGRAMS	ENGAGEMENT
Family events	8,230 participants, 10 events
Passport Program	18,290 passports distributed
Family Nature Clubs	44 clubs with up to 38 families per club

Family events:

Nature Play WA reached more Western Australian families through its events this year than ever before. Our 10 events drew 8,230 participants, and contributed valuable content to our advocacy channels.

All Nature Play WA events in 2016/17 were run for children with an attending adult care-giver. The presence of adult-care givers supports our safety management planning, and enables us to increase the scale of our events without increasing the cost burden on attending families. But, much more importantly, it is also a format that delivers added benefits to families.

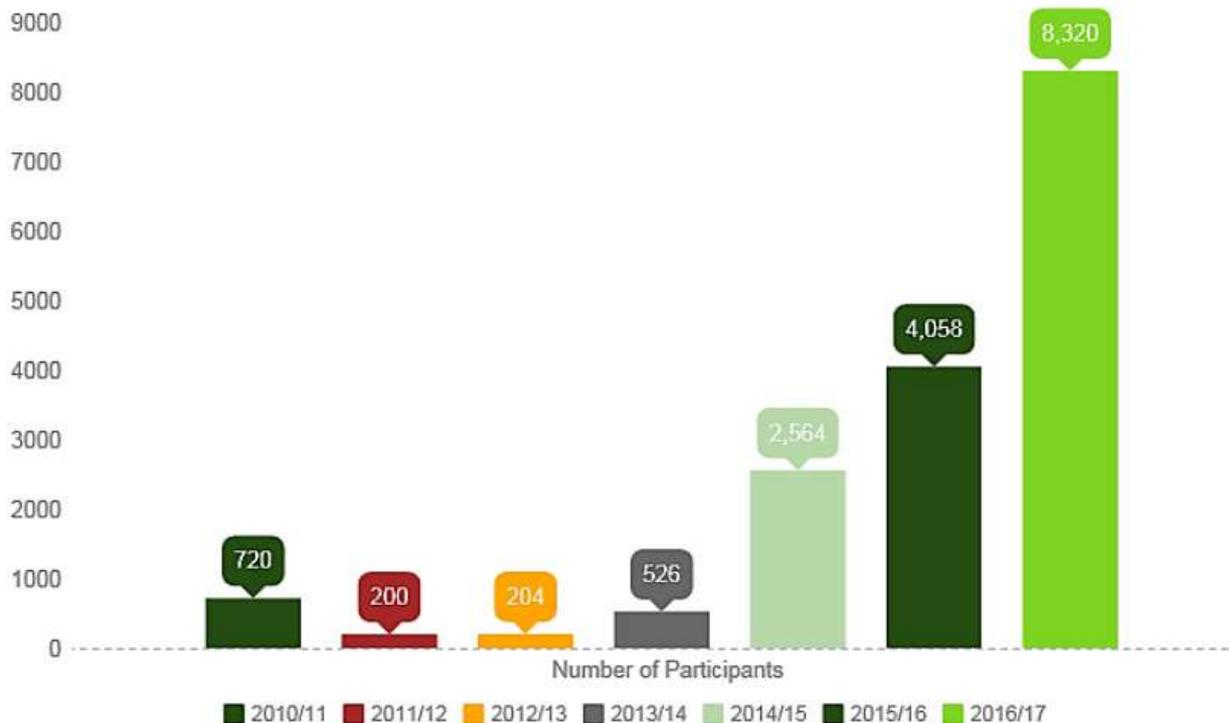
The format enriches the experience for the children by including a trusted adult for them to share their enjoyment with, and with whom they can discuss their shared experience.

Seeing children excited, engaged and active while enjoying nature play is also informative for care-givers in a way that picking up a tired child at the end of an event simply is not. Seeing the brightness in children's eyes during the event is compelling and tangible evidence of the benefit of nature play for adults who are the gate-keepers of children's experiences.

And thirdly we structure our event to be instructive for adult care-givers. By attending our events care-givers are exposed to ways of providing nature play experiences for their children that are easily and cheaply replicated independently of Nature Play.

Nature Play WA understands that WA children's need for nature play activities far exceeds our capacity to provide for it. The intent of our events, therefore, is to help build the capacity of adult care-givers to provide for children's inherent need for unstructured play outdoors themselves.

Growth in community event participation





Play Out Days (x4):

Play Out Days | 2016/17
4 events, 1,830 participants

Nature Play WA’s Play Out Days are designed as fun and interactive family days that demonstrate the inherent joy children take in simple activities outside including cubby building, kite making, sand and water play, and making mud pies.

Our Play Out Days were held on the foreshore of Matilda Bay, on the Swan River, near the Nature Play WA offices and were attended by more than 1,800 children and their care-givers.

Age breakdown: Age data was not collected, but our staff observed that an estimated 50-60 per cent of children were aged in the 0-5 bracket.

The Spring Children’s Week Nature Play Out Day:

Children's Week Event | October, 29, 2016

450 participants

Nature Play WA was invited by Meerilinga, a leading children's advocacy organisation, to run an event on their behalf to celebrate Children's Week. The event at JH Abrahams Reserve in Crawley drew on our Play Out Day format, with the inclusion of face painting and a scavenger hunt.

Extensive promotion of the event through Meerilinga's network of families and stakeholders helped spread the nature play message to new audiences.

Age breakdown: Age data was not collected, but our staff observed that an estimated 50-60 per cent of children were aged in the 0-5 bracket.

Camp Nature Play (x2):

Camp Nature Play | Nov. 2016, June 2017

253 participants

We ran two Camp Nature Play events in 2016/17, with one in November 2016 and the other in June 2017. Both were held at Wharncliffe Mill in Margaret River.

The three-day events are facilitated camping experiences that allow families, particularly those new to camping, to enjoy a bush experience in a supported environment. Nature Play WA staff, in partnership with Parks and Wildlife WA officers, and the managers of Wharncliffe Mill provided 10 camping activities (e.g. camp fire cooking, nature crafts, and sensory trails) that families moved through during the course of the weekend.

Age breakdown: The age of children at Camp Nature Play was evenly split between those in the 0-5 age-bracket and those in the 6-12 bracket.





Cubby Town:

Cubby Town | April 30, 2017
5,000 participants

Nature Play WA ran its inaugural Cubby Town event in April 2017, at Yanchep National Park in partnership with the Department of Parks and Wildlife and the City of Wanneroo.

The event saw an estimated 5,000 attendees take part in a cubby building exercise. Other activities offered during the event were mud kitchens, nature crafts, rock climbing, high ropes course, and an app-based scavenger hunt.

The event was the biggest Nature Play WA has ever run. It attracted several media stories, engaged a large local government authority in the Nature Play mission, and saw a large number of WA families connect with an important peri-urban national park.

Age breakdown: Age data was not collected, but our staff observed that an estimated 50 per cent of children were aged in the 0-5 bracket.

Kalunga Katitjin:

Kalunga Katitjin	Sep 14, 2016
697 participants	

The annual Kalunga Katitjin Festival is part of the Kings Park Festival that gives pre-primary to Year-6 students and their teachers the opportunity to engage in hands-on learning in nature.

This was Nature Play WA's second year participating in the Festival running a cubby building workshop for students and engaging with teachers on the merits of outdoor play and learning.

Age breakdown: Age data was not collected, but our staff observed that the majority were in the 6-12 bracket.

Caravan and Camping Show:

Caravan & Camping	March 25-26, 2017
N/A	

Nature Play WA was invited by our partner the Caravan Industry Association WA to run a tent-pitching activity, and share Nature Play WA resources with attendees at its flagship event the Perth Caravan and Camping Show that attracts more than 44,000 people.

Nature Play WA contracted the services of impro comedian Sean Walsh who performed a comic tent-pitching demonstration. Children were invited to also pitch tents while Sean bumbled his way through the exercise. The children easily completed the exercise well before Sean, demonstrating to parents and other onlookers the simplicity of setting up to camp.

Nature Play WA Communication Manager Katherine Healy was also able to share Nature Play leaflets and passports with families during and after the presentation. It is estimated that more than 20,000 people attended the show during the two days of the Nature Play WA demonstration. It was not possible, however, to accurately estimate the numbers who engaged directly with Nature Play WA.





Passport to an Amazing Childhood:

TOTAL NUMBER DISTRIBUTED THIS YEAR	18,290
WA PROGRAM TOTAL (since began in 2011)	230,462
Passports used in classrooms	6,665 (36.4%)
Passports used as part of other activities (scouts etc.)	5,679 (31.1%)
Passports used as part of special events	2,803 (15.3%)
Passports sent home to parents	3,143 (17.2%)

The Nature Play WA Passport to an Amazing Childhood was Nature Play WA’s first initiative, and has been a mainstay of our organisation since it was created in 2010 – while Nature Play WA was a program of the Department of Sport and Recreation.

In 2016/17 our focus on the Passport program was reduced as our participation focus has turned toward more hands on event-based activities, and the creation of a mobile app that will replace the Passport to an Amazing Childhood in 2017/18.

As a result of this change in focus our Passport Program numbers were lower in 2016/17 than in previous years. However, the program has continued to be an important engagement tool for our organisation with WA families and schools.

Age breakdown: 7,846 aged 0-5 years; **10,184** aged 6-12 years; (260 uncertain)

Family Nature Clubs:

Family Nature Clubs	2016/17
44 clubs, approximately 572 participants	

Nature Play WA continued to provide resources for WA families to create their own Nature Clubs through our website in 2016/17.

A review of the Family Nature Clubs listed on the Nature Play WA website in 2016/17 found that a number of listed clubs were no longer active. This is to be expected as family habits change with their children's age. It is anticipated that Nature Club numbers will continue to fluctuate over time.

The review also showed that the number of families in the clubs registered with the Nature Play WA website varied from as low as two families, to as high as 38 families.

Friends of Nature Play:

Friends of Nature Play	2016/17
205 family memberships, 48 partners	

The Friends of Nature Play Family Membership program grew by more than 36 per cent in 2016/17.

The program helps WA families access discounted outdoor activities and gear through commercial providers, while also helping support outdoor recreation providers by linking them to an audience base who are actively looking for outdoor experiences and gear. The program also provides a small financial benefit to Nature Play WA, that helps us deliver our services to the WA public.

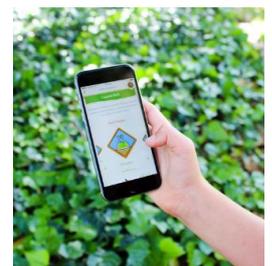
In 2016/17 the Friends of Nature Play program had a total of 205 families, up from 150 in 2015/16, and 48 commercial partners made up of 35 experience providers and 13 gear providers.

Nature Passport App:

Nature Play began a partnership with American environmental education centre, IslandWood, in 2013. The partnership resulted in the launch of a Beta version of the Nature Passport app in 2014, and in December 2016 saw the input of a US\$350,000 gift from a large American company to bring the project to completion.

Nature Play WA CEO Griffin Longley moved to Seattle in late December 2016 to lead the app development. For the rest of financial year 2016/17 Griffin moved between working on the app in Seattle and returning to help maintain momentum on Nature Play WA's other key activities.

Having the CEO absent for the majority of the second half of the year was a significant test of the maturity of the organisation and staff capacity. It is pleasing to note that the organisations' key deliverables in the Advocacy, Participation and Education spheres were exceeded during this time, and that the increased responsibility and workload for staff, including the CEO, resulted in significant professional development across the organisation.



The Nature Passport app is due to be launched on October 19 and stands to increase the organisation’s standing globally. It also has the potential to create a revenue stream in coming years.



EDUCATION

Nature Play WA is increasingly working with educators in the primary school and early learning sectors to increase 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.

In 2016/17 we increased our offering to include a four-part suite for educators or professional development workshops for educators, a two-day conference, a mini-conference and incursion-based professional development.

A significant component of our education work this year also included the creation of a Professional Development (PD) program for the early year’s education and care setting for delivery in 2017/18 as part of the PLAYCE study in partnership with the University of WA.

EDUCATION SNAPSHOT	
OFFERING	ENGAGEMENT
Teacher Professional Development Workshops	4 sessions, 79 attendees
Children and Nature Conference	294 delegates
Benefits of Risk – mini conference	61 attendees
Goodstart Early Learning presentation	20 early learning educators
PD Session at John Calvin School	In-school incursion

PD for South West Early Years Educators	30 attendees
PLAYCE, Early Years PD program	Prepared for delivery in 2017/18

Engaging Outdoor Learning (EOL) Workshops:

Engaging Outdoor Learning	2016/17
4 sessions, 79 attendees	

Nature Play WA's Engaging Outdoor Learning professional development series was expanded to four parts in 2016/17 and while attendance was not as high as we would have liked, the impact on those who attend is significant.

The intensive full-day sessions build the knowledge and skills of educators to use the outdoors as a medium for teaching curriculum in a creative and active way.

Children and Nature Conference:

Children & Nature Conference	August 28, 2016
294 delegates	

Nature Play WA held its first full conference in 2016/17. Despite a short lead time to organise the event, attendance was strong, and the feedback from delegates after the event was overwhelmingly positive.

The conference featured presentations from three international speakers Ben Klasky (CEO of IslandWood), Martin LeBlanc (Children & Nature Network Board Member), and Alan Logan (author and researcher), as well as Western Australian experts Professor Lyn Beazley and Professor Susan Prescott.

The conference generated 12 media stories and helped create a swell of momentum for the nature play movement in Western Australia.



Benefit of Risk in Outdoor Play mini-conference:

Mini conference	15 May, 2017
61 attendees	

This mini-conference was designed to take advantage of the presence in WA of internationally renowned play space designer and outdoor play advocate Adam Bienenstock, and included presentations from play space safe expert Andrew Reedy and Educated by Nature's Daniel Burton. The speakers challenged established ideas around risk in the play setting, with excellent feedback from attendees.



PLAYCE:



During 2016/2017 Nature Play WA was engaged in a partnership with the University of WA in its PLAYCE study.

The first large-scale study of its kind in WA, PLAYCE examined a series of early learning centres to determine which features of centres promote or discourage physical activity. The study also measured how much physical activity children aged 2-5 do while attending childcare and at home.

Nature Play WA developed a 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.

Goodstart Presentation:

Goodstart Presentation	July 12, 2016
20 attendees	

This presentation on the benefits of nature play to early-years educators at the East Perth Goodstart centre came out of the PLAYCE study and partnership between UWA, GoodStart and Nature Play WA.

Incursion PD:

Nature Play WA utilised external contractors to help deliver an incursion PD at John Calvin School, on July 26, 2016, to help up-skill educators in the art of playful learning, and meaningful play outdoors.

South West Early Years PD:

South West Early Years PD	March, 8, 2017
30 educators	

Nature Play WA was contacted by representatives of a group of South West early learning centres and asked to run a full day professional development session in conjunction with Unicare.



FINANCES AND SUSTAINABILITY

INVESTING IN OUR FUTURE

Nature Play WA’s financial sustainability, like that of all not-for-profits, hinges on our ability to strengthen our relationship with current funders, build on existing independent revenue sources, and find new independent revenue sources.

In an economic climate where 6,000 registered WA not-for-profits are competing for a shrinking pool of government and corporate funding, the relative importance of building independent revenue streams has grown profoundly.

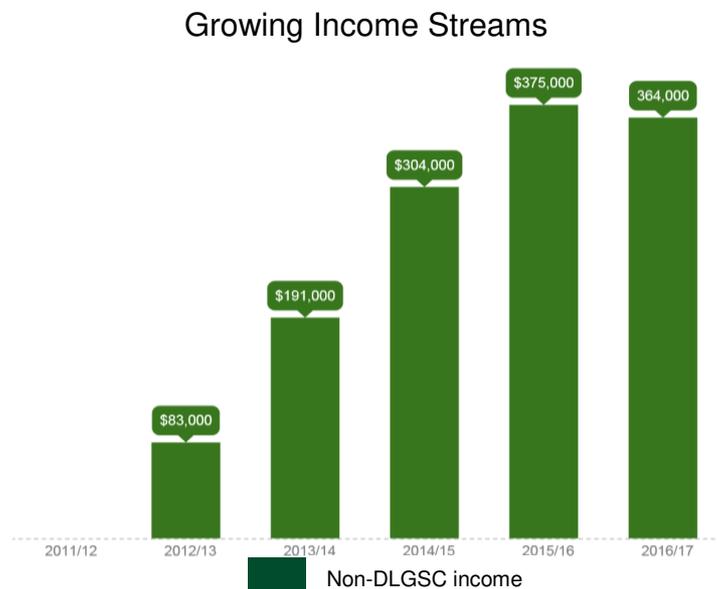
Nature Play WA responded to the challenge of shrinking grant and sponsorship opportunities in 2016/17 by undertaking an ambitious investment strategy that allowed us to pursue emerging opportunities, while continuing to deliver our existing services at a high level to the WA community.

That investment strategy, along with a fall in our sponsorship and grant income, resulted in a bottom-line loss of \$68,566 for the year, but has paved the way for a growth in revenue in 2017/18 and beyond.

Our investment strategy involved hiring new full-time staff members in our events and outdoor-apps consultancy and in the creation of a major new project, the Nature Passport app with our US partner IslandWood.

It is important to note that the Nature Play WA CEO’s wages were paid by IslandWood for the duration of the Nature Passport project. This resulted in a significant reduction in Nature Play WA’s total wages bill – however, for the purposes of this report we have included the contribution from IslandWood in our non-DLGSC income stream (please see table below).

INCOME SOURCE 2016/17	AMOUNT
DLGSC Funding	\$500,000
Other Revenue	\$300,000
Total Revenue - Audited Financial Statements	\$800,000
CEO’s Wages Paid by IslandWood ¹	\$64,000
Adjusted Non- DLGSC Income Streams	\$364,000
Adjusted Total Revenue	\$864,000

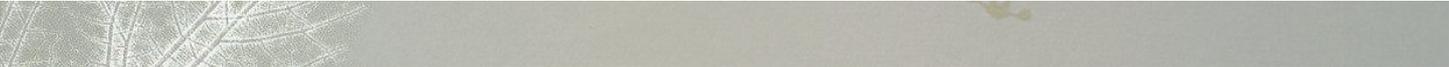


Events:

The hiring of a full-time Events Manager allowed us to increase our participation offerings, and to grow our event revenue to the highest level in Nature Play WA’s short history (\$121,888) and set the groundwork for more events growth in future years. Major events in the year included Cubby Town in Yanchep National Park, and the Children and Nature Conference.

Consulting:

¹ Reflected as reduction in wage expenses in audited financials.



The hiring of a new full-time Multimedia Officer was critical in Nature Play WA's move into offering an outdoor-apps consultancy service in 2016/17. This service brought in \$39,187 in the year and is showing signs of significant revenue growth in 2017/18 and beyond.

Nature Play WA's move into helping other organisations create outdoor apps began in late 2016, shortly after launching our own app as research and development for our Nature Passport project.

During 2016/17 Nature Play WA acted as consultants to the Gold Industry Group, Heritage Perth, and Curtin University.

Nature Passport App:

Nature Play WA has been working towards the Nature Passport app project since 2014 with US partner IslandWood, one of America's leading environmental centres. New project investment in 2016/17 from one of America's largest and best-known corporations (to be announced in 2017/18) enabled the project to move into full-scale production.

In late December 2016 Nature Play WA CEO Griffin Longley travelled to Seattle, Washington, to lead the app project with IslandWood. Griffin spent the remainder of the financial year in Seattle on the project, and returned periodically to help maintain consistency of service delivery in Western Australia.

The costs of relocating Griffin to Seattle, including accommodation, travel, and transport, were more than offset by IslandWood paying Griffin's wages of \$64,000 during the period – resulting in a significant saving on Nature Play WA's wage expenses.

The Nature Passport app will be launched in October 2017 and has potential to have a profound impact on the two fundamental priorities of Nature Play WA – our mission “to be a world-leader in reconnecting kids to unstructured play outdoors”, and our ability to sustain our efforts into the future.

OMO sponsorship secured for 2016/17 Outdoor Classroom Day:

Nature Play WA continued to work with OMO in 2016/17, this year working on the global Outdoor Classroom Day campaign. Nature Play WA took the lead in organising the campaign along with our sister Nature Play organisations in South Australia, Queensland and Canberra. The campaign was launched after the 2016/17 financial year, but we were able to secure \$14,000 in sponsorship from OMO for our preparation work.

Lotterywest – Van and funding for renovations to building for 2016/17:

Nature Play WA received significant support from Lotterywest in 2016/17. Lotterywest contributed a total of \$24,00 in the form of a grant toward the purchase of an events vehicle.

\$9,000 CIAA event sponsorship secured:

The Caravan Industry Association of Western Australia continued to be a strong supporter of Nature Play WA in 2016/17. The association contributed \$9,000 to Nature Play WA for the inclusions of a dedicated CIAWA page in the Passport to an Amazing Childhood, a series of CIAWA focused camping stories in the Nature Play WA newsletter, and for our running of 'how to pitch a tent' demonstration at the RAC Perth Caravan and Camping Show in March.

THANK YOU

Nature Play WA would like to thank the Government of Western Australia for its ongoing support of our mission, through the Department of Local Government, Sport and Cultural Industries. We would also like to thank our Voting Members, our General Members, our volunteer Board, and the firms Clayton Utz and Grant Thornton for the pro-bono work they have contributed.



CONTACT US



Supported by



Department of
Local Government, Sport
and Cultural Industries

Cnr Mounts Bay Road and Hackett Drive
Crawley WA 6009
PO Box 3143, Broadway
Nedlands WA 6009
info@natureplaywa.org.au
(08) 9389 4050

www.natureplaywa.org.au