



# NATURE PLAY WA 2022-2027

Strategic Plan



supported  
by



Department of  
Local Government, Sport  
and Cultural Industries



# INTRODUCTION

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## About Us

At Nature Play WA, we believe childhood should be a time of movement, creativity, connection, wonder and awe. We are dedicated to supporting families, communities and policy makers to ensure that every Western Australian child is able to reap the benefits of having the time, space, and permission to connect with nature and community through play.

Our mission is underpinned by a growing body of evidence demonstrating the benefit of nature play for children’s health and wellbeing, their cognitive and social development and their acquisition of the resilience and creativity that will be fundamental to their futures.



## Vision

For Western Australia to be the best place in the world to be a child – a place where children thrive by connecting with the natural world and their community through play.



## Mission

To support the mental and physical health of Western Australian children by growing their connection to nature and community through outdoor play.



## Values

- Curiosity (to start from a position of listening and asking)
- Courage (to take on the big challenges without fear of failure)
- Creativity (to consider new ways to address challenges)
- Collaboration (to work with others to find solutions)
- Inclusivity (to ensure our programs cater for minority communities)



# STRATEGY

## Strategy Statement

By 2027 Nature Play WA will positively impact the lives of Western Australian children by influencing and supporting families, communities, and policy makers to deepen children's connection to nature and community through outdoor play.

## How will it be measured

This strategic statement, like our mission, is best measured against a continuum of progress rather than a discrete finish line. Nature Play WA will measure its progress through project and campaign research and evaluation. Projects and campaigns will be designed and assessed with the intent of providing measurements toward progress on this strategy.

## Sub-strategies

 <p>Build NPWA's position of trust in the WA community</p>	 <p>Work in partnership with government to increase outdoor play and nature connection opportunities</p>	 <p>Deliver a wellbeing focus in projects and campaigns</p>
 <p>Serve the whole community, especially families with diverse experiences and backgrounds</p>	 <p>Influence policymaking to improve outcomes for children</p>	 <p>Build research and evaluation into everything we do</p>