



## Play Australia Campaign Updates

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July 2021

*The big news is that our national campaign developments have moved significantly over 2020-21, as we prepare for roll-out and growth during our [five year strategy](#) (2020-25).*

*This update covers our three key national campaigns, being: 1000 Play Streets, Play Today and Playground Finder.*

*Over the coming 12 months we are excited to release these campaigns publicly and welcome Member involvement as we unpack the opportunities together, so that we can effectively build children's play in our neighbourhoods and ultimately, improve the health and wellbeing of communities.*

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1000 Play Streets is our movement to empower Australians to reclaim their quiet residential streets as essential places for neighbours of all ages to connect and play.

This movement is inspired by our global friends at [Playing Out](#) in the UK.

We've recently completed the final stages of our national 1000 Play Streets pilot (supported by Sport Australia) in partnership with five LGAs and communities in VIC, WA and QLD – involving Darebin, Moreland, South Perth, Vincent and Sunshine Coast. The pilot has been successful in developing advice for Local Government wanting to support their communities to play on streets.

We've also recently completed our 1000 Play Streets pilot in South Australia (supported by Office for Recreation Sport & Racing) in partnership with Campbelltown City Council, Multicultural Communities Council SA and multicultural communities, to create more inclusive play streets.

Pilots have been evaluated by our wonderful research partner, Erica Randle at Centre for Sport & Social Impact at Latrobe University and learnings will inform the development of a National Toolkit available for all LGAs, to help them improve Play Streets practice and policy, that is supportive of local community needs.

**Our 1000 Play Streets National Toolkit is due for release in September 2021** alongside a promotional campaign package for LGA supporters who wish to get involved. A special mention to City of Onkaparinga SA who have taken up this package already.

We have also been successful in securing another year's funding in SA (from Office for Recreation Sport & Racing) to work in partnership with four LGAs and their communities to help scale 1000 Play Streets through Greater Adelaide – involving Campbelltown, Onkaparinga, Port Adelaide Enfield and Charles Sturt. We also intend to onboard other LGAs throughout the process to become active members of our growing SA network.

To read more visit our [1000 Play Streets landing page](#) OR for further information, please contact me at [kieran@playaustralia.org.au](mailto:kieran@playaustralia.org.au)

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Play Today is our campaign aimed at parents and caregivers to build stronger support for children to play outside every day, their way.

This campaign is focussed on influencing behaviours at home and within communities, by:

- (i) promoting awareness on the value of play;
- (ii) building knowledge and understanding about an adult's role in supporting healthy play;
- (iii) equipping and motivating adults to take action; and
- (iv) ultimately encouraging more people, to get outside more often and play every day.

Under the Play Today campaign we also plan to run targeted projects to test play interventions within local communities, to build our learnings and inform the continuous improvement of our play advocacy.

To date, we have started to develop our campaign assets – including a series of videos that promote the value of play.

We have connected with key national partners to build interest and support.

We are in the process of redeveloping our web content, to include HOW adults can become actively involved, which includes downloading and using Playground Finder.

We still need to source financial backing to grow our campaign resources, however we're optimistic.

**At this stage, we are looking at releasing our Play Today campaign in early 2022.**

For further information, please contact me at: [kieran@playaustralia.org.au](mailto:kieran@playaustralia.org.au)

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Playground Finder is our platform to connect families to play spaces across Australia.

Firstly, thanks to all our Members who have given their time to consult across our Playground Finder developments, it's been greatly appreciated.

We're pleased to say that we're currently redeveloping the Playground Finder website, as well as creating a new iOS app and a new Android app.

**We are seeking to 'soft launch' Playground Finder this September 2021.**

The reason we are calling it a soft launch, is that we recognise we need to spend more time populating playgrounds nationally to create a better resource for families, before we crank up the promotional strategy and build usership.

To help us unpack our playground population strategy, we're working with our website data management group in Audienceware with a view that in time, we can support bulk playground uploads from Industry, LGAs and open source data repositories, to improve the quality and quantity of playground listings.

We will also continue to support the general public to populate playgrounds as well, which has been the key strategy to drive the 5000 playground listings to date.

We've also successfully secured funding through ACT Gov't and Victorian Gov't to test some targeted playground population strategies over the next 6 months, which will further inform our national roll-out in 2022 and beyond.

For further information, please contact me at: [kieran@playaustralia.org.au](mailto:kieran@playaustralia.org.au)

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