



Our 2021 Member Survey Results are in A must-read for all our Members on the future focus of Play Australia. July 2021

It's been a big 12 months as Play Australia completes year one, of our bold [five year game plan](#) to build a healthier Australia through play. Importantly, we also continue to be a proud Member organisation and are excited to build our advocacy efforts alongside our Members to promote the value of play and support all Australians to play every day.



Over recent times, we've launched a number of key initiatives to better support our Members - including:

- A simpler [Membership model](#)
- Our [Online Learning Series](#)
- A new [Membership Directory](#)

As well as continuing to support information sharing via our social media, play library, fortnightly Play Today eNews, quarterly Member Newsletter and Special Bulletins.

In June 2021, we conducted a survey open to all Members to obtain feedback on our proposed direction and to better understand Member needs.

Our Annual Member Survey once again has been a really useful tool to help us identify what's working for our Members and what we need to work on, in the coming years to become a better Member Organisation.

Broadly speaking there continues to be lots of encouragement about the direction Play Australia is heading - seeking to balance the needs of our professional members to obtain support in play space design and risk management, alongside our work to embrace a stronger national advocacy role; *to promote and protect the rights of children to play.*

In reviewing our [current offerings](#), Members expressed greatest interest in our Quarterly Member Newsletter (now online), our fortnightly Play Today eNews, our NEW Online Learning Series and the opportunity to download and access online resources from the Play Australia website.

In reviewing our **proposed future offerings**, we see strong support for the provision of Online Training, greater access to Risk Management resources on our website and a strong desire to attend face-to-face Play Network Meetings (via our Branches). There was also encouraging levels of interest in our Play Australia campaigns (Play Today, 1000 Play Streets and Playground Finder) demonstrating that our Members do care about growing advocacy, as well as access to professional benefits.

Pleasingly, with the recent shift in Membership model, we've seen a 6% increase in overall Members who view Play Australia Membership as being 'good value for money'.

However, a large proportion of Members would still like more contact/involvement with Play Australia, which is something we must address.

So, what does all this mean for the future focus of Play Australia?

In reflecting on 'what' the survey feedback means, we acknowledge that we must continue to deliver our current Member benefits to a high standard – particularly our NEW Online Learning Series, Quarterly Member Newsletter and fortnightly Play Today eNews.

Importantly, we have also identified a number of key opportunities to enhance our services for Members.

Here are our top three priorities to enhance Member offerings in 2021-22:

1. Offer online training modules nationally

Our Online Learning Series has been a success thus far and we know the next logical step, is to provide online training. As such, over the next 6 months we will review our face-to-face Play Space Development Training and create online modules for launch in early 2022 – stay tuned!

2. Offer improved access to professional resources

As the key provider of risk management advice for Local Government and Industry we will continue to enhance our resources and launch a NEW Risk Management Hub on our website as well as seeking to embed advice in our broader eComms whenever possible.

3. Offer more face-to-face play network sessions nationally

As much as online engagement is convenient and works for so many of us on a daily basis, we appreciate that it doesn't replace the value of bringing people together into the same room. In 2021-22 we are committed to exploring greater face-to-face Play Network provision across our States/Territories, post-COVID.

Play Australia is excited about our focus in 2021-22 and we look forward to sharing more communication soon on progressing these priorities and much more.

Lastly, we would like to affirm our commitment to running the Member Survey on an annual basis to obtain feedback from you all and be the responsive organisation we hope we are.

Thank you again for your support.

Kind Regards,

The Play Australia Team

(Barb, Kieran, Karen, Gavin)



As a Play Australia Member you are helping to protect the rights of every child in Australia to play today so we can all experience a better tomorrow.
