



# 1000 play STREETS Toolkit

National Launch  
for Australian  
Local Government

2 September 2021



Government of South Australia  
Office for Recreation, Sport and Racing



**LA TROBE**  
UNIVERSITY

CENTRE FOR  
SPORT AND  
SOCIAL IMPACT



# Acknowledgements



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Office for Recreation, Sport and Racing



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Empowering Australian communities to reclaim their quiet residential streets as places to connect and play



We  
proudly  
support



*“73% of adults said they played on the street when they were young compared to only 24% of their kids”*



- Planet Ark, 2011



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# Why Play Streets?



**for healthy  
children**



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# Why Play Streets?



**for healthy  
communities**



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# Why Play Streets?



**for healthy  
systems  
that value  
people**



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# Cutting the red tape for communities



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Neighbour support

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Police approval

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Public Liability

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Traffic management

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Traffic control

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Risk management

---

COVID-19 management

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***Let's make it easier!***



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# How can we offer value to Local Government?

Build a brand we can share



Support testing and learn



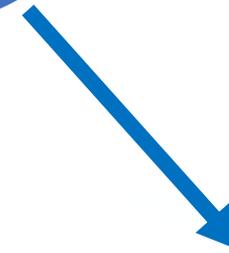
Connect networks and learn



Build knowledge and translate



1000  
play  
STREETS



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# So we tested with partners...

**SPORT  
AUS**

MOVE IT AUS  
PARTICIPATION  
GRANT



Government of South Australia

Office for Recreation, Sport and Racing

From September 2019 – April 2021:

**23**  
Play  
Streets



**15**  
Locations



Supported by



Across **4** States



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# And we engaged lots of people...



Made possible by  
**37**  
Play Streets  
Hosts



# Lucky we had a great evaluation partner...



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# The brief

## Evidence to develop Toolkit

- Capture the Play Street process, support, challenges and opportunities

## Evidence to support Play Streets

- Capture the stories and impact



# The research



## Play Street LGA data

- Walked alongside LGAs
- Sat in on discussions
- Email trails
- Feedback reports
- Interviews

## Play Street community data

- Play Street Host diaries
- Registrations
- Post Play Street survey
- Interviews and a visit

# Top 3 findings

1. Play Streets builds play and physical activity in communities
2. Play Streets connects people
3. Growing the Play Street movement starts with valuing people



# PLAY outcomes

**As a result of being involved in a Play Street:**

**100%** of surveyed participants with children reported they are now more likely to support their child/ren to play with neighbours more regularly.

**38%** of those surveyed with children and **50%** of those without children have strengthened their belief that children should be able to play regularly on quiet residential streets.



# WELLBEING outcomes

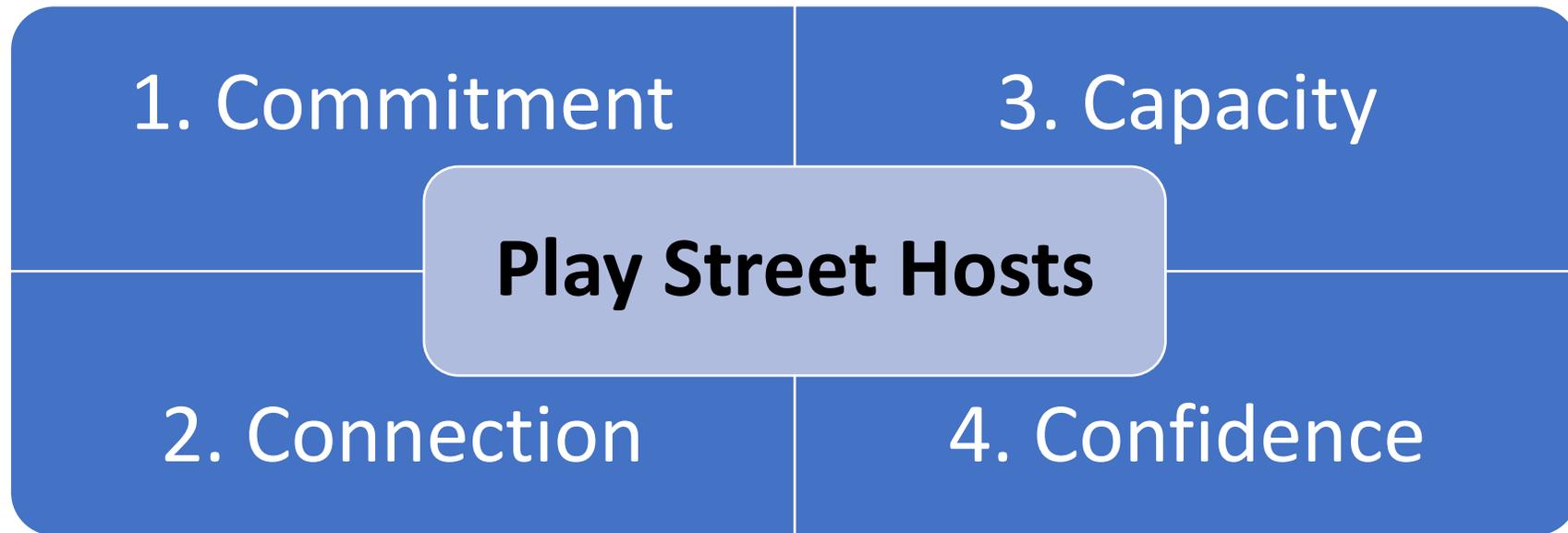
As a result of being involved in a Play Street:

**90%** of adults surveyed reported feeling more confident to talk to their neighbours in future.

**33%** of surveyed participants reported mental health benefits



# Community Sustainability – the 4 C's



# LGA approaches

## 1. LGA LED

**HIGH** LGA  
**LOW** Community

## 2. LGA SUPPORTED

**MID** LGA  
**MID** Community

## 3. LGA NOT INVOLVED

**LOW** LGA  
**HIGH** Community

LOW

Community (Commitment, Connection, Capacity, Confidence)

HIGH



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# 1. Commitment

- “It sounds like a good idea”
- “I’d like to help”
- Take ownership (of what they can)
- More Play Street Hosts make light work (and its more enjoyable)



## 2. Connection

- Door-knocking and asking “do you want to play?” can be intimidating
- An important outcome for many
- Connection is key to ongoing play
- Also connection and trust with LGA



# 3. Capacity

- Traffic management and public liability!! “Eeek”
- Marketing, letter box drop, apply for permits, plan and organise activities, host the day
- Accreditation and certifications (e.g. First Aid)
- Can be developed with co-design or initial process



# 4. Confidence

- Drives behaviour – influences all other areas
- “Where do I get help?”
- “Will people turn up?” and “Will they talk or play?”
- Can be developed with co-design or initial process
- Share the stories



# Time to go to Campbelltown...

It isn't often that your backyard features on national television but here is a show that features Morialta Falls on [ABC Australia](#).

<https://fb.watch/7Bc55vKpcO/>

## WHEN THE SPIRIT OF THE LAND REVEALS ITSELF



This place has many stories  
has many connections

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**Campbelltown is on the  
land of the Kurna people.**

**Featured on Episode 3 of  
ABC's Back to Nature.**

# Kids love to have fun outdoors with their family and friends...



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‘Whatever system or model you create, it’s people who champion the cause’

Colin MacDougall  
Emeritus Professor of Public Health at Flinders University



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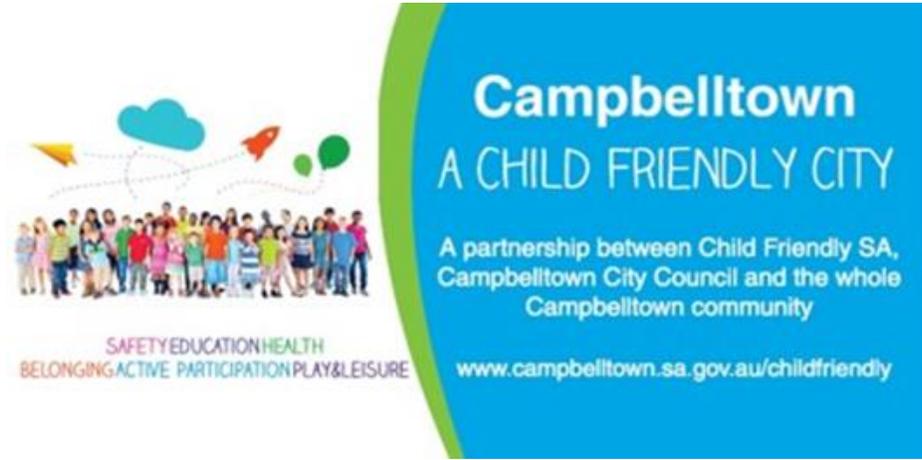


# Our Toolkit framework



Step 1  
Get ready

# Campbelltown



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Step 1  
Get ready

# Campbelltown

## REMOVING THE BUBBLE WRAP: Why children's outdoor play matters and how you can take a balanced approach

### FREE OPAL Campbelltown parents forum with international expert Tim Gill

When parents had their say to help inform OPAL, common themes were that they love the parks, creeks and trails in Campbelltown. What stops parents from using them more is being time poor and not letting children enjoy them on their own because of fear of strangers and traffic danger.

British outdoor play and childhood expert Tim Gill will lead a Q&A session on how we can best use our great outdoor assets as part of an overall approach that challenges communities to allow children more freedom in their everyday lives. Tim Gill is the author of *No Fear: Growing up in a risk averse society*, and is in demand around the world as a public speaker. This will be the first of what are planned to be regular OPAL forums for parents over the next 5 years.

For more information about Tim Gill go to [www.rethinkchildhood.com](http://www.rethinkchildhood.com)  
For more information about OPAL go to [www.campbelltown.sa.gov.au/OPAL](http://www.campbelltown.sa.gov.au/OPAL)



**Place:** University of South Australia, Magill Campus  
**Date:** Monday 5th August 2013 at 7:00pm  
**RSVP:** Thursday 1st August 2013 to [jgrove@campbelltown.sa.gov.au](mailto:jgrove@campbelltown.sa.gov.au) or phone 8366 9353  
**OPAL Supports Campbelltown to Eat Well and Be Active**

OPAL is a joint program of Australian, State and Local Governments.



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Step 1  
Get ready

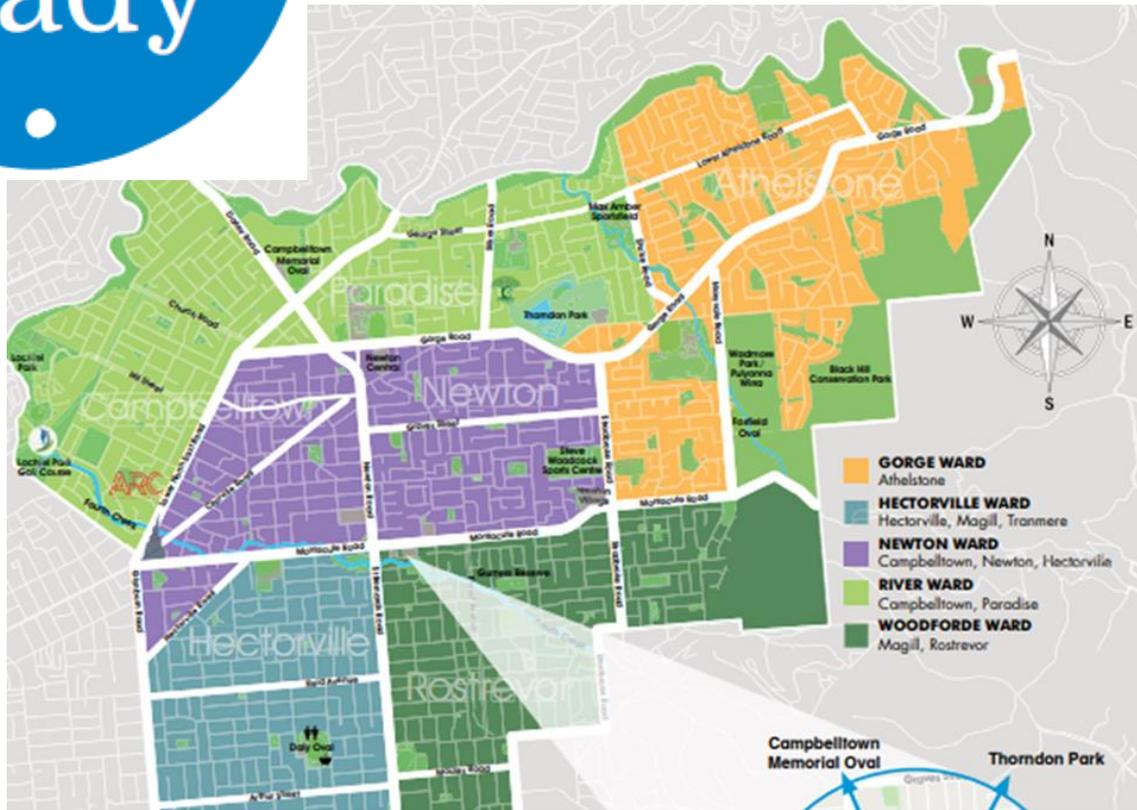
# Build on existing work



- Charles Sturt Street Meets
- Onkaparinga Street Gatherings
- Campbelltown Sunday Street Play

Step 1  
Get ready

# Research



- 50163 residents. 6604 aged 0-11
- 9 preschools and 11 primary schools
- 34% of Campbelltown overseas residents
- Supportive LGA culture & systems
- East/West divide, West Campbelltown less advantaged
- Inclusion & equity commitment
- Lots of quiet local roads

Step 1  
Get  
ready

# 1000 Play Streets Trial



- Design, deliver and evaluate a targeted approach to supporting children's play and community connection in less advantaged streets where multicultural families live.

Step 2  
Connect

# with community



**Four engagement approaches trialed:**  
*Door knocking, park gathering, existing networks and Facebook.*

Step 2  
Connect

# with Play Street Hosts



Vinod from Hectorville and Charmaine from Paradise Preschool



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# and PLAY



Melville Grove, Hectorville AND Palm Street, Paradise



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# Melville Grove Evaluation

Net Promoter Score



Hectorville (SA) (n=10)



How has the following changed for your child as a result of attending a Play Street?





# the story



**Meet Tikawita**



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# the good and share



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# the good and embed



‘Implement a range of children and family activities that promote outdoor play including street play, nature play, ‘think feet first’ walking programs, cycling programs, school holiday programs and others.’ - **Community Development Job description**



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# Final reflection



- **Go beyond compliance.**
- **Build & support a network**
- **Go the extra mile**
- **Enjoy the journey**

# Reflecting on our Steps

Step 1  
Get  
ready



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# Reflecting on our Steps



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# Reflecting on our Steps



# Other supports for Local Gov't



Developed for Australian Local Government.  
Download FREE and use today!

[Download](#)

A graphic for the "Online Learning Series". It features a large white mouse cursor icon pointing upwards, set against a teal circular background with radiating lines. Below this, the text "Online Learning SERIES" is written in a white, sans-serif font. To the right of the graphic, the text "1000 Play Streets National Network for Local Gov't in 2022" is displayed in a white, sans-serif font.



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# Other supports for Local Gov't



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# Game On for 1000 Play Streets (2021-22)



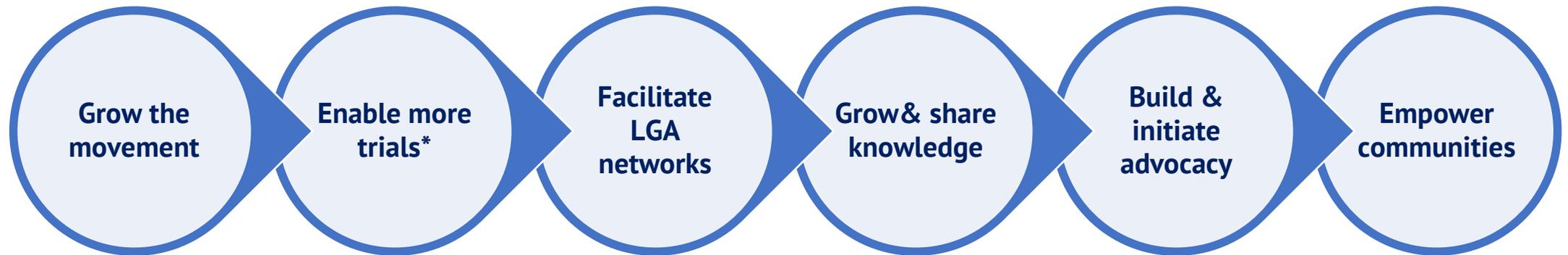
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# Now seeking State partnerships to...



*\*To open streets for play*



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# Join the movement



## 1. Download FREE guide

For Australian Local Government and use today!

[Download Now](#)



## 2. Register

For your Local Government Supporter Pack

[Register Now](#)



## 3. Promote the movement

To your Local Government networks and communities using #1000PlayStreets



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# Thank you



## Get in touch

Gavin Fairbrother (**SA contact**)

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e: [Kieran@playaustralia.org.au](mailto:Kieran@playaustralia.org.au)

## We welcome questions

..and  
Subscribe!



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