



Play Today – LAUNCH ANNOUNCEMENT

Play Today is a national campaign to get all children in Australia playing freely outside every day, for better health and wellbeing.

Children have a right to play as recognised by Article 31 from the United Nation's Convention on the Rights of the Child.

The campaign will initially focus on parents and caregivers, as the gatekeepers of children's play, in homes and communities.

It is essential we grow awareness about the power of play and grow confidence in parents and caregivers to provide FREEDOM, TIME and SPACE for children to get outside and play every day.

Play Today will launch on Tuesday 13 September 2022

Play Australia welcomes all members, partners and broader networks to attend a special online Play Today Launch Celebration at 11am (AEST) on Tuesday 13 September 2022.

Executive Director Barb Champion says "Play Australia is more than excited to share this important campaign for all Australians to get-behind, to promote the importance of Play Today so we can provide our children with strong foundations for a full and healthy life."

[CLICK HERE](#) to register for our Online Play Today Launch celebration – all welcome!

