

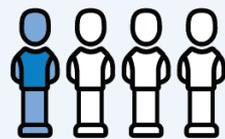
FOR DISTRIBUTION at 6.00am on Monday 15 June 2020

BUILDING A HEALTHIER AUSTRALIA THROUGH PLAY

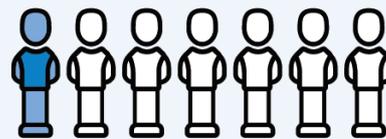
“We want to see a connected and healthy Australia where PLAY is a part of everyone’s daily life.” – Play Australia

This is the vision that Play Australia is committed to realising as the organisation launches their bold new five-year game plan to build PLAY in Australia as we move toward life post-COVID19.

In Australia, the health and wellbeing of our children and young people is worrying.



1 in 4 children
are overweight or obese
(AIHW, 2019)



1 in 7 children
are experiencing a mental health condition
(Beyond Blue, 2019)

When we consider that **only 1 in 3 Australian children engage in free play outdoors daily** and the overall health of Australians is at all time low levels, it is of great concern.

Executive Director, Barb Champion states “play is essential because it provides us all with our physical, social, mental and emotional foundations, in order to establish healthy habits in our children and young people that last a lifetime, so we can all experience optimal health and wellbeing.”

Play Australia’s new Strategic Plan 2020–25 builds on the organization’s rich 105 year history and sets out a clear and exciting path into the future - to position PLAY as a national health priority and ensure every Australian values play, supports play and accesses places to play every day.

“We are very excited about the next five years” says Barb, “as we continue to celebrate and foster all the things we love about our organisation, such as our enduring connections to the people and groups who have helped our wide-reaching work to date.”

“Looking forward we will seek to take greater risks and forge new partnerships to broaden our play impact, to benefit all children, young people and adults, particularly those who need more support to play - including our most vulnerable communities who have been further disadvantaged by the pandemic.”

Play Australia will also be launching a range of exciting new partnership opportunities in July 2020 for interested parties to collaborate on and help grow play in Australia over the coming years, including the 1000 Play Streets movement, the Play Today campaign and the Playground Finder platform.

And final words from Barb: “We welcome you to not only read this plan, but to join us in our mission to promote the value of PLAY and support Australians to play every day so we can all experience a better tomorrow.”

[Read the full strategic plan 2020-25 here.](#)

[Read the 2-page summary here.](#)

For more information about Play Australia or to subscribe to our latest eNews updates please visit: www.playaustralia.org.au

AVAILABLE FOR INTERVIEW:

Barb Champion | Executive Director - Play Australia | M: 0419 363 666

Photo for use:



P.O. Box 2060, North Melbourne VIC 3051
(p) 0419 363 666
(e) barb@playaustralia.org.au
(w) www.playaustralia.org.au



Children
at Play