



Annual Member Survey Findings 2022

What it means looking forward

Background

Play Australia is now two years into our five-year game plan to build a healthier Australia through play.

Importantly, we continue to be a proud Member organisation and our Annual Member Survey is our key mechanism to engage with you and reflect on how well we're servicing needs, to inform future focus.

We thank our Members who participated in the survey, we had 73 responses this year, including a range of organisations from all across Australia.

Looking back on 2021-22

It's been another big year as we continue to grapple with COVID-19, floods and a challenging economic environment that has proved difficult for many of our organisations.

Whilst Play Australia has only 3.0 FTE, we have continued to move forward by embracing online engagement opportunities and enhancing our Membership offer for our diverse stakeholder groups.

In terms of professional services, we are proud of our quarterly online PD opportunities - inclusive of Early Years focus in 2022. We hit record numbers of attendees and the variety of play topics and expertise of presenters has been quite remarkable to witness.

Over 2021-22, we also celebrated the national launches of our 1000 Play Streets movement and Playground Finder platform, as we look to step up our advocacy for play in communities.

Pleasingly, survey respondents indicate high levels of satisfaction with Play Australia in 2021-22 and overall, survey respondents also indicate that we are providing "good value for money".

In reviewing our offerings, we can see strong Member engagement with our (i) quarterly Member newsletter, (ii) fortnightly eNews; (iii) online PD and (iv) online play library.

In looking at what we can improve on, 40% of our Members indicate that they'd like to have "more involvement" with Play Australia, so this is something we definitely want to address in future.

Of particular note, the survey data indicates that Members would like more opportunities to come together in-person to network and discuss professional practice.

On this note, we acknowledge and recognise the volunteer work of our Branches and Networks Australia-wide and thank our Committees who organised Play Network Meetings in their respective States over 2021-22 to help bring our Members together.

Looking forward to 2022-23

In reflecting on how Play Australia improves the servicing of Member needs in 2022-23, there is strong support **to continue** a number of key offerings – inclusive of: (i) our quarterly Member News; (ii) our fortnightly eNews; and (iii) our quarterly Online PD.

Our survey data also points to “key areas of content interest” to inform our future communications and online PD focus. Here are the top 5 topics as voted by you:

1. Nature play
2. Inclusive and accessible play spaces
3. Play space design & development
4. Australian playground standards
5. Future Trends

As well as the above content areas, we will continue to profile a diverse range of play topics.

It's important to note that our online PD will look a little different in coming months, due to a lack of funding for our standalone online Early Years PD.

What this means is that we will bring our Early Years PD into our broader Online Learning Series to create one unified approach, however we will try and schedule our Early Years sessions later in the day to support greater attendance amongst our Early Years Professionals

Regarding our Play Network Meetings, we understand that these in-person opportunities are important for both networking and professional practice.

So as part of our National Board Planning Day in September 2022 we will be discussing how National Office can better support our volunteer State Branches to create more opportunities for in-person gatherings over the next year.

We also recognise we still need **to launch** our Online Play Space Development Training.

This project has been a huge under-taking, however we are very pleased with the quality of the offering and we're on-track to release this training in the last quarter of 2022.

We are also launching our Play Today campaign next month (September 2022) to better connect our play advocacy with Parents and Caregivers.

Please look out for more information coming soon on this campaign, as we need your help to amplify Play Today and reach all Parents and Caregivers.

By delivering all the commitments listed above over the next 12 months, it's our hope that all our Members will have greater opportunity to engage with Play Australia offerings and will feel “more involved” with our organisation.

Our National Office looks forward to continuing to evolve as an organisation that is responsive to Member professional needs and an organisation that effectively grows our all-important advocacy efforts, **to protect the rights of all children to play in Australia.**

Thank you for reading and most of all, thank you for being a Play Australia Member.

Kind regards,

The Play Australia Team