



Children
at Play

A NEW MEMBERSHIP MODEL FOR A BRIGHTER PLAY FUTURE

A must-read for all our Members on changes to Play Australia Membership in 2021.



Play Australia continues to be a proud member organisation and we are excited to build our advocacy efforts alongside our members to promote the value of play and support all Australians to play every day.

In July 2020, we conducted a survey open to all our Members to obtain further feedback on our strategic direction and to understand how we can better support our Member needs.

In response, we are launching a new Play Australia membership model from 1 January 2021, with increased Member benefits and a simpler approach – to support our present and future Members and to support the growth of play nationally.

In our communication to Members in August this year we outlined that the National Office is busy working on an array of exciting developments to bring a fresh approach to better meet the common needs of our Members, highlighted by our survey results.

As such, from 1 January 2021 we are excited to announce the launch of our new Play Australia Membership Packages – providing simple options that focus on bringing greater benefits to our diverse Members:

		
Full Benefits Package	Standard Package	Student Package
Available for Small Organisations (1-10 people) or Individuals (with no affiliation to a Large Organisation)	Available for Large Organisations (11+ people) including Local Government and National Industry	Available for Individuals who are Full-time Students only
	Available for Individuals only	Available for Organisations (any size)

So, in addition to supporting our key campaigns and the rights of all children to play, we are pleased to bring you the following benefits (that you have asked for) as part of our new Play Australia membership model...

Our Benefits Unpacked

Receive expert advice on Risk Management and Australian Standards:

- Receive our risk management guide and practice notes
- Access expert advice on risk management issues and the latest Australian Standards via online sessions (minimum 6 sessions p/yr) – includes network opportunities.

Access resources to promote your commitment to play:

- Use our Member logo and 'value of play' icons for your signature block, website or other applications
- Purchase personalised Member Signage.

Build your knowledge, networks and profile to support play:

- Attend online professional development and network sessions (minimum 12 sessions p/yr) – includes Member profile opportunities.
- Be profiled on our Membership Directory
- Access and contribute to quality online resources available via our Play Library.

Obtain discounts on training and products:

- Obtain a Member discount on our online Play Space Development training
- Obtain Member discounts on various products – including our entrapment tool and 1000 Play Streets support package for Local Government Authorities.

Stay up to date with the latest in play news:

- Receive and contribute to our quarterly Member newsletter and e-Bulletins.
- Receive our fortnightly e-News.

IN SUMMARY:

- Our Full Benefits Package involves everything above;
- Our Standard Package involves everything above, apart from the Risk Management section (in box 1); and
- Our Student Package involves everything above, apart from the Risk Management and Member Resources sections (in boxes 1 and 2).

IMPORTANT – in terms of key dates, our online Risk Management Sessions and Member PD sessions will commence early in 2021, whilst our online training is due to commence in the second half of 2021 due to our development timelines. **Everything else listed will be available from 1 January 2021.**

What happens now?

As of 1 January 2021, we will be transitioning all Members across to our new model based on your organisation type and where we feel you fit best.

This means when you go to renew your membership post-1 January 2021 we will have nominated a package for you. If you feel this is the incorrect package, please get in touch and we will find a more suitable offering for you.

The pricing structure will change as well, to a nationally consistent approach, in some instances prices will increase whilst in other instances prices will come down.

Our main driver in pricing is to ensure the structure is consistent across all our states and territories.

Due to the pricing transition Play Australia will be taking a small loss in Membership revenue in the short-term, however we do feel that we will be in a better position to grow Membership Australia-wide.

It's also important to acknowledge that we have not adjusted pricing in the last 3 years and from 1 January 2021 we will be providing a greater level of support for our Members than ever before, based on our new benefits packages.

We really do hope that our new membership packages meet your individual needs and those of your organisations as well.

We will be doing our best to ensure this transition is as seamless as possible.

If you do receive a Membership renewal invoice prior to 1 January 2021, then please renew at our current Membership prices.

Thank you for your support.

Kind Regards,

The Play Australia Team

(Barb, Kieran, Renaee, Karen & Gavin)



We thank all our wonderful Members for supporting Play Australia to promote the value of play and support all Australians to play every day.

Not a Play Australia member? [WHY NOT JOIN NOW](#) to help protect the rights of every child in Australia to play today so we can all experience a better tomorrow.
