

A photograph of four children playing in a grassy park. They are reaching up towards large, iridescent bubbles that are floating in the air. The background is filled with green trees and a bright, sunny sky. The overall mood is joyful and carefree.

**Play Australia
2025 - 2029**

Our Blueprint for Impact

The logo for Play Australia, featuring the word "play" in a green, lowercase, sans-serif font, with "AUSTRALIA" in a smaller, green, uppercase, sans-serif font below it. The logo is enclosed in a white circle.

play
AUSTRALIA



Angourie, NSW

Play Australia acknowledges the Traditional Owners and Custodians of Country throughout Australia and acknowledges their continuing connection to land, waters and community.

We pay our respects to the people, the cultures and the Elders past and present.



Bungle Bungles, WA



Play Australia was founded in 1913, as The Guild of Play, and is believed to be the oldest play advocacy organisation in the world. We unite individuals and organisations committed to building healthy, equitable communities through the transformative power of play.

At Play Australia, everything we do is guided by one unwavering mission: to build healthy communities through play.

Play is enshrined as a human right in the United Nations Convention on the Rights of the Child (UNCRC). Each right is indivisible from each other, with play intersecting across all areas of health, wellbeing and social inclusion in the UNCRC.

As a membership organisation, we will empower our members to be champions for play, driving knowledge, policy and cultural change. We will work with our members to support and foster community-led solutions, using rights based approaches, that advance physical, mental, and social wellbeing, leading to healthier, more connected communities.

Our strategic plan is built on four interconnected goals that work together to advance our mission across different dimensions of our work. Each goal represents a critical pillar of impact—from advocacy and research to community engagement and organisational excellence.

While these goals address distinct areas of focus, like human rights, they do not exist in isolation. Each goal reinforces and amplifies the other, creating a cohesive strategy that is greater than the sum of its parts. These goals will focus the work of Play Australia on knowledge transfer, education, advocacy and collaboration to create systemic change. This approach ensures that every action we take, every partnership we forge, and every voice we amplify, moves us closer to a future where play is valued, protected, and accessible to all.

**“Four goals provide clarity and focus;
one mission unites our purpose and drives our impact.”**

Robyn Monro Miller AM, CEO



Our Vision

Australia is a country where every child thrives through equitable access to the health and wellbeing benefits of play within their community.



Our Mission

Building A Healthy Australia through Play

To build healthier communities by equipping our members and stakeholders with the knowledge, skills, and networks needed to advocate for and implement the power of play as a vital tool for prevention, equity, and community-led action.





Our Core Values

Collaboration: We work across sectors and systems for collective impact.

Evidence-based: We promote practices and policies grounded in research.

Empowerment: We enable members to become agents of change.

Community-led: We empower members to lead and co-design local solutions

Sustainability: We support long-term impact through education and advocacy.

Inclusivity: We welcome and represent diverse voices and experiences.

Dignity: We believe all people deserve to be treated with respect and are entitled to basic protections and freedom enshrined in our Human Rights Conventions.

Equity: We prioritise reducing inequities, ensuring all Australians benefit from play.

Prevention: We focus on solutions that improve health and wellbeing for all, through the proven benefits of play.

Integrity: We hold ourselves to the highest ethical standards, and we will align our actions to our values, being accountable, responsible and transparent in our work and relationships.

Four Goals, One Mission, Infinite Impact...

Our Strategic Goals & Objectives

GOAL 1: Lead Knowledge Transfer and Capacity building

- Objective 1.1: Curate and share evidence, best practice, and lived experience on play as a lever for health equity and prevention.
- Objective 1.2: Deliver workshops, webinars, and certification programs to drive skill acquisition and knowledge.
- Objective 1.3: Develop and maintain an accessible online resource hub for public access and education
- Objective 1.4: Identify cultural, demographic or geographical barriers to play and support information dissemination and advocacy to remove them.
- Objective 1.5: Work with higher education and research institutions to develop a robust Australian body of evidence for the benefits of play.

GOAL 2: Influence policy and shape public discourse to drive national recognition of play as essential to children's health, development and wellbeing.

- Objective 2.1: Mobilise stakeholders across government, education, health, urban planning and community sector to embed play friendly principles in legislation, infrastructure and practice.
- Objective 2.2: Develop and promote policy briefs and position statements that position play as central to health and wellbeing.
- Objective 2.3: Engage members to participate in advocacy campaigns-design and community consultation processes.
- Objective 2.4: Build strategic alliances with key stakeholders to amplify our vision and mission through our voice.

GOAL 3: Grow and Engage a Vibrant Membership Community

- Objective 3.1: Increase membership across diverse sectors (education, health, urban planning, manufacturing, design, local government etc.).
- Objective 3.2: Foster member-led networks for peer learning, collaboration, and co-design.
- Objective 3.3: Recognise, amplify and celebrate member initiatives that advance equity and health prevention through play.
- Objective 3.4: Support the development of international co-operation and member engagement with international initiatives through IPA World.

GOAL 4: Build Organisational Excellence and Sustainability

- Objective 4.1: Diversify revenue streams through membership dues, sponsorships, grants and training fees
- Objective 4.2: Build a resilient and values driven organisation by nurturing a positive work environment and reinforcing robust governance frameworks.
- Objective 4.3: Implement robust systems for member feedback and impact measurement.
- Objective 4.4: Seek out innovative initiatives and strategies to maximise our impact and resilience.





How we will do this...

Our Key Activities & Initiatives

- 1. Conferences and seminars:** Bringing members together for learning, networking, and inspiration.
- 2. Monthly Webinars:** Featuring experts and practitioners on emerging topics in play and community health.
- 3. Advocacy Toolkits:** Equipping members with resources to influence policy and practice.
- 4. Member Forums:** Facilitating peer-to-peer knowledge exchange and collaboration.
- 5. Research:** Regularly summarising and sharing new findings relevant to play and health including partnering with research institutions on projects that align with our mission, goals and values.
- 6. Recognition Program:** Awards for outstanding member contributions.
- 7. Initiate a Play Equity Forum:** Regularly reviewing and identifying barriers to play and potential solutions.
- 8. Interagency Collaboration:** Work with other organisations to drive common goals and support implementation of rights based approaches into policy, practice and legislation including Play 32 and advocacy for a National Children's Act.
- 9. National Play Policy Summits:** Bring stakeholders together to develop a national plan for play.
- 10. Meeting with Government:** Collaborating to shape and inform policy and practice.
- 11. Utilise social media:** Posting regularly to raise awareness and promote education.
- 12. International Collaboration:** Act as Australian secretariat for IPA World to engage Australia in global advocacy and support for Article 31 to protect, promote and provide play.

Our Partners & Collaborators



Monitoring & Evaluation

1. Track membership growth, retention, and engagement.
2. Measure participation in educational offerings and advocacy actions.
3. Collect member feedback on resources and programs.
4. Assess influence on policy and practice through case studies and testimonials.
5. Regularly review strategic objectives and adapt as needed.

Financial Sustainability

1. Membership fee structure.
2. Sponsorships for events and programs.
3. Referral program.
4. Fee-based professional development offerings.
5. Grants and funded projects.
6. Transparent and efficient financial management.

Implementation

Timeline & Milestones

Year 1 (2025):

- Host IPA Asia Pacific conference
- Launch online professional learning hub
- Initiate advocacy campaigns (e.g. position statements)
- Introduce Certification of Playwork

Year 2–3 (2026/7):

- Expand Membership
- Grow professional development offerings
- Strengthen partnerships
- Review constitution
- Achieve charitable status as a health promotion charity
- Facilitate delivery of a national blueprint for play
- Increase engagement in research
- Initiate more member interest groups

Year 4–5 (2028/9):

- Demonstrate impact through policy wins and member success stories
- Review and refine strategy
- Build on learnings from years 1–3
- Review strategic plan at commencement of year 4
- Develop 2030 vision



“Play is undertaken by all species with advanced social structures, providing us with tangible evidence that play is not a human concept, created as an indulgence for our young, but a process with a deep biological imperative for survival of a species”.

State of Play Report 2025, Play Australia.



www.playaustralia.org.au