



Promoting  
the value  
of play

# Partnership Prospectus

2020–2025





We are excited to present  
three key partnership  
opportunities over 2020–25,  
so together we can help  
grow play within Australian  
communities and improve  
the health and wellbeing of  
all Australians.

play

1

### **PLAY TODAY**

Our campaign to get more Australian children playing outside every day

2

### **1000 PLAY STREETS**

Our movement for Australians to reclaim their streets as places to play and connect

3

### **PLAYGROUND FINDER**

Our platform to connect families with playgrounds throughout Australia.

## **Why partner with us?**

**MAKE A DIFFERENCE** to the lives of children, young people and communities in the best kind of way

**CONNECT YOUR BRAND TO SOMETHING BIGGER** and be associated with PLAY at a national level, the most fun-loving brand in the world

**TRACK YOUR IMPACT** as we show you how your contribution creates change within communities

**CONNECT TO YOUR TARGET MARKETS** across our initiatives, as we share your messages with our engaged communities Australia-wide.



# Partnership benefits unpacked

We welcome a discussion about how you can derive maximum value from your partnership with Play Australia.

## Marketing benefits

- Naming rights sponsor
- National launch event
- Media release
- Merchandise (e.g. beach balls, drink bottles, frisbees etc.)
- Profile videos
- Website profile
- eNEWS profile
- Newsletter profile
- Social media profile – includes Facebook, Instagram, Twitter & LinkedIn
- Signage in community
- Signage at professional events

## Engagement benefits

- Our team can present at your workplace events
- As parents and community members, your team can participate in all initiatives

## Impact benefits

- We can provide impact summaries on your investment via a 6 monthly update and 12 monthly report.

## Loyalty benefits

- You will have first option to extend the partnership at timeline end.





# Our 3 Partnership Opportunities



1

*"Did you know that currently only 1 in 3 Australian children go outside and play freely each day."*

*(Natural Fun, 2010)*

## Goal

We want to get all Australian children playing outside every day

## Target

Parents and caregivers  
(Australia-wide)

## Description

Play Today is our national campaign to connect with parents and caregivers to build their awareness, knowledge and confidence to provide FREEDOM, TIME and SPACE for children to go outside and play freely every day...

***so children can climb trees, make stick forts, jump in the mud, eat dirt, ride a go-cart and play until the sun goes down!***

## Our Offer

Become our Play Today naming rights partner and feature your brand across all campaign materials, engaging thousands of Australian parents.

**YOUR SUPPORT** will help provide greater opportunities for children to play outdoors across Australia.

[PlayToday.org.au](http://PlayToday.org.au)



2

*"Did you know that 73% of adults said they played on the street when they were young compared to only 24% of their kids."*

*(Planet Ark, 2011)*

## Goal

We want to empower Australian communities to activate 1000 Play Streets nationally

## Target

Families living within our suburban streets (Australia-wide)

## Description

1000 Play Streets is a movement to empower Australians to reclaim their quiet residential streets as places for neighbours, of all ages, to connect and play.

***Let's bring back the days of children playing hopscotch, skipping, ball games, bike-riding and cricket on our streets!***

## Our Offer

Become our 1000 Play Streets naming rights partner and feature your brand across all campaign materials, engaging an estimated 30,000 community members in street play and profiling the movement to 300,000+ Australians (by 30 June 2025).

**YOUR SUPPORT** will help Australians to reclaim their streets for connection and play.

[PlayAustralia.org.au](http://PlayAustralia.org.au)



3

*"Did you know a well-designed playground will stimulate a child's imagination and encourage them to explore new dimensions to play."*

*(Better Health Channel, 2019)*

## Goal

We want all families to access Australia's playgrounds

## Target

Parents and caregivers  
(Australia-wide)

## Description

Playground Finder is a free digital platform (available on website and mobile app) that helps families discover suitable playgrounds for their children, with playground listings that share features, photos, locations, reviews and ratings.

***Let's make outside play more accessible and fill our local play spaces with children and families.***

## Our Offer

Become our Playground Finder naming rights partner and feature your brand across the platform, engaging thousands of Australian parents (note - we currently have 5000 users to date and growing).

**YOUR SUPPORT** will help families access playgrounds right across Australia and unlock amazing local play adventures.

[PlaygroundFinder.com](http://PlaygroundFinder.com)

## Our ideal partner

- **BELIEVES ALL CHILDREN HAVE THE RIGHT TO PLAY** and recognises that some children and their families, need a bit more support than others to help them play every day.
- **ENJOYS WORKING COLLABORATIVELY** to create impact for community and to support both our organisations to grow.
- **SHARES OUR VISION** for a connected and healthy Australia where PLAY is a part of everyone's daily life and cares about the same values we do.

## Our Play Australia values

- Be connected for change
- Be kind to each other
- Be inclusive of all
- Be adaptable and agile always
- Be playful every day

Play Australia needs your support to deliver OUR BIG GAME PLAN 2020–25 so together we can help grow play within Australian communities and improve the health and wellbeing of Australians.

## What will your partnership investment be used for?

Your financial support will provide essential items – such as staffing, campaign delivery, evaluation, marketing, digital support and events – to create the greatest impact possible for Australians.

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## Our team

We have a team of dedicated professionals, supported by a highly skilled voluntary Board who all care deeply about improving the health of Australians through play.

If you would like to partner across any of our exciting work, we would welcome a confidential conversation today with a view that we can tailor your own personal investment options.

Contact Play Australia by email at [info@playaustralia.org.au](mailto:info@playaustralia.org.au)

**We thank you for your consideration.**



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