



OPAL Sunday Street Play

Presentation to
Local Government Play Network Meeting



Gavin Fairbrother
OPAL Campbelltown Manager
February 2017







Why street play



Practise wisdom





Kids just want to
have fun with their
family and friends





Hugh Mackay: the state of the nation starts in your street

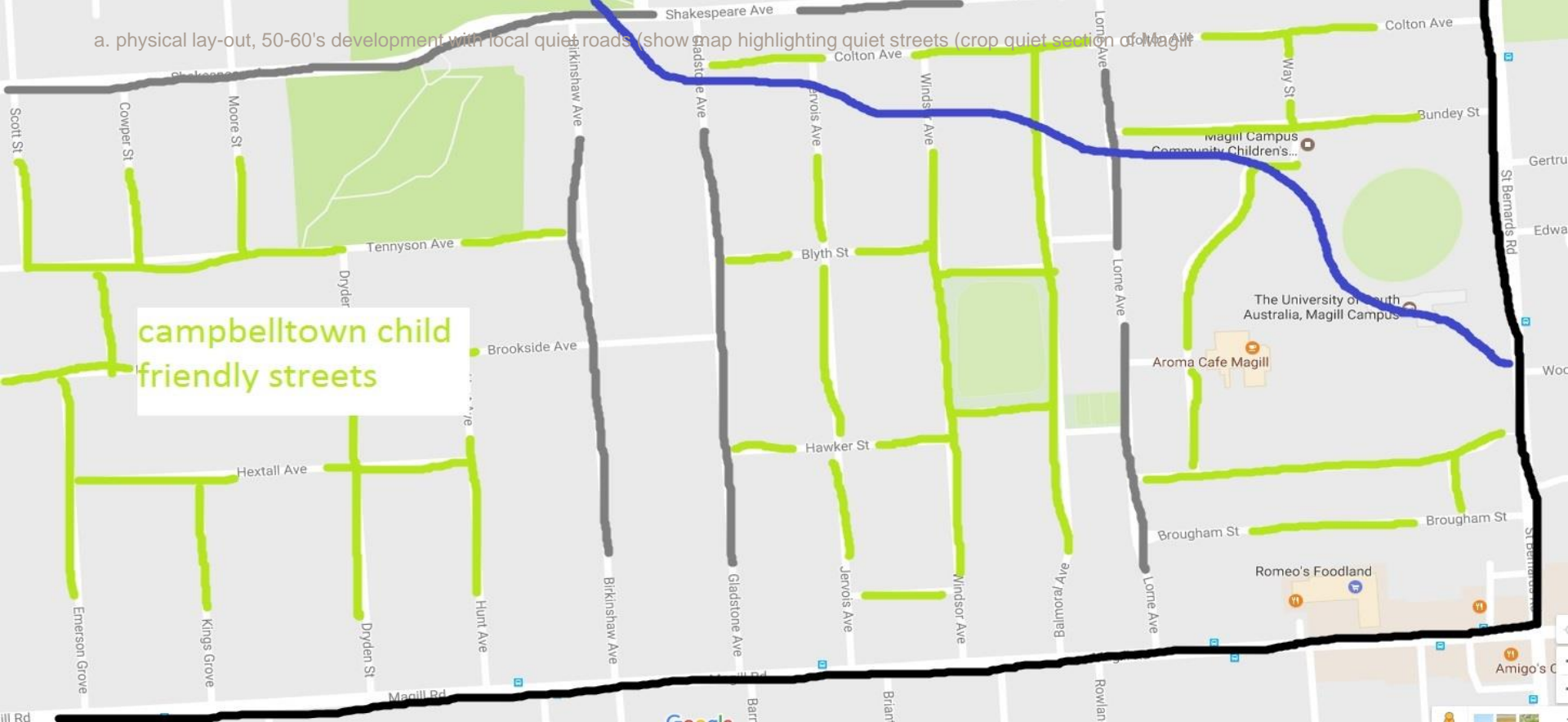
February 2, 2017 6.06am AEDT

A desire to connect

Research has consistently identified “loss of community” as one of the most common concerns among contemporary Australians. That concern is often expressed as a regret that local neighbourhoods are not functioning as well as they once did.

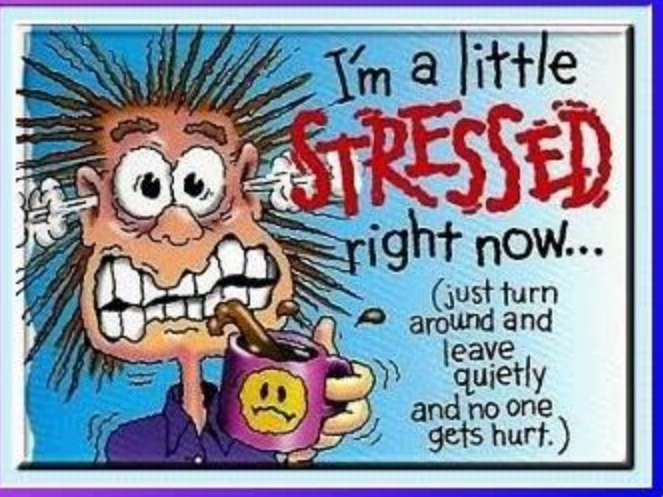


a. physical lay-out, 50-60's development with local quiet roads (show map highlighting quiet streets (crop quiet section of map))



Our local streets have great potential





‘houses don’t have back yards and we don’t feel safe allowing our kids to play on streets or at local parks and we are time poor’

2012 OPAL Community Consultation







Screen free camping is a great way for children to enjoy free play

Evidence base



Children and parents are products of system **enablers** & **barriers**

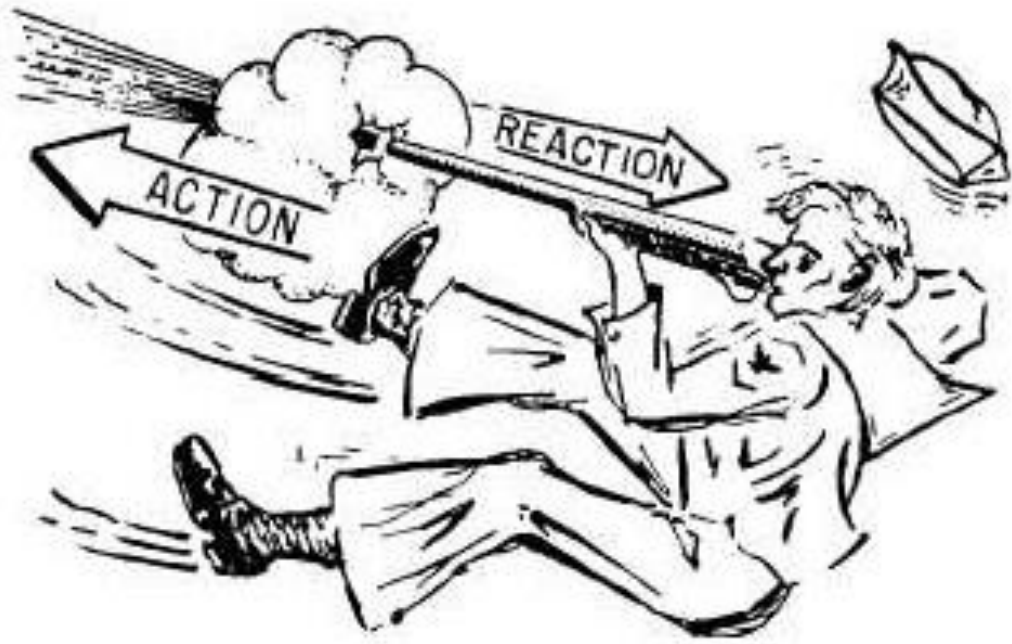
Public Policy, Plans and Procedures
 Playgrounds and parks
 Walking & cycling
 Car planning
 People planning
 Risk-benefit
 Risk aversion
 Sense of place
 Liveability
 More car parks
 Urban regeneration




Community
 Children friendly cities
 alliances
 Economic development

Organisation
 Play not valued in school curriculum

Interpersonal
 Culture of parenting
 Re-living childhood
 Face: face connecting



Evidence base



Life looks brighter outside

*Local parks or playgrounds are great places to explore.
So enjoy the day with outdoor play!*

Stakeholder's action sheet

Every 12 months, OPAL introduces a new healthy lifestyle message to our community. The current message is 'Life looks brighter outside. Enjoy the day with outdoor play at your local park or playground'. This aim is to support families to enjoy time together through exploring local parks and playgrounds.

What you should know

- South Australian children are now spending less time outdoors than at any other time in our history. US data suggests a 50% decrease in free play time since the 1970's (Play Matters, 2008).
- Kids 8-12 years spend nearly half their free time plugged into technology but prefer outdoor play over technology and want to spend more time playing with their parents (Australian State of Play report, 2012).
- Whilst the increased amount of children's screen time is one reason for the decrease in outdoor activity, other factors play a role such as: an increasingly scheduled after school life, smaller backyards, increased risk aversion to things such as climbing trees, and concerns about child safety and children independently going to parks (ABS 2012).
- Getting active outdoors has real benefits to children in terms of their physical and mental health.

Activity habits of our kids

- Kids need at least 60 minutes of moderate to vigorous physical activity each day (Australian Government National Physical Activity Guidelines).
- 63% of South Australian children do not meet the guidelines for sufficient physical activity. But kids are not alone, with 59% of South Australian adults also not meeting the guidelines for adults of at least 30 minutes per day of physical activity (SAMSS).
- In Australia 87% of children spend more time playing indoors than outdoors (Planet Ark 2011).
- South Australian children spend an average of 4.5 hours a day in front of a screen, exceeding the national average by half an hour (CSIRO 2007). Yet our children spend less than two hours a day outside (Planet Ark 2013).
- The average Australian child spends less time outdoors than a maximum security prisoner (Griffin Longley, CEO, Nature Play WA).

Government of South Australia
SA Health

Australian Government

Opal of Play Matters

www.opal.sa.gov.au

OPAL is a joint program of Australian, State and Local Governments.

- > Time outdoors all time low.
- > ½ Kids free time on screens
- > Scheduled after school life, smaller back yards, risk aversion & concerns unsupervised park and school travel.



Policy & political environment



Social Plan 2020



Our community is:

- Liveable
- Vibrant
- Connected
- Healthy
- Informed & supported

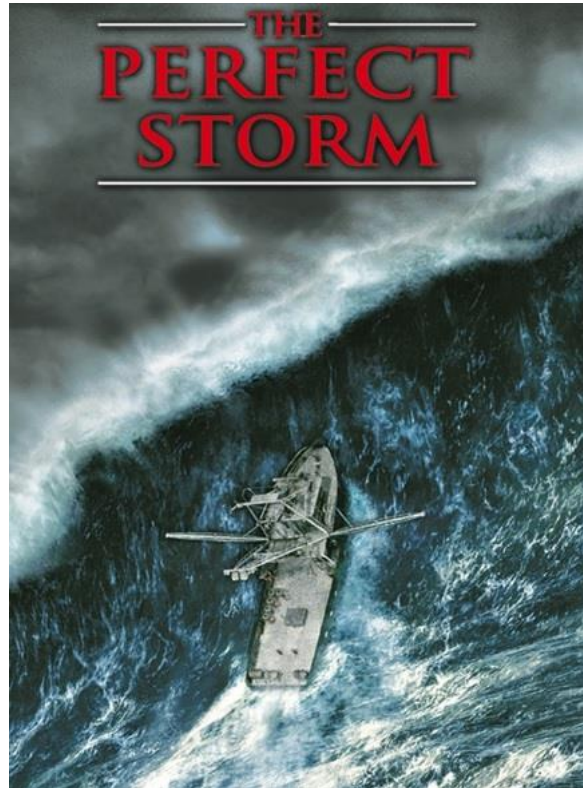


SAFETY EDUCATION HEALTH
BELONGING ACTIVE PARTICIPATION PLAY & LEISURE

Campbelltown A CHILD FRIENDLY CITY

A partnership between Child Friendly SA,
Campbelltown City Council and the whole
Campbelltown community

www.campbelltown.sa.gov.au/childfriendly



Physical Activity

Active Travel



Active Leisure



Parks and Places



<http://playingout.net/>



REMOVING THE BUBBLE WRAP: Why children's outdoor play matters and how you can take a balanced approach

FREE OPAL Campbelltown parents forum with international expert Tim Gill

For more information about Tim Gill go to www.rethinkingchildhood.com
For more information about OPAL go to www.campbelltown.sa.gov.au/OPAL

When parents had their say to help inform OPAL, common themes were that they love the parks, creeks and trails in Campbelltown. What stops parents from using them more is being time poor and not letting children enjoy them on their own because of fear of strangers and traffic danger.

British outdoor play and childhood expert Tim Gill will lead a Q&A session on how we can best use our great outdoor assets as part of an overall approach that challenges communities to allow children more freedom in their everyday lives. Tim Gill is the author of No Fear: Growing up in a risk averse society, and is in demand around the world as a public speaker. This will be the first of what are planned to be regular OPAL forums for parents over the next 5 years.



Place:
University of South Australia,
Magill Campus

Date:
Monday 5th August 2013 at 7:00pm
RSVP: Thursday 1st August 2013 to
jgroves@campbelltown.sa.gov.au or
phone 8366 9353

OPAL Supports Campbelltown to
Eat Well and Be Active



How street play



Planning



Campbelltown - OPAL Street Play Project - Brookside Avenue Tramere

Summary Planning **Implementing** Evaluating Reporting



Description

This street play event is a significant milestone because it will be the first to be resident rather than council/OPAL led. In response to a positive local messenger story, a local resident has been inspired to be 'street play coordinator' for her street in November 2016. OPAL will use this opportunity to transition from an OPAL generated initiative to a resident led, council supported initiative. The vision is to develop an 'easy' council system that makes it appealing for residents to volunteer their street. The key is finding a balance between complying with road and risk management regulations and customer focus.

Rationale

It is assumed that if children are spending leisure time outdoors, they are more likely to be sufficiently active than if they are spending leisure time indoors. Outdoor street play was a social norm twenty years ago but is no longer the case. It is hoped that a short-term positive program experience will influence the parent community to improve access to outdoor play for children and improve government's policy response if community demand increases.

Role: **Partner**

| GOAL | THEME | STRATEGY |
|-----------------|------------------|---------------------|
| Parks 'n Places | Brighter Outside | Programs & Services |

| SECTOR | SETTING | POPULATION |
|-----------|-------------------|----------------------------|
| Transport | Transit Corridors | Junior Primary (5-7 years) |

| MERCHANDISE DISTRIBUTED | | |
|-------------------------|---------|-------|
| PRINT | PRODUCT | TOTAL |
| 0 | 0 | 0 |



Budget

\$400.00 FUNDS — **\$329.00** SPENT = **\$71.00** BALANCE

Time

10/05/2016 STARTED **203 days** DURATION **16.00 Hours** INVESTED

Action Sheet Ready IsFlagship



Goal: Increase access to street play

Children planning

Opal **INDIVIDUAL**

CHANGE PATHWAY

Health Promoter > Organisation > Interpersonal > Individual

FACTOR ANALYSIS

What are the individual factors that will enable the CHILD to participate in the healthy behaviour?

PRIMARY SECONDARY TERTIARY
Motivation Attitude Belief

Most children enjoy outdoor unstructured play when given the opportunity. I believe the environmental factors and far greater than individual. The power of the 'screen' therefore motivation is probably the primary individual factor.

What are the environmental factors that will enable the CHILD to participate in the healthy behaviour?

PRIMARY SECONDARY TERTIARY
Accessibility Acceptability Desirability

mum and dad's given children permission to participate (access) is the biggest E factor.

What are the individual factors that will inhibit the CHILD participating in the unhealthy behaviour?

PRIMARY SECONDARY TERTIARY
Motivation Attitude Belief

lack of motivation

Costs, benefits and factors

- > Fun and freedom
- > Time with family and friends
- > Screens
- > Not normal (anymore)
- > Parents permission
- > Friend's parents permission



Increase ACCEPTABILITY for street play

Entity planning

The screenshot shows the 'Opal ORGANISATION' interface. At the top, there's a blue header with the 'Opal' logo and 'ORGANISATION' text. Below it, a 'CHANGE PATHWAY' section shows a sequence of icons: Health Promoter, Organisation, Interpersonal, and Individual. The main content area is titled 'QUESTIONS AND ANSWERS' and contains three sections: 'DESCRIBING THE ENTITY', 'COMPETITION AND EXCHANGE', and 'What costs does the ENTITY believe it will experience by participating in the helpful behaviour?'. Each section has a text input field and a list of categories with checkboxes.

DESCRIBING THE ENTITY

Strategy the behaviours are associated with: Policy & Planning

Helpful Behaviour you want the ENTITY to participate in

Develop a policy that enables council to grant temporary street closures to support the 'playing out' concept. Existing state legislation appears to yet another example of what should be a simple exercise being made complex.

Unhelpful Behaviour you don't want the ENTITY to participate in

Lack of interest and motivation to contribute to innovative practise and to overcome policy/legislative and cultural barriers.

COMPETITION AND EXCHANGE

What benefits does the ENTITY believe it will experience by participating in the helpful behaviour?

Contribute to improving community wellbeing and social connection.

Physical Educational Financial Environmental Pleasure Functional
 Emotional Spiritual Time Psychological Employment Other
 Social Legal Geographical Ethical

What costs does the ENTITY believe it will experience by participating in the helpful behaviour?

Time and effort on top of existing workload. If successful in the long term, may create more work with raised community expectations.

Physical Educational Financial Environmental Pleasure Functional
 Emotional Spiritual Time Psychological Employment Other
 Social Legal Geographical Ethical

Costs, benefits and factors

- > Contribute to community connection and wellbeing
- > Innovation (real and branding)
- > Strategic plans actioned
- > Comfort zone
- > Too busy, too scared



Implementation
2 street *trial* objective:
A positive experience for decision makers



Implementation Strategies

- Volunteer recruitment
- Council working group
- Risk and event planning
- Community engagement
- Resources development
- Project management

See <http://www.campbelltown.sa.gov.au/OPAL>



Street Play Coordinator meets Council



People skills

Street Play coordinator

- Good 'party' host
- Understands common sense duty of care
- Already has neighbourhood connections
- Critical mass of families with young children

Council Play role...

- Customer service & procedures
- Understand bigger picture
- Understand child development

*.....more than
playgrounds*

Key elements: 4 Simple Steps

1. Get permission and support
2. Talk to your neighbours and set a date
3. Tell everyone
4. Enjoy the day!



Sunday Street Play in 4 Simple Steps

1. Get permission and support

The first step is to apply to the council for permission to close the road. The Campbelltown City Council will only approve local roads and Street Play events on Sundays to ensure the safety of local residents.

Contact Gavin Fairbrother, OPAL Campbelltown Manager at Campbelltown City Council on 0417 374 422.

2. Talk to your neighbours and set a date

How you do this is up to you. We advise talking in the street, door-knocking, leafleting and holding an informal meeting (you could use our template meeting invitation). The important thing is to make sure everyone feels included and consulted from the beginning. It is also important to make sure you have enough people willing to make the day a success. Recruiting people is also a good chance to get to know your neighbours better.

3. Tell everyone

This just means publicising the times/day of your event to everyone on the street and inviting them to come outside. Use our template posters and flyers or make your own. Try to make everyone feel included and ensure it is clear that parents are responsible for their own children.

4. Enjoy the day!

On the day, do as long as the road is closed and stewarded safely you can more or less let everything else take care of itself – children and families will make their own fun in a welcoming environment. Enjoy it.

Proactive and positive promotion with local residents





CAMPBELLTOWN
CITY COUNCIL

OPAL Sunday Street Play
events on 20 and 27 November
2016

Advance Notice: Temporary
Road Closure

Campbelltown City Council
advises that Pursuant to
Section 33 of the Road Traffic
Act 1961, it has granted
consent for the following
roads which fall within the
Council area to be closed to all
traffic (except local traffic) for
the purpose of OPAL Sunday
Street Play.

Sunday 20 November 2016
from 1:30pm to 4.30pm.
Spencer Street,
Campbelltown (between west
end of Spencer Street at
Lower North East Road and
National Street, closure will
not affect National Street.)

Life looks
brighter
outside

*Local parks and playgrounds are great places
to explore. So enjoy the day with outdoor play!*

Enjoy the day with
Wilton Avenue Street Play
Sunday 4 May 2-4 pm

*BYO: Neighbourhood cheer and street play gear
(chalk, scooters, bats and balls etc)*

*For street play ideas contact Tammie Brown, Wilton
Avenue Street Play Coordinator, phone 0402 192 578.*

*This is a Council endorsed event and Wilton Avenue will be
closed to through traffic. For more information, contact
OPAL Manager, Gavin Fairbrother 0417 374 422.*



Opal



8 AM - 5 PM
MON - FRI



Life looks
brighter
outside

Get out and play this weekend at
your local park and playground!

COLTON AVE
SUNDAY
2-4 pm



Government
of South Australia



Australian Government



CAMPBELLTOWN
COUNCIL

opal.sa.gov.au

Opal



S113

Promotional and welcoming signage





Life looks brighter outside
Enjoy the day with street play.

Life looks brighter outside
 Level parks and playgrounds are great places to explore. So enjoy the day with outdoor play!

Enjoy the day with
Brookside Avenue Play
 Sunday 27 November
 2 to 4 pm

Life looks brighter outside
 Level parks and playgrounds are great places to explore. So enjoy the day with outdoor play!

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Brookside Avenue Play
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Life looks brighter outside
 Level parks and playgrounds are great places to explore. So enjoy the day with outdoor play!

Enjoy the day with
Brookside Avenue Play
 Sunday 27 November
 2 to 4 pm

Opal

and families play safely and freely in their street. Through traffic is diverted and resident car access is allowed at walking speed.
 To find out more visit www.campbelltown.sa.gov.au/opal

Opal



SUPPORTING CAMPBELLTOWN TO
**EAT WELL
AND BE ACTIVE**



Opal



Opal is a joint program of Australian, State and Local Governments.





**Life looks
brighter
outside**
Enjoy the day with street play.

TODAY, 2-4 pm, HERE
ON HAMISH GROVE
Bx6 NEIGHBOURHOOD CHEER
AND STREET PLAY GEAR.

Street play events are temporary road closures to let children and families play safely and freely in their streets. Though traffic and resident car parks is allowed at walking speed.

**ROAD CLOSED
AHEAD**

SUPPORTING THE CAMPBELLTOWN
COMMUNITY TO EAT WELL

**SUNDAY
STREET
PLAY**

Opal



Life is
Bright
Campbelltown
SUNDAY
2

Take every opportunity to
reclaim the road



GOLDEN AGE
SUNDAY
2-4 PM

100

YFT 327

1/30



SUPPORTING THE CAMPBELLTOWN
COMMUNITY TO EAT WELL

SUNDAY STREET PLAY

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BYO street play gear and
neighbourhood cheer





Traffic
management
getting into the
street play spirit







Opal

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www.opal.sa.gov.au

WELCOME



S971 AKR

50

























Cycling
is for
everyone

Cycling The Suburbs

www.campbelltown.sa.gov.au/cyclingthesuburbs



<http://www.campbelltown.sa.gov.au/cyclingthesuburbs>

Evaluation

Evaluation Strategies

- Action research
- Process; Project management record keeping
- No. of street play events and attendance rates
- Structural changes
- Stakeholder and community satisfaction

Evaluation Outcomes

- Action research key learning's
- 12 street play events. ~ 700 attended
- Embedded into Council neighbourhood development strategy
- +ve Resident and council satisfaction

Resident and council satisfaction

'How great is this'

*Great idea, **get to know your neighbour** – love it*

*We did have such a fabulous afternoon. We were able **to meet many people** we hadn't met before and the kids had a wonderful time **playing** all sorts of games, scooters, bikes, skipping, tug of war and generally taking over the street....everyone seemed quite keen for it to be a yearly event*

 **Marijka Ryan** shared Campbelltown City Council (SA)'s post
November 23, 2016 · 🌐

How great is this!...



Campbelltown City Council (SA) added 3 new photos.
November 22, 2016 · 🌐

It was a hot day on Sunday, but that didn't deter residents of Spencer Street, Campbelltown, from getting out and enjoying the freedom of street play.

Street p...

[See More](#)

👍❤️👹 21 2 Comments

👍 Like ➦ Share

 **Marisa Davis** Great idea. Get to know your neighbours. Love it.
Like · 🌐 1 · November 24, 2016 at 7:52am

 **Jyotsna Mishra** Great!! Our Campbelltown City.. 😊
Like · 🌐 1 · November 24, 2016 at 3:49pm

Next steps

Review other projects

- > <http://playingout.net/>
- > <http://www.charlessturt.sa.gov.au/StreetMeet>
- > <http://www.campbelltown.sa.gov.au/OPAL>



Conclusion

