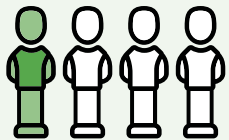


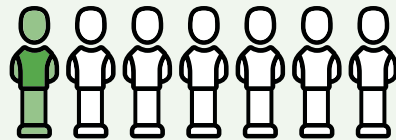


# Building a healthier Australia through PLAY

In Australia the health and wellbeing of our children and young people is at crisis point.



**1 in 4 children**  
are overweight or obese  
(AIHW, 2019)



**1 in 7 children**  
are experiencing a mental health condition  
(Beyond Blue, 2019)

PLAY is essential because it provides the foundations of physical literacy in order to establish healthy habits that last a lifetime, so every person in Australia can experience optimal health and wellbeing.

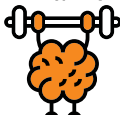
## Why is play important

**play**  
For Life



HEALTH  
MOVEMENT  
HAPPINESS  
FUN

**play**  
Builds Brains



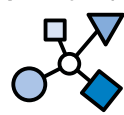
LEARNING  
LANGUAGE  
CREATIVITY  
CALMNESS

**play**  
Grows Confidence



MOTIVATION  
PROBLEM-SOLVING  
INDEPENDENCE  
RESILIENCE

**play**  
Connects Communities



SAFETY  
BELONGING  
FRIENDSHIP  
WELLBEING

To give our children and young people the best chance at a healthy future, we must help them **PLAY TODAY** so we can all experience a better tomorrow.

## Play AUSTRALIA, is the peak national advocacy organisation for PLAY

As the Australian Branch of the International Play Association, we protect the human rights of all children to play, as recognised in Article 31 of the UN's Convention on the Rights of the Child.

We are a member-based not-for-profit charity and have been supporting play for over 105 years in Australia.

### Our Vision for Play

A connected and healthy Australia where PLAY is a part of everyone's daily life.

### Our Play Mission

To promote the value of PLAY and support all Australians to PLAY every day.

### Our Key Stats

**1700**

Play Australia members

**20,000**

mailing list subscribers

**5000**

users on Playground Finder™

**1800**

professionals hosted at our training programs and events (since 2015)

**18,000**

monthly social media interactions

To find out more visit  
[PlayAustralia.org.au](http://PlayAustralia.org.au)

# Our Big Game Plan 2020–25

A summary of our 5 year strategic plan

