



Children  
at Play

## OUR 2020 MEMBER SURVEY RESULTS ARE IN

A must-read for all our Members on the future focus of Play Australia.

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*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.*

*We are grateful to all our Members and thank the large percentage that responded. This is what we found...*

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Pleasingly, Member feedback reinforces the broad direction that Play Australia is taking; by balancing the needs of our professional members to obtain support in play space design and risk management, alongside the need for the organisation to embrace a stronger national advocacy role in future; to promote and protect the rights of children to play.

In reviewing our current offerings, Members expressed greatest interest in the opportunity to download and access online resources from the Play Australia website.

Members also indicated that both the Quarterly Newsletter and Fortnightly eNews are the preferred means to receive Play Australia communications.

In reviewing Member recommendations to shape our future, it is evident that responding members want more opportunities to:

- engage with content online (i.e. via seminars, training workshops);
- network online and share ideas, particularly for those in regional/remote areas;
- hear from leading thinkers and experts who can connect with Members and bring fresh perspectives to the table; and
- access face-to-face opportunities for professional development and networking.

Further findings also indicate that there is minimal interest in the organisation developing our proposed jobs portal to support jobseekers and advertisers.

Whilst we received an astounding amount of positive feedback, which we are grateful for, we have identified that there is much work to be done, with 39% of our Members wanting more involvement in Play Australia activities.

## So, what does all this mean for the future focus of Play Australia?

In short, we believe we can do better and further enhance our benefits for our members Australia-wide.

Over the coming months the National Office is working on an array of exciting developments to bring a fresh approach to better meet the common needs of our Members, highlighted via our survey results.

Looking forward, in 2021...

### **WE WILL PROVIDE GREATER SUPPORT FOR OUR PROFESSIONAL MEMBERS – by:**

**Developing & launching a new online learning series available to Members Australia-wide– consisting of:**

- Regular online professional development sessions involving Play Australia Members and Special Guests, to support sharing and connection;
- Regular online network and advisory sessions on Australian Standards and Risk Management of play spaces; and
- A new online training package for professionals on play space development.

**Further developing our online resourcing:**

- By keeping our Play Library resources and publications updated on the website; and
- Launching a new risk management hub on our website with updated Risk Management Practice Notes.

### **WE WILL GROW OUR ROLE AS THE NATIONAL PLAY ADVOCATE – by:**

**Continuing to develop and drive our national public campaign initiatives – consisting of:**

- Playground Finder
- Play Today campaign
- 1000 Play Streets

Across each initiative, we will also work to understand how our Members can be more involved as these campaigns develop and grow momentum.



### **PLUS we are committed to:**

- Continuing to support the production of the Quarterly Newsletter and Fortnightly eNews;
- Continuing to deliver the 2-day face-to-face play space development training from our National Office at Westerfolds Park in Templestowe, Victoria;
- Working with our State Branches and Networks to investigate the coordination of more localised face-to-face opportunities for Members, to support sharing and connection; and
- Discontinuing the development of the jobs portal (please note – it’s something we can revisit at a later stage based on Member interest).

We believe that by taking these key steps we can reinvigorate “what it means to be a Play Australia member” and ensure that more of our Members have opportunities to become involved in Play Australia activities, so ultimately we can all contribute to the conversation about the importance of valuing play and supporting all Australians to play every day.

The last important question we feel we must address is...

## How can we support this future focus with our limited resources?

Firstly, we are committed to ensuring Play Australia has strong foundations to set ourselves up for the best chance at success and create the community impact we all want to realise.

That means we are always working to get a number of key ingredients right - including:

- (i) investing in our people (National Office and Board) to ensure we have the collective capability and capacity to deliver on our priorities;
- (ii) building a strong and engaged Membership base Australia-wide;
- (iii) growing our State Branches and Networks to localise supports available;
- (iv) generating enough revenue to provide us with the resources required to deliver on our mission and focus initiatives;
- (v) growing our digital and data capabilities to make smarter decisions and to build our engagement nationally; and
- (vi) continuing to refine our approach to good governance so we always operate in a transparent and responsible manner.

In considering what the above means for our Members, we have some work to do:

- we need to re-develop and launch a refined package of member benefits that helps our Members to become more engaged with both our professional supports and our national advocacy initiatives;
- we need to revisit our membership model (unchanged for 3 years) to ensure the structure is consistent across all states and territories and ultimately supports growth Australia-wide; and
- we need to launch a refined membership package in 2021 supported by clear and transparent communication to outline key changes and impacts.

Whilst Play Australia operations are largely dependent on the financial support afforded to us via Membership, we will also continue to work to diversify our income streams by selling new product lines; delivering training; providing consultancy, as well as obtaining funding via government, philanthropic and corporate partnerships.

This is important to enable Play Australia to thrive into the future.

We are excited about our future focus and look forward to sharing more communication soon on 2021 developments including our new Membership package.

Lastly, we would like to affirm our commitment to running the Member Survey on an annual basis (July each year) to obtain feedback from you all and be the responsive organisation we hope we are.

Thank you again for your support.

Kind Regards,

**The Play Australia Team**

(Barb, Kieran, Renaee, Karen & Gavin)



**Are you interested in becoming a Play Australia Member? [JOIN US NOW](#)** to help protect the rights of every child in Australia to play today so we can all experience a better tomorrow.

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