

Nature Play WA



NATURE PLAY FESTIVAL EVENT PROPOSAL YORK, SEPTEMBER 2017

About Nature Play WA:

Nature Play WA is an incorporated not-for-profit association established to increase the time Western Australian children spend in unstructured play outdoors and in nature. We are about getting more children outdoors more often so they can reap the benefits of unstructured playing, learning and being physically active.

Nature Play WA is founded on the understanding that unstructured play outdoors is fundamental to a full and healthy childhood. Nature play is, of itself, an intrinsic good and from it flows benefits in health, cognitive, social and emotional development and the building of resilience and creativity.

Nature Play WA is a collaborative organisation working with partner groups to encourage the WA community to value nature play and families to prioritise it in children's lives. The organisation's primary role is to spread the nature play message and to work to increase access to nature play resources, events and programs.

Nature Play WA began as an initiative of the Western Australian Department of Sport and Recreation and was inspired by the ideas of American social commentator Richard Louv and the Children and Nature Network. We work with communities, schools and local, interstate and international partners to help get kids outdoors, and we want to work with you.

Links with Shire of York:

We believe Nature Play WA and the Shire of York are in a position to join forces and work together to actively encourage the nature play movement and to showcase the ease in which parents and families can enjoy unstructured play in nature together.

Nature Play WA recognizes the Shire of York's strong community focus through a variety of community projects including local events, local community funding and the announcement of the outdoor activity campaign, ActiveSmart, in which Nature Play WA is a supporter through the Department of Sport and Recreation.

This is also a great opportunity to showcase York's outdoor play spaces, historical buildings, parks and recreation areas as well as a number of community service projects currently taking place in York, including the Early Years Hub.

Aim:

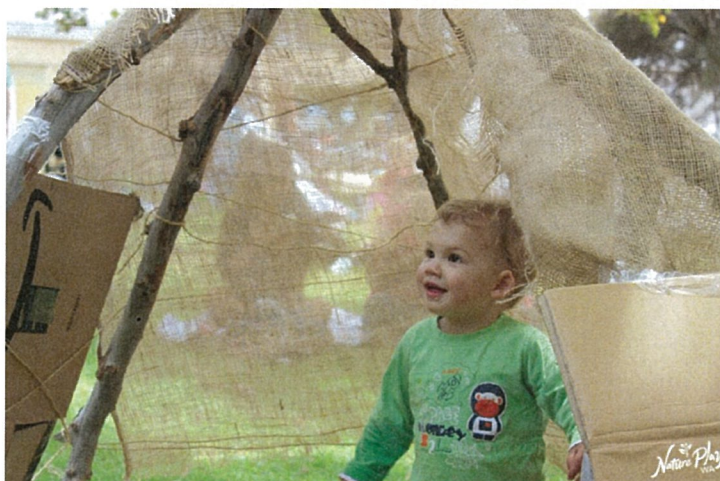
The Nature Play Festival will be a one-day event held in September 2017. The Festival will be a fun and interactive event to celebrate nature play in York and the Wheatbelt region, and provide families with an opportunity to spend time together in nature.

The Nature Play Festival is an ideal event to demonstrate the importance of nature play to the residents of York and surrounding areas, and highlight the abundance of local parks to play outdoors in the area. This event is based upon Nature Play WA's *Passport to an Amazing Childhood*, and will feature ten missions for children (and eager parents) to complete throughout the day.

While the official elements of this event will be structured, children and their parents will be encouraged to experience unstructured play outdoors, and take away information and inspiration to continue their nature play journey well beyond this event.

Key Messages:

- Getting more kids playing outdoors in York and surrounding areas.
- Highlight to parents how much fun it is to play outside and encourage kids to use their imaginations.
- Playing is learning – why not make it fun?
- Showcase and celebrate the beautiful history of York through an interactive historical walk.
- Showcase Shire of York community services projects, including the Early Years Hub.
- Highlight strong community ties through community engagement.



Missions/Activities:

The Nature Play Festival will focus on Nature Play WA's *Passport to an Amazing Childhood*. In the *Passport*, children are encouraged to complete outdoor missions, with age and ability appropriate activities for all. It is proposed that the Nature Play Festival will feature ten missions, where children are able to participate freely and to their own abilities. After each mission, children will receive a stamp in their *Passport* (provided to each child upon entry).

Ten York related missions have been created for this event:

<p>MISSION 1: CUBBY BUILDING <i>Using sticks and other resources, build yourself a cubby or tepee, or work together to build a Cubby Community!</i></p>	<p>MISSION 2: KITE DECORATING <i>Use your decorating skills to make your very own kite! Once you've decorated your kite, find a clear area where you can fly your kite and show your family how high it can go!</i></p>
<p>MISSION 3: CANOLA CRAFT <i>Have you seen the beautiful yellow canola fields in York? Today you can join our friends at Educated by Nature to create your very own canola craft!</i></p>	<p>MISSION 4: KNOT TYING <i>Learn how to tie a knot in this fun and exciting workshop!</i></p>
<p>MISSION 5: HISTORICAL WALK <i>York has so many big, beautiful buildings with a rich history. Go for a walk along Avon Terrace – don't forget your family, and download the Nature Play WA app for interactive information on each building down the main street of York!</i></p>	<p>MISSION 6: SCAVENGER HUNT <i>Use the Nature Play WA app, or the printed scavenger hunt clues sheet, to find the letters to unjumble the secret message!</i></p>
<p>MISSION 7: CLAY PLAY <i>Educated by Nature invite you to get messy and play with clay! Here you can make mud pies and nature sculptures, or use your imagination and see what you can create!</i></p>	<p>MISSION 8: NATURE CROWNS <i>How fun is dressing up? Use natural materials and craft items to make your very own nature crown – can you create a character with your imagination?</i></p>
<p>MISSION 9: MUD KITCHEN <i>Welcome to the mud kitchen, where you can use pots and pans to create a muddy treat!</i></p>	<p>MISSION 10: GEOCACHING <i>Join our geocaching expert on a geocaching information session! They will teach you how to geocache and show you just how much fun it is.</i></p>

It is hoped that through a partnership with the Shire of York, Nature Play WA will be able to request assistance from Shire of York staff for certain aspects of this event, including collecting sticks for cubby building and providing crucial information regarding York for the Nature Play WA app.

We understand that in a close knit community like York, there are a variety of organisations and contributors that assist in building and maintaining a high sense of community spirit. Due to this, it is envisaged that Nature Play WA will work with community groups to create a festival atmosphere with supporting activities and workshops. Additionally, Nature Play WA will seek the services of a local organisation in the Wheatbelt to provide outdoor recreational activities – including an inflatable rock climbing wall, and a giant trampoline.

Nature Play WA would like to work alongside York District High School in delivering an activity lead by the school Cadets, in the form of a knot tying workshop (or similar). Additionally, we would be interested in speaking with a local geocaching enthusiast to run a small workshop or demonstration regarding how to geocaching and how to use the geocaching app. It is believed that highlighting the availability of geocaches in the community will strengthen tourism and increase the amount of families getting outdoors and exploring York and the broader Wheatbelt region.

As part of this proposal, Nature Play WA has contacted a kite supplier for a quotation. This supplier works with our sister organisations, and is able to create kites perfect for children to decorate. These kites are made out of polyester and are great for decorating with textas and crayons, with designs removable using a damp cloth (but cannot be rubbed off).

It is envisaged that these specially designed kites will be used for the Nature Play Festival, and will feature the Nature Play WA and Shire of York logos, providing further marketing for both organisations, while also allowing attendees to take home a souvenir to remember the Festival.



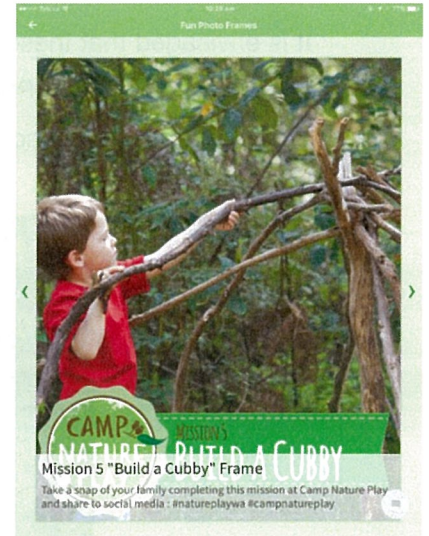
Photo courtesy of Nature Play SA

Nature Play WA App:

The Nature Play WA app is used in conjunction with our events with all attendees encouraged to download the app prior to or during an event. In the past four months since its launch, 80 to 90 percent of event attendees have downloaded the app, allowing for ease of communication, fast and efficient access to event information and special features, as well as the ability to take part in extra activities such as photo competitions, surveys and games.

As part of this event, Nature Play WA will create a Nature Play Festival section within the app which will feature information about the event, including location details, mission information and promotion of the Shire of York, including a link to the Shire's official webpage.

Through the app, attendees will be able to take photographs of themselves using the Nature Play Festival photo frames, (similar to that seen below from our recent Camp Nature Play event) badged with Nature Play WA and Shire of York logos, and Nature Play Festival branding. These photos can be shared to social media, and will be uploaded onto the Nature Play WA website as part of a competition, with the best photos receiving prizes. These photos (along with our official photos from the day) will then be featured in our social media posts following the event.



Level of Involvement:

There are three funding options available for this event.

Funding amount	Involvement Level
\$20,000.00 + gst Partnership	<ul style="list-style-type: none">• A full event (10 missions) will be held at an approved location, with external activity providers and a high level of community engagement.• Acknowledgement as Partner on the event website and Facebook page.• Acknowledgement as Partner in the event title (e.g. "Nature Play Festival, brought to you by Nature Play WA and the Shire of York")• Invitation for a delegate to officially open the event.
\$15,000.00 + gst Sponsorship	<ul style="list-style-type: none">• A smaller event (e.g. missions 1, 2, 3, 5, 6 and 8) will be held at an approved location, with limited external providers and limited community engagement.• Acknowledgement as Sponsor on the event website and Facebook page.
\$10,000.00 + gst Supporter	<ul style="list-style-type: none">• A small event (e.g. missions 1, 3, 6 and 8) will be held at an approved location, with no extra activity providers and no community engagement.• Acknowledgement as Supporter on the event website and Facebook page.

The Shire of York will receive a number of benefits from each level of involvement, including:

- Logo placement and hyperlink on the event website page.
- Logo placement and hyperlink on all event-related communications.
- Acknowledgement in all event related media.
- Acknowledgement on electronic communications to all attendees.
- Option of free-standing signage displayed at the event (e.g. tear drop banner).
- Opportunity for staff to volunteer at the event.
- Acknowledgement in online surveys and post event communications.

As this is the first event of its kind held in Western Australia, we believe there is potential for a high level of media attention, both in the lead-up to the event and on the day, including TV, online and print.

Nature Play WA thanks you for this opportunity. If you would like to discuss this proposal in more detail, or provide suggestions, please do not hesitate to contact Nicole McNamara, Events Manager, on 9389 4056 or via email to nicole@natureplaywa.org.au.

