ABOUT THE NATURE PLAY FESTIVAL 2016
SUNDAY 2 OCTOBER TO SATURDAY 15 OCTOBER 2016

Who is Nature Play SA?
Nature Play SA is an incorporated not-for-profit association established to make outdoor unstructured play an everyday part of today’s childhood. To achieve this vision we, with our partner organisations, aim to empower the South Australian community with the confidence, commitment, passion, and enthusiasm to get their children and communities outside into nature.

What is the Nature Play Festival and who can be involved?
The Nature Play Festival 2016 is targeted at SA families and children. It is held over a two week period in the October school holidays. Organisations that provide services or work with children and families, are encouraged to host an event, activity or a display that encourages families to spend more time outdoors in nature. The 2015 Nature Play Festival saw around 20,000 people engage with over 80 events provided by 40 organisations from Local Government, State Government, non-government agencies, Playgroups, Schools, Nature Clubs, Friends Groups and Libraries.

“The nature play festival guide provided our family an opportunity to sit down with a highlighter and select what events we wanted to attend, there was so many to choose from and the kids had such a ball particularly at the Launch event.”
MATTHEW, FATHER OF 2

What is the role of Nature Play SA in the Nature Play Festival?
NPSA’s role in the Festival is to encourage and support organisations to host events for families to enjoy together outdoors. Nature Play SA will consolidate this information into an accessible online printable guide, so no matter where in the state people are located, they can view what activities are provided for them. We will be promoting the events via social media platforms, website, and traditional media. In addition we will be running the Nature Play Festival Launch on Saturday 2 October.
What should the event/activity look like?

Events/activities: An event can be a short session, a full day or repeated over the period of the Festival. It should be outside or linked to the outside environment. Event examples include mud days, cubby building, activities in creeks, bush walks, nature crafts, or anything that provides an experience in nature.

Display: A display can be at a local library, community centre, or anywhere that families have access to. It can be an interactive or a static display that highlights nature play within a particular community – it is recommended that the display has a take home element or encourages an experience in nature beyond the display.

How can I register my event(s) or activity so it can be promoted as part of the Festival?

If you would like to be involved, please complete and submit the information below to Jason.tyndall@natureplaysa.org.au by Friday 29 July:

Category: event/display
Organiser: name of organisation
Title: what is the title of the event/display
Target audience: age range that event is targeted at or community that is event is open to
What: promo details, in 100 words or less, include relevant links
Where: specific location details/landmarks/parking if required
Cost: we do encourage events to be free
Time/Date: is there a required starting time or can families come throughout a specific time period
Event Nos.: will numbers for this event be capped or is it unlimited?
Key Contact: name, email, phone number
Region: Indicate what region your event is in as per naturalresources.sa.gov.au

Promotion

We encourage organisations to promote their events separately and to use our Nature Play Festival Logo on their promotional materials to demonstrate a state-wide commitment to the Festival. We are also encouraging people to use social media in the lead up and throughout the Festival with the hashtag #Natureplayfestival. We will be compiling all the events/activities into a downloadable/printable guide and posting various events via our social media and website in the lead up to the Festival. Over the duration of the Festival the Nature Play team will try to attend as many events across the state as possible and will provide ongoing social media updates.

Will there be further information available?

Once an event is registered we will provide the key contact with more information including access to printable resources.

This Festival is an opportunity for South Australia to demonstrate our commitment to making the outdoors an everyday part of childhood. We hope you will join us in helping make this a reality.

We will also be having a Nature Play Festival Launch on Sunday 2 October and you are very welcome to bring your own families and join us for this special events. More information will be distributed and made available on our website in August.

For further information please contact Jason Tyndall at Jason.tyndall@natureplaysa.org.au