

Nature Play SA Achievements

2014 – JULY 2020

Our vision is to inspire the South Australian community to engage children in nature through outdoor learning and play.

Nature Play SA is an independent not-for-profit organisation that demonstrates strong leadership throughout South Australia on the importance of nature for overall health, wellbeing, and as a key component to education for all.

Education

25,000

EDUCATORS ENGAGED
through our education program

47,000

STUDENTS ENGAGED
through school initiatives

119

RESOURCES DEVELOPED
for educators

Highlight

OUTDOOR CLASSROOM DAY (2019)

A global initiative that NPSA coordinated in SA
234 schools involved
501 educators empowered
31,650 students engaged

SA Community

200,000

COMMUNITY MEMBERS
engaged through events

75

RESOURCES DEVELOPED
for families

Highlight

ITS BETTER OUTSIDE CAMPAIGN (2020)

A campaign supported by the SATC for the July School Holidays
650k social media reach
21,000 web visits
10 media mentions

Partners

118

COLLABORATIVE PARTNERSHIPS
with business, government and others

17

MAJOR SPONSORS
for resources, events and program delivery

Highlight

NATURE PLAY FESTIVAL (2017 - PRESENT)

A state-wide initiative that NPSA coordinate annually in SA in October School Holidays:
80 partners involved
352 events supported and run
60,000 people engaged

Influence

34 MILLION

PEOPLE REACHED
through media

41,500

SOCIAL MEDIA FOLLOWERS
on Instagram and Facebook

18,000

MONTHLY WEB HITS
accessing free resources

Highlight

FAMILY, NATURE AND COVID-19 (2020)

An online resource supported by Department of Human Services in response to the COVID-19 Pandemic:
150,000 reached via social media
9,500 downloads of resource
500k media reach