

IMAGINE IF EVERYONE COULD PLAY EVERYDAY



PLAY IS WHERE TAMARIKI PRACTICE LIFE

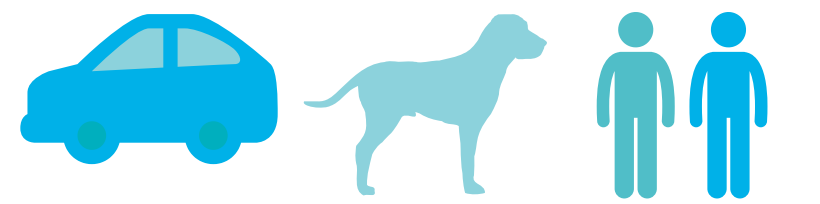
Play is vital for our health and happiness.
Play in the Hutt is a movement kick-starting action on play locally and nationally.

OUR CHALLENGE



53%

OF PARENTS REPORT THAT THE BARRIERS TO THEIR CHILDREN PLAYING ARE: THEIR FEAR OF CARS, TRAFFIC,



STRANGE PEOPLE AND LOOSE DOGS.

88%

OF LOWER HUTT CHILDREN DO NOT PLAY EVERYDAY



46%

OF CHILDREN SAY THEY ARE TOO BUSY TO PLAY

Play is essential for cognitive, physical, social and emotional development in children. For adults, play enhances relationships, boosts the immune system, fosters empathy and promotes a sense of belonging.

TAKING ACTION: WHAT CAN YOU DO?

Every child has the right to play
We are all enablers of play
Any space is a play space

Advocate for play as an investment in wellbeing.

Integrate play into policy and planning to ensure a collective vision for playable cities.

Take action to address barriers to play at the system, city and neighbourhood level.

Provide space and permission for neighbours to organise their own play gatherings.



BUILD & PLAY



Generating opportunities for creative and risky play.

Booked out a year in advance.

Heralded by educators as providing authentic development opportunities.

150 USES PER DAY 2400 PARTICIPANTS



PUKUTĀKARO

Designed to grow the amount of active play that our tamariki enjoy outside of classroom hours.

"The kids that usually get left out are bringing their experiences and identity into this new opportunity to free play."

- Eponi School

PLAY STREETS



7 PLAY STREETS | 55 ATTENDEES

Enabling communities to take back their streets for play.

"Any space is a play space."

"People feel safe and they connected with their neighbours."

"Great to see the kids playing on the street, like we did, feeling safe."

PLAY DAYS

Making play visible and normal in our public spaces.

"This event is great because we live in Tirohanga, we don't have many options so we need to prioritise coming down off the hill for play."

"Part of the struggle of parenthood is what to do with your kids, this type of event is awesome, you can just show up and it's done for you."



SPORT & PLAY 7000

Encourages physical activity and playfulness.

ACTIVATIONS
SINCE 2018