

CASE STUDY 12

Nature Play Helping Bring Communities Together

Regional Council: Logan City Council
Contact: Trevor Kanapi,
Principal Environmental Officer
Location: Logan
Number of Children Involved:
400 (events) – 20,000 (passports)
Nature Play QLD Involvement:
Nature Play Passports, Nature Play QLD Partner
and events



Logan City Council is dedicated to promoting nature play across their Council region, and with 70 percent green space, leafy suburbs and bushland acreage, it's the ideal place to do so.

Partnering with Nature Play QLD earlier this year, Logan City Council is the third council to join the Nature Play QLD network.

Logan has a relatively young population, with the median age being 33 and a quarter of the population under 14 years. The Council has utilised their partnership with Nature Play QLD to encourage their younger population to learn about the surrounding environment while enjoying outdoor play and increasing their participation in active outdoor activities.

Nature Play Event

Since forming this partnership, Logan City Council and Nature Play QLD have worked together to deliver the area's first mud play event for children, called Logan Muddy Monsters. The event saw over 400 children from the area join in an array of messy mud play activities. The event booked out within hours of being promoted, received national and local news coverage and spurred considerable interest from the community in making it a regular event.

Location-Specific Nature Play Qld Passport

A total of 20,000 location-specific Nature Play Passports for the City of Logan have been designed, launched and distributed by Council through all of their Council Customer Service Centres and Libraries. This is the first time a local version of these passports has been created, and they are filled with Logan-based suggestions for fun and free activities that children can participate in across the city. These Passports are also available to order via the Nature Play QLD website.



Winter Wilderness Adventure Campaign

In addition to all this, Logan City Council delivered a Winter Wilderness Adventure campaign this year, with a strong focus on families, youth and children.

The campaign aimed to encourage unstructured recreation and play in Logan's natural environment, with a particular emphasis on winter activity. Nature Play QLD assisted the Council in promoting this great initiative, which the Council said added invaluable credibility to their program.

This partnership with Nature Play QLD allowed for a wider audience to be reached and with Nature Play QLD's support, the Council was able to show the importance of the concept of exploring and being active in the environment during winter while showcasing the City of Logan's beautiful natural environment.

The program directly influenced and encouraged the community to engage with the natural environment during the winter months when going outside was less appealing. The campaign included a social media photo share competition which reached an audience of over 100,000 people.

