

THE VALUE OF play

Overview

The Value of Play program, an initiative of the Australian Toy Association, focuses on encouraging children to use their imagination, have fun and play. We believe that every child has the right to play and that play is an essential part of learning and growing.

Why is Play Important?

Play is the way children learn. In play, children have the opportunity to experiment and problem solve, exercise creativity, test boundaries and take risks, communicate, negotiate and cooperate. Play helps children to develop confidence and self-esteem. Play allows children to discover their own interests and helps them make sense of the world around them.

Play is crucial for children to lead healthy and active lives, and this message is especially important today with the growing use of digital media by both children and adults. Play helps build social connections among family, friends and the broader community.

Value of Play - TVC

The ATA has a TVC/CSA that was provided to free-to-air channels back in 2014, and it is still being broadcast today.

[View the TVC here.](#)



Objectives

Through the Value of Play website and social media sites, the ATA aims to:

- promote the importance of this message;
- provide guidance where guidance is required; and to
- promote the industry as toys play a vital role in providing the tools to encourage play.

Target Market

Our platforms are aimed at the community at large but mainly parents, guardians and professionals.

Links

Website: www.valueofplay.com.au

Facebook: <https://www.facebook.com/valueofplayaus/>

Instagram: https://www.instagram.com/valueofplay_aus/

Newsletters

[Volume 1](#)

[Volume 2](#)

[Volume 3](#)

[Volume 4](#)

[Volume 5](#)

[Volume 6](#)

[Volume 7](#)

[Volume 8](#)



Value of Play Booklet

The ATA publishes a Value of Play booklet each September in partnership with Just Kidding Magazine. This publication is distributed to parents and schools across Australia.

<https://www.justkidding.com.au/vop>



**Australian Toy
Association**