



Media Kit

We are the New Zealand branch of IPA World – an international non-governmental organization founded in 1961 that exists to protect, preserve and promote the child’s right to play in accordance with Article 31 on the UN Convention on the Rights of the Child.

promoting the child's right to play



ABOUT US

We are Play Aotearoa (IPA NZ), the New Zealand branch of IPA World (International Play Association) an international non-governmental organisation, founded in 1961, that exists to protect, preserve and promote the child's right to play in accordance with Article 31 of the UN Convention on the Rights of the Child. We provide a forum for play education, exchange and advocacy across disciplines and sectors.

OUR MISSION

To protect, preserve and promote the right for all tamariki and rangatahi in Aotearoa to a life full of play in their own way.*

*In accordance with Article 31 of the UN Convention on the Rights of the Child.

OUR VISION

All tamariki and rangatahi of Aotearoa have the right to play their way.

We Advocate for Tākaro

We inform and advocate in our communities and with local and national government to protect the right of all tamariki and rangatahi to tākaro.

We're an Ally to Young Voices

Tamariki and rangatahi are the experts on their tākaro; we gather their insights into the value of access to play their way.

We Energise the Tākaro Movement

Our mahi is promoting a global understanding of the value of access to people, places and things that generate exploration and tākaro

We Harness the Collective Strength of the Tākaro Network

We coordinate and strengthen relationships between those advocating for the rights of all tamariki and rangatahi to tākaro.



te whakatairanga
mōtika tākaro
tamariki

**“CHILDREN
DON'T PLAY
TO LEARN,
THEY LEARN
WHILE THEY
PLAY.”**

- Beverley Morris,
IPA Aotearoa NZ Founder -

OUR LEGACY

In 1961, legendary New Zealand play activist, Beverley Morris, volunteered at an Adventure Playground in South London where she met IPA World pioneer, Lady Allen of Hurtwood. Inspired by seeing the power of play for children's development, Beverley returned to Aotearoa to become a forerunner in the national play movement, establishing adventure playgrounds, developing the Playcentre education curriculum, and lobbying the government to promote the rights of all children to play, their way. Her influence to value play on the child's terms has shaped the structure of New Zealand society and revolutionised early childhood education in Aotearoa. We carry this legacy forward for all tamariki and rangatahi in Aotearoa and throughout the world.

ARTICLE 31 OF THE UNCROC

"That every child has the right to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts.

That member governments shall respect and promote the right of the child to participate fully in cultural and artistic life and shall encourage the provision of appropriate and equal opportunities for cultural, artistic, recreational and leisure activity."



MEET THE TEAM

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"KO TĀ TE
TAMAITI MAHI, HE
WĀWAHĪ TAHĀ

"A CHILD'S ROLE
IS TO SMASH THE
CALABASH"

- whakataukī -

CONTACT US



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