



COMPANY PROFILE

SPORT, RECREATION AND OPEN SPACE CONSULTING



Planned Play
WHERE SPORT, STRATEGY AND PLAY MEET



* ABOUT US

Planned Play is a South Australian sport, recreation and open space consultancy helping councils, sporting organisations, clubs and community groups plan better places to play, connect and participate.

Founded by Kelly Harding, Planned Play brings more than 20 years' experience across State Government, Local Government and private consultancy.

Our work combines strategic thinking, data analysis, industry insight and community engagement to develop clear, practical plans that support funding, investment and delivery.

We also provide Governance, Administration & Organisational Support, helping sporting clubs and organisations establish practical systems, policies, procedures, handbooks and operational processes that strengthen day-to-day management and support sustainable delivery.

We help clients turn local needs, competing priorities and future opportunities into evidence-based strategies, master plans and frameworks that are achievable, future-focused and ready to inform action.



* OUR VISION

To shape active, connected and inclusive communities through strategic planning for sport, recreation and open space.

* MISSION

Planned Play's mission is to help governments, councils, sporting organisations, clubs and communities plan for better places to play, participate and connect.

We do this by combining strategic thinking, data analysis, community engagement and practical industry experience to develop clear, evidence-based plans, strategies and frameworks that support informed decision-making and long-term community benefit.

→ How We Deliver

Planned Play supports clients to:

- Develop master plans, infrastructure plans, feasibility studies, facility guidelines and sport, recreation and open space strategies.
- Use data, research and community insights to identify trends, needs, gaps and opportunities.
- Engage meaningfully with councils, clubs, community groups and users of public spaces.
- Respond to changing participation trends, population growth, ageing infrastructure, access needs and community wellbeing.
- Create clear recommendations and prioritised implementation plans that support sustainable investment and delivery.
- Provide Governance, Administration & Organisational Support to help sporting clubs and organisations establish effective systems, policies, procedures, handbooks, operational processes and Executive Officer functions that support strong, consistent and sustainable operations.

* WHAT WE DO

Evidence-based planning services that move ideas through to informed actions.

- Venue + Infrastructure Plans
- Master Plans
- Feasibility Studies
- Sport, Recreation + Open Space Strategies + Frameworks
- Facility Guidelines
- Club + Community Strategic Plans
- Community + Stakeholder Engagement
- Needs + Gap Analysis
- Governance, Administration + Organisational Support



* OUR APPROACH

Planned Play works closely with clients and communities to understand local needs, current challenges and future opportunities.

Our approach is collaborative, practical and grounded in real-world context. We listen carefully, test ideas with stakeholders and translate consultation, data and industry insight into clear planning actions.

* OUR INDUSTRY INSIGHT

Planned Play understands the trends shaping sport, recreation and open space, including:

- Changing participation patterns
- Population growth and evolving community needs
- Ageing infrastructure
- Equitable and inclusive access
- Climate and environmental considerations
- Volunteer sustainability
- Community wellbeing
- Evidence-based funding and investment decisions

This insight helps clients make informed decisions that respond to immediate priorities and long-term community outcomes.

* WHY PLANNED PLAY

Planned Play combines strategic planning expertise with practical, on-the-ground understanding of sport, recreation, open space and community participation.

We help clients turn complex needs, competing priorities and community expectations into clear, achievable plans that support funding, investment and delivery.

Planned Play - Where Sport, Strategy and Play Meet.



Ready to plan better places for people to play, connect and participate?

Contact Planned Play to discuss your next project.

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