

EASTLAND



Eastland's Play Well program is a community wellbeing initiative delivered in partnership with the Australian Sports Commission, created to support children and families to be active, healthy and confident. The program encourages kids to move more, try new sports and develop positive habits through play, volunteering, coaching and community involvement.

Play Well connects families and schools with local sporting clubs, programs and easy-to-access resources that support both physical and mental wellbeing. By reducing barriers to participation and strengthening connections with community organisations, Eastland is helping create inclusive opportunities for young people to stay active, build confidence and feel connected.

[WIN A \\$100 EASTLAND PLAY WELL GIFT CARD](#)

Eastland is offering families the chance to win a weekly \$100 Eastland Gift Card to support participation in sport and physical activity.

How It Works:

- Families can enter the competition via Eastland's Play Well page: <https://eastland.qicre.com/Articles/Play-Well/Play-Well-Gift-Card-Competition>
- Each week, one entrant will win a \$100 Eastland Gift Card
- Gift cards can be used towards sporting equipment, apparel and other active lifestyle needs

[PLAY WELL RESOURCES FOR FAMILIES](#)

In addition to the competition, Eastland's Play Well hub provides helpful resources for parents and carers, including:

- Links to local sporting clubs and community programs
- Information on how families can get involved in sport together
- Guidance on the benefits of regular physical activity
- Ideas for incorporating movement into everyday family life
- Support for building confidence and enjoyment in sport
- Information on initiatives that support access to sport, including donation and upcycling programs
- Opportunities to give back and support others in the community

To access all resources, visit: <https://eastland.qicre.com/Campaigns/Play-Well>