SIMONE POTTER

MAGIC BUSH THERAPY

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Simone Potter of Bush Magic Therapy.

Simone Potter turned her love of the outdoors into a therapeutic outdoor school that helps children reconnect with nature.

Drawing on her experience as a school counsellor, Ms Potter developed Magic Bush Therapy – an alternative education for children that is nature-led.

“The seed was planted when my son was little,” Ms Potter said.

“I remember thinking that I didn’t want his incredible creativity and curiosity to be squashed.”

During the Covid lockdowns, she ran an impromptu “park school” for her children and friends – combining home learning with clay sculpting, fort building, creek adventures, and games that echoed her own childhood.

“Suddenly everyone was outside more, and people were experiencing first-hand how powerful nature is for mental health, connection, and wellbeing,” she said.

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Those moments of connection and play inspired Simone to create a program that prioritises child-led exploration in nature, blending education with wellbeing.

Personal upheaval coincided with early business changes, making those first years particularly intense.

But Ms Potter decided to take the leap and go full time into Magic Bush Therapy.

The experience strengthened her determination and today, Simone says she's thriving.

"Things are starting to stabilise and grow, I'm proud of what Bush Magic has become."

HOT TIP

"Know your values and stick to them," Simone advises.

"If a partnership or direction doesn't align with who you are or what you want to build, it's okay to walk away."