Bush Magic Adventure Therapy Wins People's Choice Outdoor Provider of the Year

Bush Magic Adventure Therapy, founded by Simone Potter, has been named People's Choice Outdoor Activity Provider of the Year at the 2026 NSW and ACT Outdoor Industry Awards, held in Huskisson on July 16.

The award recognises the program's work using the outdoors as a tool for helping children build confidence, connection and emotional regulation — particularly kids who find the structure of a traditional classroom difficult. Speaking after the win, Potter said she'd watched children who struggled to fit in "become leaders, problem solvers, adventurers, and friends." southcoastregister

The award reflects Bush Magic's founding philosophy: that children are naturally curious and capable and thrive when trusted rather than tightly controlled — and that time in nature has a unique power to help them grow and heal.

Read the full South Coast Register article here (subscriber access).

Or copy and paste this link into your web browser...
https://www.southcoastregister.com.au/story/9313024/bush-magic-adventure-therapy-nsw-award-for-wilderness-healing/