



How to Run an Event at Your School

Events are fun ways to raise awareness about the benefits of walking and riding to school. They can also help strengthen school community spirit.

An event plan can make it easier to invite others to join in the fun. This guide is full of suggestions to get you started. Use what suits, lose what doesn't, add your ideas and creativity. Then contact us if you need any help along the way!

Checklist

Set a date

Ask the Principal which dates and times would suit best so your event doesn't clash with other school events like NAPLAN, sports days, swimming lessons or report writing. It's a good idea to have the Your Move Calendar Planner at hand. When choosing a date, make sure you choose a day least complicated by other events such as music lessons or sports classes, and of course make sure you've left enough time to organise and promote the event!

Create a student team to help organise the event

Ask the Principal for approval to set up a Your Move Student Team, to lighten teachers' loads and provide students with teamwork and leadership opportunities.

- Identify the frequency that your team will conduct regular 'Active travel day' activities to keep families motivated – weekly, fortnightly, monthly?
- Name your day – for example Walk & Wheel Wednesday or Fume Free Friday

Identify some rewards

What incentives could encourage students to participate on the day?

- Stamps, stickers or tattoos are a fun and easy way to celebrate active students on their arrival at school gates, as are Star cards and classroom tick charts.
- Random raffle ticket days could surprise dedicated students and stir excitement for an end of term prize from the Your Move rewards collection.
- Utilise existing reward systems such as faction points.

Do a 'Hands up Survey'

- Conduct a [Hands up Survey](#) on a normal 'non event day' to get a baseline.
- Then do another HUS on the event day, and a week afterwards!

Create an event and promotions plan

- Allocate tasks to team members for before, during and after "Move" days. See Appendix C 'Event plan - To do list'



- Start thinking how will you promote the day? E.g. Student designed posters, PA announcements, newsletter articles, website content, social media, assembly, get the P&C involved or even the local newspaper
- See the Appendix for a ‘*School newsletter template*’ and ‘*Media release template*’.
- See the ‘Your Move Schools Communications and Media kit’ for more templates, content and social tiles to use in your promotions.



A 'Dress up your bike day' is a great event to run at your school

Event ideas

There's some great event ideas from other Western Australian schools at yourmove.org.au, including:

- **Put on a healthy breakfast** to reward those who walked or rode to school on event day.
- **Hold a ‘Dress up your bike day’ event** and encourage everyone to walk to school in fancy dress, dress up your bike, or dress-up your helmet. Parade the entries at a special assembly.
- **Run a ‘Walk, wheel or ride to school event day’** and make it an ongoing regular active travel event such as ‘Fume free Friday’ or ‘Wheely Wednesday’.

Activity ideas in the lead up

- **Hold a poster or banner competition** before the event to promote the benefits of active travel with the winning entry turned into the school's new ‘Your Move banner’. [Read the how to guide.](#)
- **Hold a classroom competition**, with the winning class being awarded a scavenger hunt. [Watch video here.](#)
- **Hold a photography, drawing or writing competition** about why students' love walking, scooting or riding to school.
- **Send teachers some Your Move ‘Lesson Plan’ activities** so all year groups can engage in further learning about the benefits of active travel. [Read a summary of our Lesson Plans here.](#)
- **Set up a Park and Walk area** so those who live a long way from school can still join in. Find a suitable car park nearby for parents to drop off their children so they can walk the rest of the way. Remember to ask permission to use the car park where appropriate. [Read the how to guide.](#)

Activity ideas on the day

- **Hold a slow bike race competition**, which engages a large crowd and raises the profile of bikes. [Read the how to guide here.](#)
- **Hold a bike maintenance workshop** to help kids check their tyres, brakes, helmets and chains.
- **Set up an obstacle course** and invite students to try it out on their bikes or scooters. [Read the how to guide here.](#)
- **Give out raffle tickets or punch 'Star cards'** to everyone who walked or rode a bike to school, then hold a raffle draw at a special Your Move assembly. Check out the ['Star cards' resource](#) and prize ideas on the rewards shop.
- **Award faction points to every student who walks or rides to school** on event day. The faction with the highest percentage of Your Movers that day wins.
- **Deliver mini workshops** (by the YM student team) to some of the classes about the benefits of being active.
- **Hold a creative mapping activity** where students draw their route to school and discuss the cool things they see, hear, smell and feel along the way. [Read the lesson plan here.](#)

5 weeks prior

Ask the Principal

Make sure you have the School Principal's permission to hold an event. They may be interested in the many benefits of Your Move, which can:

- Reduce congestion and parking problems;
- Increase physical activity to improve student health, concentration and learning in class;
- Develop children's independence, road-skills and decision making ability;
- Increase safety by reducing congestion and improving road-skills;
- Create closer communities as students are given the opportunity to expand friendships and develop an awareness of their neighbourhoods and local streets; and,
- Improve air quality and reduce greenhouse gas emissions by reducing the number of cars on the road;
- Save money on petrol and road infrastructure.

Your Move Student Team

Getting the school community involved from the start gives everyone a sense of ownership and responsibility, spreading the workload. Students are the key players in changing the school's social norms, so always include them in events, brainstorming or decision making. If you don't already have a Your Move Student Team, invite students, teachers, parents and/or anyone else from the school community to help you design and run the event.

If there is a lot of interest from students, you could select the most suitable based on their answers to the following questions:

- What do you like about walking, cycling or using public transport?

- Why do you want to be a part of the Your Move team?
- Do you have a good idea on how to get more kids walking or cycling to school?
- What skills and strengths can you bring to the team?
 - Motivating others
 - Keeping time
 - Taking notes
 - Coming up with fun ideas
 - Talking to people
 - Getting things done

Keep in mind that you will need a mix of skills in the group.

Record contact details for each team member, so you can keep in touch with them. Invite the team to a planning meeting next week, perhaps over lunch, when every team member can attend.

4 weeks prior

Hold a team meeting

Bring this guide, butchers paper, markers/pens, or a laptop to record ideas. Consider assigning roles to each team member: manager, graphic designers, speakers, public relations officers, photographer, incentive coordinators, data collectors, journalist (blog writer) etc.

Event Aim

What do you all want to achieve by running the event? For example:

- Encourage all pupils in the school to attend and celebrate Walk or Ride to School Day.
- Encourage 70% of students to walk, cycle, scoot or use public transport on the event day.
- Launch a regular Your Move day (eg. Your Move Monday, Walking Wednesday, Fume-Free Friday).
- Highlight the many benefits of walking and cycling to school.
- Give the Your Move student team an opportunity to test their leadership qualities.

Write down the aim and date on the Event Plan ([Appendix D](#)). Throughout your planning, remember this main objective.

Event Activities

Now for the creative bit! Brainstorm together activities to run on event day. The more creative, the better! Check out Event Ideas ([Appendix A](#)) for inspiration.

After brainstorming, consider the following when selecting the final activity:

- **Event duration** – How long do you think the event should run (all morning, two hours?)
- **Budget and resources** - How much budget do you have? Do you have any points to spend on raffle prizes for participants? Are there local businesses, agencies or a local government *Active Travel Officer* willing to sponsor or contribute prizes and resources? Check out other resources online (www.yourmove.org.au).

- **Volunteers** – do you have enough helpers to prepare and run the activities? If the event starts early (eg. healthy breakfast), do you have enough helpers who are ‘early risers’?

Event Plan

Use the Event Plan template ([Appendix D](#)) to create a timeline and assign tasks for the event.

These might include to:

- Register the event;
- Draft schedule of activities on the day (event timing);
- Submit content for school newsletter deadlines;
- Invite your local travelsmart officer or mayor to the event;
- Write to local businesses seeking donations;
- Ask your p&c for support;
- Distribute classroom activities to teachers; and/or
- Order banners or create posters to promote the event.

Register the Event

In Feb/March, register for [National Ride 2 School Day](#). There’s heaps of resources, information and tips on their website to help you get the most out of the day.

In April/May, register for [National Walk Safely to School Day](#) by contacting the Pedestrian Council. They may send you some posters, tatoos, stickers etc.

In June/July, register for a *Bike Month Event Grant*. Check out the [Bike Month website](#) for more details.

If you’re not already registered with Your Move, sign-up at yourmove.org.au. Then start blogging about your event ideas and plans to earn points. These points can be spent on rewards for your event.

3 weeks prior

Events work best when everyone knows what’s going on and what to do. The more people who know about it, and the more reminders they have, the more likely it is to be a success. Choose from the following ideas and divide the tasks between your Your Move Student Team members.

Get your local community involved

- Invite your local government Local Government Officer to attend the event. They may have some creative event ideas or even prizes to donate. Invite them to do a media release ([Appendix C](#)).
- Invite your local politicians – eg Member of Parliament, Mayor, Councillors or other local champions to present any prizes or awards.
- Write to local businesses such as grocers, bakers or supermarkets to request prize donations (eg. fruit and muffins or yoghurt for a healthy breakfast).
- If offering food and drinks on the event day, organise catering and invite P&C members to help. Record contact details of any volunteers so you can thank them after the event.

- Invite staff from your local bike shop to say a few words or run a 'bike maintenance' workshop to teach students how to look after their bikes.

Promote the Event

- Check the timing for school newsletter submissions and add dates to your Event Plan. Aim for a flyer home and a newsletter item in the fortnight and the week before the event. Some team members may be interested in designing flyer artwork. See content ideas at [Appendix B](#).
- Put up posters around the school – on noticeboards, outside classrooms, the library, school office, etc. Get the Your Move Student Team designing or order some from Your Move yourmove.org.au.
- Use staff meetings and the school's intranet to tell teachers about the event. Why are you supporting it and why is it of interest to others? Offer teachers some active travel classroom activities to do with their students yourmove.org.au.
- At P&C or P&F meetings, tell parents about the event. Why are you supporting it and why is it of interest to others? See Your Move benefits listed on page 2 of this guide.
- Draft a media release for the local newspaper ([see Appendix C](#)). Your local government TravelSmart Officer or Community Development Officer may be able to help here.
- Tell your story at the Your Move online community site and earn rewards: yourmove.org.au.
- Loan a couple of Your Move banners to promote the event: yourmove.org.au.
- Start a poster competition about the benefits of active transport, with a winning entry announced at your event. Speak to us about turning it into the school's Your Move Banner.

2 weeks prior

Reminders

A reminder or two can help people prepare and participate.

- Students can practice their public speaking skills at assembly, reminding everyone about the event and the benefits of walking, cycling, scooting and taking public transport to school.
- Talk to families using your flyer or newsletter item.
- Ring local businesses to confirm their involvement. Record their contact details so you can thank them after the event.

1 week prior

- PA announcement – ask the Principal or school administrators to remind everyone about the event, and why it is important.
- Talk to families using your flyer or newsletter item.
- Consider any uncertainties and plan accordingly. If rain is forecast, you may want to use some Winter activities e.g. yourmove.org.au.
- Run a class travel survey to see the numbers of students who walk or ride to school on a 'normal' day – to compare with changes on the event day. Give data collectors hands-up survey forms (one for each class), pencils and clipboards. See yourmove.org.au.

- Take photos of school carparks, footpaths and bike racks on a 'normal' day – to compare with changes on event day.
- Ring any special guests who have not RSVP'd.
- Ring the local newspaper to find out if there will be media coverage of your event.
- Circulate an event schedule to volunteers if you have multiple activities planned. If your event runs for over four hours, ensure that everyone gets a short break or time off to have lunch. Include these breaks in the schedule.
- Meet or ring Team members to run through the event plan, confirming responsibilities.

Event day!

Arrive early to set up. Remember something unexpected always comes up! Focus on sharing Your Move's positivity with others.

- When team and volunteers arrive, clarify their roles and timing.
- Run a *Hands Up Survey* to see the numbers of students who walked or rode to school on event day. Give data collectors hands-up survey forms, pencils and clipboards.
- Take photos of smiling faces, activities, dress-ups, school carparks, footpaths, bike racks, students and families – to compare to those taken on the 'normal' day.
- Pack up and leave the space as you found it.

After the event

- **Measure your success.** Compare the 'Hand Up Survey' data and photos taken on the event day to a 'normal' day.
- **Promote your success.** Add a note to the school notice board and/or newsletter highlighting any media coverage of the event. Reiterate key messages and recount the fun things achieved through the event and thank everyone for participating. Add links to stories you post.
- **Celebrate your success with the team.** Thank volunteers and Your Move team members for their efforts. Ask for their feedback on what went well, what didn't and how any future events could be improved.
- **Thank local businesses** - for their help, involvement and donations. You may want to send them a letter or certificate of appreciation.
- **Make sure you post a story** with information and photos about the event at yourmove.org.au.
- **In winter**, include activities such as dancing between the drops, winter colouring in comp, most colourful umbrella/raincoat competition, or giving families a warm drink when they arrive at school.

Appendix A

School Newsletter Template

<Event Day Name>

<fun image that communicates Your Move benefits>

On <event date> we are inviting students and their families to enjoy the many benefits of walking or cycling to school, by participating in <event day name>.

If you usually drive to school, you might consider parking at <insert name of local sports club, park, church or other parking area approx. 1km from school> and walking the last 10 minutes to school with your child.

NOTE:.. You may also like to mention a couple of the benefits of participating, eg:

- <prizes/faction points/healthy breakfast> for all students who walk or cycle to school on <date>.
- less congestion and parking problems around the school;
- increased physical activity to improve student health, concentration and learning in class;
- improved children's independence, road-skills and decision making ability;
- improved safety through reducing congestion and improving road-skills;
- closer communities as students are given the opportunity to expand friendships and develop an awareness of their neighbourhoods and local streets;
- improved air quality and reduced greenhouse gas emissions by reducing the number of cars on the road;
- saving money on petrol and road maintenance; and
- good fun, quality time with friends and family.

Flyer content tips

- Include date and time
- Use a fun image, communicating Your Move benefits
- Less words is best!
- Image = 50% of page, text = 30% of page, blank space = 20%
- Stick to one message, calling people to action
- Keep the colours solid, bold and bright (and no more than four)
- Have a 'feel' that fits your event

Appendix B

Media Release Template

MEDIA RELEASE <Date>

<Your School> participates in <Event Name>

Each year in Perth, more than 90 million private car trips of less than one kilometre are made.

On <date> this year, <school name> will be encouraging its students to replace short car trips with more active modes of transport, including walking and cycling.

In Perth, more than two out of three children are still driven to and from school each day, even though many live within one kilometre from school - an easy 10 minute walk. Research shows that children who walk to school develop better awareness of road and safety skills. Walking not only benefits children, but it reduces traffic congestion and increases road safety around the school zone.

<Principal/Teacher's name> said "<school name> is holding this event because <"physical activity such as walking and cycling would benefit children and the entire school benefits due to a reduction in traffic congestion and in accident risk resulting from fewer cars in the school vicinity"> or <Insert your own quote here>

<Insert details about your school event>

For more details please contact <school representative>, <position>, <phone number>.

Photo Opportunity Details

Who: <Contact person at your school>

Where: <Location for best photo>

When: <Best time for photo of participants>

For further details about Your Move, visit yourmove.org.au or contact the Department of Transport on (08) 6551 6040.

