

# Why events, rewards and recognition counts



Reward, recognise and celebrate success within your school community for effort and achievement to continue to encourage participation. Events, rewards and recognition activities are a key element to creating life-long active travel schools.

For schools on the Active School Travel (AST) program, a comprehensive toolkit has been developed to support these initiatives. Some of the key information and tips have been provided below to kick start your active school travel journey.

Feedback from teachers, parents and students indicates that acknowledging and rewarding effort and hard work is important to ensuring active school communities feel valued. When developing a recognition program for your school, you could consider the below core delivery methods:

## 1. Events

## 2. Awards

## 3. Competitions

These delivery methods will inform an engagement evolution where travel behaviour change is permanent with instinct (self-motivated) motivators.

**Events:** Consider hosting an event each term to celebrate active travel. This could be a 'Bling Your Bike Day' where you encourage students to decorate their bikes for their ride to school, or even a 'Bling Your Boots Day' or 'Crazy Sock Day' with a focus on bright and colourful footwear to walk to school.

Hosting events brings your school community together and gives students something to look forward to, while encouraging active travel.

If budget allows, you could add a healthy breakfast to the above suggested events and provide students with a muesli bar, piece of fruit and popper.

Other great events to leverage are national events like Ride2School Day, Walk Safely to School Day, World Car Free Day and many more. You can register your school's participation and link the events to your existing competitions!

**Awards:** Collecting regular active travel data will support you in implementing an awards program for your school. Not all awards require data collection and can be nomination based. Here is a snap shot of some potential awards that could be handed out to reinforce and reward active travel behaviours. You could use a paper-based award or create a trophy that could be handed around the school.

### IN-SCHOOL AWARDS

Weekly	Active travel class of the week	If you implement a weekly Hands Up Survey on a dedicated active travel day, you can access this data from there.
Monthly	Active travel class of the month	
Termly	Active travel class of the term	
Annual	<ul style="list-style-type: none"><li>Active traveller of the year</li><li>Parent volunteer of the year</li><li>Teacher volunteer of the year</li></ul>	Seek nominations from students, teachers and parents for these awards.

**Competitions:** Tap into existing school-based competitions that have an active, healthy, or environmental focus. Each year in Term 2 the City of Gold Coast runs the annual Active School Travel Art Competition, ART-AST, inviting all Gold Coast primary school students to submit their best active travel inspired artwork.

Competitions create excitement within the school community.