

Promotional Breakfasts

Aim:

- To promote travelling to school in a sustainable way.
- To reward students who already travel to school sustainably.
- To encourage others who do not already travel to school by sustainable means.

Method:

Before the Day

1. Decide which travel mode you wish to promote.
2. Arrange with tuck shop/ home tech room for cooking hash browns. Arrange parent volunteers if required.
3. Design advertising posters to promote the event.
4. Promote the breakfast at assemblies etc.
5. Registration list sent to classes. Students to register participation. This should be done a week in advance to get approximate numbers.
6. Divide Travelwise Student Leaders into roles for the day:
 - Distribution of tickets
 - Collection of tickets
 - Distribution of food
7. Design and print a voucher to give to students to redeem for their breakfast.
(This will be given out to students on the day.)
8. Buy breakfast items e.g. juice, hash browns, plastic cups and napkins.

On the Day

1. Set up tables to distribute breakfast from.
2. Travelwise Student leaders to be located at different points around the school area to hand out vouchers to students who are travelling by the selected sustainable means.
3. One leader to collect vouchers from students as they collect their breakfast.
4. Travelwise Leaders to distribute food.

After the Day

1. Collate numbers of participants from the day.
2. Compare these numbers with numbers of students travelling in that mode on a normal week.

Alternatives

- Run a breakfast for each mode of travel over the course of a year.
- Students who participate could go in to a draw for a special prize.
- To increase the mode of travel all week, run the promotion over a whole week with the breakfast being on any given day. Only the Travelwise group and staff know what day the breakfast will be on.
- Send Intermediate school registration forms home with interested students for parents to sign and bring back to school.

