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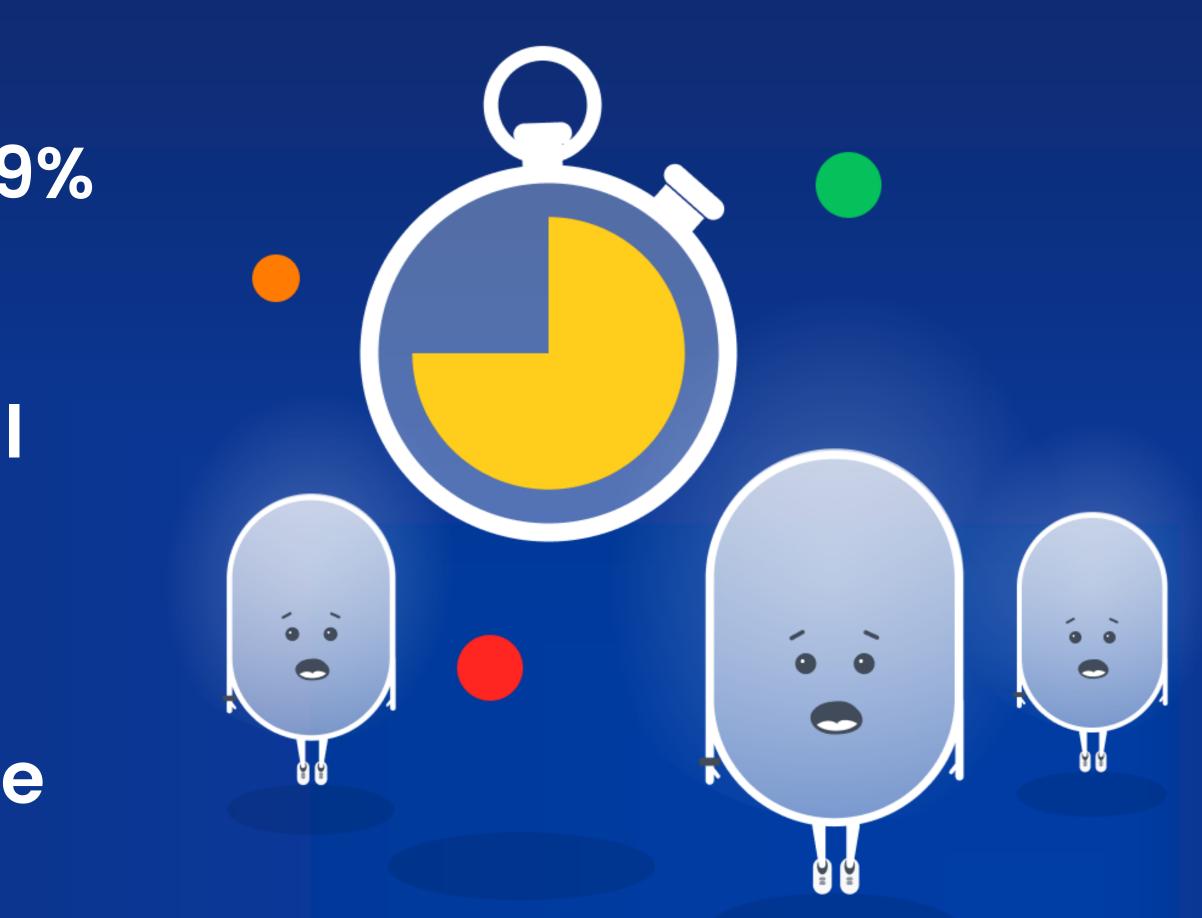
# Students & parents



# Why active bands?

Being active is FUN! But, only 19% of Aussie Kids are getting the recommended 60 minutes of moderate to vigorous physical activity each day.

The Weet-Bix Active Bands program helps get more kids moving, more often at home and at school!



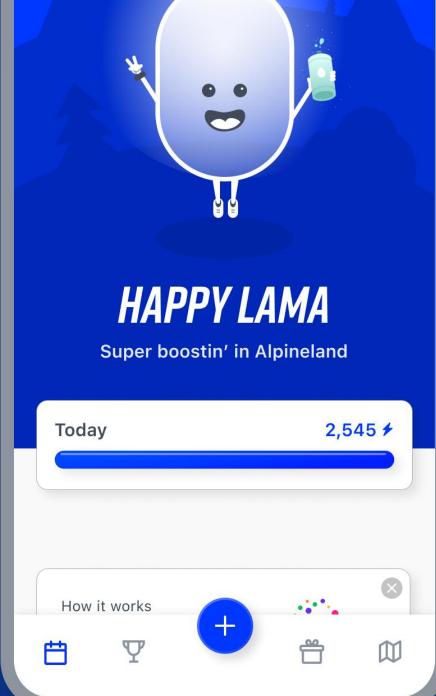
Weet-Bix A C



ACTIVE BANDS®

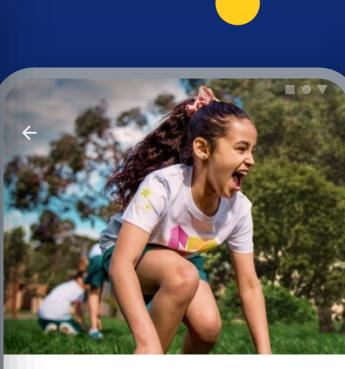
# What is it?

A gamified sport and physical activity platform to help parents, teachers, and coaches support kids to become more active, more often.





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#### **OBSTACLE COURSE**

#### Summary

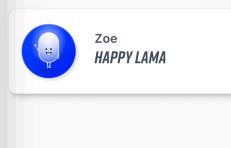
An obstacle course is a series of challenging physical obstacles. Obstacle courses can include running, climbing, jumping, crawling, swimming, and balancing elements with the aim of testing speed, endurance and agility

#### Instructions

An individual, team or animal must navigate, usually while being timed

START ACTIVITY

## Activity in progress 00:25:23 2 players tapped-in ¦ ADD





# 1,025

**Veet-Bix** active points

Your activity converts into 1.025 Weet-Bix active points! Well done keep up the great work

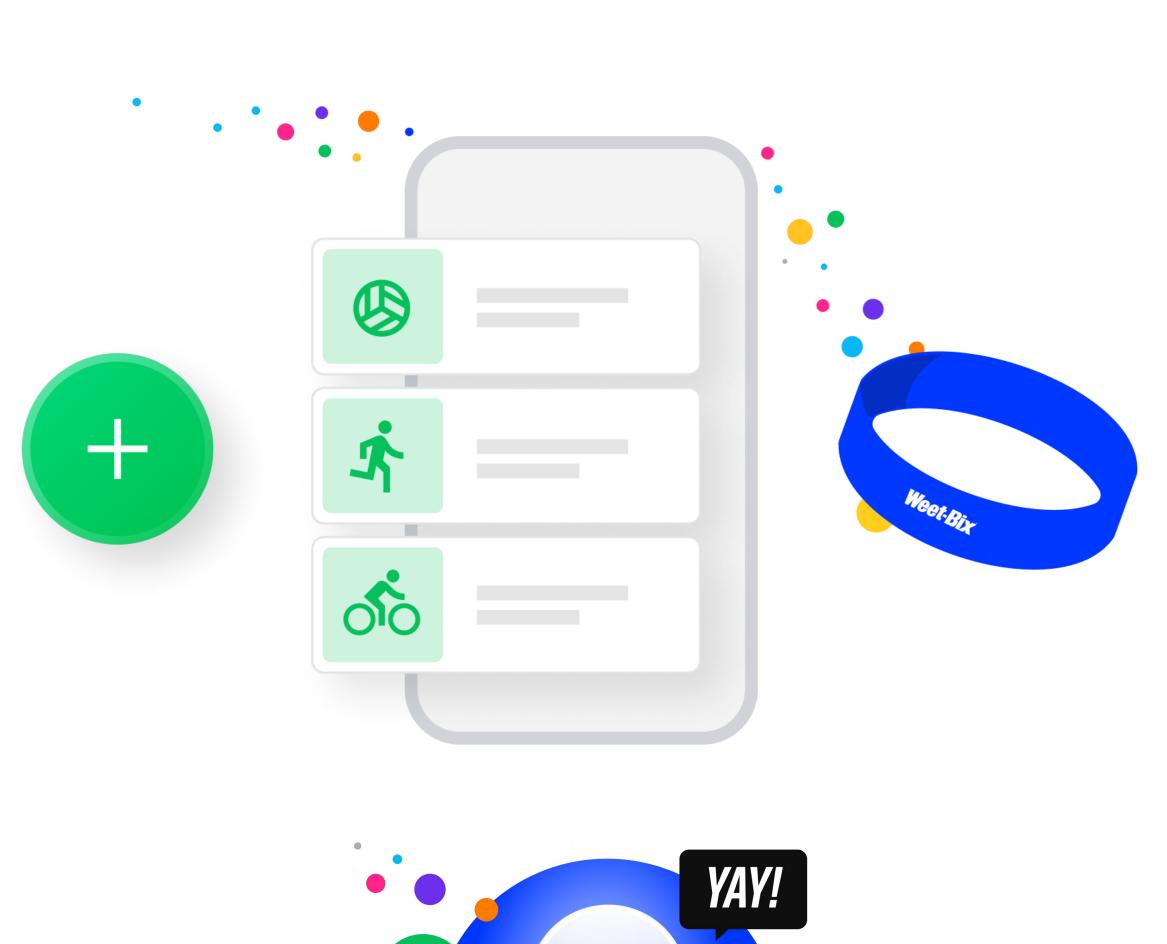






With their Weet-Bix Active Band, kids log activity in the app, which converts to Active Points, helping kids and parents to understand how much physical activity children need each day.



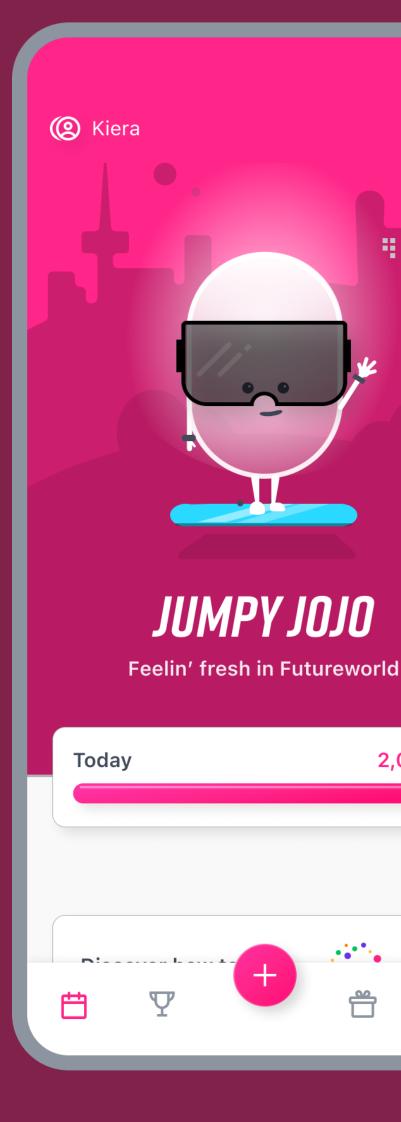




# Progress

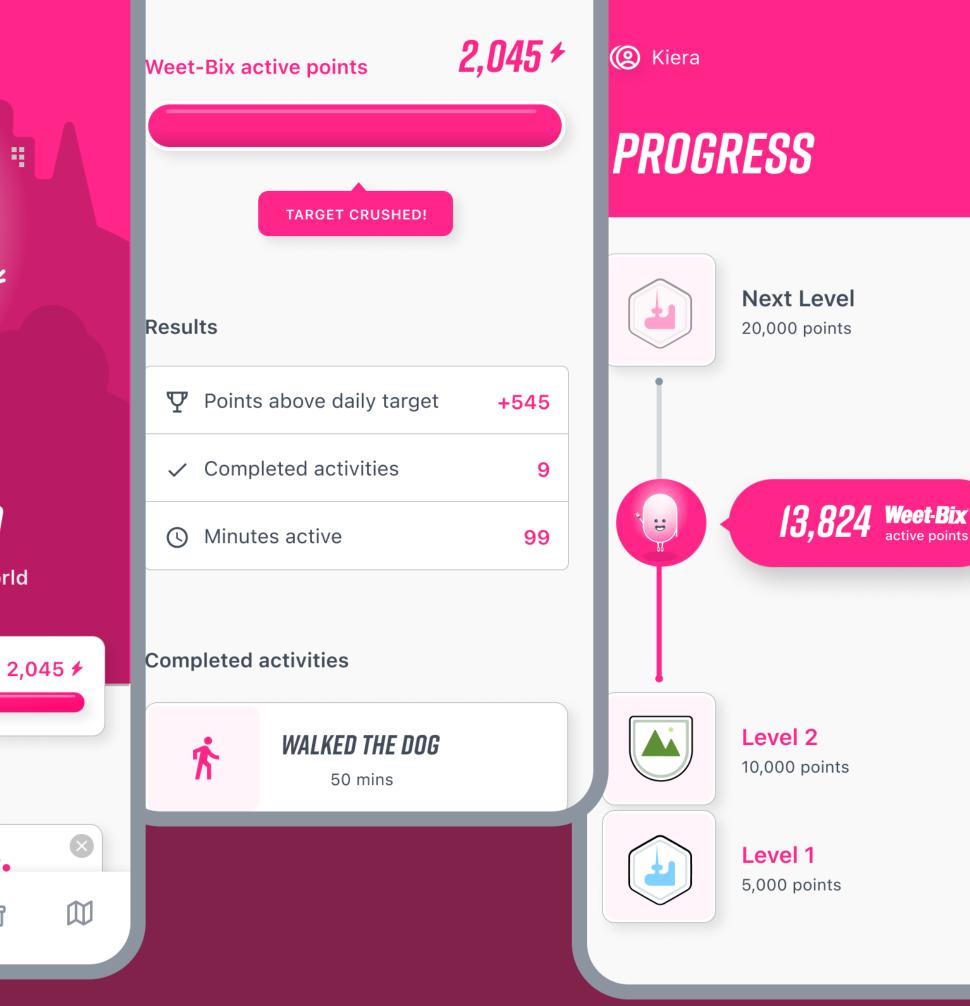
Parents can track and view their child's progress on a daily and monthly basis.

Children can track their progress against the daily points targets, levels, and the health of their avatar.



ИРҮ ІПІЛ

## TODAY

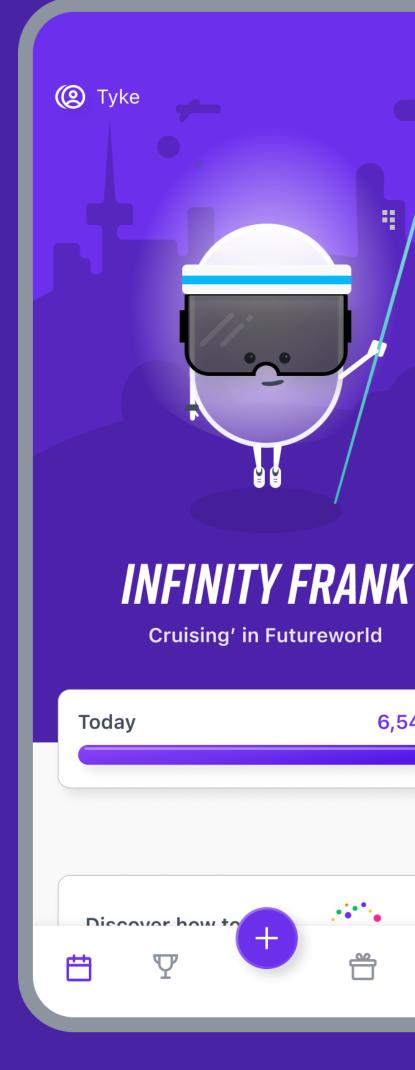






# Loot

Weet-Bix Active Points, which are linked to participation in physical activity, progressively unlock special items which can be used to personalise the child's avatar.



#### (2) Tyke

## LOOT

6,545 🗲

.....





## FLYIN' FEATHER CAP

Unlocked at: 10,000 active points Be the envy of intergalactic space travellers with this awesome Space-hat

#### ADD TO INFINITY FRANK





# Awards

Completing and logging physical activity, unlocks digital badges and trophies.

This can range from completing a certain number of activities to reaching the daily points goal.



Today

ጥ

LIL' STIMPY

Super boostin' in CircleLand

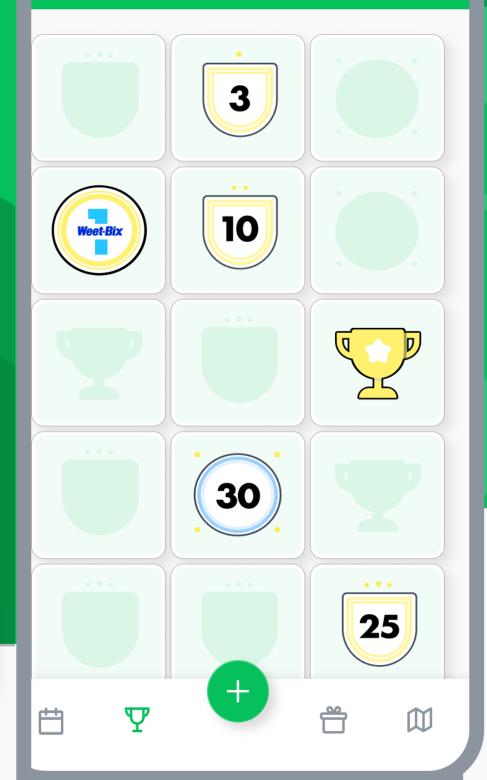
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## **AWARDS**





## *IO IN A ROW!*

Well done, you got this award for reaching your daily target of 1,500 Weet-bix active points for 10 days straight.







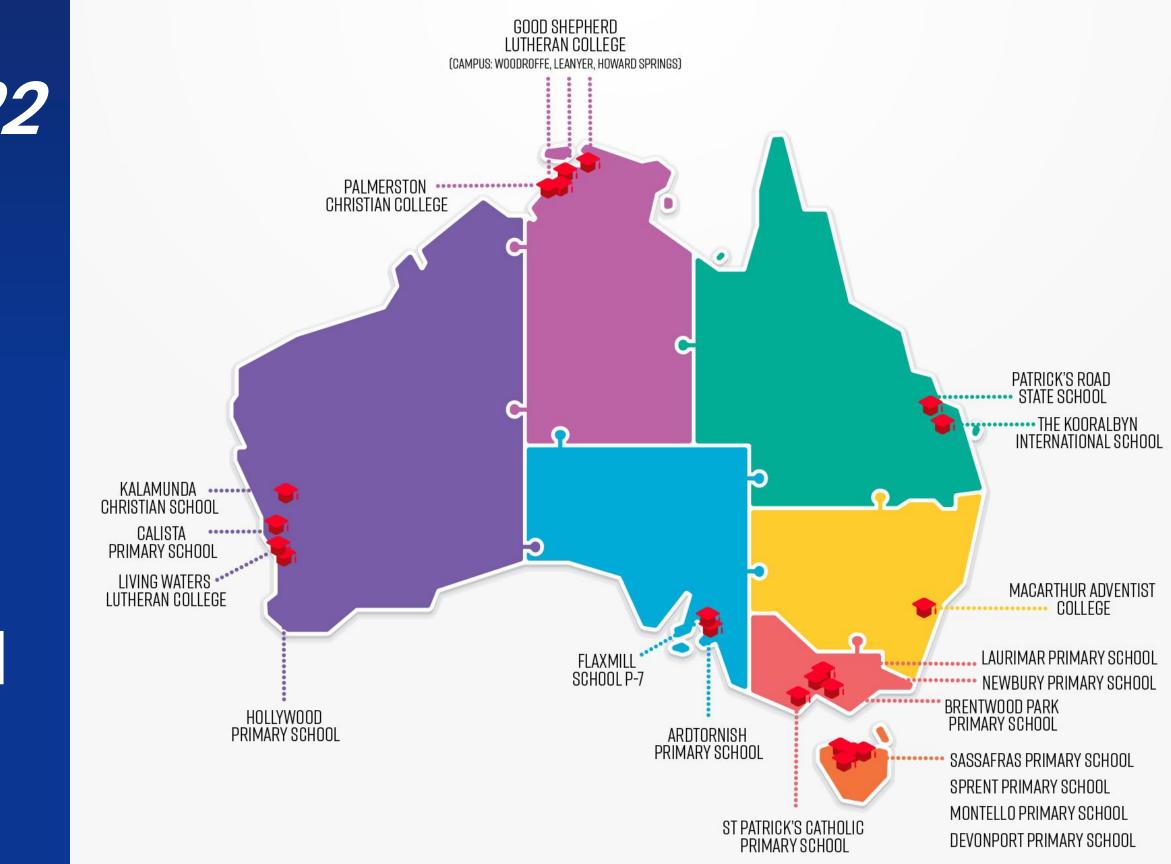


## and this is Weet-Bix Active Bands.

## <u>Click to watch video</u>



Are you ready to join us? Since launching in February 2022 26,217 children 22,595 parents 115,804 hours of activity logged 6,948,232 active minutes logged **139 Deliverers** 269 schools & organisations



Weet-Bix





# ARE YOU **READY?!** Veet-Bix SPORTAUS



Participation Programs Coordinator Growth and Development

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Weet-Bix Active Bands is wholly owned and developed by Athletics Australia. Active Bands is a registered trade mark of Athletics Australia.

Australian Patent Application 2021903806

