



YAY!

Weet-Bix™

ACTIVE

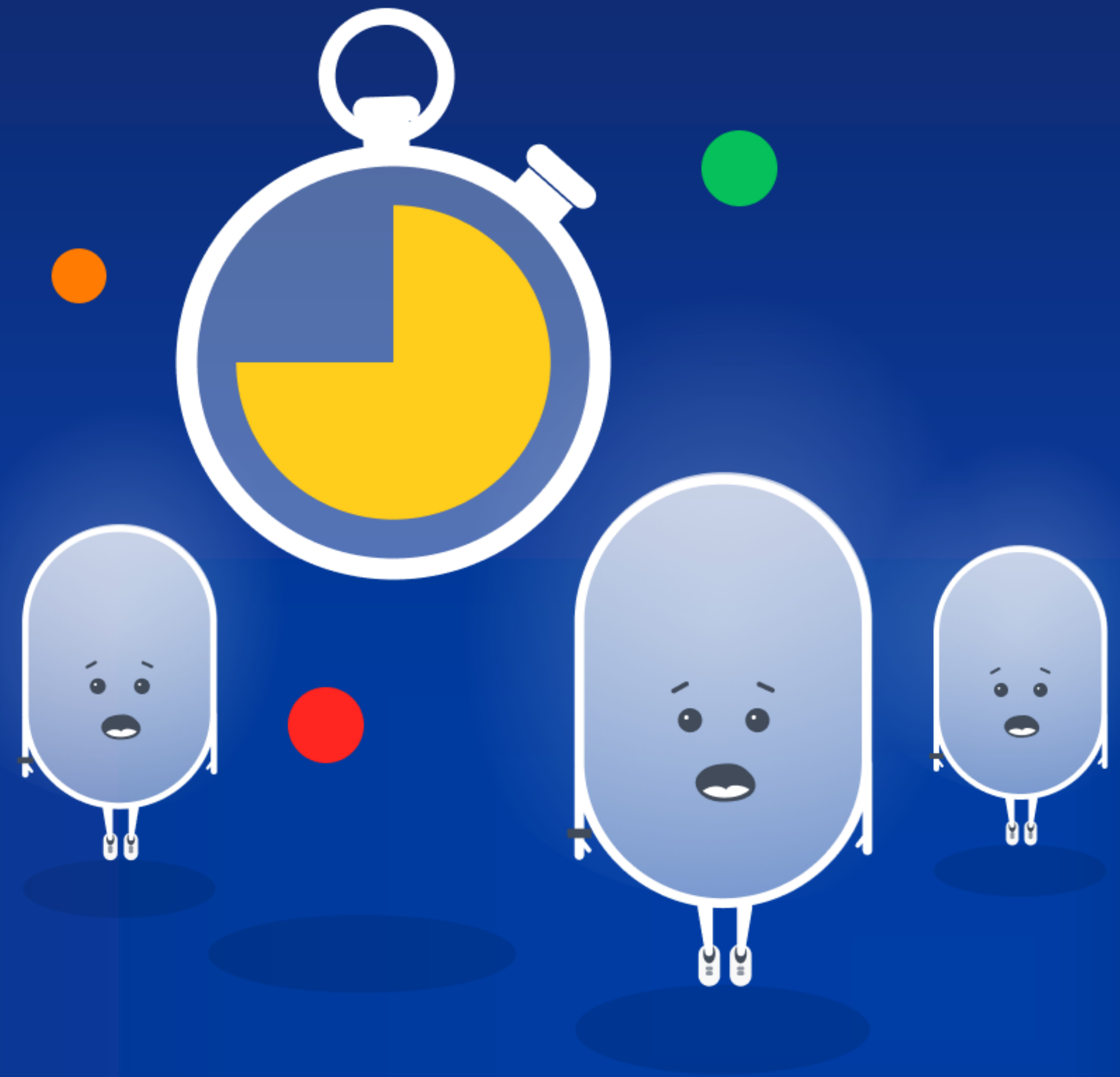
BANDS®

Students & parents

Why active bands?

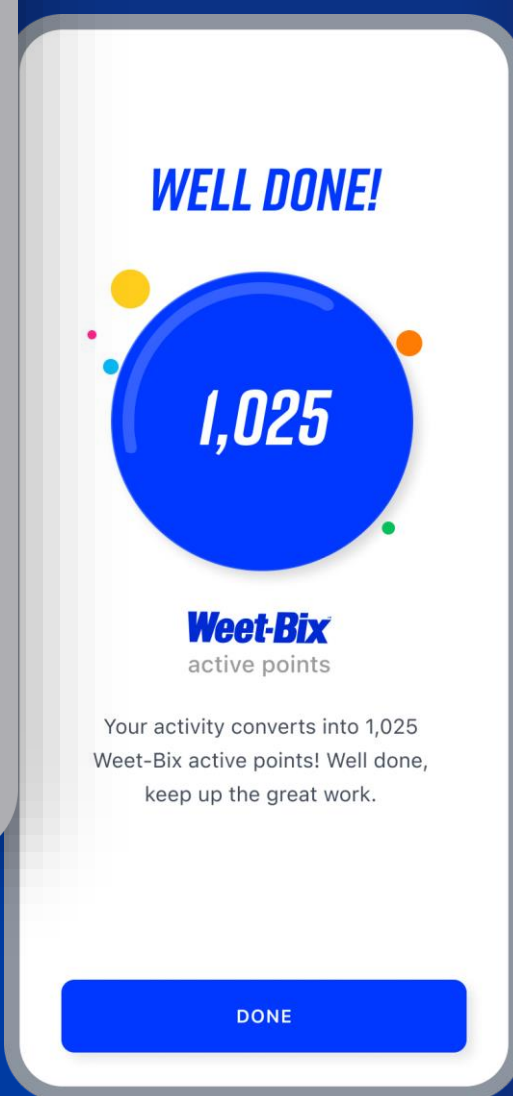
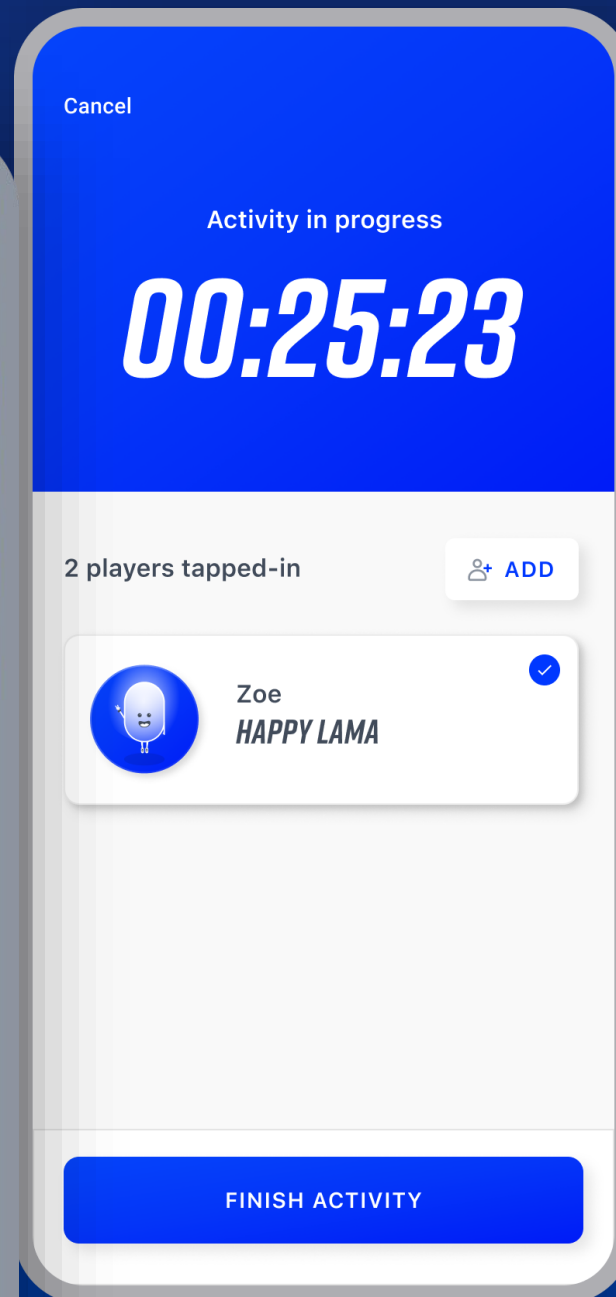
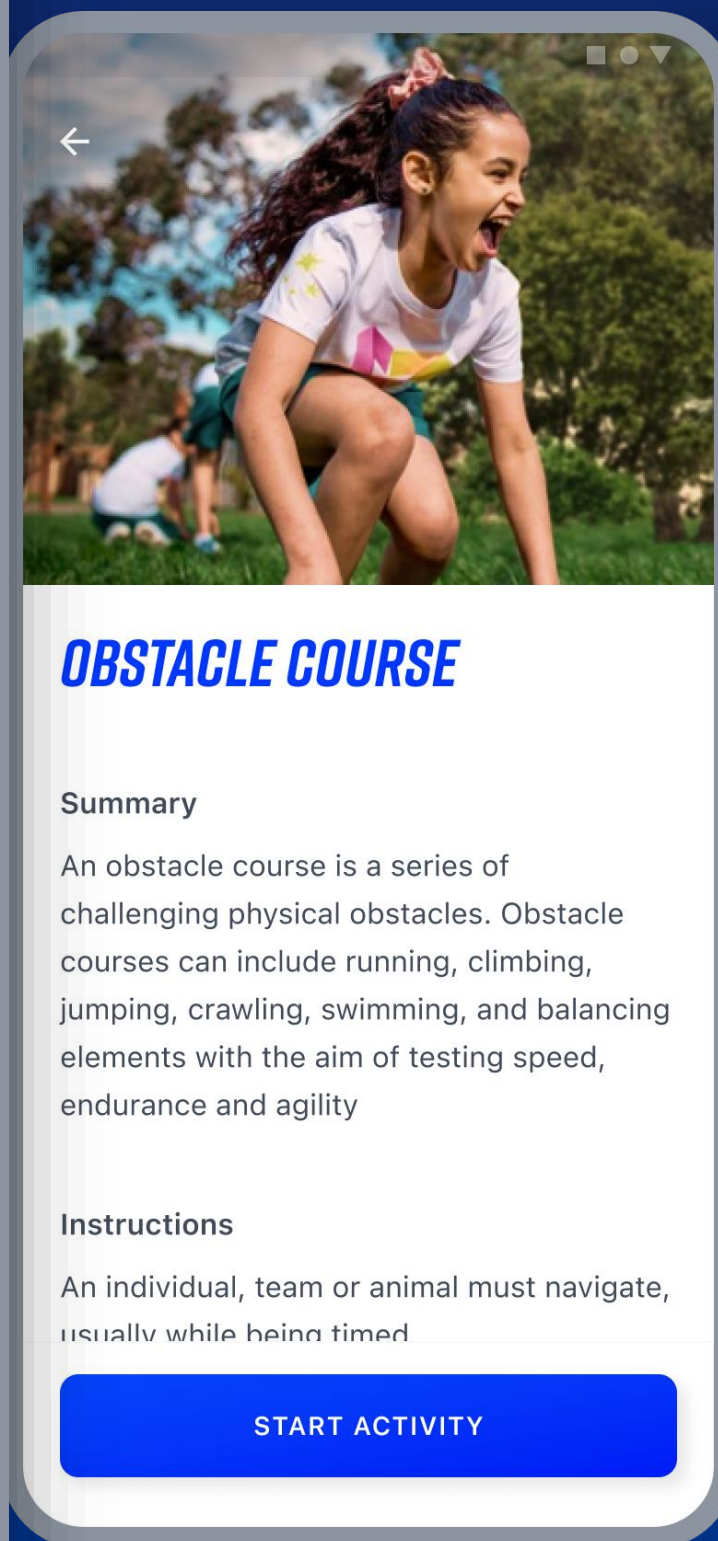
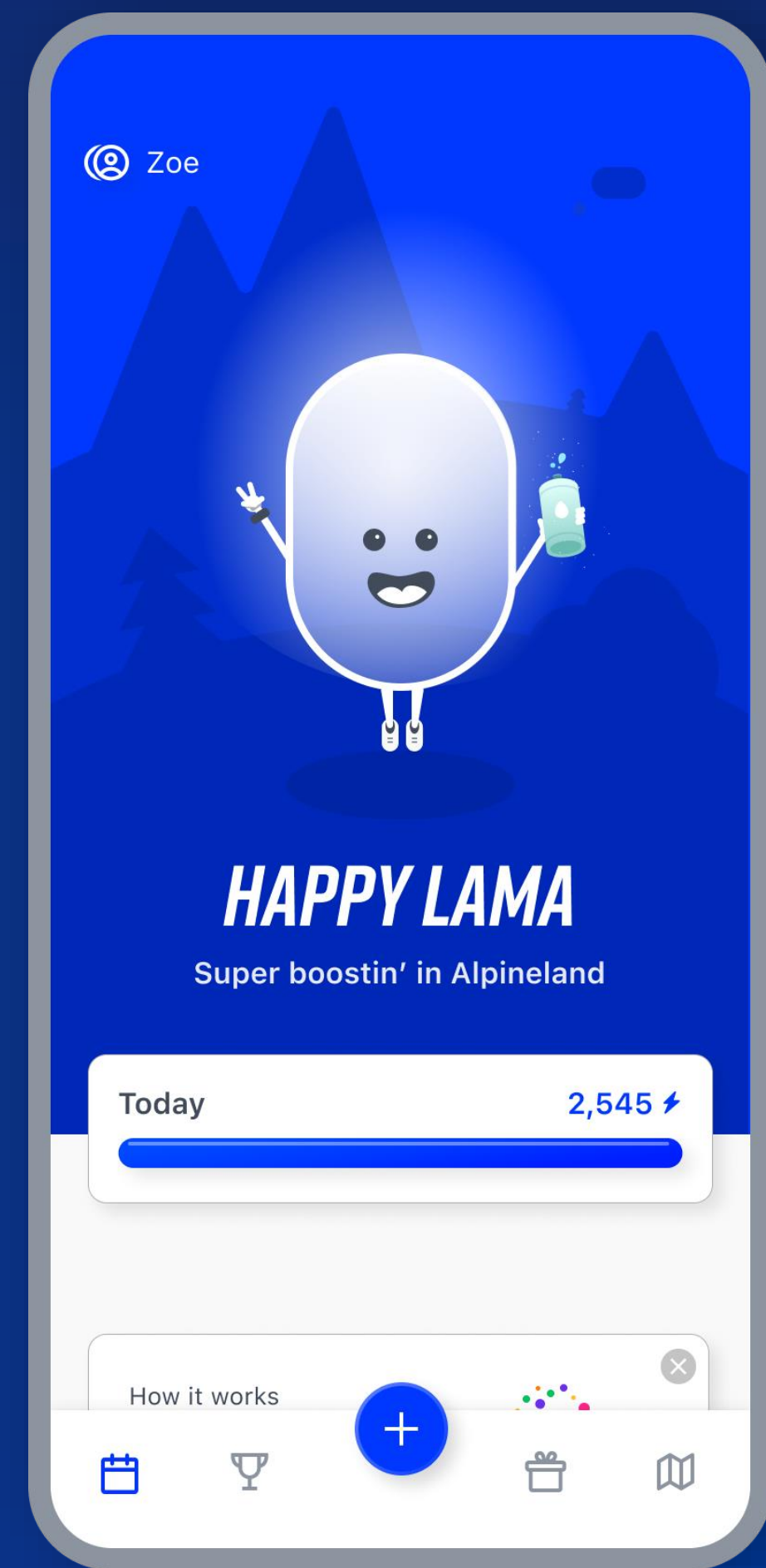
Being active is FUN! But, only 19% of Aussie Kids are getting the recommended 60 minutes of moderate to vigorous physical activity each day.

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

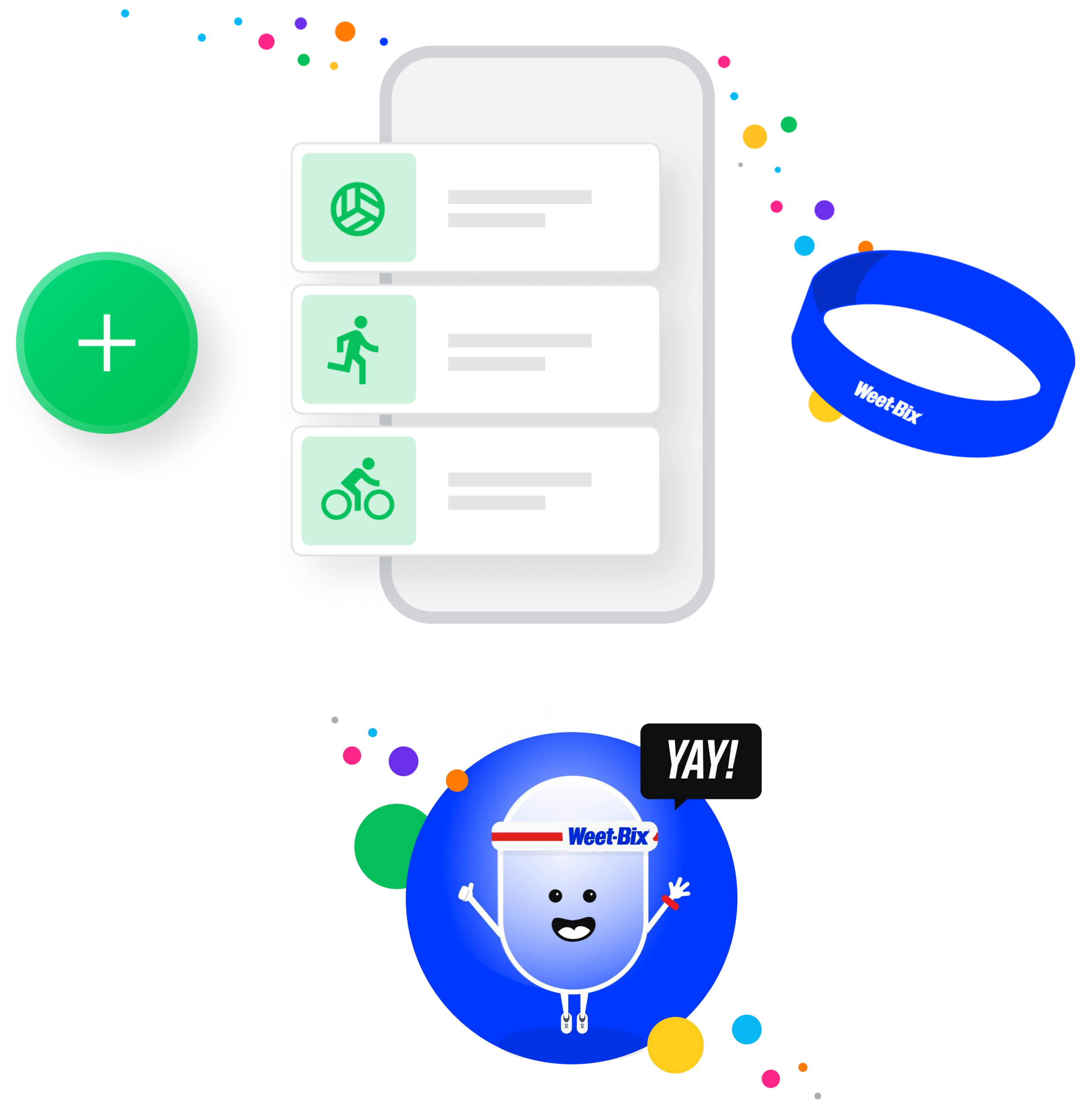


What is it?

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



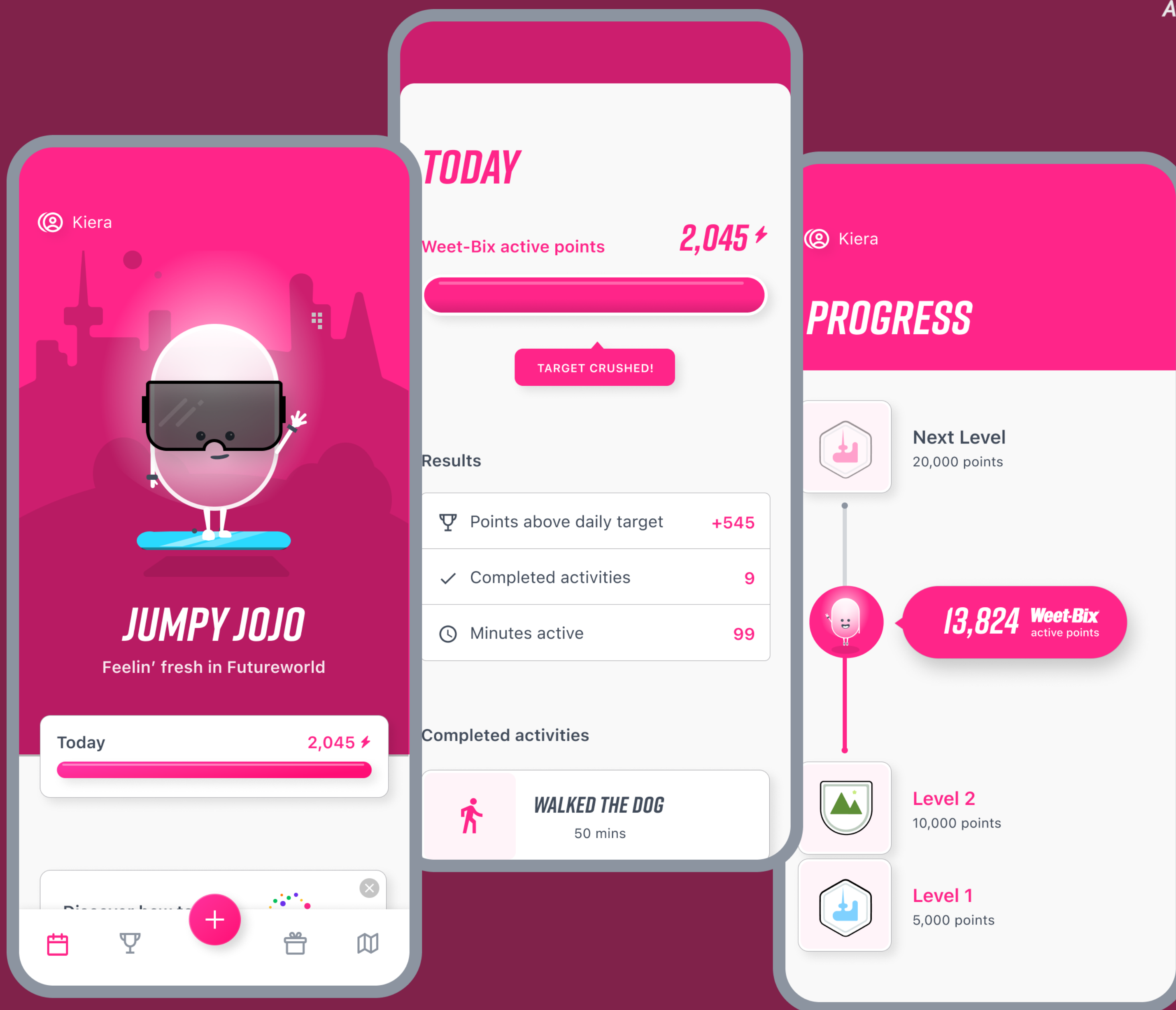
With their Weet-Bix Active Band, kids log activity in the app, which converts to Active Points, helping kids and parents to understand how much physical activity children need each day.



Progress

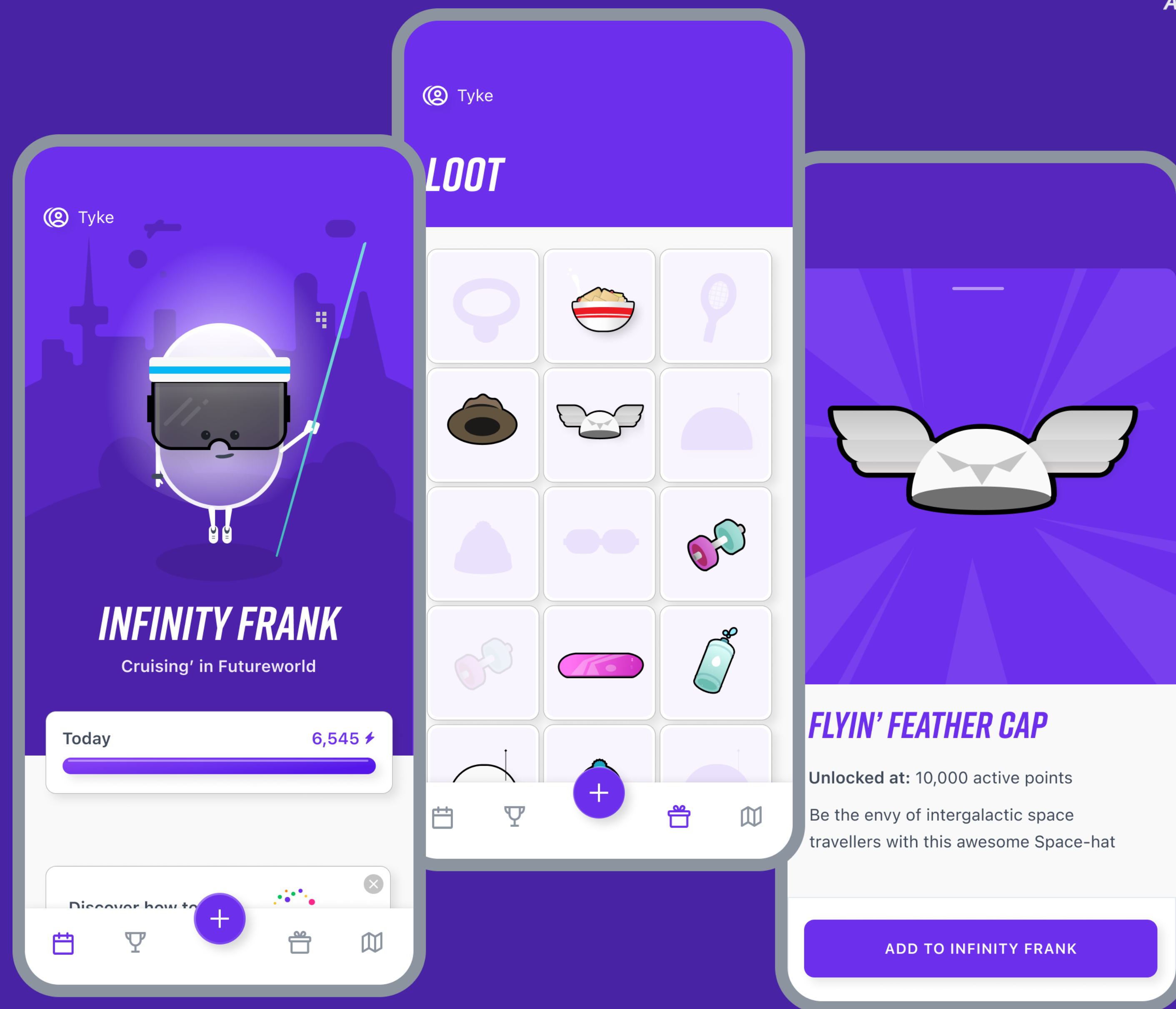
Parents can track and view their child's progress on a daily and monthly basis.

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



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.



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.





[Click to watch video](#)

Are you ready to join us?

Since launching in February 2022

26,217 children

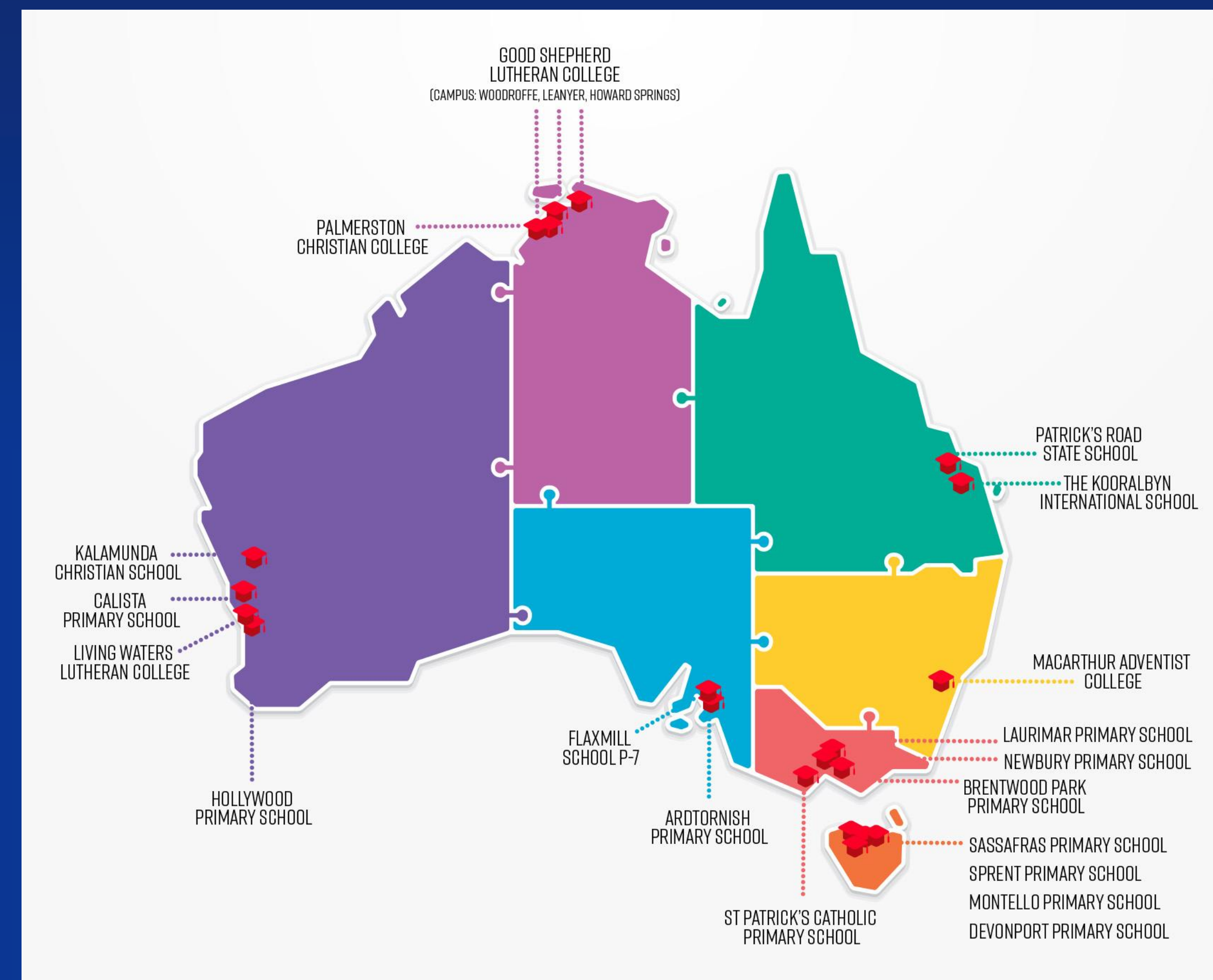
22,595 parents

115,804 hours of activity logged

6,948,232 active minutes logged

139 Deliverers

269 schools & organisations



ARE YOU READY?!

Weet-Bix™ **SPORTAUS**



Participation Programs Coordinator
Growth and Development
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Australian Patent Application 2021903806



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