

Media Alert

Monday 1 March, 2010

The AIS to push Health & Physical Education up the curriculum agenda with the launch of revamped *Get the AIS into your Classroom* resource

Supported by an initiative giving an Australian primary school an interactive whiteboard every week

In a move to provide primary school teachers with engaging content to help health and physical education receive more time in the classroom, the Australian Institute of Sport (AIS) and corporate partner, Nestlé, have launched their new look health and physical education resource, *Get the AIS into your Classroom*. It is supported by an initiative to give away an interactive whiteboard to primary schools around Australia every week of the school year from today.

By taking advantage of a sports-packed year, which includes both the Winter Olympics and Commonwealth Games, it is hoped the timing of the updated resource will help to reignite teachers' and students' interest in health and physical education, resulting in more room being made for it in curriculum.

First launched in 2001, the *Get the AIS into your Classroom* resource has been extensively reviewed and updated in 2010 and can be accessed freely by teachers online at www.ausport.gov.au/aisclassroom.

Reviewed and developed by teachers for teachers, the resource is curriculum aligned to support teaching of individual state and territory syllabuses for Health and Physical Education. It aims to encourage students to consider their behaviours and attitudes to a healthy lifestyle and empower them with the knowledge to make balanced choices through better eating and greater physical activity.

"Health and physical education is an important part of every child's development and as Australia's national sports institute, the AIS has over 30 years of sports and nutrition expertise, which we are committed to sharing with the community. We're proud to bring teachers the *Get the AIS into your Classroom* resource, which also gives students an insight into the lives of our elite athletes," says Professor Peter Fricker, Director of the Australian Institute of Sport.

"Nestlé and the AIS share a synonymous goal to encourage Australians to live a healthy and active lifestyle, and we are proud to have been partners for over 10 years. Together, through *Get the AIS into your Classroom*, we hope to help give young children the opportunity to develop an understanding of how to live a fit and healthy lifestyle," says Ian Alwill, Director, Marketing and Communications at Nestlé Australia.

In 2010, *Get the AIS into your Classroom* is being complimented by the kick start of the **AIS StarBoard Challenge** which will see an Australian primary school win a Hitachi StarBoard and projector package every week of the school year from today.

Interactive whiteboards are increasingly becoming an integral part of the classroom and many technology budgets in Australian schools do not stretch far enough to provide every teacher with one.

"We are inviting Australian primary schools to take up the **AIS StarBoard Challenge** to win a Hitachi StarBoard and projector package, which will greatly enrich the teaching of *Get the AIS into your Classroom*." Mr Alwill says.

The ***AIS StarBoard Challenge*** is open to all of Australia's government and non-government primary schools.

There will be weekly announcements of the successful schools that receive a Hitachi StarBoard and projector package both on the dedicated website www.aisclassroom.com.au and on Channel 9's the *Today Show*.

For information on how to enter the ***AIS StarBoard Challenge*** to be in the running to win a Hitachi StarBoard and projector package, primary schools must visit www.aisclassroom.com.au and:

1. Register their school - only primary school teachers will have authority to do this. As part of the registration process, teachers must outline how good health and nutrition are encouraged at their school.
2. Demonstrate student involvement in the Challenge through participation in an educational nutrition quiz online.

ENDS

Please contact Pulse Communications:

Laura Keith

laura@pulsecom.com.au

0405 534 955 / 02 8281 3803

Jacinta Frilay

jacinta@pulsecom.com.au

0416 463 919 / 02 8281 3877

Notes to the Editor

¹ Based on the NSW public school calendar