

YOUR SWIM TO SCHOOL WEEK PROMOTION CHECKLIST



Thank you for joining us to make this summer safer for every child. This simple checklist will guide you through promoting your Swim to School Week event, ensuring your whole school community feels inspired and informed.

When you register:

- ☐ **Confirm your event date:** Choose any day during Swim to School Week (1-5 December). Lock it into the school calendar and curriculum planners.
- ☐ **Nominate your champions:** Assign a lead coordinator for the event and a contact person for parent communications.
- ☐ **Download your Promotion Pack:** Available here <https://ymcavictoria.mediavalet.com/portals/KS.Y.SwimToSchoolWeek>

1st week of November (03-07 Nov)

- ☐ **Customise your posters and digital newsletter flyers:** Open the editable PDFs and add your school's name and chosen event date.
- ☐ **Announce the event:** Share the event details and date with parents via your school newsletter, social media and during school assembly.
- ☐ **Brief your staff:** Share the event details, dress-up guidelines (fun beach gear, no bathers), and student wellbeing notes in a staff meeting or email.
- ☐ **Organise a walking bus:** Encourage children and parents to join a walking bus to school on the day of the event.
- ☐ **Promote the event to parents:** Use the provided digital newsletter flyers and social media tiles to share key information and build excitement.

2nd Week of November (10-14 Nov)

- ☐ **Display posters:** Put up the customised posters in high-traffic areas like the front office, library, and on classroom doors.
- ☐ **Create a fun display:** You could also create a display of examples of what to accessorise with on the day (like some goggles, beach ball, floaties, rashies, bright shorts & t-shirts, towels and hats) in a high-traffic area like the library or reception.
- ☐ **Distribute classroom resources:** Send the activity pack to all teachers so they can review the activities in advance.

3rd Week of November (17-21 Nov)

- ☐ **Make any props:** You may choose to make props for the day such as surf life-saving flags from red and yellow craft paper.
- ☐ **Post social media reminder:** Share the ready-made social tiles and remind parents of the upcoming event.

4th Week of November (24-28 Nov)

- ☐ **Make a school announcement:** Get students excited the upcoming dress-up day at a school assembly or over the PA system.
- ☐ **Send a final reminder:** Use your parent communication channels to remind them of the upcoming event and send them the link to the Parent Resources.
- ☐ **Share the pictures you took of the event on your school's social media and tag us** @ymcavictoria @kingswim_australia