



Wednesday 30th May 2012

Introduction Booklet

A part of the TAFISA Triple AC Program





Introduction Booklet

1. Introduction

The World Challenge Day (WCD) is a friendly international competition in Sport for All and physical activity where communities from around the world compete against each other to motivate as many people as possible be physically active for only 15 minutes on a single day. Above all the event is a fun day that creates awareness and enthusiasm for fitness and active living in the participating communities.

There are two competitions as part of World Challenge Day; the One-On-One Community Competition and the World Challenge Day Cup. Communities participating in WCD are automatically included in both competitions, without any extra effort!

1.1. World Challenge Day – One-On-One Community Competition

This aspect is where two communities compete directly against each other to make more people in their community active for 15 minutes on one day than in the other community. Communities are paired according to population and location. TAFISA aims to pair communities of similar size but from different countries together. The community size categories are shown below.

Category	Population
I	<20,000
II	20,000 – 100,000
III	100,000 – 250,000
IV	250,000 – 1million
V	>1million

Following the completion of WCD activities and the registration of results, TAFISA will announce the winners of the One-On-One Competition. Winners will receive a certificate endorsed by TAFISA detailing their success.

1.2. World Challenge Day Cup

In addition to the traditional One-On-One Competition which has been running since 1990, TAFISA has introduced the World Challenge Day Cup in 2010 to enable regional and global friendly competition within World Challenge Day.

Following the completion of World Challenge Day activities and the registration of results, TAFISA will not only announce the winners of the One-On-One Competition, but the winners of the World Challenge Day Cup for Europe, Africa, Asia/Oceania and the Americas, and ultimately the winners of the global World Challenge Day Cup. Winners of the regional WCD Cups will receive a certificate endorsed by TAFISA detailing their success, and the winner of the global WCD Cup will receive the World Challenge Day Cup for display in a prominent community area.



2. Who Can Participate?

Anybody and everybody can participate in World Challenge Day! World Challenge Day is available for communities of only a few thousand people, to the largest cities in the world. The purpose of WCD is to promote physical activity and Sport for All, not just in terms of competitive sports or already fit and active people, but in terms of all forms of activity and for all people of every age, gender and level of ability.

3. Why Participate?

There are many good reasons to participate World Challenge Day, both as a community and an individual. These include to:

- Enhance community spirit and togetherness,
- Create awareness of the benefits of physical activity,
- Create awareness of how easy it can be to be active,
- Promote your community internally as one that gives back to its citizens,
- Promote your community externally and internationally as an active, interesting and social place to be,
- Encourage inclusiveness and social cohesion, as every citizen is able to participate,
- Make use of, and showcase, your communities facilities,
- Be rewarded for your efforts, and
- Have fun!

Participating communities can also expect the following from their participation in WCD:

- Increased local and international visibility and exposure,
- Promotion through TAFISA's website, eNewsletter, WCD report and other publications,
- Increased international networks, and
- To develop a working relationship with at least one other international community.

Above all, there is no registration fee to participate in WCD!

4. How TAFISA Will Help

Participating communities will receive access to an exclusive area of the TAFISA website to download all the materials needed to organise a successful World Challenge Day. This includes:

- WCD logo,
- WCD flyer and poster suggestions, and
- WCD Handbook including suggestions for WCD activities.

5. Important Dates

Date	Action
Monday 16 th April 2012	Community Registration Forms due
Friday 20 th April 2012	One-On-One Competition Rivalries drawn
Wednesday 30 th May 2012	World Challenge Day



6. Notes & Rules

- Participating countries/communities accept the Official Rules of the Game.
- Participating communities must present an official letter of participation by the city council or other relevant authority.
- Participation means any physical activity that increases the heart rate for 15 continuous minutes.
- Withdrawal from the event after rivalries have been established cannot be accepted.
- Participating communities will submit a short report and photos to TAFISA following WCD.

7. Simple Steps to a Successful World Challenge Day

Participating in World Challenge Day is easy. There are four simple steps to creating a successful, enjoyable and memorable World Challenge Day for your community.

1. Register
2. Plan
3. Promote
4. On the Day

7.1. Registration

Simply fill in the WCD Registration Form and return it to TAFISA no later than 9th April 2012.

7.2. Planning

Of course, the earlier you start, the easier it is! However planning for WCD can be quite simple. Some suggestions to start are:

- Create an organising committee (the size of which will depend on the size of your community),
- Contact your 'twin city' (if you have one) to arrange a rivalry,
- Contact your local schools, kindergartens, businesses, universities, sports clubs, senior citizens homes and community centres to advise of date and gauge interest, and
- Investigate what existing programs and facilities are already available that might be useful on the day.

Further details on how to plan a successful WCD are included in the exclusive area of the TAFISA website, so the sooner you register, the sooner TAFISA can help!

7.3. Promotions

The purpose of WCD is to involve as many people as possible. This means promoting the event via as many media as possible. Potential sources of promotions are:

- Local media, including newspapers, magazines, television stations and radio stations,
- Flyers and posters displayed in public areas,
- Email circulations, particularly within universities and work places,
- Internal newsletters and announcements, for example school newsletters, and,
- Websites.

More information about actively promoting your WCD activities is also available from TAFISA following registration for WCD.



7.4. On the Day

The keys to success of the World Challenge Day are attractive, simple and fun events that are run in a coordinated and locally meaningful way. Some tips for consideration when designing the overall program of the day include:

- Design an overall structure for the day,
- Utilise a central community program and space, with other, more targeted events,
- Integrate local culture and existing events,
- Involve local celebrities and politicians, and
- Include events for different target groups, including youth, workers, the elderly, etc.

Remember that more opportunities for participation increase both the chance for a community to win their challenge, and also the benefits for the individuals and the community itself.

8. Easy World Challenge Day Activities

Of course, the very nature of World Challenge Day means that any activity is promoted, included and accepted. However, to make things easier for World Challenge Day organisers, TAFISA has established a list of suggested activities for the day which are simple to plan and run, and allow for participation by as many people as possible. Details on how to organise each of these activities will be forwarded to registered WCD participants, and will include activities for:

- Schools and kindergartens
- Workplaces
- Sports clubs
- Senior citizens
- General community

9. Example World Challenge Day Program

Again, World Challenge Day is flexible and adaptable to local wants, needs and size of the community, however, to aid organisers, TAFISA provides the following example program for a successful World Challenge Day.

Time	Event	Notes
9:00am	Opening Ceremony	<ul style="list-style-type: none"> ▪ In central community area ▪ Opening speech by Mayor or other leading figure ▪ Combine with physical activity event, e.g. community walk, local sport demonstration, etc.
10am to 12pm	Schools & Kindergartens	<ul style="list-style-type: none"> ▪ Can be organised by schools etc. individually
12pm to 2pm	Workplaces	<ul style="list-style-type: none"> ▪ Can be organised by workplaces individually
2pm to 4pm	Senior Citizens	<ul style="list-style-type: none"> ▪ In senior citizen residences and comm. area(s)
4pm to 6pm	Youth	<ul style="list-style-type: none"> ▪ After school hours is preferable ▪ At sporting facilities / central community area(s)
6pm to 8pm	Community	<ul style="list-style-type: none"> ▪ After work hours is preferable ▪ In central community area(s)
8pm	Closing Ceremony	<ul style="list-style-type: none"> ▪ In central community area ▪ Closing speech by Mayor or other leading figure ▪ Announcement of results ▪ Inclusion of entertainment program