

**INTERNATIONAL DAY OF UNIVERSITY SPORT** Proclaimed by UNESCO 20 September

# 20 September 2024

# **t** LetsIDUS





## 2024 International Day of University Sport

A toolkit for Oceania National University Sport Federations and universities



### **INTERNATIONAL DAY OF UNIVERSITY SPORT**

FISU Oceania is excited to have you involved in the celebrations for International Day of University Sport on 20 September.

The International Day of University Sport is celebrated annually on 20 September. Officially proclaimed by the United Nations Education, Science and Culture Organisation (UNESCO), this celebration helps bring university communities together and showcases sport and physical activity as positive influences to physical and mental health.

Known as IDUS, the day is celebrated globally with universities, National University Sport Federation and Continental University Sport Federations hosting activities and celebrations.

This resource has been developed to assist your Federation or university in organising an event or activity for IDUS, Your event or activity can be held on 20 September or in the days leading up to or in the week of 20 September.

### **FISU OCEANIA**

FISU Oceania is one of five Continental University Sport Federations. Our Federation aims to increase the impact of university sport in the Oceania region via leadership, development, engagement and partnerships.

Each year, FISU Oceania celebrates IDUS across our region.

In 2024, FISU Oceania IDUS celebrations will focus on the positive mental and physical health & wellbeing that sport can bring to university students and their communities. We plan to reach as many people as we can across our social media channels to promote the benefits of university sport and advocate for our sector.



### **THIS TOOLKIT**

This toolkit is designed to provide inspiration on how your university or Federation can celebrate IDUS. It provides tips, hints and activity ideas to get the most from your IDUS celebrations.

### **OUR IDUS GOAL**

We want as many universities as possible to join in IDUS celebrations. This goal helps to showcase that university sport:

- Supports student health & wellbeing
- Provides opportunities for students
- Compliments university student studies
- Promotes friendships and networks
- Engages students on campus
- Contributes to graduate employability

### **USE THESE HASHTAGS IN YOUR SOCIALS:**



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**LetsIDUS** ACTIVITY IDEAS



Morning stretching class Group lunchtime walk Body weight group fitness class



Group evening run Walking tour of your university campus Free yoga classes



Fitness centre open day Walk to/from university for IDUS Organise a sports quiz night



Hold a fun run around your campus with short, medium and long distance routes.



Promote a walking challenge to get more people moving on campus.



Hold an outdoor (body weight) fitness class that aims to be the largest fitness class event held on your campus.





Sporting trick competition Come and try sport activities Fun novelty games



Social sport games Fitness testing Sports coaching sessions



Free fitness classes and gym use Scavenger hunt around campus Sport related education workshops



Organise a free breakfast or sausage sizzle after your activity.



Encourage people to participate in fitness tests such as highest vertical jump, timed wall squat challenge or number of push ups.



Hold a social sport competition at lunch for sports such as ultimate frisbee, soccer or a basketball free throw competition. LetsIDUS ACTIVITY IDEAS



Equipment needed Sporting competitions Implement weekly sport afternoons Sports coaching seminars



Promotional booth on campus Sports club sign on day Community sports day



Gym (correct) technique workshops Sport education workshops Talent identification programs



Organise an open day where your gym and sports facilities are open for all to use.



Staff a promotional booth over the lunch period to promote IDUS and university sport on campus.



Hold a sporting competition between students and staff on campus.

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### **INVOLVE STUDENTS**

- Aim to involve as many students as possible
- Ask students to bring a friend to your activity or event
- Ask students to help organise your celebrations
- Involve your sports club to hold activities

### **IMAGERY TO USE**

To promote IDUS, use imagery that is

- Inclusive
- Shows on campus and online activities
- Organised sport and social sport
- People of all abilities and fitness levels
- Always includes IDUS logo and #LetsIDUS

### **PROMOTE IDUS**

- Use the countdown tiles we provide on your social media sites
- Create a IDUS campaign around your planned activities on your socials
- Hold an IDUS social media competition with prizes such as merch or free coffee
- Always use IDUS hashtags #LetsIDUS #WeAreOceania #IDUS2024
- Promote IDUS and your activities in university communications
- Share FISU Oceania's social posts
- Use IDUS logos around your campus
- Use the day for a social media channel take over of your social accounts
- Talk about IDUS in your staff meetings to increase awareness at your university
- Prepare a message to staff and students to send on 20 September about how university sport increases student engagement

### FOR MORE INFO:





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### **IDUS LOGO USE**

Be sure to make sure you are using the most up to date IDUS logo in your merchandise, social media posts, uniforms and news stories. The IDUS logo is shown below in landscape and portrait. Copies of the IDUS logos will also be sent to Federations as an attachment to this toolkit.





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FISU Oceania is a registered charity with the Australian Charities and Not-for-profits Commission

FISU Oceania is a member of the Organisation of Sport Federations of Oceania (OSFO)

FISU Oceania is a signatory to the United Nations Sport for Climate Action and Race to Zero initiatives

