

Media Release

Oliver Walks Away With the Prize

1 December 2017

With funding from VicHealth for the Walk to School Local Area Marketing program, Buloke Shire Council ran a “Design a Shoe” competition to help spread the ‘get active’ message and create some fun interaction around the benefits of walking to school.

The overwhelming response saw 380 entries received through the competition which was advertised through all three local newspapers and social media with many school groups jumping on board. Students aged 12 years or below and living or attending school in the Buloke Shire were asked to Design a Shoe using the provided template with a Buloke theme.

Designs including the intricate detail of local landmarks, wildlife, attractions and place names made for a very hard task for Councillors when deciding on a winner. Buloke Shire logos, skate parks, lakes, pools, Mallee bulls, Bullocks heads, mountains, rivers, and of course plenty of local footy team colours and some fantastic colour and pattern creations showcased the incredible artistic and well-researched talent of Buloke’s youngest residents. Entries were received from right across the Shire.

The entries were divided into four age categories; 5/6 year olds; 7/8 year olds; 9/10 year olds and 11/12 year olds. The age group winners were Oliver McPhee, Charlton (5/6), Zara Lowry, Birchip (7/8), Emmersyn Nelson, Charlton (9/10) and Will Noble, Donald (11/12). From the age group winners, an overall winner was chosen and the councillors, after a long, hard decision making process decided on Oliver McPhee’s shoe which featured the local wind farm.



Oliver's mum Bree said he worked meticulously on his entry for two weeks and decided to feature the wind turbines as they often drive past them and Oliver has taken a special interest in the construction. Oliver was presented with his prize, a scooter, by Buloke Shire Mayor Cr David Pollard in front of his classmates at Charlton College on Monday 27 November. Age-group winners will soon receive their certificates.

"We were overwhelmed with the response to this competition," Cr Pollard said.

"Not only was it great to see the students taking on board the message about getting active, being able to view all the entries gave the Councillors great insight to what is important to our youngest residents when it comes to being out and about and enjoying all the outdoors has to offer."

"It was also fantastic to see shoes with pictures of headers in wheat crops, tractors and silos, the students put some great effort into thinking about what represents us and gave us a real understanding of how our students see our Shire."

"Thank you to everyone who took part, each and every student is to be congratulated on their effort."

Such was the quality and the quantity of entries, Council is working on a way to display the entries across the Shire for all residents to enjoy the young people's talents.

Throughout October, all nine primary schools in the Buloke Shire got involved in the Walk to School program by encouraging students to walk to school, organising whole school walks, walks to and from local landmarks, inviting in visitors to run active sessions and sharing healthy lunches and messages.

End release

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