

MEDIA STATEMENT

18 June 2019

SCHOOLS SET FOR TRY FOR 5! ADANI CHALLENGE

Wulguru State School will today host the first ambassador visit in the Cowboys Try for 5! Adani Challenge, an intra-school attendance challenge kicking off with competing participants Heatley State School and Townsville West State School.

The North Queensland Toyota Cowboys, in collaboration with community partner Adani, will deliver their Try for 5! program to the participating schools across three terms in 2019, as part of the club's wider program to address short and long-term impacts of students missing foundation learning in their primary years through poor school attendance.

The Try for 5! program motivates and rewards individual classes and schools for their attendance record during the challenge period, and engages students and families using the club's profile and ambassadors.

In welcoming the schools to the new Try for 5! Adani Challenge, Cowboys CEO Jeff Reibel also thanked them for their ongoing commitment to the program.

"This is year three in Try for 5! for these school communities, and we continue to be inspired by their commitment to positive school culture and attendance," Mr Reibel said.

"It's also fantastic to have the support of our community partner Adani in delivering this challenge, and we thank them for their contribution to improving academic outcomes for our young people.

"As a community-owned club, the Cowboys are committed to giving back and it is our privilege to be working with these dedicated school communities to encourage students to "try for five" days at school every week."

Adani Mining CEO Lucas Dow said Adani was pleased to be partnering with the North Queensland Cowboys on a program that drives such important social outcomes for the local community.

"We recognise the important role education plays in providing a foundation for children to begin their lives with a head start. The Cowboys Try for 5! program has been proven to increase the attendance rates of children in primary schools across the state.

"We are keen to ensure this program can grow to successfully support and encourage children to receive an education.

"The Townsville community has given so much support to Adani and we feel privileged to be able to give back in return through Try for 5!."

This past financial year has seen Adani Mining deliver more than \$500,000 in sponsorship and community partnerships with regional Queensland community groups.

Adani Mining has partnered with more than 30 community groups and organisations right across regional Queensland, including Charters Towers, the Burdekin, the Isaac region, Rockhampton, Townsville, Mackay, the Whitsundays and more.

Wulguru State School Acting Principal Tracey Kenway said the program has had a positive impact on attendance rates since the school joined Try for 5! in 2017.

“We have some families that really struggle with issues around attendance and we love the way Try for 5! communicates and reinforces high expectations of a positive school culture that includes high rates of attendance,” Ms Kenway said.

“It has been inspiring having the Cowboys ambassadors coming into our school as positive role models to engage with the kids, and through the relationships built with our students, they have been able to spread the important message of coming to school every day.

“Try for 5! is also a great way to recognise and reward improvements in attendance, and for some students we have seen this encouragement change poor patterns of attendance – it really does make a difference.”

Cowboys Try for 5! is active in 21 schools across Queensland this year, with three Cairns schools recently taking up the school attendance challenge.

The program is supported by the Department of Prime Minister and Cabinet, LGIAsuper, Adani, M&J Chickens and Rio Tinto.

For more information, visit: cowboys.com.au/tryfor5

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