



**Years 9 – 10**  
**Theme: Sustainability**

**Lesson seven: People's Games – wearing a message**

5D3 students will identify the rights and responsibilities of consumers to evaluate health and recreational services and products in the community.

LO students will describe the importance of recognising people as an essential element of an Olympic Games Celebration

LO Students will design a team uniform which emphasises the moral and ethical foundation of Olympic sport

LO students will critique underlying messages associated with logos on uniforms

**Teacher Note:**

*This session focuses on the 'People's Games', one of the three themes for the Beijing Olympic Games 2008. Young people need to explore what it means to be part of a Youth Olympic Games with a theme like 'Peoples Games'.*

*Labour rights <http://www.oxfam.org.au/campaigns/labour/>*

**Activity 1**

**Wearing a message**

**Key Question**

What does it mean to wear the New Zealand team uniform?

How does a uniform represent a group of people's culture and values?

Think of a team you know and consider who they are sponsored by and what that means in terms of the values they support?

If you were offered the same support for taking the sponsorship labels off your clothing and replacing them with an Olympic message logo – what would yours say?

Teacher provides dimensions and students design the label.

**Teacher note:**

*Once again, consider the connections between student's responses and the Olympic Ideals/Olympism. I.e.: the joy found in effort, the desire to excel, the educative value of being a good role model. There are numerous resources available on line to help contextualise understandings around the manufacture of sports clothing and labelling.*

**Activity 2**

**Look behind the logo**

[http://www.oxfam.org.uk/education/resources/looking\\_behind\\_the\\_logo/?4](http://www.oxfam.org.uk/education/resources/looking_behind_the_logo/?4)

Design the New Zealand Youth Team Uniform

**Key Questions**

What things do you think about when buying sports clothing?

Make a list of all New Zealand owned sports clothing companies who still design and manufacture here in New Zealand?

What's different about buying clothes made in China?

How is the Olympic message and Olympism challenged in China?

What would be the advantages in buying New Zealand made clothing?

How could our Youth Olympic uniform display a more appropriate Olympic message?

Knowing what you now know about Olympism what are some important considerations regarding the design and manufacture of these uniforms?