



New Skills4Life logo designed by local creative

The designer behind the winning entry to Sport Taranaki's new Skills4Life design competition was not who you'd expect.

Aspiring young creative, Leon Turner, 12 years old from Mangorei Primary School was the stand out designer for the new Skills4Life logo competition. Leon said he had never been a sporty kid and although the prize for the top design was a Skills4Life session, Leon was motivated to enter by his Teacher, so that he could share his artistic abilities with a wider audience.

It was clear Leon had a true desire to design. His design process included research on the Skills4Life programme and its key aspects, deciding what symbolised Taranaki in his eyes and adding some personal flair. Leon's winning design was then altered to ensure it would work within the scope of the Skills4Life programme.



The finalised logo represents:

A mountain for our regional icon, Mount Taranaki and that Skills4Life is provided throughout the region and around the mountain.

Two korus for the collaboration between schools and the Skills4Life programme and how they connect and work together. The korus also represent that each child is nurtured through Skills4Life to learn, develop and grow new skills and understandings through the programme and their time at school.

When the design was finalised, Sport Taranaki's Youth Sport Development Lead, Kendyl Fake awarded Leon with a certificate and the prize of a Skills4Life session for his class at Mangorei Primary School's assembly.

For a young student who shys away from physical education sessions, Leon got involved for the entire Skills4Life session and always had a smile on his face. He expressed how much he enjoyed the session, which focused on participation over winning.