



**PUSH
FOR BETTER**
Foundation

ANNUAL REPORT 2022

**PROUDLY SUPPORTED BY
THE PUSH-UP CHALLENGE**



ONE IN FIVE AUSTRALIANS WILL EXPERIENCE MENTAL ILLNESS THIS YEAR AND ONLY 46% OF PEOPLE SEEK HELP.

It's a complex challenge - for ourselves, our loved ones and, most of all, for the nine Australians who die by suicide everyday.

The Push For Better Foundation is here to engage and educate people in mental and physical health, to raise awareness of the mental health issues affecting everyday Australians and encourage actions we can all take for better mental health.

We focus on the prevention and early intervention of depression, anxiety and suicide.

Our flagship event is The Push-Up Challenge - the largest fitness-based mental health event in Australia. Held every year, The Push-Up Challenge shines a spotlight on the number of lives lost to suicide and is a way to encourage physical health, connection and conversation, education and awareness about mental health.

In 2022, The Push-Up Challenge participants completed 3,139 push-ups over 24 days in June, representing the number of lives lost to suicide in 2020.

VISION

**To have a lasting impact
on mental health**

OUR FOUNDATIONS

By delivering on our key foundations of education, connection, and health and wellbeing, we will push for – and achieve – a lasting impact on mental health in Australia.

Education

Creating awareness, understanding and prevention through the sharing of knowledge.

Connection

Using digital to connect individuals to their goals, bringing people and communities together and sparking conversation.

Health & Wellbeing

Promoting lifelong healthy habits through a challenge, daily exercise and encouragement and raising funds for mental health.

OBJECTIVES:

- Raise awareness of mental illness across Australia
- Fund mental health programs
- Carry out activities and provide content which educates, fosters connections, and facilitates mentally healthy actions.

A LETTER FROM THE CHAIRMAN AND CEO

NICK HUDSON



As I look back on 2022, I'm struck by the enormity of what The Push for Better Foundation has achieved in what has been a very unpredictable year.

When 2022 kicked off, there was a real concern that our foundation's flagship event, The Push-Up Challenge, may face fewer participant numbers and funds raised like a number of other charity events this year. The pandemic and economic crisis continued to take a massive toll for so many, with mental health concerns and crisis support continuing to grow. But the need to connect and push for better mental health was also strong. In fact, we connected, educated and inspired over 150K participants across Australia and overseas who completed an epic 192 million push-ups. Most humbling for me is seeing how our amazing and generous participants came together to push for better and raise an incredible \$10million for our beneficiaries; Movember, Lifeline Australia and our own The Push for Better Foundation. This is the largest amount we've raised to date. Truly epic. And we couldn't have done any of it without The Push-Up Challenge community who has contributed to a more physically and mentally healthy Australia for all of us.

While funds are super critical to deliver lifesaving mental health services and programs across Australia, The Push for Better Foundation is also focused on reframing the perception of mental illness, dispelling negative stereotypes and discrimination, and normalising mental health awareness. This year, we made a difference to the mindset of many, with 98% of our event participants telling us that mental illness was destigmatised after completing The Push-Up Challenge. Push-ups also helped our participants connect with friends, family, workmates and their community with 93% saying they felt connected through taking part in the Challenge, and 96% said it made seeking help easier.

As we strive to achieve our foundation's mission of having a lasting impact on mental health, we're proud to see how far our Student Ambassador Program has come in the last 12 months.

We know that by encouraging younger generations to speak openly and reduce stigma, they can help drive positive change for the future of mental health in our country. And with suicide continuing to be the leading cause of death for young Australians, it's critical to start conversations in the classroom.

Our Student Ambassador Program has grown from eight Sydney schools participating in 2021 to 85 schools from across Australia joining us in 2022. We had 112 student ambassadors leading the challenge this year and engaging their school community in mental health and participation, resulting in improved mental health literacy amongst their school communities.

We may have achieved so much in the last 12 months, but we know there's still plenty to do. We'll keep pushing for better mental health. We'll keep pushing for those who have lost their lives to suicide and for the friends and family who carry their heartache. We'll keep pushing for the first responders and mental health workers who face suicide every day. Because we believe in a physically and mentally healthy future for everyone.

Before I go, I'd like to take a moment to sincerely thank the team behind The Push For Better Foundation and The Push-Up Challenge. Every step of the way, it's our small but mighty team that is there. They spend countless hours supporting our participants, sharing our stories and your successes, sorting out technical glitches and sharing plenty of good banter.

Until next year, we'll keep on working and do what it takes to bring people together to push for better mental health.

Nick Hudson,
Chairperson & CEO

OUR BOARD



NICK HUDSON

Chairperson and Chief Executive Officer

A thought leader in the technology, start-up and mental health space, Nick has brought his talent for delivering strategy and leading teams to life as the founder of The Push-Up Challenge. Nick is a constant inspiration to others with his unwavering passion for raising awareness about mental health and suicide prevention. Recently awarded Mental Health Advocate of the Year WA, and with his own lived experience of mental health, Nick is the embodiment of how connecting with others, valuing physical and mental wellbeing and a bit of banter for good measure, can lead to better mental health outcomes for all Australians.



PERAN BISHOP

Non-Executive Director

Peran has been on board with The Push-Up Challenge since day dot and has strong experience in systems, sales, product development and marketing. Peran is all about giving back to his community and is well known for volunteering with many grassroots organisations. Recently recognised as Club Person of the Year at his surf lifesaving club, Peran believes in the power of connection and physical wellbeing in bringing people together.



BRENTON LAWS

Non-Executive Director

A leader in innovation and business development, Brenton has a proven track record in finance, economics, strategy and commercial development. With a Masters of Business Administration and a member of the Australian Institute of Directors, Brenton knows that quality governance can help shape better communities and outcomes for everyone. Brenton is currently heading up the Innovation and Development team at Western Power and continues to step up for other NFP organisations with his financial skills.



HEATHER MCINTYRE

Non-Executive Director

A lawyer with a history in private practice, oil and gas, not for profit and government sectors, Heather brings her knack for detail, problem solving and advocacy. As a long-term volunteer with a number of charities including Red Cross, Ronald McDonald House and The Humanitarian Group, Heather firmly believes in sharing her skills and contributing to the communities that need help the most. Spending time as President of the not-for-profit organisation, Leading Youth Forward, Heather knows first hand the importance of mentoring at risk teens and how a positive presence can lead to better mental health outcomes.

THE IMPACT ON MENTAL HEALTH ACROSS AUSTRALIA IN 2022



Push-Ups

192M



Participants

153K



Funds raised

\$10M

Our participants reported* improvements in their health and wellbeing as a direct result of The Push-Up Challenge 2022:

WELLBEING (PHYSICAL AND MENTAL)



Felt fitter and stronger

99%



Mood was improved

97%



Were motivated to exercise

98%

MENTAL HEALTH



Learnt about mental health

97%



Mental illness was destigmatised

98%

CONNECTING WITH OTHERS



Felt connected

93%



Had mental health conversations

92%



Checked in on someone

50%



Felt it made seeking help easier

96%

OUR FLAGSHIP INITIATIVE

THE PUSH-UP CHALLENGE

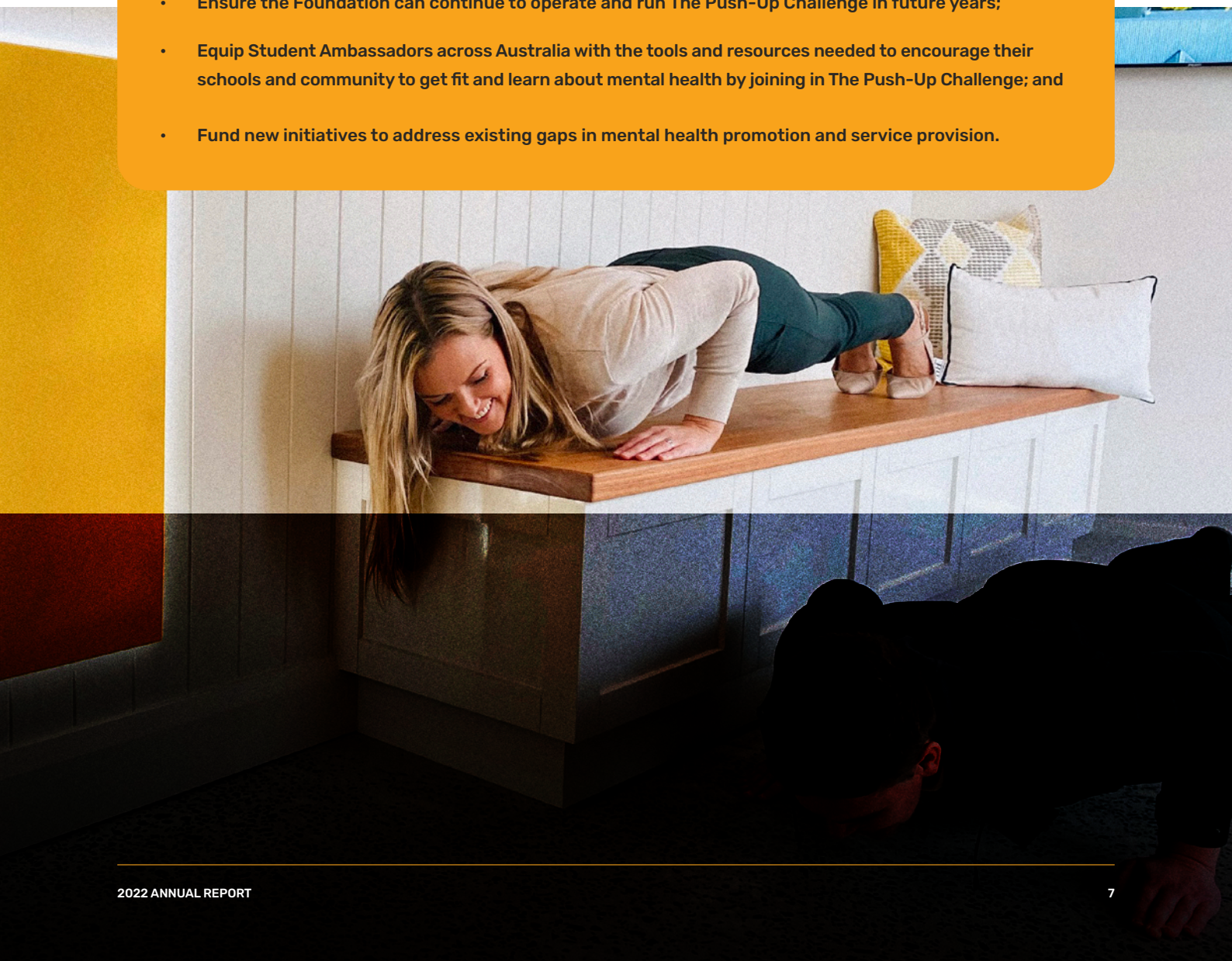
Launched in October 2020, The Push for Better Foundation focuses on the prevention and early intervention of depression, anxiety and suicide.

We're aiming to engage and educate people in mental and physical health, and raise awareness of the mental health issues affecting everyday Australians.

This year's The Push-Up Challenge allowed us to deliver on our three key foundations of education, connection, and health and wellbeing. We brought 153,000 people together to actively improve their mental health.

FUNDS RAISED BY THE PUSH-UP CHALLENGE IN 2022 ARE BEING USED TO:

- Raise awareness, engage and educate people in mental health through running The Push-Up Challenge;
- Ensure the Foundation can continue to operate and run The Push-Up Challenge in future years;
- Equip Student Ambassadors across Australia with the tools and resources needed to encourage their schools and community to get fit and learn about mental health by joining in The Push-Up Challenge; and
- Fund new initiatives to address existing gaps in mental health promotion and service provision.



STUDENT AMBASSADOR PROGRAM

The Student Ambassador Program is all about giving students across Australia an opportunity to lead a push for better mental health in their school community.

With one in seven young people aged 4 to 17 years, experiencing a mental health condition in any given year, we want to help students think more proactively about looking after their mental wellbeing, reduce the stigma associated with mental illness and seek help if they need it.

Through funds raised by The Push-Up Challenge in 2022, we were able to equip 112 Student Ambassadors across Australia with resources and support to lead their fellow students and teachers in The Push-Up Challenge.

To increase mental health knowledge and build confidence in starting conversations with their mates, we offer mental health awareness training to all our Student Ambassadors. This year's Ambassadors said they found the training increased their mental health knowledge and were made more aware of their own mental health and how to practice self-care. They also felt that they were now equipped with skills to support someone who may be suffering from anxiety or depression.

As the only mental health student ambassador program in Australia, we're committed to investing in mental health initiatives that can help build resilience, reduce stigma and result in better long-term outcomes for young people and their mental wellbeing.



WORKPLACES

We believe that workplaces are one of the country's most important resources in the fight to improve Australia's mental health.

By better educating Australians we can reduce the stigma attached to mental illness and equip those who are in need to better manage their own mental health, or perhaps support someone close to them. And workplaces can play a big part in supporting mental health awareness and education. This year, we had 6,157 workplaces and 44,322 employees join in The Push-Up Challenge.

Many of our workplace teams came away from the challenge with the knowledge that mental health is just as important as physical health and safety in the workplace. Good mental health means we can all thrive in life, work and relationships, while mental ill-health can have a negative impact on how we work and those around us.

The Push-Up Challenge gave our staff the opportunity to have fun and connect with their colleagues in a unique way. Doing the challenge together means they are able to gain each other's trust and feel comfortable opening up whilst learning about and discussing mental and physical health impacts.

- Wiley, Team Leader.



EVENT BENEFICIARIES



Every 30 seconds, a person in Australia reaches out to Lifeline for help. Lifeline has been connecting with Australians in need through crisis support and suicide prevention services for 59 years. And in 2022, they've never been needed more. This year, they've received some of their highest number of calls from people in distress in their 59-year history. With 41 centres across Australia, 10,000 volunteers and 1,000 employees, Lifeline ensures that no person in Australia has to face their darkest moments alone.

Lifeline is available 24 hours a day to listen without judgement to any person in Australia who is feeling overwhelmed, experiencing crisis or longs to be heard. Lifeline centres also deliver accredited education and training programs focusing on suicide awareness and prevention as well as community-based suicide prevention initiatives, including support services for those impacted by suicide.

The Push For Better Foundation is proud to support Lifeline for a second year and in doing so, helping meet the demand for crisis support and suicide prevention services. Solid support from The Push-Up Challenge participants in fundraising for Lifeline demonstrates the strong alignment between The Push For Better Foundation and Lifeline in a shared vision for prevention and early intervention of depression, anxiety and suicide.



Movember is a leading charity changing the face of men's health on a global scale, focusing on mental health and suicide prevention, prostate cancer and testicular cancer.

The charity raises funds to deliver innovative, breakthrough research and programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects around the globe.

In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives. Movember's vision is to have an everlasting impact on the face of men's health.

Partnering with Movember for the first time, The Push For Better Foundation is proud to be supporting initiatives and programs that will help deliver life-saving men's mental health and suicide prevention tools. Funds raised through The Push-Up Challenge in 2022 will support Movember's Ahead of the Game program which strengthens mental health literacy and resilience of boys and young men through sport and interactive workshops. The program teaches athletes, parents and coaches how to talk about mental health, how to recognise mental health issues, what to do and when to get help.