



# ***INFORMATION*** **PACK 2023** **ORGANISATIONS**

# PUSH FOR BETTER MENTAL HEALTH

## 3,144 PUSH-UPS. 1-23 JUNE.

**We are Australia's largest mental health and fitness event.**

This year, participants will sign up to do 3,144 push-ups over 23 days in June, putting a spotlight on the number of lives lost to suicide in 2021.

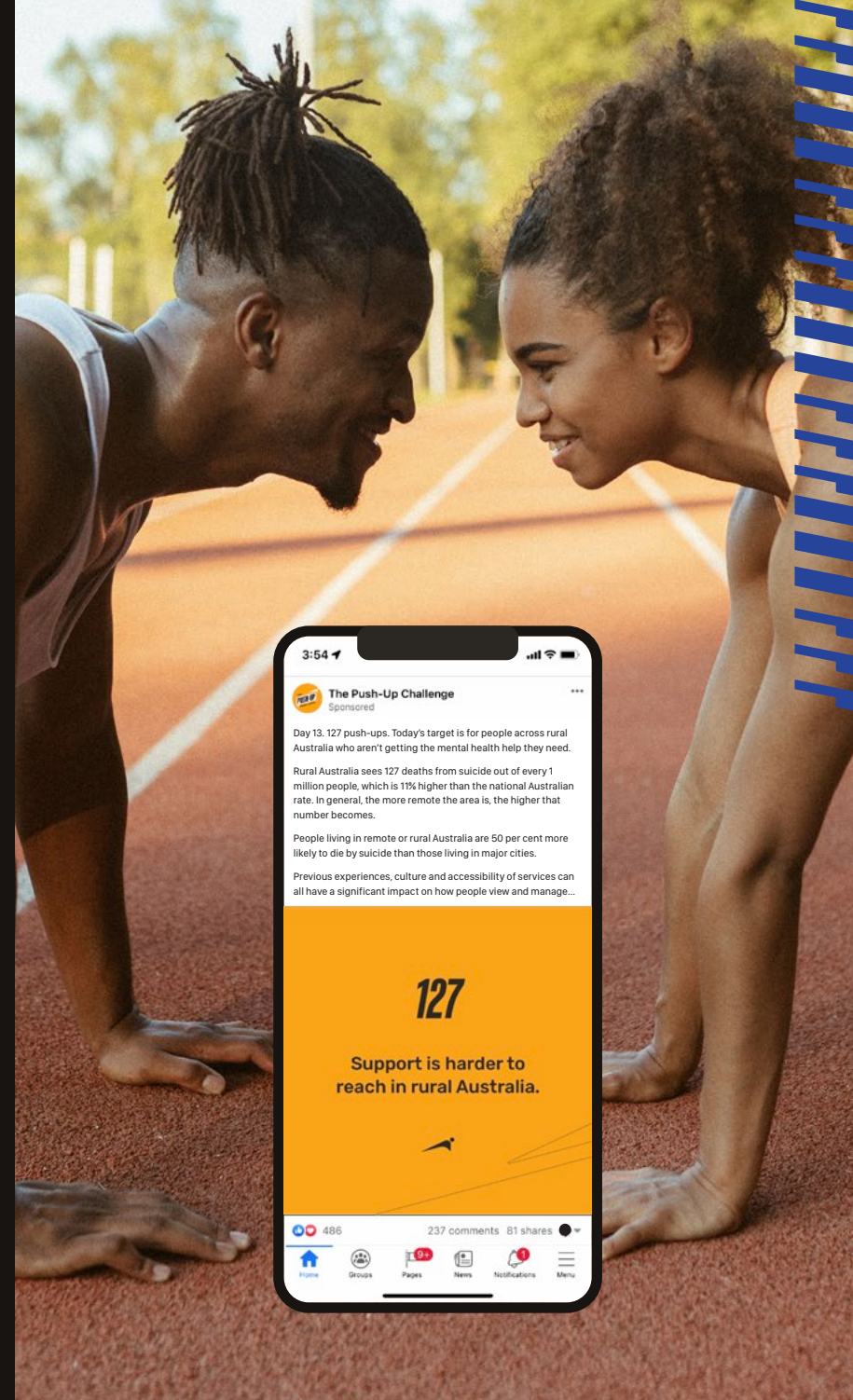
We share an important mental health fact each day of the challenge and that shapes the daily push-up target. There are also some rest days (aka catch-up days for some), plus a mobile app for logging push-ups.

It's free to sign up and we welcome whatever exercise participants are able to do. Think sit-ups, squats, knee push-ups, modified exercises – it all goes.

Fundraising is optional but a great opportunity to support mental health. Funds raised for the event's charity partners help deliver critical mental health services and programs across Australia.

Our mission: to support the health of our participants, raise mental health awareness and contribute to interventions and prevention for depression, anxiety and suicide.

***BECAUSE ONE LIFE LOST IS TOO MANY.***



# THE BACKSTORY

It started with a few mates in Perth, Western Australia, some push-ups and a desire to get fit for summer.

Fast forward just six years, and The Push-Up Challenge has transformed into the largest mental health and fitness event in Australia.

Since 2017, The Push-Up Challenge has raised over \$26 million for mental health services and engaged over 300,000 people to push for better mental health.



**606 MILLION  
PUSH-UPS** SINCE 2017



○ **2017**

Participants: A handful of mates

○ **2018**

**1,000** participants | **\$50k** raised

○ **2019**

**49,000** participants | **\$2.5m** raised

○ **2020**

**130,000** participants | **\$5.1m** raised

○ **2021**

**174,000** participants | **\$9m** raised

○ **2022**

**153,000** participants | **\$10.1m** raised



# WHY PUSH FOR BETTER MENTAL HEALTH?



The focus of The Push-Up Challenge is to raise mental health awareness and reduce the stigma around mental illness. We raise funds for key mental health organisations, such as Lifeline, Movember and Push for Better Foundation, so they can continue to invest in research, resources, services and programs to support our communities.

Make an impact through fundraising for



PUSH  
FOR BETTER  
Foundation



Lifeline



MOVEMBER®

# 3,144

Australians lost their lives to suicide in 2021. Suicide is the leading cause of death for Australians **aged 15-44**.

# 1M

Around **1 million people** in Australia live with depression.

# 1 in 5

Australians will experience mental ill-health this year and only **46% of people seek help**.

# ENGAGE YOUR ORGANISATION IN MENTAL AND PHYSICAL HEALTH



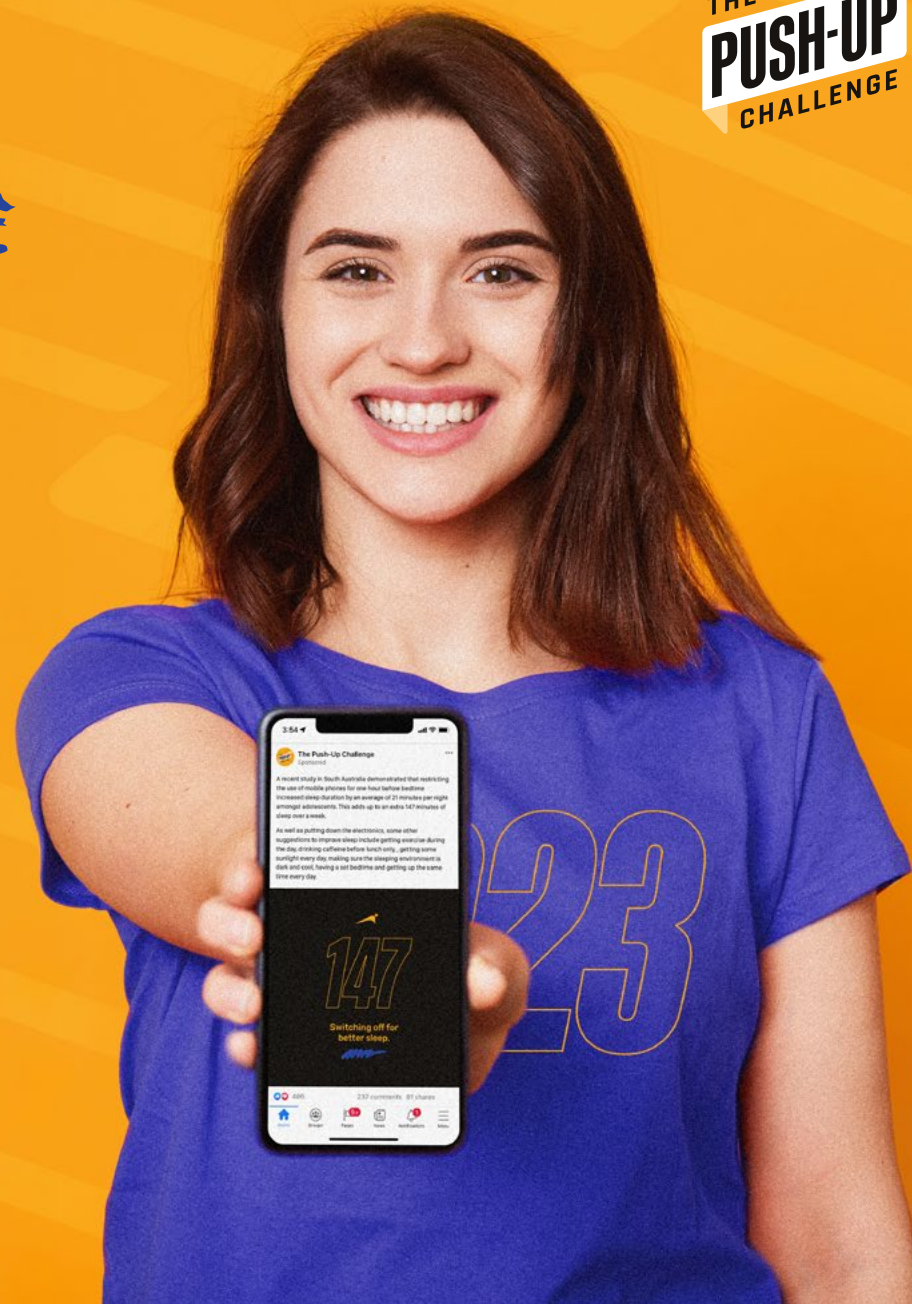
## PROMOTE EMPLOYEE WELLBEING

Participants boost their physical fitness by committing to daily exercise. Daily targets average 157 push-ups - or, there's the option to take the 50% option and halve the daily targets. Above all, the challenge is meant to be fun - so if push-ups aren't their thing, participants can swap them for an alternative. Squats, sit-ups, trips to the photocopier \*insert exercise move of choice\* all welcome.

*A recent study involving 1.24 million people found that people who participate in exercise have less days of poor mental health per month.*

## EDUCATE AROUND MENTAL HEALTH

Each day, the push-up target corresponds to a mental health fact. Over the 23 days, your workforce will get clued up around mental health, and learn how to optimise their own mental wellbeing. We share science-backed hacks for supporting others, plus what to do if a participant ever finds themselves struggling with mental health.







*"It's not just a good cause, but good for your health, your daily dose of exercise, and a good conversation-starter." - Dean, 2022 participant*



## ***FOSTER CONNECTION AMONG YOUR WORKFORCE***

Your people will connect with their workmates by working collectively towards one epic shared goal. Your colleagues will enjoy daily banter and connection as they egg each other on to nail their daily push-up targets. Bonus: your organisation's involvement in the challenge will spark conversations about mental health, which helps reduce the stigma.

*Research shows connection can be a significant preventative factor for depression, and is important in reducing depressive symptoms.*

## ***RAISE MONEY TO SUPPORT THOSE IN NEED***

Fundraising is optional – but if your organisation chooses to take up this arm of the Challenge, you'll be an instrumental part of making real change to the face of mental health in Australia. Whether you choose to support Push for Better Foundation, Movember or Lifeline, you'll be supporting the delivery of crucial mental health services and programs for those who need it most.

# OUR CHALLENGE'S IMPACT ON MENTAL HEALTH



We surveyed hundreds of 2022 participants, and here's what they told us about how they felt after the challenge...

## WORKPLACE PARTICIPANTS

**87%**

Told us The Push-Up Challenge was either better, or much better, than other workplace health promotion activities.

**6,157**

Workplace teams

**44,322**

Workplace participants

## WELLBEING (PHYSICAL AND MENTAL)

**99%**

Felt fitter and stronger

**97%**

Mood was improved

**98%**

Motivated to exercise

## LEARNING

**97%**

Learnt about mental health

**93%**

Felt connected

**50%**

Checked in on someone

## CONNECTING WITH OTHERS

**98%**

Mental illness was destigmatised

**92%**

Had mental health conversations

**96%**

Felt it made seeking help easier





***“Vibe is great following The Push-Up Challenge! We exceeded our expectations in regards to number of participants and funds raised.***

*We had numerous teams participate in Aus and NZ and across all ages and fitness levels. Teams were setting reminders throughout the day to complete their daily push-ups and it created a lot of discussion, banter and laughter each day.*

*It was a great success for improving awareness of mental health within our business, it supports a great cause and we look forward to participating again next year.”*

**- Nick Jones, DLF Seeds**





# IT'S EASY FOR YOUR COLLEAGUES TO GET INVOLVED



Sure, the target of 3,144 push-ups over 23 days is a challenge for many, but it is achievable. Promise. We've had thousands of organisations take part in the event and so many of them come back year on year.

## ***ANYTIME, ANYWHERE***

Push-ups can be done anytime, anywhere. We recommend spreading them out in manageable chunks across the day.

## ***HALVE THE TARGET***

Participants can aim for the full target, or choose the half target instead.

## ***ALTERNATIVES WELCOME***

Yes, alternatives to push-ups are more than okay (participants are welcome to swap some or all of their push-ups for squats, chin-ups, star-jumps or a combination).

# ENGAGEMENT AND ACTIVATION TIPS FOR ORGANISATIONS



The Push-Up Challenge team is here to support you with rolling out the Challenge in your organisation. Here are some tips for facilitating pre-event prep:

- Communicate your goals for number of teams, number of participants or fundraising targets if you choose to do so.
- Engage a personal trainer to help with pre-event training by encouraging best form and technique for push-ups, variations and alternative movement such as squats, sit-ups, lunges.
- Reach out to The Push-Up Challenge or your chosen beneficiary for a virtual or in-person speaker session before the event.
- Create a dedicated chat stream through MS Teams, Slack, Messenger or WhatsApp etc to encourage and motivate each other and collaborate throughout the Challenge.
- Take advantage of the posters, social media tiles and other resources we've created for you to showcase your involvement around your workplace, office or club. Follow us and our beneficiaries on LinkedIn, Instagram and Facebook for shareable assets, mental health resources, stories and examples of push-ups in the community.
- Host a launch event or morning tea to get everyone pumped to nail the Challenge together.

You can find more suggestions on our website.



# IT CAN SHAPE UP LIKE THIS

People can sign up solo, as part of a team or a community. Most organisations will have a team at the very least, or multiple teams which form a community.



## Community

This is a collection of teams. Great for large workplaces, schools, gyms, clubs or unis.



## Team

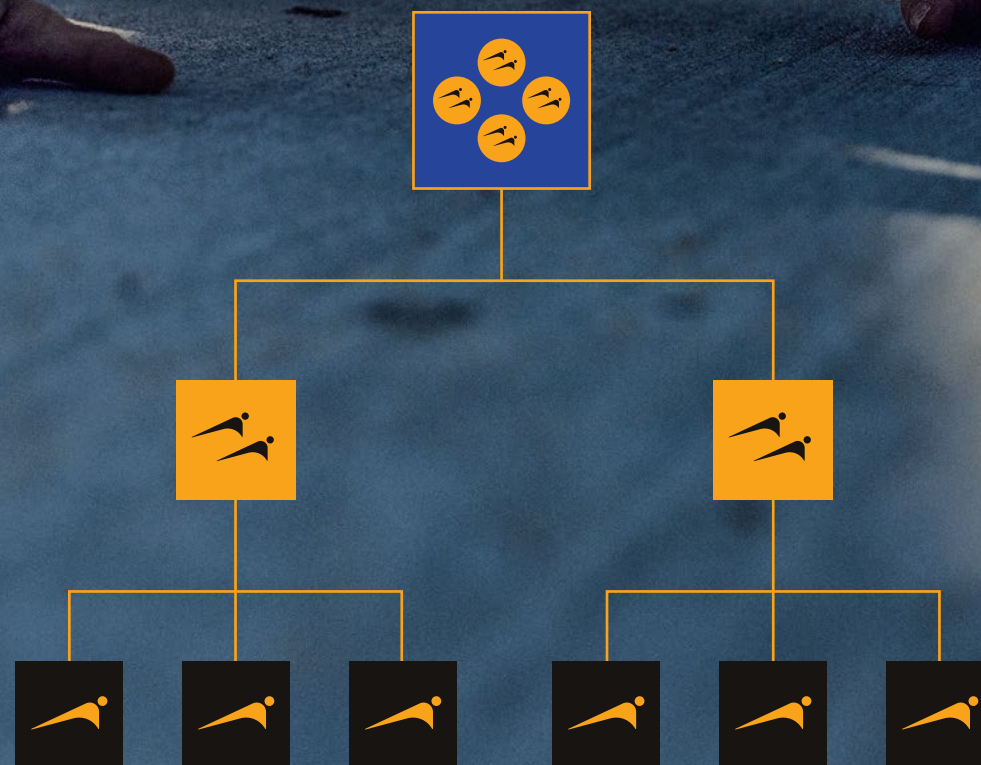
Join up to 10 legends together to form a team.



## Solo legend

Anyone can sign up as a solo participant and they'll have the support of the entire push-up crew behind them.

THE  
**PUSH-UP**  
CHALLENGE



# LET'S DO THIS!



## ***NEXT STEPS:***

- Register your organisation's interest now and we'll email you when it's time to sign up.
- Official event registration opens early April.
- Ensure your colleagues have downloaded the Push for Better app.
- We'll email some useful resources your way once you're registered, including Starter Guides, email templates, social media posts and other handy resources to help with promoting the event.
- Start pushing on Thursday 1 June!

***DID WE MENTION IT'S FREE FOR  
YOUR ORGANISATION TO TAKE PART?***





# WAYS YOU CAN GET INVOLVED IN 2023



We'd love to talk to you about the opportunities that exist for organisations big and small to be involved in 2023.

Make an impact through fundraising for



PUSH  
FOR BETTER  
Foundation



## ***PARTICIPATE AT WORK***

We encourage and support all workplaces to get involved. Posters, email templates, social media tiles will all be provided.

## ***BECOME A SUPPORTER***

Official supporters have access to an extensive toolkit and personalised support to drive engagement and participation.

## ***BECOME A PARTNER***

Collaborate with us as a foundation partner and connect your brand to helping improve the mental health of Australians.

## ***DOLLAR MATCHING***

Dollar Matching your crew's fundraising efforts goes a long way to show your organisation's support of mental health.





Proudly supporting



PUSH  
FOR BETTER  
Foundation



Lifeline



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**GOT MORE QUESTIONS?**  
***VISIT OUR WEBSITE TO CONTACT US.***

[www.thepushupchallenge.com.au](http://www.thepushupchallenge.com.au)