

THE PUSH FOR BETTER FOUNDATION APPOINTS THREE NEW MEMBERS TO BOARD OF DIRECTORS

MEDIA RELEASE: AUSTRALIA, 10 AUGUST 2026: Perth-based mental health and fitness organisation, The Push for Better Foundation, has today announced the appointment of **Gretchen Masters, Brent Hedley** and **David Beer** to its Board of Directors.

The appointments will bring significant expertise in mental health literacy, education and advocacy to the Foundation, as it continues to grow in scale, impact and complexity both in Australia and internationally.

"Following the success of our 2026 events in Australia and overseas, The Push-Up Challenge has gone from strength to strength, so there couldn't be a more perfect time to welcome Gretchen, Brent and David to our Board. Collectively they bring decades of leadership experience across mental health, wellbeing, community engagement, fundraising, governance and strategic partnerships, and we look forward to having their support and guidance as we build on the charity's current momentum," said Trevor Harris, Board Chair, The Push for Better Foundation.

"These appointments strengthen our ability to govern a growing organisation while ensuring we remain deeply connected to the mental health outcomes we are working to achieve. Their combined expertise will be invaluable as we enter our next phase of development."

Gretchen Masters has built her career around preventative health and wellbeing, having founded and scaled Spring Fitness, a purpose-driven organisation dedicated to helping Australians improve their physical and mental wellbeing. A graduate of the Australian Institute of Company Directors (GAICD), she has since held senior executive roles across corporate wellbeing, health consulting and digital health, bringing extensive expertise in strategic partnerships, growth and community impact.

"It's an honour to be joining an organisation that genuinely makes a difference to the lives of so many people, both here in Australia and around the world. As a fitness enthusiast and mental health advocate, I'm thrilled to bring my corporate experience to a role that's all about creating human connection and improving mental fitness," commented Masters.

Brent Hedley GAICD is a recognised leader in mental health advocacy and social impact across sport and community settings. He led the development of the AFL Players Association's world-leading mental health framework, services and programs, secured more than \$12 million in funding to support wellbeing initiatives for priority communities, and has served in advisory and governance roles with organisations including batyr, the Telethon Kids Institute, the Alannah & Madeline Foundation and Chronic Pain Australia. He has also been recognised as an Australian Mental Health Leaders Fellow by the National Mental Health Commission. Brent is a Graduate of the Australian Institute of Company Directors and holds four postgraduate qualifications across the fields of health and human services, social impact and education.

Hedley said: *"The connection between physical and mental fitness has shaped much of my life and work, which is why The Push-Up Challenge resonates so strongly with me. As Australia's largest mental health and fitness event, it brings people together through movement, shared purpose and genuine connection. I'm incredibly proud to join the organisation as it continues to grow its impact across Australia and internationally."*

David Beer brings a unique combination of senior executive oversight and deep frontline mental health experience to The Push for Better Foundation. With 25 years of corporate leadership at organisations including HBF Health, where he oversees engagement for over 1.2 million members, David has led multi-million-dollar digital transformations across health and financial services. A graduate of the Australian Institute of Company Directors (GAICD) with a 20 year commitment to social impact across Australia and the UK, he pairs commercial governance with direct frontline experience as a Lifeline WA Crisis Supporter, In-Shift Supervisor, and Call Coach.

"Having spent over six years on the frontlines with Lifeline WA, I see every day the critical importance of early intervention, mental health literacy, and fostering genuine community connection. The Push for Better Foundation has built an extraordinary global movement that breaks down stigma and sparks vital conversations. I am thrilled to join the Board at such a pivotal moment to support the Foundation's next

phase of growth, drawing on both my passion for mental health advocacy and my executive background to help expand the organisation's reach and impact," added Beer.

With these additions, The Push for Better Foundation's Board of Directors now comprises six members.

The appointments come as The Push for Better Foundation's flagship event, The Push-Up Challenge officially concludes its 2026 Australia event, having raised over \$13.2M for vital mental health services.

The Challenge, which ran throughout June 2026, saw over 230,000 participants take on 3,307 push-ups to honour the lives lost to suicide in Australia in 2024. Australians collectively completed 329 million push-ups and raised over \$13.2 million for Lifeline, headspace and The Push for Better Foundation.

In the ten years since its inception, The Push-Up Challenge has brought together millions of people around the globe of all ages, abilities and walks of life to get fit, have fun and do something positive for their mental fitness, raising over \$90 million for mental health charities.

To learn more about The Push for Better Foundation, make a donation for better mental health or register interest for the 2027 event, visit www.thepushupchallenge.com.au.

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About The Push for Better Foundation

The Push for Better Foundation is a registered Australian charity focused on improving mental fitness through education, engagement and fundraising. The Push for Better Foundation delivers the world's largest mental health and fitness event, The Push-Up Challenge. The Challenge runs in Australia in June, and in Canada, New Zealand and the United Kingdom in February.

For more information visit thepushupchallenge.com.au/about-us/push-for-better-foundation

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