



# WORKPLACE GUIDE & TOOLKIT

EVERYTHING YOU NEED TO ENGAGE YOUR  
ORGANISATION AND YOUR PEOPLE



# WELCOME TO THE PUSH-UP CHALLENGE

**The Push-Up Challenge is a unique, fun way for workplaces to encourage better mental health and wellbeing through connection, physical activity and education. Focusing on the mental and physical health of your colleagues will be one of the best things your workplace can do this year.**

## About the Challenge:

- From 3-26 June 2026, participants will sign up to do 3,307 push-ups for the 3,307 lives lost to suicide in Australia in 2024.
- We share an important Mental Health Fact each day of the Challenge, and this shapes the daily push-up target.
- There's a free mobile app which makes it easy to log your push-ups, check the daily target and see how your colleagues are going.
- It's completely free.
- Alternative exercises and smaller targets are welcome.

This guide will help you to engage your workplace in the challenge. The aim is to get as many team members involved as possible so they can learn about mental health, feel more connected to the team, improve their physical and mental health, and help raise funds for mental health.



**3,307 PUSH-UPS. 24 DAYS. 3-26 JUNE 2026.**

# HOW TO SIGN UP

Anyone can sign up to participate in The Push-up Challenge as an Individual, as part of a Team, or as part of a Community. Most workplaces will have a Team at the very least, or multiple teams which form a Community.



## INDIVIDUAL

To participate, your Team members will sign up as individuals and join your Team/Community as part of the registration process.



## TEAM

This is a collection of individuals. We recommend around 10 people per Team.



## COMMUNITY

This is a collection of Teams. This is great for large workplaces. You can have as many Teams as you like in a community.

Sign up online and create a Team or Community on behalf of your workplace. We'll then send you a link to invite your workmates to join you.



# WORKPLACE DOLLAR MATCHING



## Double the impact

By matching the funds raised by employees throughout the Challenge, your workplace can double the impact they have on mental health in Australia.

You'll also contribute to a more physically and mentally healthy workplace by keeping employees motivated to complete the Challenge. Find out more about [Dollar Matching](#) and how your workplace can match your employees donations.



# HOW TO PARTICIPATE LIKE A PRO



## ✓ BEFORE THE CHALLENGE

- Register your workplace as a Team/Community.  
  
Invite all the branches/offices/team members at your work to join you. Shout it from the rooftops, via email, and at your next team meeting. Use our [Communication templates](#) to email staff and even get leadership team support. **Pro tip:** Elect Team Captains and encourage a friendly rivalry between different areas of your workplace.
- You could even arrange prizes for the top-performing individuals or teams for a little extra motivation.
- Post on your workplace's social media pages to spread the word about your participation in the Challenge using our social media tiles.
- Send a reminder to all your team members to register and download the App before the Challenge begins on 3 June.

## ✓ DURING (3-26 JUNE)

- Encourage each Team Captain to print and display a Push-Ups Tally Poster in the office to track progress.  
  
Ask your leadership team if they'd support dollar matching so funds raised by employees can be doubled – a great way to give your workplace culture a boost too.
- Coordinate a fundraiser in your workplace, like a morning tea or raffle. **Pro tip:** If your workplace has signed up as a Community, why not empower each of your Team Captains to plan a fundraiser?
- Encourage team members to share their fundraising page link with friends and family to help raise funds.  
  
Share your involvement on social media to spread mental health awareness and raise more funds. **Pro tip:** Encourage your team members to submit creative push-up photos with your product, service or logo in the photo. Offer a prize for the best photo.

## ✓ AFTER

- Thank your team for taking part. Let them know how much you raised as a workplace, and celebrate your amazing collective achievement!
- Share your final fundraising amount on social media to celebrate the impact you've made on mental health.

# KEY MESSAGES (BUSINESS TO BUSINESS)



## ✓ GET INVOLVED

- The Push-Up Challenge gives organisations a simple way to support the mental and physical wellbeing of their people. By bringing teams together around a shared goal, workplaces can build stronger connections, creative energy and take meaningful steps towards better mental health.
- Getting involved in The Push-Up Challenge is an easy way to create a healthier, more connected workplace. It encourages people to move more, connect with others and be part of something bigger, all while supporting mental health across Australia.
- The Push-Up Challenge helps organisations bring wellbeing to life in a way that is engaging, inclusive and easy to implement. It creates a shared experience that connects teams and supports better mental health across the workplace.

## ✓ DURING (3-26 JUNE)

- How is your team tracking so far? The Push-Up Challenge is a great opportunity to keep your people engaged, connected and motivated. Keep the momentum going by celebrating progress, encouraging participation and supporting your teams to show up each day.
- The Challenge is underway. Now is the time to check in with your teams, recognise their efforts and keep energy high across your workplace. Small moments of encouragement can make a big difference in keeping people engaged and connected.
- How is your organisation going in the Challenge? This is your opportunity to keep the momentum building, support your teams and celebrate the impact they are making. Staying visible and engaged will help drive participation through to the finish.

## ✓ AFTER

- Well done to your organisation for being part of The Push-Up Challenge. Your teams have shown up, supported each other and taken positive steps to build their mental fitness. Together, you've also helped raise vital funds to support mental health across Australia.
- Congratulations on completing The Push-Up Challenge. Your people have built simple habits that support their mental and physical wellbeing, while making a meaningful contribution through fundraising. It's a strong example of what can be achieved when teams come together for a shared purpose.
- Well done to your team for taking on The Push-Up Challenge. By staying consistent and connected, your organisation has helped strengthen mental fitness in the workplace while raising important funds for mental health. That impact goes well beyond the Challenge itself.

# KEY MESSAGES (BUSINESS TO EMPLOYEES)



## ✓ GET INVOLVED

- We're taking on The Push-Up Challenge this June. It's 24 days, 3,307 push-ups and one shared goal – to move more, feel better and back mental health. Jump in and be part of the team.
- This June, we're getting behind The Push-Up Challenge. It's your chance to get involved, get active and take on something meaningful. Sign up, join in and let's do it together.
- We're in. The Push-Up Challenge is on this June and we're bringing the whole team with us.
- However you take part, it's about showing up, getting involved and pushing for better together.

## ✓ DURING (3-26 JUNE)

- We're underway. How are you tracking? Keep pushing, back your teammates and keep the momentum going. Every rep counts and it all adds up.
- Halfway there or just getting started – Keep going. Check in with your team, stay consistent and don't overthink it. Just keep pushing.
- This is where it counts. Stay in it, support each other and keep the energy up across the team. We're building something together here.

## ✓ AFTER

- We did it. An incredible effort across the team – showing up, backing each other and raising funds for mental health. Be proud of what we've achieved together.
- What a result. You've pushed through, stayed consistent and made a real impact for yourselves and for mental health. That's something worth celebrating.
- Challenge complete. A huge effort from everyone involved – stronger habits, stronger connections and real impact made. Let's carry this forward.

# KEY MESSAGES (GENERIC)

READY-MADE WORDS SO YOU DON'T HAVE TO OVERTHINK IT



## 1 DO SOMETHING POSITIVE FOR YOUR MENTAL HEALTH

**Small daily actions can make a big difference**

The Push-Up Challenge encourages people to get active and build simple habits that support their mental fitness. By showing up each day, participants are taking positive steps to improve how they feel, both physically and mentally.

## 4 LEARN AS YOU GO

**Build your mental fitness along the way**

Each day unlocks a Mental Health Fact designed to educate and spark conversation. Participants gain practical tools and insights they can carry beyond the Challenge.

## 2 BRINGING YOUR TEAM TOGETHER

**Connection is at the heart of better wellbeing**

The Challenge creates a shared goal across your workplace, helping teams connect, support each other and have meaningful conversations around mental health in a natural and engaging way.

## 5 BE PART OF SOMETHING BIGGER

**Join a nationwide movement for better mental health**

Hundreds of thousands of Australians take part each year, coming together to raise awareness, reduce stigma and support mental health in their communities.

## 3 EVERYONE CAN JOIN IN

**No pressure, no judgement - just give it a go**

You don't need to be a push-up pro to take part. Participants can swap exercises, go at their own pace or complete half the target. It's about moving in a way that feels right for you.

## 6 IT'S SIMPLE TO GET STARTED

**Get involved and make an impact this June**

Register now, join a team and track your progress in the app. It's free to participate and fundraising is optional, making it accessible for everyone. Let's push for better, together.



**PUSH FOR BETTER**

[THEPUSHUPCHALLENGE.COM.AU](http://THEPUSHUPCHALLENGE.COM.AU)