



# INFORMATION PACK 2024



THE  
**PUSH-UP**  
CHALLENGE

# PUSH FOR BETTER MENTAL HEALTH

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

This year, participants will sign up to do 3,249 push-ups over 24 days in June, putting a spotlight on the number of lives lost to suicide in 2022.

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. Thinksit-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.

**3,249 PUSH-UPS. 5-28 JUNE.**



# 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 seven 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 \$40 million for mental health research, programs and services and engaged over 500,000 people to push for better mental health.



**915 MILLION  
PUSH-UPS** SINCE 2017

|             |   |
|-------------|---|
| <b>2017</b> | Participants: A handful of mates                    |
| <b>2018</b> | <b>1,000</b> participants   <b>\$50k</b> raised     |
| <b>2019</b> | <b>49,000</b> participants   <b>\$2.5m</b> raised   |
| <b>2020</b> | <b>130,000</b> participants   <b>\$5.1m</b> raised  |
| <b>2021</b> | <b>174,000</b> participants   <b>\$9m</b> raised    |
| <b>2022</b> | <b>153,000</b> participants   <b>\$10.1m</b> raised |
| <b>2023</b> | <b>215,000</b> participants   <b>\$14.7m</b> raised |



# WHY WE 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, headspace and Push for Better Foundation, so they can continue to invest in research, resources, services and programs to support our communities.

# 3,249

Australians lost their lives to suicide in 2022. 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

of us will experience symptoms of mental illness in any given year. Roughly 60% of these people won't seek help.





# WHY YOU SHOULD PUSH WITH US IN 2024



## BOOST YOUR FITNESS

You'll take your fitness next-level by committing to daily exercise and pushing yourself out of your comfort zone. Seriously – daily targets average a cool 157 push-ups per day. But if the thought of that makes you want to face-plant into your screen, mate – take the 50% option and save half the sweat.

And if push-ups aren't your thing, swap it for an alternative. Squats, sit-ups, cartwheels \*insert exercise move of choice\* all welcome. Either way, your fitness will reap the rewards.



## LEARN THE FACTS AROUND MENTAL HEALTH

Your daily push-up target corresponds to a mental health fact. Over the 24 days, you'll get clued up around mental health, and learn how to optimise your own mental wellbeing. We share science-backed hacks for supporting others you're worried about, plus what to do if you're ever struggling yourself.

## FEEL MORE CONNECTED

Working towards one epic shared goal alongside 150,000+ other legends guarantees a pretty awesome buzz. Plus, if you tackle The Push-Up Challenge as a team, whether that's with your work crew, footy club, gym, best mates or family, enjoy daily banter as you egg each other on to nail your daily push-up targets. Bonus: your involvement in the challenge will spark chats about mental health with your mates, which helps reduce the stigma.

## 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, headspace or Lifeline, you'll be supporting the delivery of crucial mental health services and programs for those who need it most.



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

- Dean, regular participant



# OUR CHALLENGE'S IMPACT ON MENTAL HEALTH



We surveyed thousands of 2023 participants, and here's what they told us about how they felt after the challenge.



## WELLBEING (PHYSICAL AND MENTAL)

99%

Felt fitter and stronger

97%

Mood was improved

98%

Motivated to exercise

## LEARNING

97%

Learn about mental health

93%

Felt connected

50%

Checked in on someone

98%

Mental illness was destigmatised

92%

Had mental health conversations

96%

Felt it made seeking help easier



**“I entered The Push-Up Challenge to improve my fitness and mental health. I suffered depression from when my first child was born. My mental health was also impacted by my employment as a first responder for 32 years.**

I thought that there was no way out of the deep dread of depression that I was experiencing, [but] with counselling and the support of family and friends, I pulled through after a number of years. I owe my life to exercise and support from counselling, my GPs and family and friends. Exercise is my continual medicine.

The best thing about participating in The Push-Up Challenge was participating as part of a supportive team of women who became life-long friends.”

-Wendy's story



# SWEET... BUT ISN'T THAT A LOT OF PUSH-UPS?



Sure, the target of 3,249 push-ups over 24 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).

# GO SOLO OR WITH MATES

You can sign up solo, as part of a team or a community



## Community

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



## Team

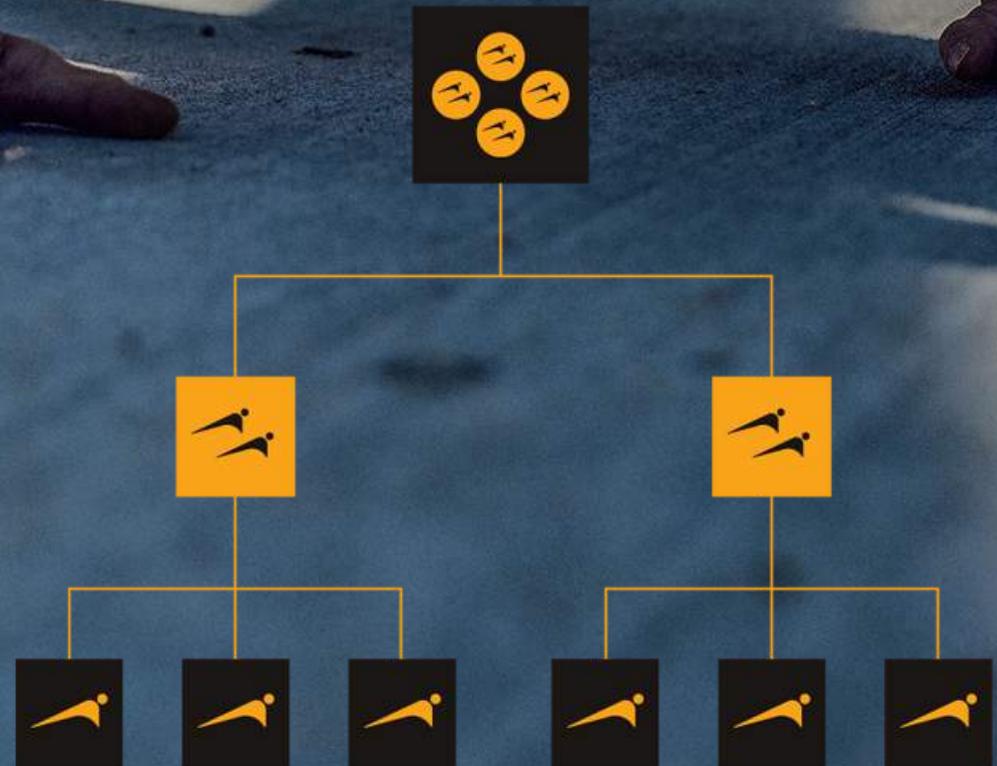
Join up to 10 legends together to form a team.



## 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**  
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# HOW TO GET INVOLVED



- Register your interest now to be notified via email
- Official event registration opens early April.
- Once registered, we'll email some useful resources with all the info you'll need to smash your Challenge.
- Download the Push for Better app
- Start pushing on Wednesday 5th June!



Proudly supporting



PUSH  
FOR BETTER  
Foundation



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headspace

**GOT MORE QUESTIONS? VISIT OUR WEBSITE**

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