

10,000 Steps

Every step counts.



The 10,000 Steps program aims to increase the day-to-day activity of Australians by encouraging the use of pedometers or activity trackers to accumulate “incidental” physical activity. Significant health and well-being benefits can be achieved simply by moving more every day. 10,000 Steps provides a supportive program with a free, interactive website and resources for individuals, workplaces and communities.

More than 405,000 individuals have registered and logged over 212 billion steps on the 10,000 Steps website since 2003.

Program achievements in Queensland from 2016-2019



29,000 New Queensland members registered

Gender: **Male: 28%** | **Female: 72%**

Location: **Major city 44%** | **Regional 48%** | **Remote 3%**

Average age: **42 years**



588 New Queensland workplaces registered



122 New Queensland community organisations registered



64 Organisations implementing 120 active community strategies



589 Team Tournaments



13 Billion steps logged by Queenslanders



17,260 Mobile App downloads

Other achievements:

- Updated 10,000 Steps brand and website
- Website synchronisation with Fitbit & Garmin
- New 10,000 Steps mobile app for iOS & Android
- Awarded 21 Community Grants in 2017-2018
- Website updated to facilitate Health Challenges

Queensland Tournaments:



The number of participants engaging in sufficient physical activity increased at 6 weeks and 18 weeks after starting a 10,000 Steps tournament.



Organisations reported that the time and financial costs to implement 10,000 Steps are low to reasonable.

90%

of participants enjoyed taking part in the 10,000 Steps Tournament.

95%

of organisations reported that the 10,000 Steps resources are useful or extremely useful in promoting physical activity.

93%

of organisations reported the 10,000 Steps resources to be effective in increasing physical activity in their employees.

“10,000 Steps has inspired me to motivate family members and friends.”

“The website and app are an excellent resource. Thank you.”

10,000 Steps resources:



Free 10,000 Steps mobile app



Monthly Challenges with prizes



Free resources available to individuals, workplaces and community groups



Team Tournaments



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For further information please contact:
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Healthier. Happier.

