

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 wellbeing benefits can be achieved by moving more every day. 10,000 Steps provides support and motivation to be active via a free, interactive website and resources for workplaces and communities.

10,000 Steps program achievements



483,322 members registered
 Monthly average 4,832 registrations

Queensland member demographics
 Gender: **Male:** 29% | **Female:** 70%
 Location: **Major city** 57% | **Regional** 40% | **Remote** 3%
 Average age: 41 years



7,301 team Tournaments

Queensland Tournament Evaluations:



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.



245 Billion steps logged
 Monthly average >1.3 billion steps



16,203 organisations registered



92,721 Mobile App downloads



500 Monthly Challenge participants



103,300 website sessions/mth

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.

Other recent achievements:

- Queensland Billion Steps Challenge - completed in only 32 days
- South Australia Billion Steps Challenge - Launched October 2020
- Website synchronisation with Fitbit & Garmin
- 76.4% National awareness of 10,000 Steps
- 80.3% Queensland awareness of 10,000 Steps
- 83 active community strategies across Qld 2019-2020

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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"10,000 Steps has inspired me to motivate family members & friends."

"This challenge created greater awareness to become active. I was inspired to reach targets and felt accomplished doing so."

"The website and app are an excellent resource. Thank you."

"We could lean on the existing [10,000 Steps] resources and branding to make our project in the community walking space credible and identifiable."

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