

10,000 Steps April WalkFest Challenge

Stakeholder Promotional Toolkit



Challenge Details

Step through South Australia this April in the FREE online **10,000 Steps WalkFest Challenge** to increase physical activity levels in your workplace and community. The April Challenge offers four virtual journeys across South Australia, designed for different activity levels. Join the Challenge to celebrate [WalkFest](#) and the start of the bushwalking season. This year's WalkFest theme of *Connecting with Nature* highlights access and equity to the outdoors for all.

Join the Challenge

Encourage individual participation in the online **10,000 Steps Walkfest Challenge!** Getting involved is easy:

- [Sign up](#) and join the [April Challenge](#)
- Download the 10,000 Steps app for [iOS](#) or [Android](#) devices
- Track and sync steps from April 1 - 30
- View progress on the Challenge Leaderboard

Promote the Challenge

Support your workplace or community to step up to the Challenge by promoting participation. Here's how:

- Include the April WalkFest Challenge **Email Banner** signatures
- Display the April WalkFest Challenge **A4 Poster** within your organisation
- Share [10,000 Steps](#) April Challenge posts on **social media** or create your own using our assets

More Information

Find out more about the **April WalkFest Challenge**, 10,000 Steps program, and the benefits of being active in South Australia's great outdoors!

- [April WalkFest Challenge](#)
- [The Benefits of Being Active in Nature](#)
- [Benefits of Being Active](#)
- [Being Active in South Australia](#)
- [WalkFest 2025](#)
- [Walking SA](#)
- [National Parks and Wildlife Service SA](#)

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Email Signature

Display the **April WalkFest Challenge** banner in your email signature throughout April to inspire others to join the Challenge.




Social Media Assets


Utilise our **asset tiles** to promote the Challenge on your social platforms. You can share our Challenge posts or tag us on Facebook [@10000Steps.1](https://www.facebook.com/10000Steps.1) and Instagram [10000steps_](https://www.instagram.com/10000steps_).

Post Copy:

Join the 10,000 Steps WalkFest Challenge! 🌿

Step up to the April Challenge to celebrate Walkfest! Sign up with 10,000 Steps, join the Challenge and track your steps from April 1.

 Challenge dates: 1 – 30 April, 2025

 Sign up: 10000steps.org.au/walkfest-challenge

#10000Steps #EveryStepCounts #WalkfestSA



A4 Poster

Print and display the April WalkFest Challenge **A4 Poster** in high-traffic areas within your organisation to boost participation. Display the poster in lunch rooms, lifts, stairwells and noticeboards and other common spaces.

A visible reminder can inspire your team to get moving, stay active, and take part in the challenge together!



10000steps.org.au

10,000 Steps is a free physical activity program delivered by CQUniversity and proudly funded by the Queensland Government through Health and Wellbeing Queensland and Preventive Health SA, Government of SA.