

# Step into Nature

## Stakeholder Promotional Kit



### ABOUT 10,000 STEPS

The 10,000 Steps Program ([10000steps.org.au](http://10000steps.org.au)) is a free, not-for-profit, evidence-based, multi-strategy initiative that motivates individuals to increase daily physical activity by setting goals and tracking steps. We provide a range of strategies and resources for workplaces and communities to support their employees or community members to be active every day. The program is developed and delivered by physical activity and digital health researchers at CQUniversity Australia.

### ABOUT THE STEP INTO NATURE PROJECT

The Step into Nature Project promotes physical activity in nature for community-based health and well-being. It aims to inspire and encourage people of all ages, abilities, and cultures to connect with nature and stay active.

FREE Step into Nature resources—including practical articles and ready-to-use promotional materials—are available to help councils, workplaces, and community groups get people moving outdoors. These tools make it easy to promote physical activity using local trails, parks, sports facilities, and community step challenges.

The Step into Nature Project is proudly supported by the Queensland Government through the ActiveKIT Super Round.

### ABOUT THE STEP INTO NATURE CHALLENGE

Step through Queensland this May in the FREE online 10,000 Steps May Step into Nature Challenge! The May Challenge offers four virtual journeys across Queensland, designed for different activity levels. As the weather starts to cool down in most parts of Australia, May is the perfect time to explore the outdoors. Join the Challenge and step into nature in your local area.



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### JOIN THE CHALLENGE

Encourage individual participation in the online 10,000 Steps May Step into Nature Challenge! Getting involved is easy:

- [Sign up](#) and join the [May Challenge](#)
- Download the 10,000 Steps app for [iOS](#) or [Android](#) devices
- Track and sync steps from May 1 - 31
- 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:

- Add the May Step into Nature Challenge Email Banner to email signatures
- Display the May Step into Nature Challenge A4 Posters within your organisation
- Share [10,000 Steps](#) May Challenge posts on social media or create your own using our assets

### MORE INFORMATION

Find out more about the May Step into Nature Challenge and the benefits of being active in Queensland's great outdoors!

- [May Step into Nature Challenge](#)
- [The Step into Nature Project](#)
- [The Benefits of Being Active in Nature](#)
- [12 Ways to Get Your Steps up in Nature](#)
- [Embracing Nature: Accessible Physical Activity for All Abilities](#)



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DOWNLOAD FREE  
RESOURCES HERE



x2

Posters



x19

Social media  
tiles

Email signature  
banners

x2



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### A4 POSTERS

A visible reminder can inspire your team to get moving, stay active, and take part in the challenge together! Print and display the May Step into Nature Challenge A4 Posters in high-traffic areas within your organisation to boost participation. These could be places like lunch rooms, in lifts, stairwells, or on noticeboards and other common spaces.

#### Option 1



## Step into nature.

**Make every step count - Join the May Challenge!**

Challenge starts May 1



Scan the QR code to join!

Register for **FREE** with 10,000 Steps today and join one of four journeys to **step into nature** through Queensland.

Track and sync your steps each day from May 1 and complete your journey for a chance to **win a Garmin!\***

 Access online [10000steps.org.au](https://10000steps.org.au)

 Download on the App Store

 GET IT ON Google Play

The Step into Nature campaign is proudly supported by the Queensland Government through the ActiveKIT Super Round



#### Option 2



## Step into nature.

**Make every step count - Join the May Challenge!**

Challenge starts May 1



Scan the QR code to join!

Register for **FREE** with 10,000 Steps today and join one of four journeys to **step into nature** through Queensland.


Track and sync your steps each day from May 1 and complete your journey for a chance to **win a Garmin!\***

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### SOCIAL MEDIA POSTS

Utilise our social media tiles to promote the **May Challenge** on your social platforms. You can share our Challenge posts or tag us on Facebook @10000Steps.1 and Instagram 10000steps\_. Use hashtags: **#10000steps** **#stepintonature** **#everystepcounts** **#everymovecounts**


#### Option 1





#### Full Link from copy:

[10000steps.org.au/dashboard/challenges/australian-treks-step-into-nature/](https://10000steps.org.au/dashboard/challenges/australian-treks-step-into-nature/)

#### 10,000 Steps

 **10000Steps.1**

 **10000steps\_**

 **10000steps**

#### Copy suggestion:

🌿 Step into nature this May with 10,000 Steps! 🌿

Join the Step into Nature Challenge and boost your health by getting active in nature.

- ✓ Sign up with 10,000 Steps
- ✓ Join the Step into Nature Challenge
- ✓ Track your steps from May 1

It's free, flexible, and a fun way to explore your local green spaces while staying active.

Make every step count! ❤️

 Challenge dates: 1 – 31 May, 2025

 Sign up: [10000steps.org.au/step-into-nature](https://10000steps.org.au/step-into-nature)

#10000steps #stepintonature #everystepcounts  
#everymovecounts



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### SOCIAL MEDIA POSTS


Here are additional social media assets and suggested copy for sharing with your audiences to promote physical activity in nature. Please tag 10,000 Steps and use hashtags: **#10000steps #stepintonature #everystepcounts #everymovecounts**. You're also welcome to share any of our social media content and tag us on Facebook, Instagram or LinkedIn.


#### Option 1




**Full Link from copy:**  
<https://www.10000steps.org.au/learn-and-discover/tag/step-into-nature/>

#### 10,000 Steps

 **10000Steps.1**

 **10000steps\_**

 **10000steps**

#### Copy suggestion:

🌿 Looking for simple ways to feel better and move more? Step into nature! 🥾 🌻 ☀️

Spending time being active in nature is a powerful way to boost your mood and energy levels and reduce stress. Whether it's a local park, a forest trail, or a waterside stroll—there's a spot near you waiting to be explored. 🌳 🚶 🌱

For ideas to help you get moving and make the most of the great outdoors, visit [10,000 Steps](https://www.10000steps.org.au/learn-and-discover/tag/step-into-nature/).

There's no better time to get started. Tag a friend and make a plan to #stepintonature this week! 🌿

#10000steps #stepintonature #everystepcounts  
#everymovecounts



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### SOCIAL MEDIA POSTS

#### Option 2



#### Full Link to article:

<https://www.10000steps.org.au/learn-and-discover/benefits-of-being-active-in-nature/>

#### 10,000 Steps



10000Steps.1



10000steps\_



10000steps

#### Copy suggestion:

🌿 Step outside, breathe in the fresh air, and boost your health by getting active in nature! 🌳 Whether it's hiking, cycling, or simply walking through your local park, nature offers countless ways to improve both your physical and mental well-being. ☀️

#### Benefits include:

- ✓ Improved heart health and immune function
- ✓ Reduced stress, anxiety, and depression
- ✓ Better sleep, muscle strength, and bone health
- ✓ Increased energy and mindfulness

Nature is waiting for you so what are you waiting for? Make time today to step into nature and enjoy all it has to offer. 🌄 ✨

Want to learn more about the many health benefits of being active in nature? 🖱️ [Read the full article by 10,000 Steps here!](#)

#10000steps #stepintonature #everystepcounts  
#everymovecounts



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### SOCIAL MEDIA POSTS


#### Option 3





#### Full Link to article:

<https://www.10000steps.org.au/learn-and-discover/12-ways-to-get-your-steps-up-in-nature/>

#### 10,000 Steps

 10000Steps.1

 10000steps\_

 10000steps

#### Copy suggestion:

🌿 Ready to move more while soaking in nature's beauty? 🌳 There are heaps of easy ways to get your steps up in natural settings! Whether it's a relaxing walk through the park or an adventurous bike ride on forest trails, nature has endless options for boosting your health and well-being. ☀️

Here are a few ideas to get you started:

- ✓ Take a nature walk in local parks or bushland
- ✓ Go for a jog along coastal or forest trails
- ✓ Try cycling on scenic bike paths
- ✓ Play outdoor sports with family and friends in the park

Nature isn't just beautiful – it's good for your body and mind! 🌸

Want more ideas on how to make the most of nature while staying active? ➡️ [Read the full article by 10,000 Steps here!](#)

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#everymovecounts



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### SOCIAL MEDIA POSTS

#### Option 4



#### Full Link to article:

<https://www.10000steps.org.au/learn-and-discover/embracing-nature-physical-activity-for-all-abilities-sasha-job/>

#### 10,000 Steps

10000Steps.1

10000steps\_

10000steps

#### Copy suggestion:

🌿 Physical activity in nature is for EVERYONE! 🌳  
No matter your ability, engaging with the outdoors can boost your physical, mental, and social well-being. From reducing stress to improving mobility, the benefits are endless! 🏞️

For people with disability, nature-based activities can be especially rewarding. While access and other barriers can present unique challenges, with some planning and support, outdoor adventures are possible! ☀️

Discover practical tips and ideas for enjoying nature-based physical activity – no matter your ability. 💪

Ready to get started? 🖱️ [Read the full article by 10,000 Steps here!](#)

#10000steps #stepintonature #everystepcounts  
#everymovecounts



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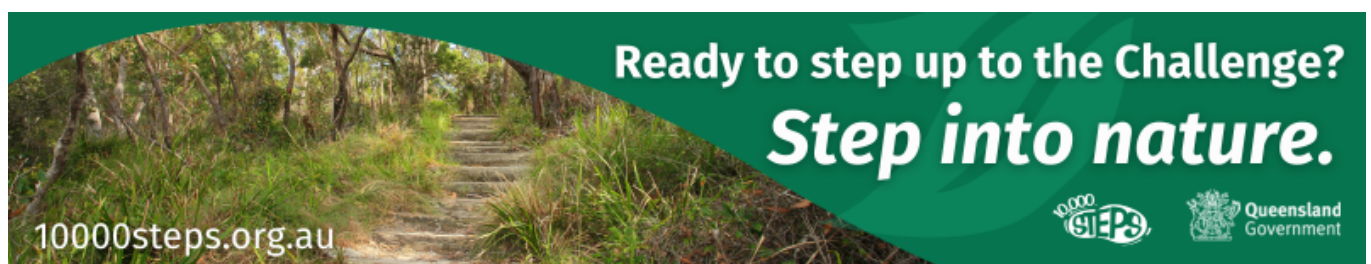
### EMAIL SIGNATURE BANNERS

Display a Step into Nature Challenge banner in your email signature to inspire others to join the Challenge.

#### Option 1



#### Option 2



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