



Stakeholder Toolkit

Challenge Overview

The **2026 Move Together Challenge** is an exciting opportunity to help people in your workplace or community to move more and stay connected, running from **3 August to 13 September 2026**.

Delivered by **10,000 Steps** and funded by the Queensland Government through **Health and Wellbeing Queensland**, the Challenge encourages participants to build simple, daily activity habits together.

People can get involved in a way that suits them, whether individually, with friends or a group or as part of a Tournament. Participants can track their daily steps using the 10,000 Steps website or mobile app, contributing to a shared Queensland step total across the six-week Challenge timeframe.

As Queensland looks ahead to 2032, the Move Together Challenge supports a shared vision of more active, connected, and healthier communities – one step at a time.

Queensland Health Steps Challenge

The **Queensland Health Steps Challenge** (3 August – 13 September 2026) is a free, optional initiative delivered by the 10,000 Steps program, running alongside the Move Together Challenge and **designed specifically for Hospital and Health Service (HHS) staff**. Delivered annually since 2024, the Challenge helps staff build healthy habits while connecting with colleagues across Queensland.

The Challenge provides HHS teams with a simple way to support wellbeing, encourage movement, and build connection across services. Participants can join their HHS and log steps, while coordinators can create a Tournament to engage teams and track progress on a statewide HHS leaderboard.

If your organisation is part of Queensland Health and are interested in getting involved, **contact the 10,000 Steps team** for more information.

Using This Toolkit

This toolkit is designed to help you promote the Move Together Challenge using the 10,000 Steps program.

It provides simple, practical guidance and ready-to-use resources to support you in encouraging people across your workplace, community, or network to get involved.

Inside, you'll find:

- key messages to communicate the Challenge clearly
- suggested actions to help drive participation
- tools and resources to support your local promotion efforts

You're encouraged to tailor these materials to suit your audience and context, making them as relevant and engaging as possible.

Key Messages

Core message

Every move counts.

Challenge Messages

- Get active. Stay connected.
- Move your way, every day.
- Every move counts toward Queensland's total.
- Small changes make a big difference.

Supporting Messages

The Move Together Challenge encourages people to build simple, sustainable movement habits. It is free, inclusive, and suitable for all activity levels, making it easy for everyone to take part.

Tracking daily steps through the 10,000 Steps helps participants stay motivated, set personal goals, and build consistency. Even small increases in daily movement can lead to meaningful improvements in health and wellbeing.

Taking part with others through workplaces teams or community groups can boost motivation, create accountability, and make being active more enjoyable.

Together, small steps contribute to healthier people, stronger teams, and more connected communities across Queensland.



How to Get Involved

Providing a clear call to action helps people understand how they can get involved in the Move Together Challenge in a way that suits them.

The most important step is simple, encourage your network to [sign up](#) or [sign in](#) at [10000steps.org.au](#) and start logging their steps.

All steps logged by Queensland members between 3 August and 13 September 2026 will automatically count towards the statewide Challenge total. There's nothing extra participants need to do to be included.

While participation can be as simple as tracking daily steps, people can also choose to:

- connect one-on-one with friends
- create or join a small group
- take part in a workplace or community Tournament

These options can help **boost motivation, build social connection, and create a shared sense of purpose** bringing the “move together” aspect of the Challenge to life.

1. Take Part Individually

All participants in the Challenge start with their own 10,000 Steps account.

To get started

- [Sign up](#) or [log in](#) at [10000steps.org.au](#)
- Download the free mobile app ([iOS](#) or [Android](#))
- Connect your activity tracker or log steps manually
- [Start logging](#) or [syncing](#) from **3 August 2026**

Once you begin logging your steps, you'll automatically be contributing to the Move Together Challenge total, every step counts.

2. Create or Join a Group

Groups are a simple way to stay motivated, build connection and move more during the Challenge. They are ideal for friends, families, work mates or small community groups up to 20 people.

To take part, participants just need to **create or join a group in August**. All steps logged from 3 August to 13 September 2026 will automatically contribute to the Move Together Challenge total.

Anyone can create a group, and no Organisation registration is required.



To get started:

- [Sign up](#) or [log in](#) to at 10000steps.org.au
- [Create a group](#) for August
- Invite others to join using their email addresses

Once members accept their invitation, they'll be added to the group and can start stepping together.

Groups can:

- Set a shared goal
- View leaderboards (daily, weekly, and monthly progress)
- Stay connected and motivated throughout the Challenge
- Opt-in to appear on the public leaderboard

Creating or joining a group is optional, but it's a great way to boost motivation, build social connection, and bring the "move together" spirit of the Challenge to life.

3. Get Involved Through an Organisation

You can support participation in your organisation by setting up a team **Tournament**, where teams can track their steps on a private leaderboard within your organisation.

Tournaments can help motivate participants to increase their activity levels, boost workplace morale, strengthen social connection, and prompt conversations around physical activity.

If you are not yet a Coordinator, [register your organisation](#) to gain access. Registrations are reviewed by the 10,000 Steps team, and you'll receive an email once approved.

To get started:

- [Log in](#) and or access the [Coordinator Hub](#)
- **Create a [Time Out Tournament](#) starting from 3 August and ending on 13 September 2026**
- Choose to opt-in to display your Tournament on the public *Move Together Challenge Leaderboard*
- Set up teams and encourage participants to sign up
- See our [Coordinator Blog](#) for detailed instructions

Participants can log or sync their steps through the website or app, track their progress, and contribute to their team's results. All steps logged by Queensland participants during the Challenge period will automatically contribute to the Move Together Challenge total.



Logging Steps

Participants can track their steps in a way that works best for them, whether using a **smartphone, pedometer, or activity tracker**.

Steps can be:

- **entered manually** through the 10,000 Steps website or [mobile app](#), or
- **synced automatically** via the mobile app.

10,000 Steps supports a range of [integrations](#), including Fitbit, Garmin, Google Fit, Apple Health, and Health Connect, making it easy for participants to track and monitor their progress.

No matter how steps are tracked, **all steps logged during the Challenge period will contribute to the Move Together Challenge total.**

Recording Other Activity

The Move Together Challenge is **primarily focused on steps, including everyday movement** such as walking, gardening, and housework.

Participants may take part in activities that aren't captured by step counters. Encourage them to include all types of movement and build activity into their daily routine in a way that suits them.

[Activities](#) such as cycling, swimming, sports or gym workouts can be logged as time and converted into steps, which are then added to the participant's daily total. This option supports [wheelchair users](#) and cyclists to take part and have their activity recognised.

As a guide:

10 minutes of moderate activity = 1,000 steps

10 minutes of vigorous activity = 2,000 steps

Moderate activity raises the heart rate while still allowing conversation, while vigorous activity is more intense and makes it difficult to speak in full sentences.



Maintaining Engagement

Keeping participants engaged throughout the Challenge helps them stay motivated, build habits, and continue logging steps.

Regular communication and simple prompts can support this, such as encouraging participants to track their progress, revisit goals, and stay connected with others.

Participants will also receive support from 10,000 Steps communications. New Queensland members will receive a welcome email series, and participants who are subscribed to *Learn and Discover Emails* in their account settings will receive weekly email updates before, during, and after the Challenge to help keep them motivated and engaged.

Workplaces and communities are encouraged to **reinforce this with their own check-ins** using platforms such as Teams, internal communications, or social media to maintain momentum and connection.

You can build engagement by:

- **Sharing regular updates** to keep progress visible
- **Recognising milestones and achievements**
- **Using leaderboards or mini challenges** to encourage friendly competition
- **Promoting team activities**, such as group walks or walking meetings

A supportive and connected environment helps participants stay motivated and more likely to maintain their activity beyond the Challenge.

Promotion Resources

Use the available resources to promote the Challenge across your organisation and networks. These include social media graphics, posters, email banners, and digital screen content.

You can also extend your reach by sharing content from Health and Wellbeing Queensland and 10,000 Steps and using consistent messaging to build awareness and encourage participation.

Stay connected by following Health and Wellbeing Queensland and 10,000 Steps on Facebook, Instagram and LinkedIn, and share updates throughout the Challenge.

To find the official accounts, visit:

- Health and Wellbeing Queensland: <https://hw.qld.gov.au/>
- 10,000 Steps: <https://www.10000steps.org.au/>



Tag these accounts in your posts and use the following hashtags to help amplify your reach and connect with the wider Challenge community:

#MoveTogetherChallenge #EveryStepCounts #10000Steps

Example Copy

Example Social Media Post

Join the Move Together Challenge

From 3 August – 13 September, we're encouraging our community to get moving and stay connected.

Getting involved is easy, simply **[sign up at 10000steps.org.au](https://10000steps.org.au)** and **start logging your steps**. Every step you log will contribute to Queensland's total during the Challenge.

Take part your way! On your own, with friends, or as part of a team and let's see how many steps we can achieve together!

Sign up today and start moving with us

#MoveTogetherChallenge #EveryStepCounts #10000Steps

Example Newsletter Snippet

Get Involved in the Move Together Challenge

The Move Together Challenge is coming this August, encouraging Queenslanders to move more and stay connected.

Getting involved is simple, just **[sign up to 10,000 Steps](#)** and **start logging your daily steps from 3 August**. All steps recorded during the Challenge will contribute to a statewide total, helping build healthier and more connected communities.

You can take part individually, with friends or family, or as part of a workplace or community group.

Join us and be part of Queensland's step total.

Conclusion

Thank you for supporting and promoting the Move Together Challenge across your workplace, community, or network.

Your efforts play an important role in helping more Queenslanders move more, stay connected, and build healthier habits.

If you need any support or have questions at any stage, please reach out to the **[10,000 Steps team](#)**, we're here to help.

