

# 10,000 Steps

## Every step counts



10,000 Steps is a free program that encourages Queenslanders to increase their physical activity. With the help of a pedometer or activity tracker, 10,000 Steps aims to make you aware of how active you are and encourages you to move more every day!

### Program achievements in Queensland from 2016-2019



**25,000** Queensland Members Registered

Gender: Male: 26.5% | Female: 71.45%

Location: Major city 45.33% | Regional 51.68% | Remote 2.89%

Average age: 43 years



**504** Queensland workplaces registered



**106** Queensland communities registered



**49** Organisations implementing 72 active community strategies



**506** Team Tournaments



**11.2 Billion** steps logged by Queenslanders



**7,000** Mobile App downloads

#### Other Achievements:

- Updated 10,000 Steps brand and website
- Website synchronisation with Fitbit
- Updated 10,000 Steps mobile app for iOS & Android
- Awarded 21 Community Grants in 2017-2018

#### 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

For further information please contact:  
10,000 Steps  
T: (07) 4930 6751  
E: 10000steps@cqu.edu.au

[www.10000steps.org.au](http://www.10000steps.org.au)



**Healthier. Happier.**

