



Activated by



Million Moves

AUSactive Member Guide

Welcome

We are thrilled that you have pledged your commitment to the Million Moves Challenge. Hitting a million moves is no mean feat but this guide has all the information you need for getting your members or clients involved.

About the Million Moves Challenge:

- AUSactive is on a mission to encourage greater physical activity among Australians, beginning with the Sunshine Coast.
- This is an inaugural event and our vision, with your support, is that we can motivate the Australian Federal Government to turn this grassroots challenge into a national health awareness initiative. Your involvement will be fundamental to getting this in motion.
- From 1 - 21 May our Electorates; Fairfax, Fisher, Longman and Wide Bay, along with AUSactive Members, local businesses, community groups, family members, friends and workplaces will join you in completing the 75 moves each day.
- The aim is that collectively we can hit a million moves across the Coast, however we do have some groups coming together to see if, with a little bit of friendly competition, they can achieve a million moves on their own, which will be a fantastic outcome!
- The rest of this AUSactive Member Guide contains useful information on how to move, some tips and tricks for staying hydrated and recovering, competitions and prizes.

Sadly according to the Australian Institute of Health and Wellbeing (ABS 2022b) “it is estimated that 75% of adults aged 18–64 do not meet both the physical activity component and the muscle-strengthening component of the Guidelines.”

The Benefits

Outside of moving better and starting an amazing habit, the benefits of health and fitness are far and wide. Here are some of the advantages for being involved (just to name a few).

Why you should be involved:

- We know that for every two people considering beginning some exercise or physical activity, one will go to a gym. So there are very real benefits to being involved, from brand awareness to potential new members or clients.
- Reducing the inactivity levels of the Australian population will directly impact the future of disease, in turn lowering demands on our already stretched healthcare system.
- The positive impact of health and fitness on your members or clients is incredible; from improved physical and mental health, improved quality of sleep, impact on mindset and mood, injury and illness prevention, through to increased productivity, motivation and long term generational change.
- Lead from the front and become a driver of change. As an AUSactive Member, you have the opportunity to drive social responsibility and impact, build long term sustainable awareness and education, shape community culture and its future outlook, and doing the right thing by your community.

We know that for every two people considering beginning some exercise or physical activity, one will go to a gym.



How To Pledge

Your members or clients can pledge to complete the Million Moves challenge. They can do this individually and as part of your Team, as well as through their wider Electorate community.

Register your Team:

To organise a Team to complete the Million Moves challenge, simply visit the Million Moves website and complete the 'Register a Team' form. Your team will then be added to the 'Registration Form' for people to select.

Individual:

To participate, your members or clients will need to visit the Million Moves website and complete the 'Registration Form'. The 'Registration Form' will ask them to select your Team and their Electorate. Registration opens on Monday, 1 April 2024.

Team:

Your members or clients will have the ability to also join your Team in Myzone, which is a wearable fitness device that allows all of your Team Members to track their effort, support and motivate each other and for those who are a little more competitive, compete across the 21 days. Full details for how to get involved with Myzone will be shared via email once your members or clients have registered.

Electorate:

Our local Federal MP's are also keen for a bit of friendly competition and are excited to see which Electorate will be the most active. When your members or clients complete their Registration Form, they will be asked to select their Electorate. Their selection will automatically include them in an Electorate community, which will also be available via Myzone.



Activated by



AUSactive

**Electorates, Businesses big and small,
schools and community groups,
as well as ambassadors joining forces
to help get the Sunshine Coast active.**

Activate

We are lucky enough to have some amazing places on our doorstep that are guaranteed to get people moving. Here are some ideas for how you can activate the Million Moves challenge with your members, clients and local businesses in your community.

Ways you can activate your members, clients and local businesses in your community.

Host a community event:

Invite your members, clients and local businesses in your community event in a local park or central area. These events should be used to promote the event, build awareness about the high inactivity levels and the need to take action, complete a 75 moves workout with everyone attending (keep this simple and basic so that everyone can do it), and grab some amazing photos and footage.

Invite your members and clients to do an activity:

We live in a beautiful place with so much opportunity to get moving. From bush walks, coastal walks, mountain climbs or waterfall treks, the options are endless. Pick your favourite and get your members or clients to do it as a group.

Inspire your local businesses:

Whether it's your local bakery or hairdressers, reach out and encourage them to get involved by pledging their commitment to move as an individual or a business.



Activated by



AUSactive

- Lara Drive Stairs
- Maroochy Botanical Gardens
- Point Cartwright Water Tower
- Mount Emu Walk
- Mooloolaba Coastal Walk
- Buderim Foote Sanctuary
- Lake Kawana
- Sunshine Beach Dog Beach
- Alexandra Headlands Hill Lookout
- Carlo Sand Blow
- Paddleboarding in Hervey Bay
- Mary River Parklands

The Classics

Gardner's Falls
Kondilla Falls
Booloumba Falls
Baxter Falls

Mt Coolum
Mt Ngungun
Mt Tibrogargan
Mt Coonowrin
Mt Beerwah
Wild Horse Mountain



Waterfalls and Mountains

Myzone

We have partnered with Myzone to provide an extra layer of accountability and motivation, as well as a competitive edge. Get involved with the two challenges and be rewarded for your effort.

How to connect

- Anyone with an Apple / Android smart watch or existing Myzone device can participate at no cost.
- Anyone who doesn't have either of the above, can purchase a new Myzone device for only \$99.99 + shipping. Normally \$210, that's a huge \$110 saving for Million Moves participants!

Challenge 1:

- Connect to Myzone via Million Moves and achieve 1,575 MEPs by the end of the challenge to go in the draw to win.
- Why 1,575 MEPs? Because 75MEPs per day for 21 days equals 1,575MEPs. If you choose to punch them out in less than 21 days, no problem. Valid entry will be for anyone who achieves a total of 1,575 MEPs by the end of the challenge.

Challenge 2: Electorate vs Electorate

- The Federal MPs will be going head to head for all to see!
- Plus, each Electorate is competing to win the highest total MEPs. The participant from the winning Electorate will be awarded double tickets into Challenge 1.

Next steps

- Once registered, all of the information and steps to connect to Myzone and the competitions will be emailed out, including what PRIZES are up for grabs!



Activated by



AUSactive

What is a MEP?

It's a point system using heart rate rewarding both intensity and time.

Let's Go!



Activated by



AUSactive

Use this handy checklist to keep your members or clients on track.

Before

- Register as a Team and invite all of your members or clients to join you.
- Extend an invitation for a friend or family member to join them in doing the challenge with you.
- From Monday, 1 April 2024 encourage your members or clients to register and connect to Myzone as this is where the juicy activity tracker lives!
- Prizes always create some extra motivation. Celebrate top performing individuals, most consistent challenger or role model leaders.
- Promote Million Moves in your space, update the TVs and screensavers, print and display posters using the resources that are available on the Million Moves website.
- Share it on your social media pages to spread the word about your participation in the challenge using the social media resources on the Million Moves website.

During

- Print and display a Million Moves Tracker Poster in your space to track progress.
- Print and display a Make Your Move Poster in your space, so members or clients can complete the 75 moves together in a designated space.
- Encourage your members or clients to share their involvement in Million Moves on their personal social channels using the Million Moves resources from the website.
- Get your members or clients to post pictures on their personal social channels of them completing the 75 moves a day. Encourage them to get snaps of them doing it on their own or with a buddy, and if you can get your brand's logo then that's a great way to showcase the support from your business. You could even offer a prize for the best photo.
- Monitor your Team's progress in Myzone and use the leaderboards for encouragement and competition.

After

- Thank your members or clients for taking part. Let them know how many people participated, how many moves were achieved as a team and celebrate your awesome collective achievement!
- Share this on socials!!!
- Encourage your members and clients to download the Million Moves Completion Guide, which will help them turn this 21 day challenge into a long term sustainable lifestyle.

Share It!

We'd love to see how your members and clients made their moves during the challenge. Grab a pic or a quick video and share it with us. You never know who you might motivate to take action.

Bring your stories to life on social media by taking photos and videos documenting your journey during the 21 day challenge.

Use **#AUSactiveMillionMoves** on Instagram and don't forget to tag us in your posts and stories **@aus_active** so we can re-post and inspire the nation.

Lacking inspiration for what to post? You can access our custom Canva graphics on our website including social tiles, posters and more.

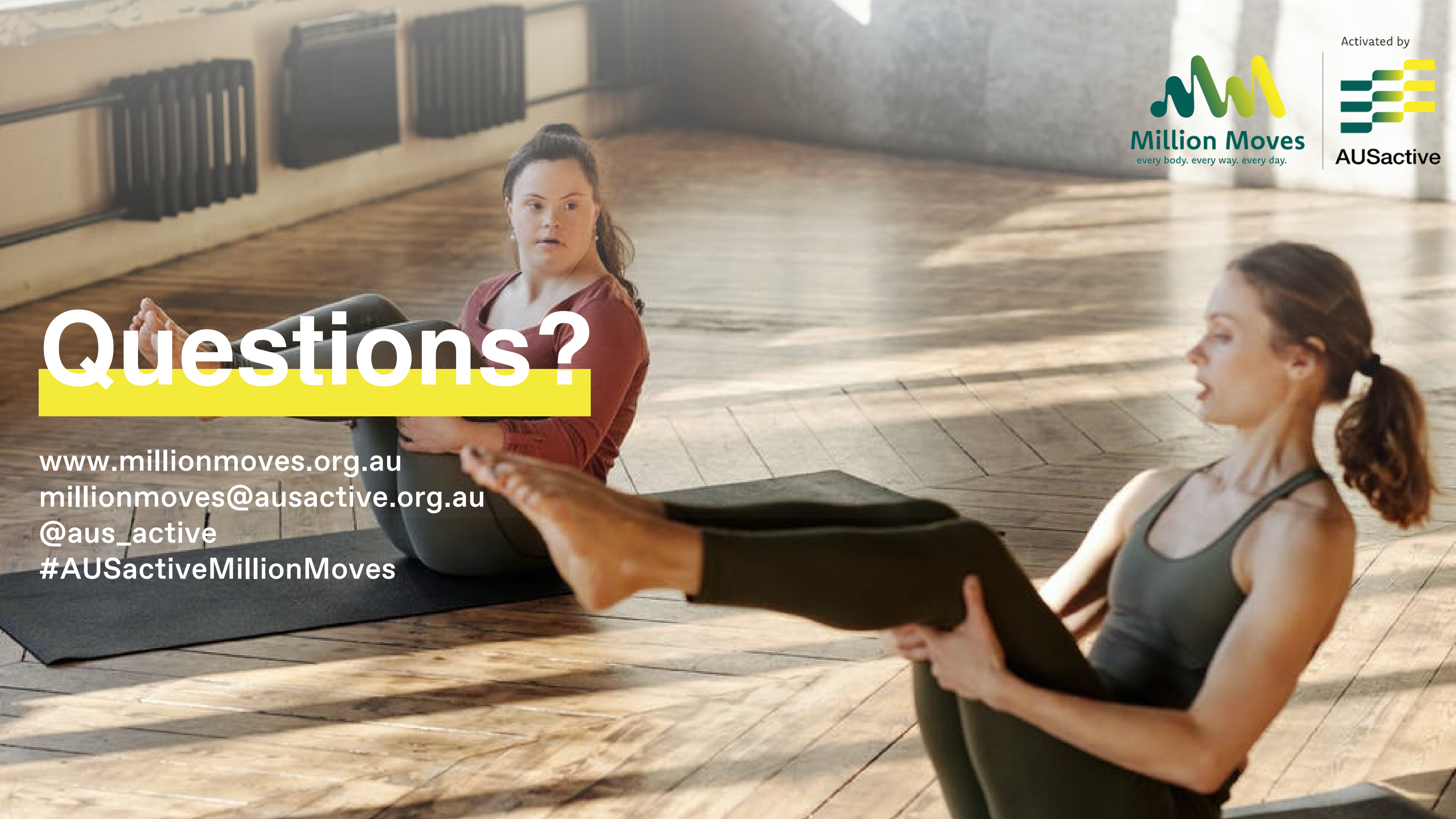


Activated by



AUSactive






Million Moves
every body. every way. every day.

Activated by



AUSactive

Questions?

www.millionmoves.org.au

millionmoves@ausactive.org.au

[@aus_active](https://www.instagram.com/aus_active)

[#AUSactiveMillionMoves](https://www.facebook.com/AUSactiveMillionMoves)