2026 TOOLKIT

HELPING YOU AND YOUR WORKPLACE PREPARE FOR NATIONAL WALK TO WORK DAY ON FRIDAY 27 MARCH

WALK TO WORK DAY

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INTRODUCTION

Walk to Work Day is on Friday 27 March 2026 and encourages employees and their employers to build regular walking into their daily routines.

Established in 1999, the annual event encourages employees to walk to and from work, take a walk at lunchtime, and use the stairs instead of the escalator or elevator.

More information can be found at walk.com.au

- BETTER HEALTH
- LESS TRAFFIC
- IMPROVED ENVIRONMENT

HOW YOU CAN GET INVOLVED

[CLICK HERE TO REGISTER FOR PUBLICITY]

1 PUBLICITY

We are aiming to promote this event wherever possible and have a number of media outlets across Australia who contact us looking to cover local stories. They would love to hear about your involvement, big or small.

If you want to see your business or workplace on TV, discussed on radio, featured on social media or covered in the newspaper for encouraging healthy habits, please visit our website walk.com.au.

2 GET WALKING

Walk as much as you can everyday, but especially in the lead up to and on Walk to Work Day on Friday 27 March 2026

If you must use the car, leave it a good distance from work and walk the rest of the way.

If you can't walk all the way, use public transport and get off the bus, train, tram or ferry a few stops earlier and walk the rest of the way to work.

Use the stairs instead of the elevator or take a half an hour walk during your lunch break – every step helps support this important initiative.

If working from home, take regular breaks and walk around the block to keep your body moving.

3 MAKE IT FUN!

Walk to Work Day can include more than just a walk into work! Here are our suggestions for some other ways you can involve walking more up to and on the day:

- Rather than holding meetings around a table or online, host a 'walking workshop'
- Challenge your work mates and compare your steps in the lead up to and on the day
- Encourage a stair walking challenge or lunchtime walk as a team

4 SPREAD THE WORD

Ask your family, friends and colleagues to get involved, too.

Employers can organise a group walk for staff, a breakfast or other walking events that fit with your organisation.

HOW YOU CAN GET INVOLVED

1 REGISTER YOUR FUNDRAISER

Walk with purpose! Register your workplace and raise funds to support word leading mental health research.

CREATE YOUR WORKPLACE FUNDRAISING PAGE HERE

2 GET MOVING

On **Friday 27 March 2026**, take steps that count

Walk to work, during lunch, or around the block

3 MAKE IT FUN

Walk to Work Day is more than just the commute. Try walking meetings, step challenges, or a team stair climb!

4 SPREAD THE WORD

Get family, friends, and colleagues involved. Organise a group walk, breakfast, or workplace event.

Ask them to support your walk by sharing your fundraising page.

5 PUBLICITY

We are promoting this event nationwide and have media outlets across Australia eager to share local stories.

They'd love to hear about your involvement, big or small.

If you'd like to see your business or workplace featured on TV, radio, social media, or in the newspaper for supporting healthy habits,

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BENEFITS OF BEING ACTIVE

Being active helps you stay physically and mentally healthy – the more active you are, the more you benefit.

According to the 2022 National Health Survey, four out of five Australians do not meet the government's physical activity guidelines. It was also reported that more than 2 million Australians are living with high cholesterol.

Regular walking can help:

- Reduce the risk of, or help manage blood sugar levels and type 2 diabetes
- Maintain or improve blood pressure, cholesterol, and reduce cardiovascular disease
- Reduce the risk of some cancers
- Prevent unhealthy weight gain and help with weight loss
- Maintain strong muscles and bones
- Develop and maintain physical and mental wellbeing
- Create opportunities for socialising and meeting people

OTHER RESOURCES

FACT SHEET
BROCHURE
TIPS & IDEAS
EXERCISE & MENTAL HEALTH

BUILDING WALKING INTO YOUR DAY

Physical activity doesn't have to be structured. Making some small changes to your daily routine, like walking every day can make a big difference. For example, you could:

- Walk to and from work
- Conduct 'walking workshops'
- For short trips, walk instead of driving
- Drive to a 'park and ride' spot, and walk the rest of the way
- Use the stairs instead of the lift or escalator
- Get off public transport one stop earlier and walk the rest of the way
- Park further away from your destination and walk
- Go for a lunchtime walk

LIMITING TIME SITTING AND LYING DOWN

Long periods of sitting can offset the benefits of being physically active, so it's important to:

- Reduce the time you spend sitting – for example, by organising 'walking workshops', using a standing desk, or enjoying a walk during your lunch break
- Break up long periods of sitting – for example walking around when on the phone

CONVERSATION STARTERS

Our latest media release is available to download via this link. Make sure to personalise this release with your own company branding when distributing through your internal communication channels.

ACCESS ALL MEDIA RELEASES HERE

NEWSLETTER / WEBSITE CONTENT

We've drafted some words for your business communications channels, which you can edit and use however works for you!

[organisation name] is taking part in Walk to Work Day on Friday 27 March.

Walk with us to support mental health research and raise funds for Black Dog Institute. [Organisation name] knows the importance of incorporating regular walking into your daily routine and the impact regular exercise has on your mental wellbeing. Regular walking can help us to stay motivated, creative and healthy for work - so step into action with us on Friday 27 March!

Join [Organisation name] team HERE (Insert fundraising page URL) OR Support us and donate HERE (Insert Fundraising Page URL)

SUGGESTED SOCIAL MEDIA POSTS

FOR BUSINESSES

Here at [organisation name], we're stepping up for mental health! 🧠

We love staying active with walking meetings, taking the stairs, and encouraging our team to walk some (if not all) the way to work.

This Friday, 27 March, we're taking part in **Walk to Work Day** to raise funds for **mental health research**. Every step counts toward a healthier future.

Follow our walking journey and support the cause on [insert fundraising URL]! #wtwd @blackdoginst

FOR STAFF

By taking the stairs instead of the elevator every day this week, I've walked the equivalent distance from [INSERT CITY] to [INSERT CITY]! 🚶

I'm not just doing it for fitness—**I'm stepping up to support mental health research.** 🧠

This **Friday 27 March**, I'll be taking part in **Walk to Work Day** to help raise funds and awareness for this important cause. Please show your support by donating to my fundraising page [Insert Fundraising URL]

CREATIVE ASSETS

FEEL FREE TO DOWNLOAD AND DISPLAY IN YOUR WORKPLACE

OFFICIAL 2026 POSTER

SOCIAL MEDIA TILES

OFFICIAL 2026 STICKER

Campaign images

UNIQUE ASSETS

Co-branded social media tiles as illustrated below can be created for your business upon request.

Please send requests to:

Dylan Hamilton-Foster

P: +61 404 064 171

dylan@webdesignjedi.com.au

For all creative assets and ways you can get involved visit walk.com.au

KEY CONTACTS

littlelionpr

PEDESTRIAN COUNCIL OF AUSTRALIA

For all campaign enquiries or for more information, please contact Harold Scruby from the Pedestrian Council of Australia.

HAROLD SCRUBY

CEO
P: +61 418 110 011
E: mail@walk.com.au

FUNDRAISING

fundraising@blackdog.org.au

LITTLELION PR

For all media and communication enquiries, please contact littlelion PR.

JAMISON DUFFIELD

Project Champion
P: +61 498 632 699
E: jamison@littlelion.com.au

GABRIELLE LEONELLO

Project Director
P: +61 425 554 454
E: gabrielle@littlelion.com.au

BLACK DOG INSTITUTE

P: (02) 9382 4530
E: blackdog@blackdog.org.au

CONNECT WITH US ON SOCIAL MEDIA!

@walktoworkday @w2wd @wtwd #wtwd

CLICK HERE TO REGISTER FOR PUBLICITY

THANK YOU FOR BEING INVOLVED