



# 2026 TOOLKIT

Helping you and your workplace prepare for Walk to Work Day  
supporting Black Dog Institute on Friday 27 March



**Black Dog  
Institute**



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# INTRODUCTION

## WALK TO WORK DAY SUPPORTING BLACK DOG INSTITUTE FRIDAY 27 MARCH 2026

This toolkit has been created to help your workplace take part in Walk to Work Day - simply, quickly and in a way that works for your team. Inside you'll find ready-to-use content, activation ideas and promotional assets to help you:

- encourage your staff to walk more for their mental and physical wellbeing
- create a positive, connected workplace activity that also increases productivity
- share your involvement across your internal and external channels
- register for publicity and share your workplace story with media
- fundraise to support Black Dog Institute

You can choose one action or do them all - every step makes a difference!

Walk to Work Day is a national initiative led by the Pedestrian Council of Australia and has proudly partnered with Black Dog Institute, highlighting the powerful role regular walking can play in supporting mentally healthy workplaces.

**Use this toolkit to plan your activity, promote your involvement and get your team moving.**  
**More info at [walk.com.au](https://www.walk.com.au)**



# WHY WALK

## MAKE THE STEP TOWARDS BETTER MENTAL HEALTH

**There is evidence suggesting regular walking improves mental health.**

It is one of the simplest, most accessible ways to feel better, think more clearly and perform at your best at work.

Walk to Work Day is a national initiative and a partnership between Pedestrian Council of Australia and Black Dog Institute to help Australians build more walking into their daily routine - before work and during the day.

## REGULAR WALKING CAN SUPPORT MENTAL HEALTH BY:

- reduces the risk of major depression by up to **26%**
- lowers stress and anxiety
- improves mood and emotional wellbeing

## DID YOU KNOW?

- regular walking is the simplest way to improve your mental health
- walking all or part of the way to work can easily be built into your daily routine
- mental illness costs Australian workplaces more than **\$39 billion** each year
- **4 in 5 Australians** do not meet the recommended physical activity guidelines
- regular walking is one of the simplest ways to change these outcomes

## PLUS, WALKING ALSO HELPS TO:

- increase daily activity levels
- improve physical health
- help prevent chronic disease
- create opportunities for social connection
- reduce car dependence and congestion
- help improve air quality and the environment
- increase focus and productivity at work
- reduce absenteeism and its associated costs to employers

## TAKE PART IN THE WAY THAT WORKS FOR YOU



[Walk for your own wellbeing](#)

and/or



[Walk and fundraise to support Black Dog Institute](#)



# HOW TO GET INVOLVED

Take part in the way that works for you - walk for your wellbeing, walk and fundraise, and celebrate your team.

## WALK FOR WELLBEING

**Improve mental health. No registration required.**

Start walking and build healthy habits in the lead-up to Friday 27 March.

OR

## WALK AND FUNDRAISE

**Turn your steps into real impact for mental health.**

Set up your workplace, team or solo fundraising page and invite others to support you.

**START FUNDRAISING**

## BUILD WALKING INTO YOUR DAY

### Your commute

- walk all or part of the way
- if you have to drive, leave the car a good distance from work and walk the rest of the way
- get off public transport several stops early and walk the rest of the way

### Your workday

- take a lunchtime walk
- hold walking workshops
- take regular movement breaks
- working from home? Walk before work, at lunch or between meetings
- take the stairs instead of the lift

### Your team

- start a team walking group
- conduct a workplace step challenge
- host a group walk or simple team breakfast on the day
- go solo, walk with a colleague or create a team

**Start now and build momentum.  
Every step counts towards better mental health.**



# MAXIMISE YOUR IMPACT

Take part in the way that works for you - walk for your wellbeing, walk and fundraise, and celebrate your team.

## ACTIVATE YOUR WORKPLACE

### Make it visible and get others involved

- download and display the poster in shared spaces
- send an all-staff email inviting people to take part
- share updates on internal channels

## CELEBRATE YOUR PEOPLE

### Build pride, connection and culture

- recognise your walkers and fundraisers
- share team photos and progress
- celebrate your impact on the day

## GET MEDIA COVERAGE

### Show your leadership and inspire others

Walk to Work Day supporting Black Dog Institute receives national media coverage, and journalists are actively seeking workplace stories to feature.

- team walks and workplace activities
- fundraising milestones
- wellbeing initiatives in action
- inspiring staff stories

**REGISTER FOR  
PUBLICITY HERE**

## NEED ASSETS OR SUPPORT?

[Download campaign materials](#) or [contact us](#) for additional resources.

**[ASSETS](#)**

**[CONTACT](#)**



# DOWNLOAD ASSETS **HERE**

## PRINT AND DISPLAY POSTER



Black Dog Institute 

### WALK TO WORK DAY

SUPPORTING BLACK DOG INSTITUTE

**FRIDAY 27 MARCH 2026**

**START WALKING NOW AND RAISE FUNDS FOR BETTER MENTAL HEALTH**



SCAN TO GET STICKER



**WALK.COM.AU**

SPONSORED BY THE AUSTRALIAN GOVERNMENT AND SUPPORTED BY ALL STATE AND TERRITORY GOVERNMENTS

## SOCIAL MEDIA TILES



Black Dog Institute 

### TAKE THE STAIRS

**FRIDAY 27 MARCH 2026**



Black Dog Institute 

### WALK WITH PURPOSE

**WALK TO WORK DAY IS FRIDAY 27 MARCH 2026**



Black Dog Institute 

### GET INVOLVED

**WALK TO WORK DAY IS FRIDAY 27 MARCH 2026**



Black Dog Institute 

### ONE WALK CAN CHANGE A MIND

**WALK TO WORK DAY IS FRIDAY 27 MARCH 2026**

## CAMPAIGN PHOTO



## OFFICIAL 2026 STICKER



## OTHER RESOURCES

[Media Releases](#)

[Fact Sheet](#)

[Brochure](#)

[Tips & Ideas](#)

[Exercise & Mental Health](#)

## NEED SOMETHING SPECIAL?

**CONTACT DYLAN AND HE WILL CREATE IT FOR YOU**



# SUGGESTED SOCIAL MEDIA POSTS



## ONE WALK CAN CHANGE A MIND

This Walk to Work Day we're walking for our mental health.

A short walk before work, a lunchtime reset or a walking meeting - every step helps create a healthier, more connected workplace.

Join us on Friday 27 March. More info here - [walk.com.au](http://walk.com.au)

#wtwd @blackdoginst

**WALK FOR YOUR WELLBEING**  
Improve mental health. No registration required.

Start walking and build healthy habits in the lead-up to Friday 27 March.



**JUST DO IT!**

We're taking part in Walk to Work Day to support a mentally healthy workplace.

No registration, no pressure - just a commitment to move more and feel better Friday 27 March 2026.

Find out how to get involved: [walk.com.au](http://walk.com.au).



**WALK FOR BETTER MENTAL HEALTH**

I'm walking for my mental health this Walk to Work Day.

A simple walk helps me reset, refocus and feel better at work.

Walk with me on Friday 27 March.

More info here - [walk.com.au](http://walk.com.au)

#wtwd @blackdoginst



# SUGGESTED SOCIAL MEDIA POSTS

## WALK AND FUNDRAISE FOR MENTAL HEALTH

Start walking and raise valuable funds for the Black Dog Institute this Walk to Work Day.



## FOR ORGANISATIONS

We're stepping up for mental health. Our team is walking and fundraising for Black Dog Institute to support world-leading research, programs and digital mental health services.

Support our walk:  
[Fundraising here](#)  
#wtwd @blackdoginst

## INDIVIDUAL FUNDRAISER POST

This Walk to Work Day I'm taking on a longer walk to raise funds for mental health. Because one walk can change more than a day - it can change a life. Support my fundraiser:  
[Fundraising here](#)



## TEAM FUNDRAISING POST

We've set our goal. We're getting our steps in. And we're raising funds for mental health. Help us reach our target and turn every step into real impact.  
[Donate here](#)

# SUGGESTED SOCIAL MEDIA POSTS

## LEADERSHIP WALK POST (FOR CEOs / EXECUTIVE TEAMS)

Our leadership team is stepping up for mental health this Walk to Work Day. When leaders walk, workplaces move. Join us as we walk together to support a mentally healthy workplace - and raise funds for Black Dog Institute. Support our leadership walk: [Fundraising link]



## TEAM PRIDE / EVENT DAY POST

Today we walked together.  
For connection.  
For wellbeing.  
For mental health.  
Proud to be part of Walk to Work Day 2026 and support Black Dog Institute.  
#wtwd



## STORY / REEL / VIDEO CAPTION

Walk before work.  
Walk at lunch.  
Walk between meetings.  
However you do it - every step supports better mental health.  
ONE WALK CAN CHANGE A MIND  
27 March



# CEOs, YOU'RE INVITED!

## LEAD THE WALK, INSPIRE YOUR PEOPLE

**CEOs and senior leaders are invited to walk with their colleagues**

**Culture is shaped by what leaders do!**

This Walk to Work Day, we're inviting CEOs and senior executives across Australia to step forward and lead the walk - demonstrating their commitment to mentally healthy workplaces and setting the tone for their people.

Regular walking improves mental health, strengthens connection and boosts productivity.

When leaders take part visibly, it normalises the conversation and inspires organisation-wide action.

## HOW YOUR TEAM CAN TAKE PART



### LEAD YOUR TEAM

Host a short walk with your staff before work or at lunchtime and start the conversation about mental health and wellbeing.

### WHY YOUR LEADERSHIP MATTERS

Your participation:

- demonstrates visible commitment to mental health and wellbeing
- strengthens connection across your workforce
- helps reduce stigma
- inspires organisation-wide involvement
- contributes to national fundraising for life-changing research and support



### TAKE ON A LEADERSHIP CHALLENGE

Commit to a longer or more demanding walk and use your platform to raise funds for Black Dog Institute's world-leading research, programs and digital mental health services.

### YOUR WALK. YOUR IMPACT

Share your leadership walk with us for national media opportunities or register your fundraising page.

[\[Fundraising link\]](#)

[\[Register for publicity\]](#)



### WALK WITH YOUR EXECUTIVE TEAM

Bring your senior leaders together and show that wellbeing and culture are priorities at every level of your organisation.

### NEED SUPPORT?

Our team can assist with:

- coordinating your leadership walk
- engaging your staff internally
- media opportunities and photography
- social media content

[\[Contact details\]](#)

# NEWSLETTER / WEBSITE CONTENT

## Walk for your wellbeing

This Walk to Work Day on Friday 27 March, we're encouraging everyone to step out for their own mental health and wellbeing. There is evidence that regular walking helps reduce stress, improve mood, boost focus and strengthen connection at work — and it starts with something as simple as a short walk before work, at lunchtime or between meetings. No registration is required — just take the first step and build more movement into your day.

## Walk and fundraise for mental health

For those who want to go further, our workplace is also walking and fundraising for Black Dog Institute to support world-leading mental health research, programs and digital services. Every step taken and every dollar raised helps create real change for people and communities across Australia. You can join the team, set up your own fundraising page or support the cause by making a donation.

## Led by our executive team

Our CEO and executive team will be leading the way by taking part in Walk to Work Day and walking alongside our people. Visible leadership helps normalise conversations about mental health, strengthens culture and inspires organisation-wide participation. We invite you to join the walk, support the fundraising effort and be part of a shared commitment to a mentally healthy workplace.

# KEY CONTACTS



**Black Dog  
Institute**



## PEDESTRIAN COUNCIL OF AUSTRALIA

For all campaign enquiries or for more information, please contact Harold Scruby at [www.walk.com.au](http://www.walk.com.au)

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## CONNECT WITH US ON SOCIAL MEDIA



[@walktoworkday](https://www.linkedin.com/company/walktoworkday)



[@walktoworkday](https://www.facebook.com/walktoworkday)



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



[#wtwd](https://twitter.com/wtwd)

## LITTLELION PR

For all media and communication enquiries, please contact LittleLion PR.  
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## FUNDRAISING

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**THANK YOU FOR  
BEING INVOLVED**

