



**Black Dog
Institute**

ONE FOOT FORWARD

the walk for mental health

In the Workplace





Engage your workplace and create an impact through One Foot Forward

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What is One Foot Forward?

One Foot Forward is a FREE virtual walking event perfect for everyone.

One Foot Forward is a virtual walking challenge during October for Mental Health Month. It is a national campaign of solidarity engaging thousands of people in a positive step forward for better mental health.

Join us to walk, run or move 40km, 60km, 100km, 150km, or a distance that suits you, for the 5 million Australians who experience a mental illness every year.

Together, we can show them they are not alone.



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One Foot Forward

Mental health in Australia

We all know mental health in Australia needs to be better. And that's our goal at Black Dog Institute.

Most of us will know someone experiencing mental illness, or even experience it ourselves, at some point in our life.



1 in 5 Australians experience a mental illness each year



That's around 5 million people



50% of them won't seek professional help.

We are committed to making a **lasting impact**.

By working alongside government, communities, schools, corporate Australia, and others in the mental health sector, we listen to and amplify the voices of those with lived experience.

By taking part in One Foot Forward you are helping fund crucial mental health research and support services at Black Dog Institute.

**Walking together.
Standing together.
Stronger together.**



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One Foot Forward

How we're creating better mental health... with your help

Through world-leading research, we're working to provide better solutions and outcomes for everyone. As one of Australia's leading Medical Research Institutes, we know there is no one-size-fits-all solution to the challenges that we're facing together.

Our research findings give us hope for the future. And by rapidly translating our research into evidence-based programs, services, and products, that hope can become reality. We want the best information we have available to be in the hands of the people who need it. To help themselves, their friends and family, their students, their workplaces, and their communities.

We're always searching for the next best thing, and we don't stop there.

We know that through hard work, continuous knowledge sharing, and being led by the evidence, we can help to provide better mental health for all Australians.

When you join **One Foot Forward, you help Black Dog Institute provide...**



Advocacy

Sharing world-leading research and real-world stories with policymakers to shape decisions that affect millions, and build a future where all Australians can access timely, affordable care.



Education & Services

Equip teachers with practical tools and professional support to provide safety and guidance to teenagers in the years when they are most vulnerable to forming mental health conditions.



Youth Mental Health

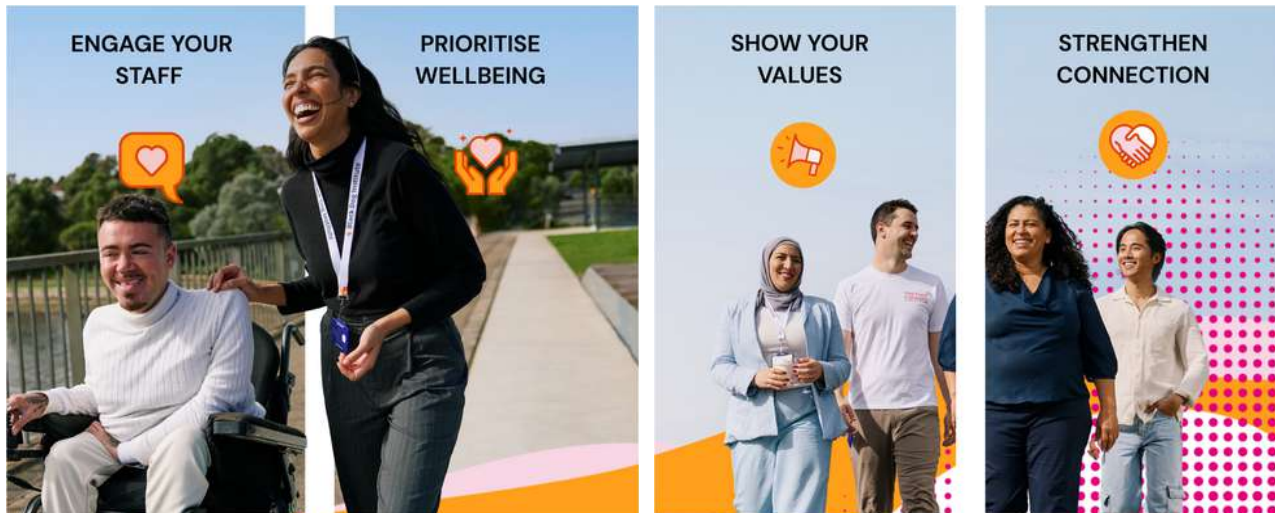
Teaching children with anxiety or depressive symptoms how to create healthier ways of thinking.



Suicide Prevention

Translate research into a digital program which can support people with suicidal thoughts to seek help when they need it most.

Why should my workplace join One Foot Forward?



- **Engage your staff** – a feel-good challenge like One Foot Forward gets people moving, motivated and mindful while connecting their efforts to a greater cause.
- **Prioritise wellbeing** – champion healthy habits and really walk the walk. One Foot Forward is a way to promote both physical and mental wellbeing in the daily routine of your organisation.
- **Show your values** – Chances are that your team members have been impacted by mental illness. Investing in a shared cause is a great way to open the conversation and how your team and network what's really important.
- **Strengthen connection** – A daily team challenge with shared goals is a great way to stay connected each day in Mental Health Month. You'll also be working towards a meaningful outcome with real impact.

How do I get my workplace involved?



1. Sign up

Sign up (for FREE) and join our community to walk in solidarity throughout October



2. Share

Share your page and raise funds to help Australians impacted by mental illness



3. Walk

Walk, run or roll and log your kilometres throughout October for Mental Health Month.




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One Foot Forward

Creating your Workplace


- To set up a Workplace Team for One Foot Forward, you will first have to create your own individual account. We ask everyone to set up their own account to make it as easy as possible to keep track of your distance and fundraising.
- As part of the registration process, you will be given the option to set up a 'Team' or a 'Workplace'. Select 'Workplace' and fill in your Workplaces details.

Would you like to join or create a **team** or **workplace**?



Team

Great for: friends, family, sports teams and community groups!



Workplace

Great for: businesses, organisations and workplace participation (big or small)!

[No thanks, I'll continue my registration](#)

[Create a workplace](#) [Join a workplace](#)

Workplace Name *

Workplace Fundraising Goal *

\$ 5000

Industry *

Please select

Allow anyone to join my workplace

[Yes](#) [No](#) This will add a join button on your workplace page allowing anyone to join your workplace

[Skip](#) [Next Step](#)

Setting up teams within your Workplace

You can then decide whether you would like to set up a team within your Workplace. Depending on your company size, creating teams to sit within your Workplace is a great way to encourage friendly competition between departments or site locations.

Workplace with teams



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Finance &
Resources



People &
Culture



Research



- Good for medium-large workplaces with 3+ teams or departments
- Enables friendly competition and collaboration between teams
- Team leaders are nominated to drive engagement and communication

Workplace without teams



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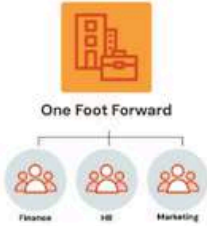
- Good for smaller or more integrated workplaces
- Encourages a unified effort towards a single workplace goal
- A workplace captain is nominated to drive engagement and communication



Would you like to create a team within One Foot Forward?

Creating teams to sit within your workplace is a great way to encourage friendly competition between departments or site locations.

[No thanks, I only want to register my workplace](#)



Create a workplace team

Team Name *

Team Fundraising Goal *

Allow anyone to join my team

☐ Yes ☐ No This will add a join button on your team page allowing anyone to join your team

[Skip](#) **Next Step**

Invite your colleagues to join your Workplace

Before completing your One Foot Forward profile, you can invite your colleagues to join your Workplace. Once you have added their name and details, an email will be sent to them with all the information they need to get set up for One Foot Forward.

Invite others

Invite your friends, family, and colleagues to walk with you in One Foot Forward this October.

Every person you invite gets you an entry in the draw to **WIN a \$1,000 Flight Centre voucher!**

[Skip this step](#)

Invite a friend

First Name *

Last Name *

Email Address

Add Another Friend

*View our competition terms & conditions [here](#)

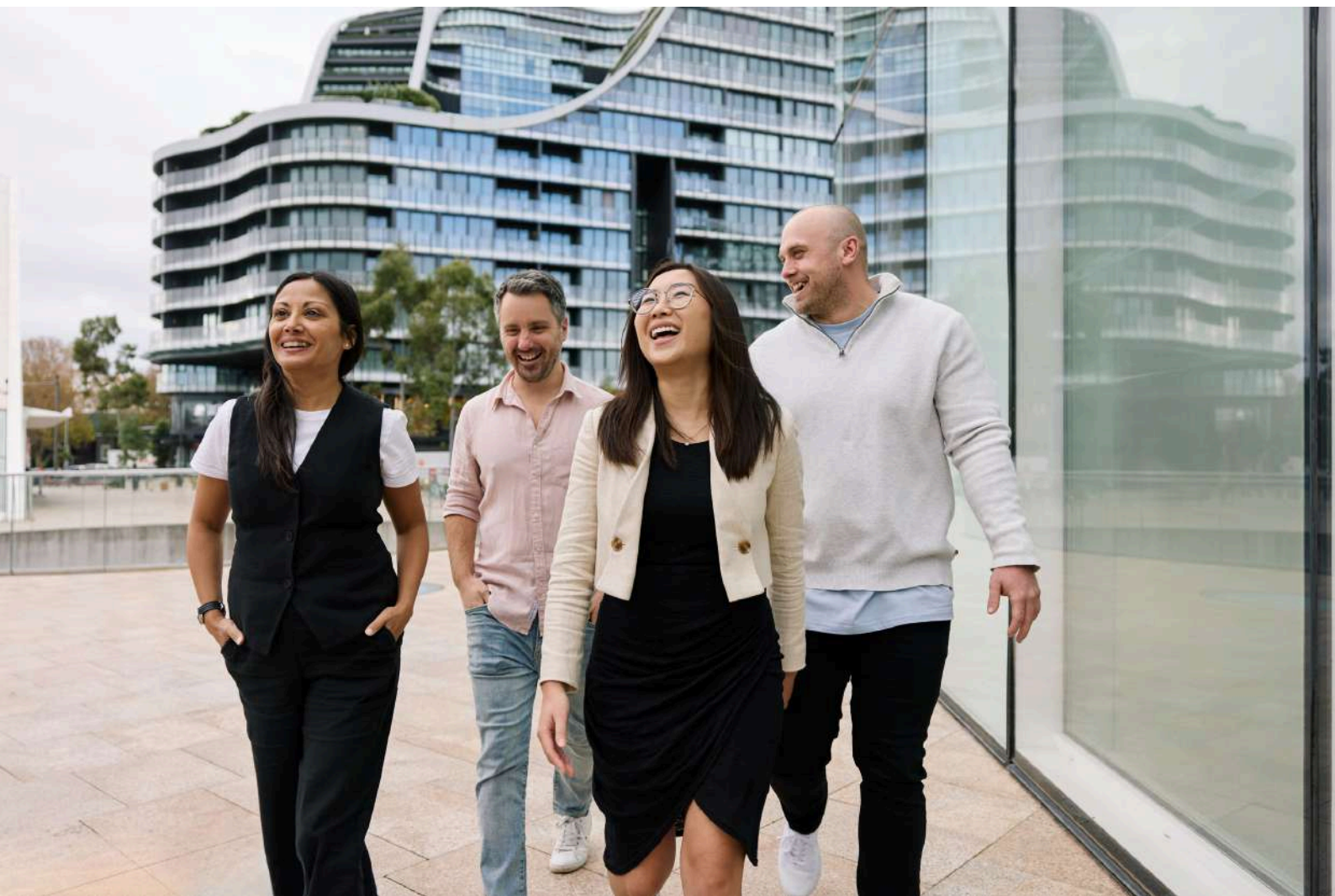
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Your role as Workplace captain

By setting up your Workplace, you are the designated One Foot Forward 'Workplace Captain'.

Your role is to:

- **Encourage your colleagues** – Invite your team to sign up for **One Foot Forward** and join your workplace group. The more people involved, the bigger the impact you'll make together.
- **Motivate your team** – Share why this cause matters, inspire your colleagues to get active, and carve out moments during the workday to walk together and complete the challenge as a team.
- **Fundraising champion** – Lead by example by setting personal goals, organising fundraising opportunities at work, and exploring whether your workplace can match donations to double your impact.



Engaging your Workplace

Once your workplace and teams are set up, it's time to spread the word.

- **Personalise your dashboard** – Login to your dashboard to upload your logo, increase your fundraising goal, and tell everyone why your workplace is walking this October.
- **Resources** – We have a range of resources available on our website to help individuals, teams and organisations. You'll find our recruitment posters and a pledge sign. Personalise display them around the office to encourage sign-ups.
- **Weekly Updates** – We'll send you updates with KMs logged and funds raised. Share a key stat in your newsletter or Teams channel to motivate staff.
- **Weekly Agenda Item** – Add One Foot Forward to your team catch-ups:
 - Share KM and fundraising progress.
 - Swap fundraising tips and walking/running highlights.
 - Set a small weekly challenge (e.g. share a walk photo in Teams).
- **Leaderboards** – Announce your top fundraiser and workplace leaderboard each week to spark healthy competition.
- **Rewards & Merchandise** – Remind staff of the One Foot Forward rewards program (merchandise levels and prize draws).
- **Facebook Group** – Encourage staff to join the One Foot Forward Facebook group (13.5K+ members) to connect with the wider community and share your workplace fundraiser.

Getting your Workplace moving

- **Weekly Lunch Walks** – Organise Friday walks (or on office team days) throughout October.
- **Mental Health Day Activity** – Host a wellbeing session such as yoga, sound meditation, or a group walk (bonus if staff wear OFF merch!).
- **Flexible Hours for Steps** – Allow staff to finish 30 minutes early on Fridays to help them reach their KM goals.
- **Office Fun Run** – Host a fun run with a small entry donation – great for raising funds and logging extra KMs.
- **Walk & Talk Meetings** – Take one-on-one or small team catch-ups outside for a walking meeting. This helps staff log KMs during work hours and is a refreshing way to connect.





Boosting your Workplace fundraising

- **Social Media Sharing** – Use our templates to encourage staff to post on LinkedIn or other platforms. Share updates on your organisation’s LinkedIn, Facebook, or other social channels.
- **Awareness Tools** – Use branded Zoom backgrounds and email signatures to spread awareness. Add donation links into your signature to make giving easy.
- **Employee Dollar Matching** – Match staff fundraising efforts on a selected day in October to boost motivation.
- **Wellness Prize Giveaway** – Offer wellness-themed prizes for the top fundraiser in each team or across your workplace.
- **Workplace Fundraisers** – Organise events such as:
 - Bake Sale / Bake-Off – Sell cakes at lunchtime or run a friendly competition.
 - Trivia Night – Host a quiz night with a small donation as entry.
 - Sweepstake – Run a sweep around a popular sports event to raise extra funds.

How have other Workplaces done it?

Workplaces of all sizes take part in One Foot Forward each year. Here's how one of our partners chose to get involved.

Their One Foot Forward objectives

- Encourage sign ups to build connections
- Fundraise for Black Dog Institute, through One Foot Forward
- Showcase their commitment to supporting mental wellbeing in the community
- Promote better health and wellbeing for customers and employees, aligned with their values

Activating One Foot Forward

Fundraising promotion	<ul style="list-style-type: none">• Share promotional assets on social media• Utilise digital screens in the office – share key messaging and fundraising page QR code
Workplace activations	<ul style="list-style-type: none">• Treadmills in the lobby• Partner with local gyms, invite community
Weekly walking groups	<ul style="list-style-type: none">• Employees meet in the office to walk• Take photos and share on social media• Incentivise participation with coffee vouchers or giveaways
One Foot Forward leaderboard	<ul style="list-style-type: none">• Reward top walker with a donation to support their fundraising efforts
One Foot Forward party	<ul style="list-style-type: none">• Host a party/lunch to thank team for participating
Giveaways	<ul style="list-style-type: none">• Encourage sign-ups with a free gift

It was a nice way to complete something meaningful as a group. Our business is quite spread out, so it brought people together.

It was fun and motivating to do it with others.

Comradery and assisting to help colleagues maintain positive mental health

Being able to connect with people in teams I would never normally work with, as well as connect to people in offices in other parts of the country

I would like further support

Need a hand? Our Workplace Support team is here to guide you every step of the way with personalised support.

Explore our helpful tools and inspiration:

- [One Foot Forward FAQs](#)
- [Fundraising Resources](#)
- [Recruitment Poster](#)
- [Workplace Fundraising Tips & Resources](#)

Discover how the Black Dog Institute can help support mental health and wellbeing in your workplace.

