GET UP & MOVE

REPORT

The Get Up & Move Initiative was made possible by the 10,000 Steps Activation Grant Award

Written by

MBEN.
Multicultural Business & Entrepreneur Network

Prepared for

Government of South Australia
Preventive Health SA

10,000 STEPS

Acknowledgement of Country

We acknowledge the Traditional Custodians of Country throughout Australia. We acknowledge and pay our respects to the Kaurna people, whose ancestral lands we live, work, and raise future generations. We acknowledge the deep feelings of connection and relationship of the Kaurna people to country.

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INTRODUCTION

The **Get Up & Move** project delivered by the Multicultural Business and Entrepreneur Network (MBEN) promoted physical activity and improved the overall health and wellbeing of multicultural business communities in South Australia – employees and business owners – by delivering culturally inclusive fitness challenges, nature walks, and wellbeing workshops.

The initiative was designed and co-led by MBEN members to accommodate diverse fitness levels, cultural backgrounds, and physical abilities. The initiative fostered a sense of community within multicultural small to medium-sized enterprises (SMEs) while addressing health disparities in underrepresented groups by offering free, accessible, and fun activities tailored to the specific needs of participants. The project helped reduce sedentary behaviour and encouraged lifelong habits of physical activity, while teaching skills to improve overall wellbeing including financial literacy and mental health resilience. By addressing underlying barriers that keep people from engaging in physical activities, participants have been given the tools to create lifelong, sustainable habits that will improve their wellbeing over the long-term.

OBJECTIVES

Objectives

1. Increase physical activity levels: Encourage at least 8 businesses (50 participants) from multicultural communities to engage in regular physical activity to improve health outcomes.

2. Build social connections: Strengthen community ties through group-based activities that foster interaction and support among participants.

3. Culturally inclusive engagement: Design projects that are culturally sensitive, ensuring participants feel welcome and included regardless of background or fitness level.

Actions Taken

1. Nature walks: Organised nature walks along the beach and in the hills, promoting a variety of terrain with varying degrees of length and difficulty to align with key stakeholders' capabilities and location proximity.

2. Fitness challenges: Actively promoted participation in walking and push-up challenges to raise awareness of health and wellbeing, support goal achievements, and build a strong sense of community.

3. Wellbeing workshops: Organised and hosted financial wellbeing and mindful movement workshops to encourage relevant skills that meet the needs of the multicultural community and promote overall wellbeing.

STAKEHOLDERS

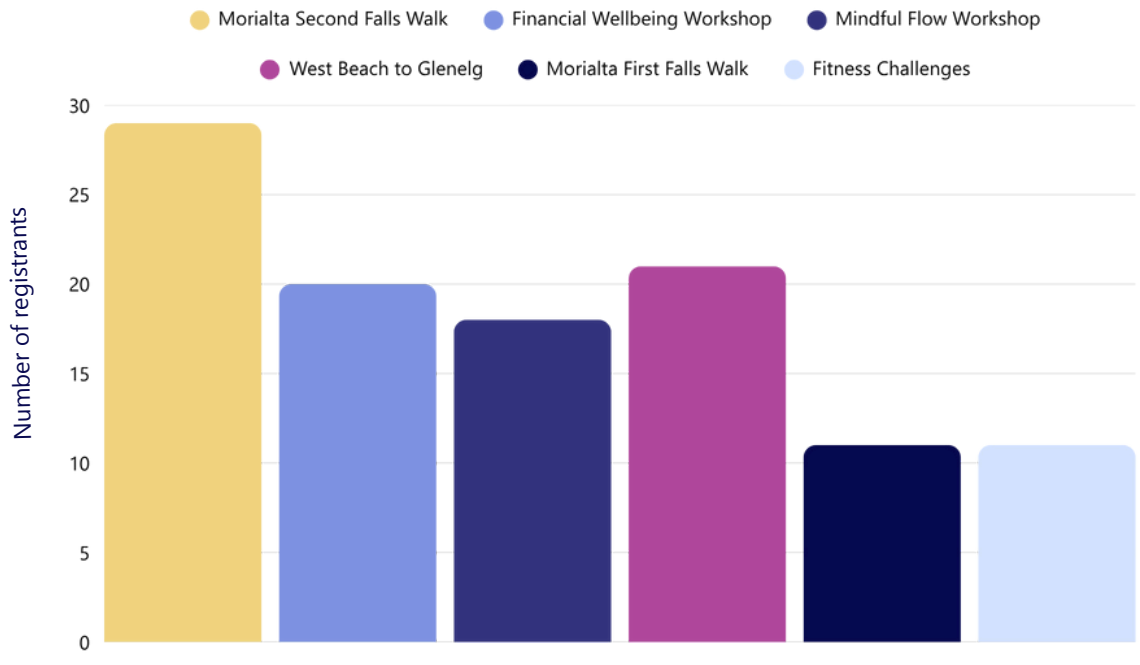
Target Population

Paid and unpaid MBEN members, their staff, and multicultural communities – including recent new arrivals from culturally and linguistically diverse (CALD) backgrounds and their families – of all ages and fitness levels, with particular focus on groups that face barriers to engaging in physical activities.

Who We Engaged

Through targeted social media and email marketing campaigns within the MBEN network, along with direct outreach to key MBEN members and community leaders, the initiative successfully registered **59 individuals from CALD backgrounds,** representing **54 different SMEs** – predominantly migrant-owned SMEs – and **exceeding the initial goal** to engage 50 participants across 8 businesses.

In total, **110 participants registered** with **16 individuals taking part in multiple activities**. Across the entire initiative, the **average participation rate was 75%**. Data was collected through the Humanitix ticketing platform registration list, fitness challenge apps, and direct communication during workshops and walks.



Participant Data

75%

Average participation rate

100%

From CALD backgrounds

59

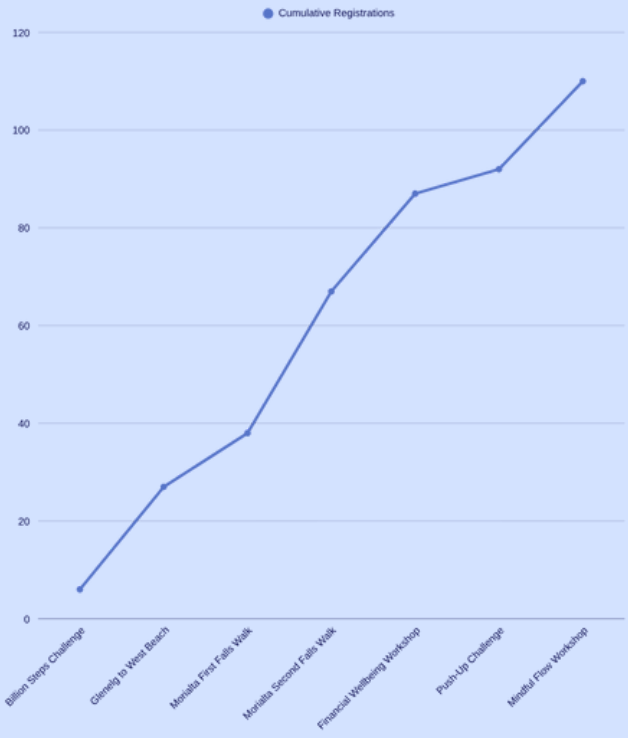
Unique registrants

54

Unique businesses represented

16

Repeat registrants



110

Total Registrations

INSIGHTS

What Worked Well

The Get Up & Move Initiative successfully engaged CALD business owners and professionals through a range of fitness and wellbeing programs tailored to the needs and interests of the multicultural business community. The initiative's strength lay in offering diverse, family-friendly activities suitable for all fitness levels, promoting a holistic approach to wellbeing. For participants unable to attend weekend walks, weekday targeted workshops addressed key barriers to physical activity, including financial and mental stress. Fitness challenges encouraged flexible participation, supported community connection, and fostered friendly competition. This inclusive and adaptable approach strengthened community engagement and supported sustainable wellbeing outcomes.

Challenges and Solutions

The Get Up & Move Initiative faced setbacks and challenges, primarily stemming from external factors beyond its control.

Challenge: Heatwaves were a challenge that deterred registrants from participating, especially during the West Beach to Glenelg Walk in mid-summer - January 2025.
Solution: To mitigate high temperatures, future walks were scheduled earlier in the day to avoid the midday heat.

Challenge: Illness was a challenge during the winter months that inhibited some registrants from being able to actively participate in the Push for Better fitness challenge. Some community members were hesitant to participate in this challenge, expressing uncertainty about their ability to complete push-ups or perceiving it as an activity primarily suited to men. Technical glitches of the app also posed difficulties in tracking success rates.
Solution: To make the challenge appeal to all fitness levels, emphasis was placed on the ability to substitute push-ups for other exercises such as sit-ups. This was marketed in outreach campaigns with suggestions for other exercises and adjustments.

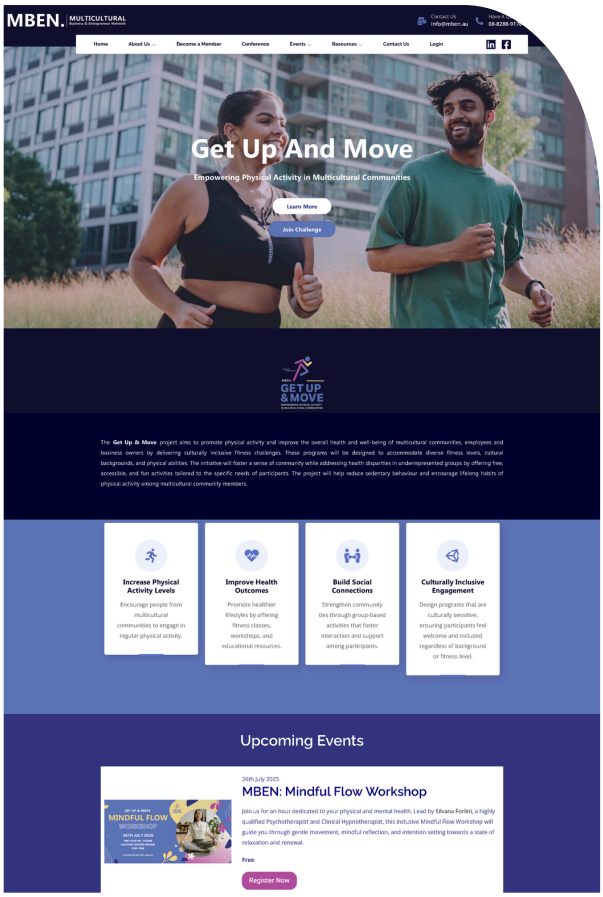
Challenge: The initial mindfulness coach had to withdraw from leading the Mindful Flow Workshop due to unforeseen injury and loss.
Solution: Through outreach within the MBEN community, another mindfulness coach was secured by an MBEN member. The coach was a qualified counsellor, with a CALD background and extensive experience working with migrant and refugee communities.

OUTREACH

Marketing and Communication

The Get Up & Move Initiative developed a distinct logo, colour palette, and branding to ensure consistent visual identity across all media channels, promoting recognition, fitness and trust within the community. Participants were encouraged to wear custom-designed t-shirts during activities to foster camaraderie and belonging. A dedicated webpage was created to share initiative details, announce events, and provide registration links: https://mben.au/get-up-move/.

Regular social media posts featuring engaging visuals were used to announce upcoming activities weeks in advance, share progress updates, and showcase photos to inform, support, and engage the multicultural business community. Targeted email campaigns and direct outreach to key community leaders and the wider MBEN network were used to increase awareness and participation, and to engage the multicultural business community.



Consultation

Consultation with participants and stakeholders was embedded throughout the initiative, with informal conversations occurring after activities and dedicated time during refreshments to gather feedback and facilitate connections.

Both workshops provided time for questions and answers with guided discussions, creating a welcoming environment for sharing. Additional follow-up with helpful resources further supported participants in building skills for long-term, sustainable wellbeing.

A WhatsApp group was also established to share upcoming events and invite input, enabling ongoing dialogue with participants and ensuring activities were relevant, engaging, and responsive to community needs.

NATURE WALKS

The Get Up & Move Initiative organised several nature walks in beautiful, picturesque settings to combine movement, relaxation, and collaboration.

Spanning locations from the beach to Adelaide hills, **36 Get Up & Move participants** explored a number of beautiful trails of various lengths, inclines, and difficulty levels to increase physical activity and wellbeing in a supportive and inclusive community setting - **totalling 255,053 steps**.

From **West Beach to Glenelg**, participants **walked 9.3km** averaging a total of 12,201 steps, **collectively 109,814 steps**.

Morialta First Falls Walk provided a leisurely and gentle walk for all skill and age levels. At a **1.7 km** return, participants averaged a total of **2,230 steps each**, 20,074 altogether.

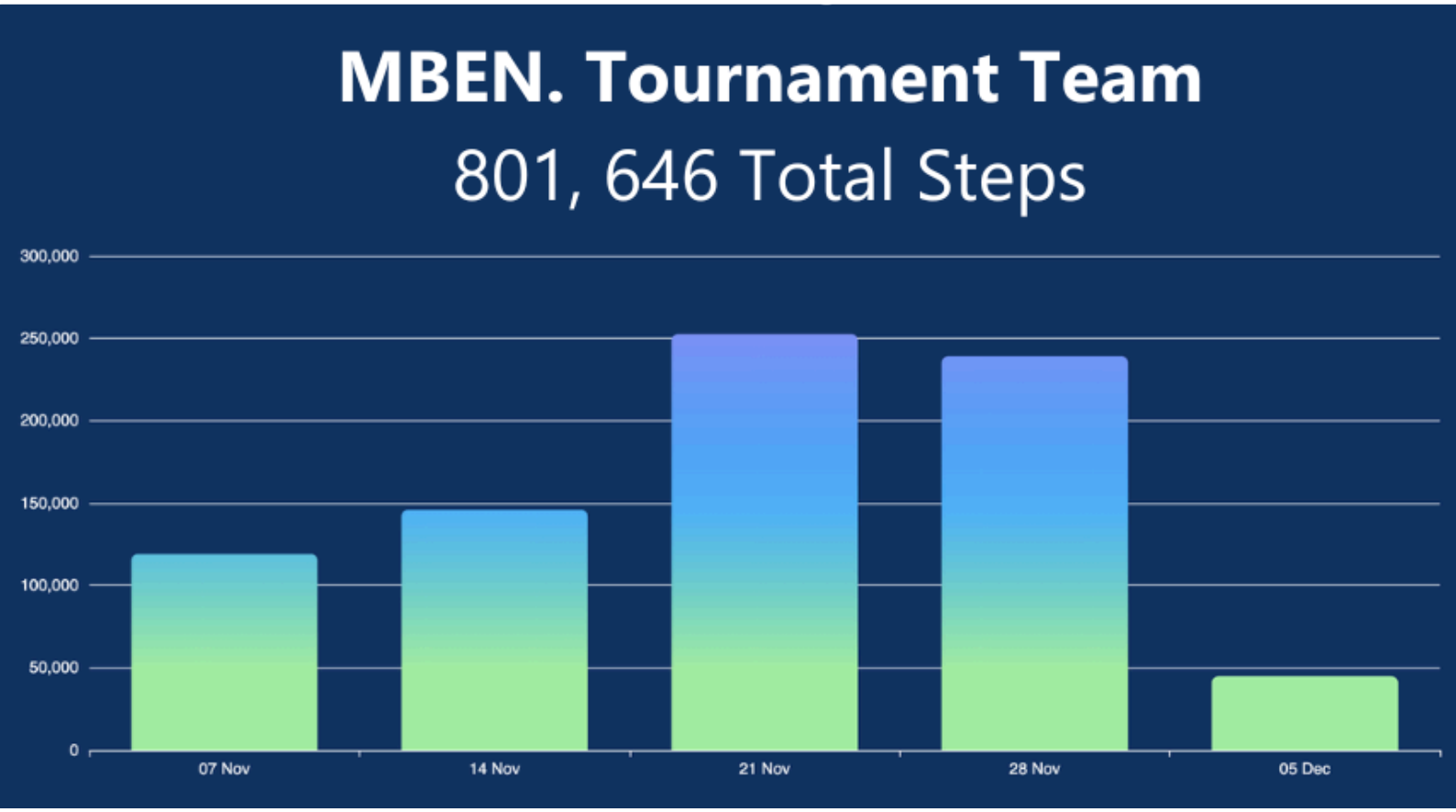
For those seeking a greater challenge, **Morialta Second Falls Walk** gave participants the opportunity to get their heart rates up. With gorgeous views and a steep incline, at **5.3km** participants walked 6,954, totalling **125,165 steps**.

36
Participants

16.3
Total Km

255,053
Steps

CHALLENGES



Billion Steps Challenge

The Billion Steps Challenge provided an opportunity for migrant-owned businesses and professionals to connect, encourage, and motivate one another to keep stepping. With some friendly competition and teamwork, MBEN's Tournament team was able to **achieve 801,646 total steps** over five weeks. Averaging 114,520 steps with the overall leader averaging 6,300 a day for a total of 189,003 steps.

Push For Better

The Push for Better Challenge served dual purposes. As a fundraiser, MBEN helped raise money for Lifeline, an essential free mental health service. It also encouraged movement and physical activity that emphasised teamwork and community building, **338 push-ups** were **logged**!

WORKSHOPS

Mindful Flow

In this one hour Mindful Flow workshop led by Silvana Forlini, a highly qualified psychotherapist and counsellor, fourteen participants were guided through gentle movement, mindful reflection, intention setting, and visualisations towards a state of relaxation and renewal to improve mental wellbeing. Afterwards, participants shared their experiences, listening attentively to one another, and enjoyed delicious refreshments. A small worksheet was provided with information on mindfulness, setting an intention, with additional space for journalling. This workshop prioritised self-care, inner dialogue, and visualisation as tools to create long-term mental wellbeing, a common barrier that prevents people from participating in physical activity.

Financial Wellbeing

This two-hour Financial Wellbeing webinar, co-presented by financial experts, Possible Diessa and Harpinder Chipra explored practical strategies for managing finances effectively with a particular emphasis on topics affecting multicultural communities. Special emphasis was placed on creating a better work-life balance through financial wellness, which can lead to reduced stress and to better lifestyle choices, such as physical activity. Eighteen participants attended this session and learned long-term strategies for budgeting, saving, managing debts, superannuation and growing long-term wealth.

Follow up emails were conducted with special financial quizzes that participants could take to continue their learning and engagement journey.

SUSTAINABILITY

The Get Up & Move Initiative's sustainability plan for creating long-term physical activity habits amongst the multicultural business community is comprised of the following strategies: Skill building, community building, and collaboration.

Skill Building

Both the mental health and financial wellbeing workshops were designed to equip participants with practical skills and strategies for managing finances, improving work/life balance, and reducing daily stress. By providing resources such as the Inclusive Workplace Wellbeing Resource Guide, and general guidance on financial planning and stress management, participants were supported to continue applying these tools, helping to overcome barriers to regular physical activities.

Community Building

From regular attendance at the workshops, walks, and challenges, a core group of participants have created strong community ties. Through the WhatsApp group, participants can keep in contact with one another and plan other group activities such as hiking and yoga.

Collaboration

Collaboration with key industry leaders and feedback from the multicultural business community indicate that CALD business owners seek more opportunities to develop new skills, improve work/life balance, and engage with other professionals beyond traditional networking events. With sufficient resources, MBEN will continue to create initiatives that promote wellbeing and build professional and business capacity.

THANK YOU

10,000 STEPS

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