



# Exercise Right Week Information pack

## Overview

Exercise Right Week is an annual awareness initiative held each May to inspire Australians to move more and move better, with the right advice, from the right experts.

The information pack provides an overview of how to get involved and the resources available to help raise awareness.

## How to get involved

- Host a free event – view the how to guide in the event pack
- Create or share social media tiles, stories and videos
- Reshare Exercise Right social media posts
- Print and display posters at your clinic

## Key messaging

**Hero tag line:** Expert advice for every body.

**Supporting tag line:** Where can an expert take you?

### Core messaging pillars:

- **Expertise matters** – Exercise isn't one-size-fits-all. Accredited professionals tailor movement for your needs.
- **Prevention and performance** – From disease prevention to peak performance, exercise plays a key role at every stage of life.
- **Accessible and trustworthy** – Evidence-based, qualified, and easy to find through Exercise Right.
- **Community and connection** – We're stronger, healthier and happier when we move together.

## Social media

These social media assets include tiles, captions and key messages that you can share across your social media platforms. They can be used to encourage the public to get involved, raise awareness about Exercise Right Week and share the importance for expert exercise advice.

Make sure to tag the Exercise Right social media accounts; [@exerciseright\\_au](#) on Instagram and [Exercise Right](#) on Facebook. Find downloadable social media tiles in the supporter pack.

### Captions

- Do you know how to exercise *right*?  
Get involved this Exercise Right Week and learn where expert advice can take you.
- It's Exercise Right Week 2026!  
From disease prevention to peak performance, exercise plays a key role at every stage of life. Visit an accredited exercise professional to find out where expert exercise advice can take you.
- Get involved this Exercise Right Week!  
Attend an in-person event, find free resources on the Exercise Right website and keep up to date via the Exercise Right social media.  
We're stronger, healthier and happier when we move together.

### Hashtags:

- [#exerciseright](#)
- [#exerciserightweek](#)
- [#exerciserightweek2026](#)
- [#expertadviceforeverybody](#)
- [#wherecananeexperttakeyou](#)

