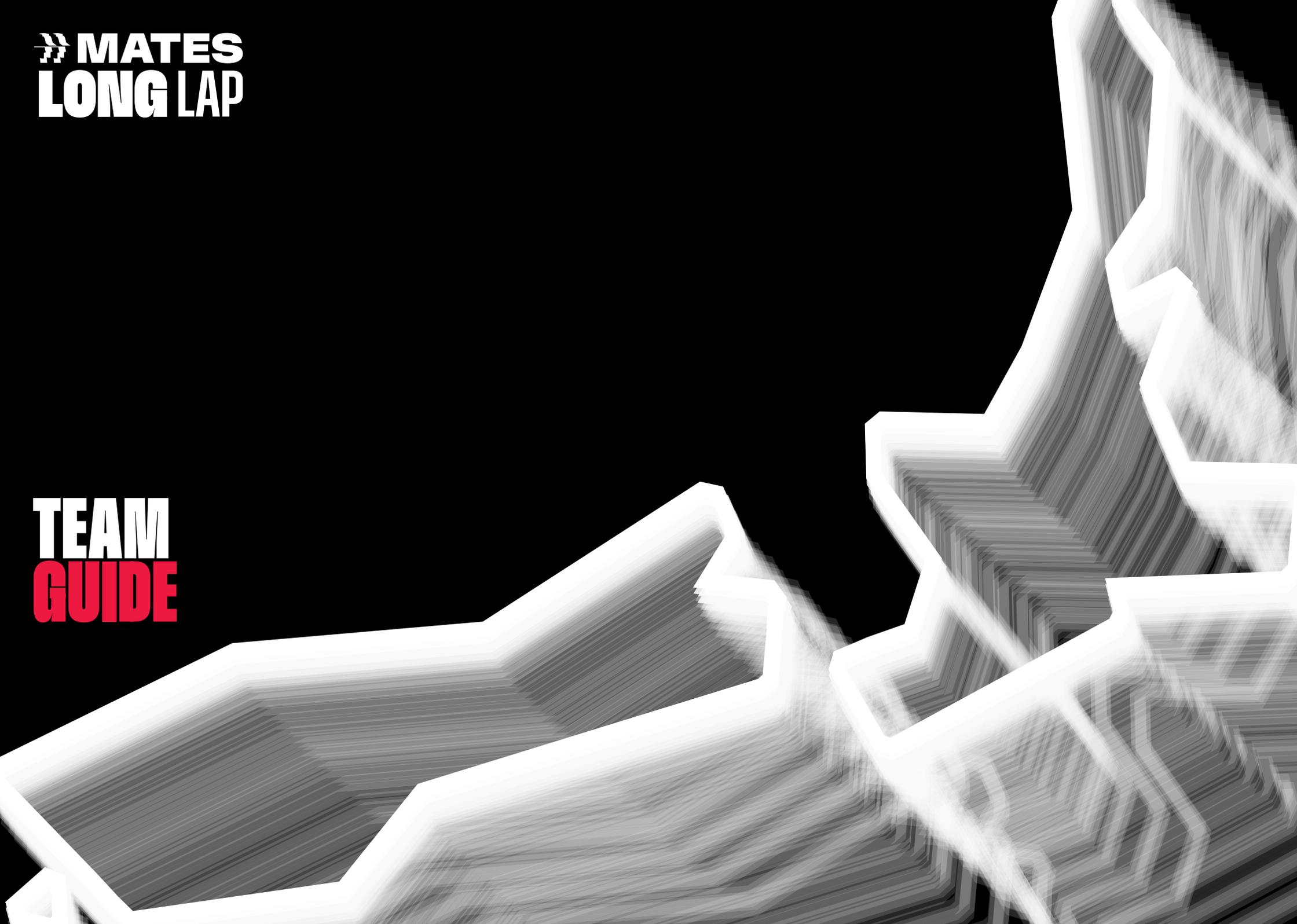


**MATES
LONG LAP**

**TEAM
GUIDE**



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ABOUT MATES & THE LONG LAP

MATES is a charity established in 2019 to reduce the high level of suicide among New Zealand construction workers.

The MATES in Construction (MATES) model is an evidence-based suicide awareness and prevention programme for the Construction industry. MATES leverages industry participation and support to further embed suicide prevention and mental health awareness into our industry culture. The model delivers an integrated programme of community development and support, utilising training as a tool to raise awareness, reduce stigma and encourage help-seeking, help-offering and help-accepting behaviours.

Support is provided through clear pathways including education, training and workforce capacity strengthening to build communities of mates who help mates. Our industry has its own unique culture, and MATES adopts a cross-industry approach with a standardised and consistent programme, delivered face-to-face by Field Officers to the construction industry across Aotearoa.

MATES Long Lap is back in April, 2026!

In 2025, we had over 450 participants and 65 teams register, covering 53,234km and raising \$62,000 throughout April.

We have some ambitious goals and to make Long Lap 2026 bigger and better, we're going to need your help.

Built around a simple but powerful idea: every step we take can make a difference to our mental health.

Throughout April, participants walk, run, ride, swim, or move in any other way that supports their mental well-being. It's an opportunity to build habits that help us look after ourselves while also raising awareness and funds for MATES' crucial mahi.



RALLYING YOUR MATES

Collectively, we're covering 75,000 kilometers, 5 long coastlines of Aotearoa - for every person we lose to suicide every 5 days. That's what we're trying to achieve, to raise awareness and ignite hope.

HOW?

Aerobics, Badminton, Basketball, Beach volleyball, Bouldering, Boxing, Canoeing, Cross-country skiing, Cycling, Dancing, Elliptical sessions, Fencing, Figure skating, Field hockey, Golf, Gymnastics, Hiking, Jump rope, Kayaking, Kickboxing, Kitesurfing, Lacrosse, Mountain biking, Ninja training Orienteering, Parkour, Pickleball, Pilates, Racquetball, Rock climbing, Roller hockey, Rollerblading, Rowing, Rugby, Running, Scootering, Skateboarding, Skiing, Snowboarding, Soccer, Squash, Stair climbing, Stand-up paddleboarding, Surfing, Swimming, Table tennis, Tennis, Trail running, Trampolining, Treadmill sessions, Ultimate frisbee, Volleyball, Walking, Windsurfing, Yoga, Zumba...

You name it, MOVE for MATES with your mates.



SHARE YOUR WHY

Your story has power. Let your friends and whānau know why you've joined this movement. When people understand the "why," they're more likely to get behind you and join the Long Lap.



INVITE THEM TO JOIN THE JOURNEY

Don't just ask for donations, invite them to participate. That could mean walking with you, helping plan an event, sharing your posts, or cheering you on.



SHOW YOUR PROGRESS & CELEBRATE

Share wins, funny moments, challenges, or stories along the way. Updates help people feel connected and proud to be part of your journey.



BE A CHAMPION

Long Lap is all about taking steps, literally and figuratively, to better our well-being. But to make this year bigger, brighter, and even more impactful, we need champions who can help bring others along for the journey. Your voice, your enthusiasm, and your leadership in your workplace or community can make all the difference.

What does a Long Lap Champion actually do?

✓ **Join the MATES Long Lap mailing list.**

This keeps you in the loop (or Lap, if you will), where you'll get updates, resources, and announcements. You'll be equipped with everything you need to rally your team.

✓ **Start building healthy movement habits and encourage others to do the same.**

Champions lead by doing. Your example helps spark motivation in the people around you. It could be as simple as walking to get lunch instead of driving.

✓ **Be the go-to Long Lap contact for you and your friends and whānau.**

We'll support you with information and materials; you'll be the friendly face ensuring your crew knows what's happening and how to get involved.

✓ **Share Long Lap content and give your team the heads-up.**

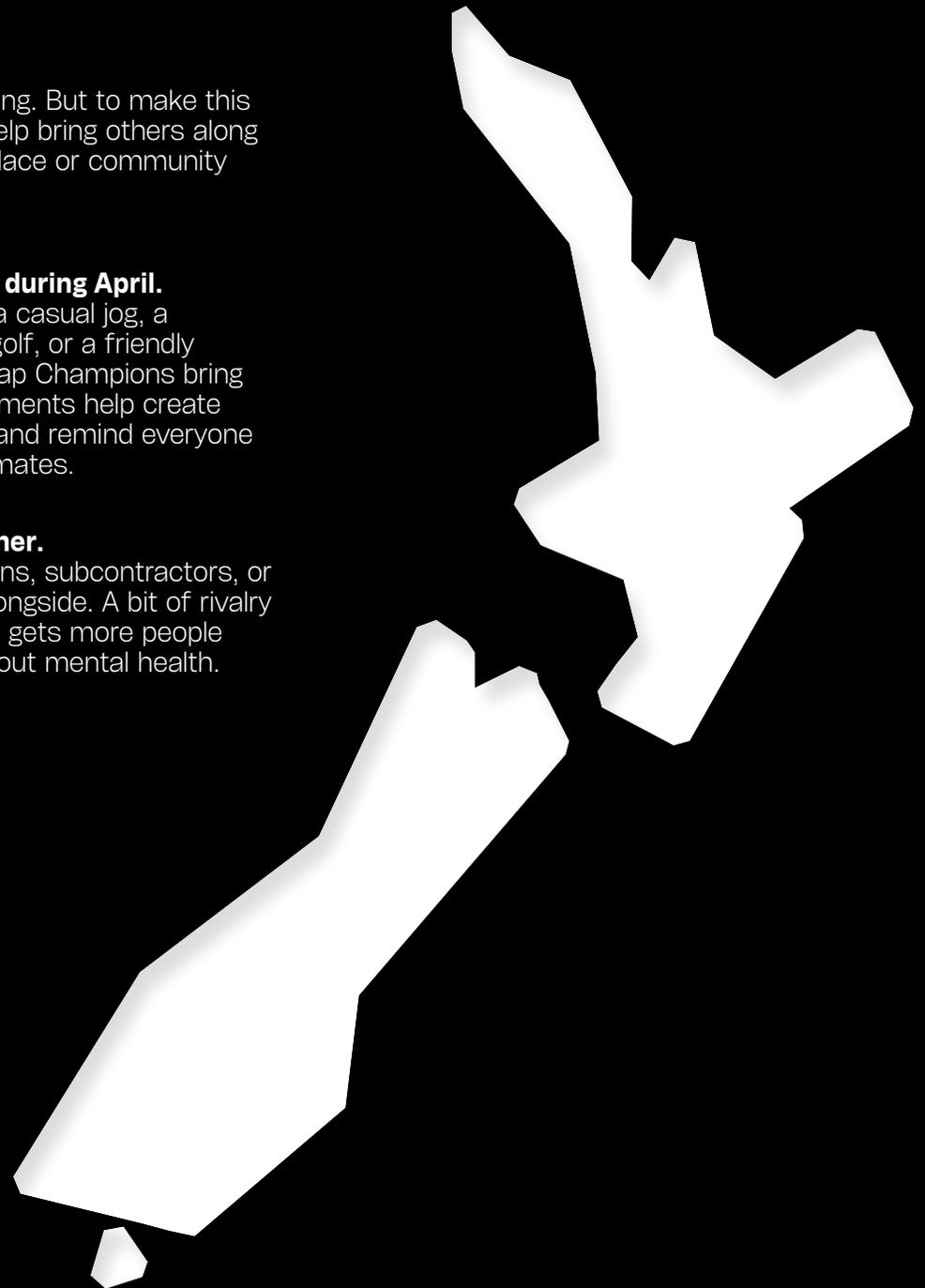
From posters and social tiles to updates from the MATES team, help spread the word. A little nudge or reminder can be what gets someone across the line.

✓ **Plan movement events during April.**

Whether it's a team walk, a casual jog, a game of footy, a round of golf, or a friendly weekend challenge, Long Lap Champions bring people together. These moments help create connection, boost morale, and remind everyone why we're moving for our mates.

✓ **We are Stronger Together.**

Challenge other organisations, subcontractors, or partner teams you work alongside. A bit of rivalry can be a great motivator; it gets more people participating and talking about mental health.



GETTING SETUP

The Long Lap has always been more than just a month of movement.

It's a chance to bring your team together, strengthen connections, and support a cause dedicated to breaking stigma, starting conversations, and saving lives in our industry. With that purpose in mind, we've refreshed the experience to open the door to even more participants.



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IT'S A TEAM EFFORT

Get your mates, name your team - get set, GO!



GOING THE DISTANCE

Set your teams distance - it's not about the speed, you have all of April!



TAKING IT TO THE NEXT LEVEL

Fundraising is even more powerful when you do it together. As a team, you can support each other, have fun, and make a bigger impact than you could alone.

1. Share the mission

- Make sure everyone knows the “why” behind your fundraiser.
- When your friends and whānau understand the purpose, they can communicate it confidently to others.
- Share the fundraiser across everyone’s networks for wider reach.

2. Divide the mahi

- Give each person a role that suits their skills or confidence level. This makes the workload lighter and ensures everyone can contribute in a way that feels natural.

3. Keep communication simple

- Use a group chat to plan, share updates, and stay motivated.
- Quick check-ins help maintain momentum and keep everyone on the same page.

4. Make it fun

- Add friendly challenges, themed days, or group activities to keep energy high. The more enjoyable the journey, the more likely people are to stay engaged.

5. Support each other

- Show up, cheer each other on, and celebrate every win - big or small.
- Encouragement strengthens team spirit and helps everyone push through tough moments.

RESOURCES

Here are some ways you can talk about the Long Lap.

Social media, over tea, catching up with friends or whānau, at work, at your local dairy, at the gym, at the supie, at the cafe, over the phone - you can talk about the Long Lap anywhere and anytime.

Need more resources?

①

CATCHING UP?

Here's how you might be able to bring up the Long Lap. Remember the 5 W's and 1 H?

Who? **MATES**

When? **APRIL**

What? **LONGLAP!!!**

Why? **TO IGNITE HOPE**

Where? **ANYWHERE**

How? **MOVE FOR MATES**

②

SOCIALS

Grab our **FREE** social media templates and share them on your socials!

On the [MOVE by yourself?](#) or [MOVING with a team?](#)

③

MESSAGE APPS

Message apps are a great way to send information - you can mix the 5 W's and 1 H alongside the templates to curate a message packed full of information.

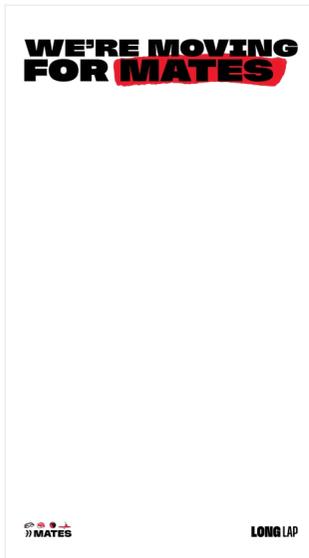
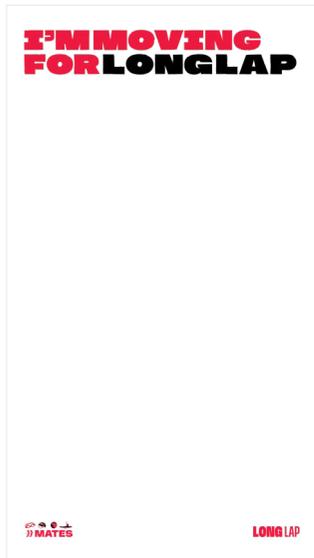
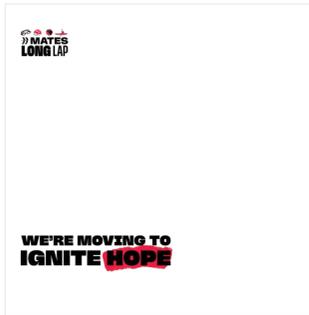
Keep the messages short, sharp, sweet, and engaging.



FREE RESOURCES!

1. Social media templates!

On the [MOVE by yourself?](#) or [MOVING with a team?](#)



2. Posters!



3. Email Signatures



