



COASTREK MEDIA KIT

THE COASTREK STORY

WELCOME TO COASTREK!

A big wild welcome to Coastrek, Australia's iconic team hiking challenge!

Since the first event in 2009, over 90,000 trekkers have trained and completed a Coastrek hiking challenge with friends and teammates, improving their own health and wellbeing and raising over \$57 million for some of Australia's most respected charities including The Fred Hollows Foundation, the Heart Foundation and current charity partner, Beyond Blue.

To date, over 2 million kilometres have been trekked by Coastrekkers – that's 40 times around the world!

" We had such an amazing time doing Coastrek and we're so proud of everything we were able to achieve. I still can't talk about it without crying, it honestly meant so, so much to me. Thanks again for all you do, I can see that together we are changing lives. I look forward to doing it all again next year.

Michelle, Margaret River 2022



IT STARTED WITH A BIG, FAT, FAIL...

A love of hiking, connecting with friends and enjoying the healing benefits of moving in nature is deeply engrained in the Coastrek DNA. This originates from the original Wild Woman herself, **Di Westaway OAM**.

As Di was approaching her 40th birthday, she was fatigued, fed up and seriously unfit. As a way of getting out of her funk, a friend invited her on a hiking expedition. It wasn't just any old hike... it was climbing Mt Aconcagua, the highest mountain in the Southern Hemisphere. Impulsively, surprising even herself, she said yes. She was a former athlete after all, how hard could it be?

The mountain climb was a big, fat, fail. They didn't get to the top - but the experience transformed Di's life. She realised there was more to fitness than sweaty, soul-destroying gyms or pounding the pavement.

Di discovered that training and mental toughness allows you to get to places most people can't go, so she skilled up and started 'Trek Training' for women in her local national park - formally registering Wild Women on Top as a business in 2004 - and together they travelled the world hiking iconic trails including Mt Kilimanjaro and Machu Picchu.

The personal high was matched with the satisfaction of giving back to a worthy cause with each Wild Woman on Top trip raising funds to support Catherine Hamlin Fistula Foundation.

Di knew she had found something magical, but not everyone can jet off overseas to climb mountains. She wanted the exhilaration she felt to be accessible by all women, so she took the best bits of her adventures - fun, friendship, fitness and fundraising - to create one epic hike along the Sydney coastline...

In 2009 Coastrek was born!



KEY MILESTONES

2009: The First Sydney Coastrek

Starting at La Perouse at twilight, 40 wild women armed with photocopied maps and track notes set off on a 126km trek. Arriving at Palm Beach 30 hours later, they survive midnight storms, blisters and exhaustion, raising \$200 for the Fred Hollows Foundation.

2012: Coastrek raises first \$ 1 million

Coastrek formalises the partnership with the Fred Hollows Foundation and media personalities Julie McCrossin and Adam Spencer, together with swimmer Susie O'Neill, help spread the word. Participation grows to 1,300 Coastrekkers, and the \$1 million fundraising milestone is reached.

2015: Coastrek heads to the Mornington Peninsula

With the Sydney event now firmly entrenched on the harbour city's calendar, Coastrek heads interstate. Melbourne comedian and radio presenter, Libbi Gorr, comes on board as Coastrek Ambassador and over 1,600 trekkers hike the Mornington Peninsula coastline.

2017: \$20 million milestone and Coastrek heads to the Sunshine Coast

Swimmer Libby Trickett begins her long association with Coastrek with the inaugural Sunshine Coast event which sees over 1,500 trekkers take part. Coastrek celebrates the 25,000 trekker milestone and an impressive \$20 million raised for charity to date.

2018: Coastrek joins forces with Beyond Blue

After 9 successful years with Fred Hollows, Coastrek partners with Beyond Blue to champion the mental health benefits of walking in nature. Former Prime Minister and Beyond Blue Chair, Julia Gillard launches the first event under the new partnership on South Australia's Fleurieu Peninsula.

2021: Coastrek forges through the pandemic

After a challenging year of lockdowns, Coastrek events around Australia resume, raising over \$5.5 million for Beyond Blue for the year – an epic effort as Australia emerges from Covid-19.

2022: Coastrek goes 'coast to coast' with new Margaret River event

The inaugural Coastrek Margaret River takes place with over 1,300 trekkers raising over \$1 million for Beyond Blue. It's also a record year for Coastrek with the highest number of trekkers (11,000) and largest amount of fundraising in one year (almost \$8 million for the year).

2023: Hiking for Healthy Hearts

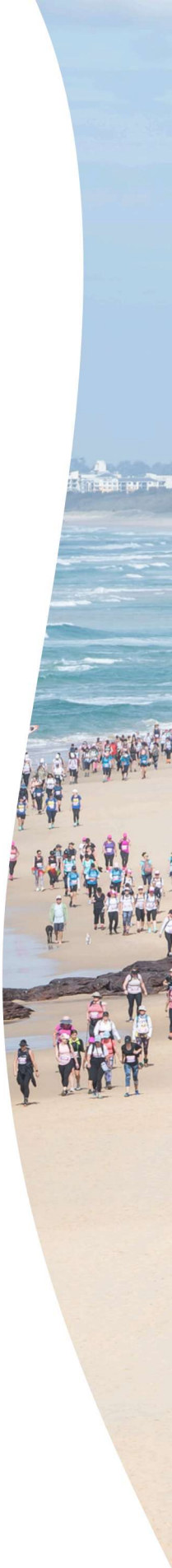
Coastrek launches a two-year partnership with the Heart Foundation, raising over \$7 million for heart health programs and research to combat heart disease, Australia's leading cause of death.

2024: \$50 million fundraising milestone

Coastrek celebrates a historic \$50 million charity fundraising milestone and 16 years of trekking stunning coastlines around Australia.

2025: Renewed partnership with Beyond Blue

Together, Beyond Blue and Coastrek share a commitment to helping Australians feel better earlier, get well, and stay well. The renewed partnership reflects a shared vision: empowering individuals to take proactive steps toward their best possible mental health.





HOW IS COASTREK DIFFERENT?

HOW IS COASTREK DIFFERENT?

It's a TEAM challenge:

Community and connection are key factors in maintaining good mental health, and an important part of overall health and wellbeing. That's why Coastrek has always been a team event with teams of two or more, training, fundraising, supporting each other, and trekking together on Event Day. Workplace wellbeing has emerged as a focus post-pandemic and Coastrek continues to be recognised as an ideal corporate wellbeing program and unique team building event.

It's more than a charity walk:

Coastrek is both a **fitness AND fundraising** event, with a 12-week training program preparing trekkers for their 50km, 35km, 30km or 20km event day hiking challenge.

Event registrations close 6 weeks out from event day - no signing up the day before the event! This reflects Coastrek's commitment to the training program, developed by Di Westaway and provided to every participant, ensuring trekkers are well prepared when they hit the start line having formed healthy, active habits that will benefit them way beyond the finish line.

Fundraising is, of course, an important component, but the love of hiking, fitness and the outdoors that originated with Wild Women underpins the Coastrek experience.

It's championing women in the outdoors:

In 2009, when the first Coastrek event was held, there was a lack of female representation in outdoor adventure and endurance events. Di Westaway set out to change this and unapologetically focused on female participation. Everyone is welcome to take part in Coastrek – but there will always be a commitment to getting more women moving in nature and falling in love with fitness.

It's FUN fitness:

Coastrek is NOT a race, it's a challenge – yes, there might be a lot of sand, but trekkers are also greeted with music, cheering, support from volunteers along the route, regular 'LUV stops' for a quick massage and refuel, and a spectacular 'Woohoo' tent at the finish line for celebrations. This is another reason Coastrek tends to attract more women - it reflects the natural the way they tend to exercise – gathering in groups and enjoying the journey rather than racing to the finish line!

It's on the coast and in nature!:

Coastrek routes are a true immersion in nature, ensuring the healing benefits of the outdoors are felt by everyone involved. Read on for more information about our stunning coastal locations...

" *The event crew was absolutely AMAZING!!! You guys should be so so proud of how you facilitated the event and made everyone feel special and taken care of.*

Nicky, Margaret River 2022



LOCATION, LOCATION, LOCATION

As the name suggests, Coastrek events take place on some of Australia's most spectacular coastlines and iconic hiking trails. No pounding pavements – instead it's scenic tracks, challenging sand, natural landscapes, water crossings and views, views, views!

A true active getaway in vibrant coastal destinations where options for post-event celebrations are plentiful.

Coastrek Sydney, NSW: Exploring Sydney's unique coastal tracks and harbourside trails either on the Northern Beaches between Palm Beach and Manly, or the iconic east coast beaches between Rushcutters Bay and Bondi.

Coastrek Mornington Peninsula, VIC: Sunrise at Cape Schanck Lighthouse, panoramic views from Point Nepean and the quaint seaside villages of Sorrento and Portsea are just some of the highlights on this stunning route.

Coastrek Sunshine Coast, QLD: Golden sandy beaches, breathtaking ocean views and coastal landscapes are a feature of this spectacular route between Noosa and Mooloolaba

Coastrek Fleurieu Peninsula, SA: Rugged cliff top tracks, coastline hugging trails on the iconic Heysen Trail between Parsons Beach and Port Elliot, with panoramic ocean views offering an ideal vantage point for whale watching.

Coastrek Margaret River, WA: Arguably the wildest Coastrek route incorporating a section of the iconic Cape to Cape track, with challenging white sandy beaches and rugged coastline between Yallingup and Dunsborough.

"All Coastrek routes are meticulously crafted to take you on the most awe inspiring trails, accessing the most spectacular natural coastlines in the world," Di Westaway OAM, Coastrek Founder



OUR IMPACT

OUR MISSION

At Coastrek, we are passionate about getting more women (and men!) hiking in the outdoors to improve and manage their physical and mental health. Since the first Coastrek event in 2009, over 90,000 trekkers, overwhelmingly women, have trained and participated in a Coastrek event, connecting in nature with friends and raising over \$57 million for some of Australia's most respected charities.

According to the [Australian Government](#) Department of Health Physical Activity and Exercise Guidelines, adults should do 2.5 to 5 hours of moderate intensity physical activity each week. The **Coastrek 12-week Training Program** aligns with these recommendations, ensuring all trekkers are well prepared for event day, having created healthy exercise routines they will benefit from well beyond the finish line.

For adults, being active regularly can:

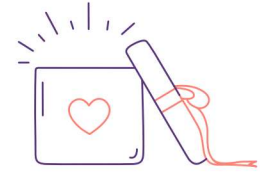
- help support and develop physical and mental wellbeing
- reduce the risk of, or help manage, type 2 diabetes and cardiovascular disease
- maintain or improve blood pressure, cholesterol and blood sugar levels
- reduce the risk of some cancers
- prevent unhealthy weight gain and help with weight loss
- maintain strong muscles and bones
- create opportunities for socialising and meeting new people

According to the [World Health Organisation](#) over 500 million people will develop heart disease, obesity, diabetes or other noncommunicable diseases (NCDs) attributable to physical inactivity, between 2020 and 2030, costing US\$ 27 billion annually, if governments don't take urgent action to encourage more physical activity among their populations.

Coastrek encourages people to make movement an enjoyable part of their daily lives.



FUNDRAISING IMPACT



Giving back to the community – local, national, and global – is an essential part of the Coastrek experience. Fundraising began informally within the Wild Women On Top Trek Training group, who initially supported the Catherine Hamlin Fistula Foundation. As many of the Wild Women were mothers, the mission to end a preventable childbirth injury deeply resonated with them. Coastrek's launch in 2009 marked a stronger commitment to fundraising and the start of long-term, meaningful support for some of Australia's most respected charities:

Fred Hollows Foundation: 2009-2018

Coastrek's first charity partner was The Fred Hollows Foundation. This powerful nine-year partnership helped restore sight and transform millions of lives in some of the world's most vulnerable and remote communities - many of which were near iconic hiking routes, making the connection deeply personal. Fundraising became a way to give back, directly supporting the life-changing work of Fred Hollows and his team.

Impact

- More than 38,000 trekkers raised over \$27 million.
- Sight restored for over 1.1 million people globally.
- Over 400,000 donors reached creating further awareness about the work of the Fred Hollows Foundation.

Beyond Blue: 2018-2022

Coastrek's new charity partnership focused on the benefits of walking in nature for improved mental health and wellbeing, supporting Beyond Blue and raising funds for the 24/7 Support Service. The five-year partnership helped build awareness about the prevention and management of mental health issues and encouraged even more people to get moving in nature.

Key achievements:

- More than 33,000 trekkers raised over \$17 million
- Helped provide access to mental health support in Australia. More than 800 contacts are made to the Beyond Blue Support Service every day – that's over 292,000 life-changing conversations a year.
- Over 282,000 donors reached creating further awareness, and starting much needed conversations about mental health.

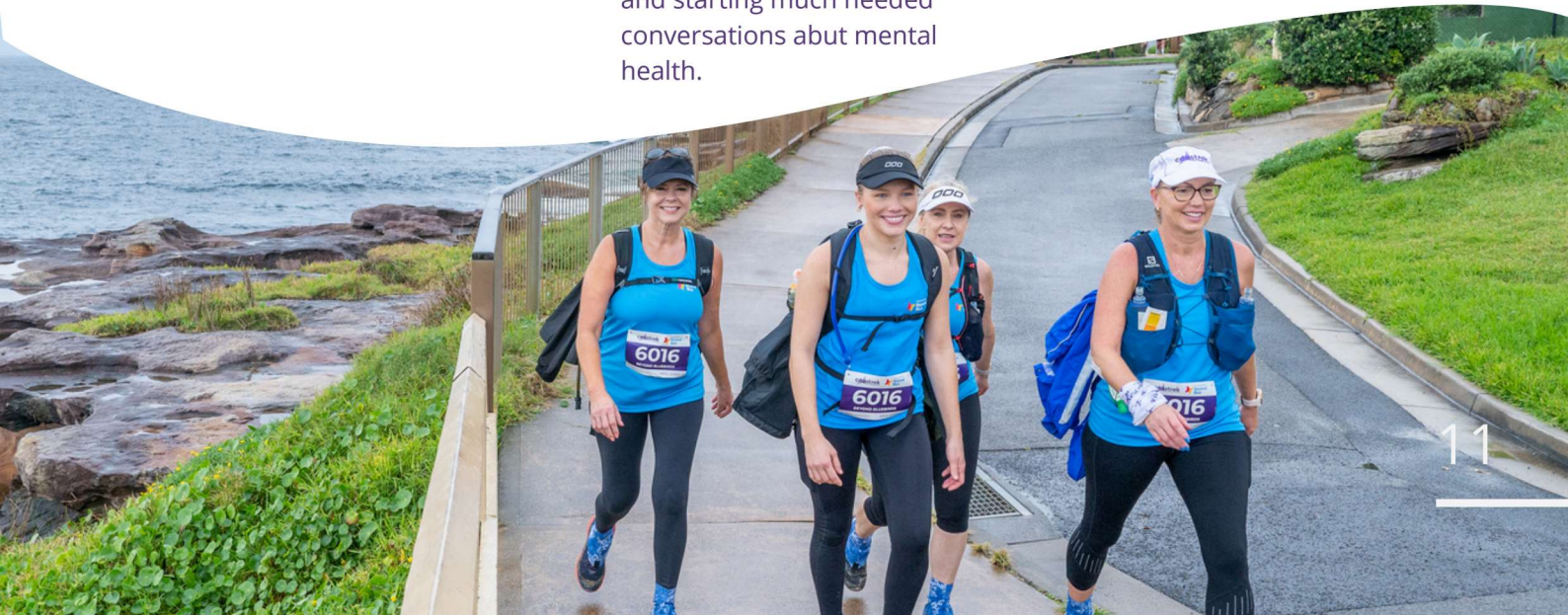
Heart Foundation: 2023-2024

Coastrek's two-year partnership with the Heart Foundation, maximised its impact in the preventative health space while raising funds to combat heart disease – Australia's leading cause of death.

Key achievements:

More than 16,000 trekkers raised \$7 million to support:

- Research into women's heart health risk factors - a historically underfunded area
- Programs to end Rheumatic Heart Disease
- Grants for female research fellows to advance gender equity in cardiovascular science
- Over 98,000 donors reached, creating further awareness and education about heart disease.



ON THE FRONT FOOT FOR MENTAL HEALTH

In 2025, Coastrek renewed its partnership with Beyond Blue, aligning with their new strategy focused on **prevention and early intervention** and united in a mission to help all Australians achieve their best possible mental health.

Shared Beliefs, Stronger Impact

Coastrek and Beyond Blue share a belief in the proven benefits of physical activity, social connection, and time in nature for mental wellbeing - all of which are powerful tools in preventing and managing mental health issues before they escalate. This alignment makes Coastrek a natural partner in delivering on Beyond Blue's renewed focus on prevention and early support, helping people feel better earlier, get well, and stay well.

Turning Movement Into Meaningful Change

Through its 12-week training program and national series of team hiking events, Coastrek offers more than a fundraising platform. It plays a vital role in managing anxiety and depression, building resilience, and improving mental, physical, and social health - all while raising money to help fund the Beyond Blue 24/7 Support Service.

The Why Behind What We Do

In Australia, around 5 million people are living with anxiety or depression and nearly half of us will experience a mental health condition in our lifetime.

- 1 in 3 women in Australia will experience anxiety, and 1 in 5 will experience depression.
- Almost half of young women aged 16 to 24 are living with a mental health condition.
- Half of all mental health conditions begin by age 14.
- Of the nine people who take their lives in Australia each day, seven are men.
- In the workplace, 1 in 5 people will take time off work each year due to stress, anxiety or depression.

More than 800 people reach out to the Beyond Blue 24/7 Support Service every day - that's over 275,000 life-changing conversations every year.

Every step with Coastrek makes a positive impact on the mental health of trekkers and will help ensure support is there when needed for everyone in Australia.

"Prior to the event I was terrified to fundraise. I have since discovered how profoundly rewarding it is contributing to humanity."



COASTREK FAST FACTS

- Since the first Coastrek event in 2009, over 90,000 trekkers, overwhelmingly women, have trained and participated in Coastrek.
- To date over 2 million kilometres have been trekked by Coastrekkers in events around Australia – that's 40 times around the world!
- More than \$57 million has been raised for charity to date:
 - Over \$27 million for the **Fred Hollows Foundation** (2009-2018) - restoring the sight of over 1.1 million people globally.
 - Over \$17 million for **Beyond Blue** (2018-2022) helping over 190,000 people access mental health support through the Beyond Blue 24/7 Support Service.
 - Over \$7 million for the **Heart Foundation** in a two year partnership (2023 & 2024) - supporting heart research and initiatives to help end heart disease.
 - Over \$4 million in 2025, the first year of a renewed partnership with **Beyond Blue**.
- The 'most frequent trekker' is Coastrek Ambassador **Ann Jenkins** who completed her 20th Coastrek event in Sydney in March 2023 - and continues to show up every year for another challenge. Ann has raised over \$55,000 (with team mates) and trekked over 900kms in total – the equivalent of Sydney to Brisbane!



COASTREK EVENT STATS

Coastrek Sydney: 2009-2025

Over 36,000 trekkers

Over \$25 million raised for charity

Coastrek Mornington Peninsula: 2015-2025

Over 27,000 trekkers

Over \$16.5 million raised for charity

Coastrek Sunshine Coast: 2017-2025

Over 13,000 trekkers

Over \$7.5 million raised for charity

Coastrek Fleurieu Peninsula: 2018-2025

Over 7,000 trekkers

Over \$4 million raised for charity

Coastrek Margaret River: 2022-2025

Over 5,000 trekkers

Over \$2.5 million raised for charity

Coastrek Canberra: 2024 satellite event

Over 400 trekkers

Over \$140,000 raised for charity



OUR PEOPLE

DI WESTAWAY, OAM

COASTREK FOUNDER

In 2020, Coastrek Founder & CEO of Wild Women On Top, Di Westaway, was awarded an OAM for services to women's health, fitness and charity services after dedicating a lifetime to these causes.

In addition to being an award-winning businesswoman and global leader in adventure travel, she is a journalist and authority on women's health and wellbeing currently completing her Masters in Lifestyle Medicine.

Di has written two books *Natural Exhilaration* and *How to Prepare for World Class Treks* and countless articles for magazines and newspapers, including mainstream press.

As a proud sexagenarian, Di defies both age and gravity.

She holds the world record for the highest handstand at 6,982m above sea level on Mt Ama Dablam, Nepal and has lead teams to the summit of many of the world's iconic trekking peaks.

The Wild Women on Top community started by Di in 2004 continues to thrive – coaching, connecting and championing women in the outdoors by providing powerful resources and education for women who want to lead healthier, happier lives.

Di is an inspirational speaker who can get any crowd enthused about adventure, goal setting, health and wellbeing and creating a motivated team - either outdoors or in the workplace.

■ *"My lifelong dream has been to inspire and motivate women to experience the joy of moving their bodies and I'm still doing cartwheels over what we've achieved: over 60,000 women hiking and over \$45 million for charity makes me very proud."*



CHERYL BART, AO

COASTREK PATRON

Cheryl Bart AO is the first Australian woman and one of only 73 people worldwide to complete the Explorer's Grand Slam – that is, scaling the highest mountain peak on each of the continents known as the 'Seven Summits', plus skiing unsupported to the North and South Pole.

Additionally, Cheryl and her daughter Nikki are in the Guinness World Records as the first mother-daughter team to summit Mount Everest and the Seven Summits.

Cheryl has been associated with Coastrek since its beginnings in 2009 and has taken part in a number of the Sydney events. A mutual love of hiking and climbing has also seen her share adventures across the world with Coastrek Founder, Di Westaway OAM.

An experienced lawyer and company director, Cheryl Bart has sat on the boards of a diverse range of Australian organisations currently including Chairman Tilt Renewables, Chairman Endeavour Energy, and past Chairman TedxSydney, South Australian Film Corporation, Adelaide Film Festival and ANZ Trustees. She's currently a non executive director on SG Fleet, Audio Pixels Holdings and previous NED on Australian Broadcasting Corporation, Football Federation Australia, Invictus Games, ME Bank and Spark Infrastructure.

In 2009, Cheryl was awarded an Officer of the Order of Australia for service to the economy and cultural development in South Australia, work with welfare organisations and contribution to sport.

"It's an honour to be Coastrek Patron and continue to support an event that empowers women to take on a big challenge in the outdoors. When women support women, great things can be achieved."

- Cheryl Bart AO



JO RUNCIMAN

CEO - COASTREK

Jo Runciman joined Coastrek as CEO in 2025 and has over two decades of executive leadership experience spanning media, publishing, conservation, and not-for-profit sectors, and has successfully led businesses through periods of growth, evolution, and disruption.

She has held senior roles across respected organisations including Bauer Media, Australian Geographic and Aussie Ark. A skilled communicator and values-driven leader, Jo has also served in key board positions, including Chair of the Australian Geographic Society. Known for a collaborative and forward-thinking leadership style, Jo is passionate about aligning purpose with performance.

Having taken part in Coastrek events in Sydney and the Fleurieu Peninsula, in her home state of South Australia, Jo's love of adventure aligns with Coastrek's mission to connect, coach and champion women in the outdoors.



LIBBY TRICKETT, OAM

NATIONAL COASTREK AMBASSADOR

Exercise has always been important to four-time Olympic Gold Medalist and Coastrek Ambassador Libby Trickett OAM. She made a career out of it.

The legendary Australian swimmer was a show-stopper in the pool. Her extraordinary success and her infectious personality captured the hearts of Australians across the nation.

Libby retired from swimming in 2013, but exercise and movement has continued to play a key role in her life. She moves her body not just for her physical health, but for her mental health too.

Libby has taken part in an astonishing five Coastrek events across Australia.

"I'm not an endurance athlete by any stretch of the imagination. When I was racing, I was a sprinter. Coastrek's taught me about endurance and how strong my mindset can be. I think that's what keeps bringing me back - event day teaches you so much about yourself and your friends. It's an awesome opportunity to get out, see amazing locations and get exercising and chatting and supporting each other."



ANN JENKINS

COASTREK COMMUNITY AMBASSADOR

Ann Jenkins is a Coastrek veteran and a treasured Coastrek Community Ambassador. But Ann wasn't always a hiker. In fact, she only started hiking in her 40s after her daughter came back from a Duke of Edinburgh trek in New Zealand.

Ann thought, "If I could do something like that in my lifetime, I would feel like I could achieve anything". And so it began.

In 2023 Ann completed her 20th Coastrek in her home town on Sydney's Northern Beaches, becoming our 'most frequent trekker' - a record unlikely to be surpassed any time soon! To date, Ann has raised over \$55,000 for charity together with her team mates.

She's also taken her hiking to new heights, trekking in locations all around the world, including the GR20 in Corsica and Nepal.

"Coastrek has taught me to be gutsy when I'm uncertain, it's taught me that I can do things I never dreamed I could do. It's taught me that I'm not a middle-aged, average woman, but that I'm strong and that I can make a difference to so many people."



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