

26-28 SEPT 25

CLUB VS CLUB

# 48HR MISSION

supported by

**FUTURE SUPER**

**IMPACT REPORT 2025**



# CONTENTS

|                      |    |
|----------------------|----|
| Introduction         | 02 |
| Snapshot             | 03 |
| Community            | 04 |
| Impact               | 05 |
| Activities           | 07 |
| Theory Of Change     | 09 |
| Pledgendary Moments  | 11 |
| Meet The Pledgends   | 12 |
| The Winners          | 13 |
| Media & Reach        | 15 |
| Social Performance   | 16 |
| Pledgendary Partners | 18 |
| A Special Shoutout   | 19 |

# INTRODUCTION

The 48 Hour Mission 2025 was Pledge for the Planet's biggest and most ambitious challenge yet, uniting 40 community clubs across Australia, the UK, and the US to get sweaty for sustainability.

Instead of paying entry fees, every participant made an environmental pledge, turning personal action into collective impact. The aim: to activate everyday athletes to protect the places we play, because saving the planet is a team sport.

This year marked a turning point, the moment the Mission evolved from a local challenge into a national movement. From "I'm just one person, what difference can I really make?" to communities across continents coming together to take action for the planet.

The 48 Hour Mission shows what's possible when sport and sustainability unite. Across 48 hours, participants tracked their kilometres, an easily understood metric that everyone relates to. Alongside this, we also track CO<sub>2</sub>e and waste reduced from pledges, to highlight the power of collective action in sport and sustainability.

Displayed side by side, these numbers tell a powerful story: What we can achieve when we channel the same drive that fuels competition into protecting the places we play.

Supported by Major Partner, Future Super & Community Partner, Fractel.

## A MESSAGE FROM ALICE

*Every year, I'm blown away by the generosity and curiosity of the communities who take part. The conversations we have in the lead-up to the Mission and throughout the weekend about what people are doing to protect the planet. Whether it's 6 am before an ocean swim or 10 pm running laps around a track trying to clock a few more Ks, everyone shares a deep-rooted drive to protect the places we play and a genuine curiosity to learn how we can all level up and do our bit.*

*A huge thank you to our partners, supporters, volunteers, team leads, and every community member who took part - without you, the 48 Hour Mission wouldn't continue to grow and inspire year after year.*

Alice Kendall, Founder, Pledge for the Planet



Acknowledgement of Country



Kings Cross Track Club



Sydney Muslim Run Club



Alice at sustainability quiz

# SNAPSHOT

## 40

CLUBS

↑ 67% 2024

## 667

PARTICIPANTS

↑ 53% 2024

## 3,449

PLEDGES

↑ 113% 2024

## 524,419

KG CO<sub>2</sub>E~114 cars off the road for a  
year

## 310,687

WASTE PIECES

~87 rubbish trucks full

## 16,597

KMS LOGGED

Sydney → London

## 3.8M

EARNED MEDIA REACH

## 287,829

SOCIAL IMPRESSIONS

## 52,640

VIDEO VIEWS

# COMMUNITY

## 40

CLUBS

↑ 67% 2024

## 667

PARTICIPANTS

↑ 53% 2024

## 55%

 NEW

## 45%

 RETURNING

## Largest clubs

**Coogee Run Club**  
97 members

**Rejoov Run Club**  
73 members

**Sydney Muslim Run Club**  
48 members

**Bondi Salties**  
46 members

**Moore Performance**  
42 members

## Locations

### Australia

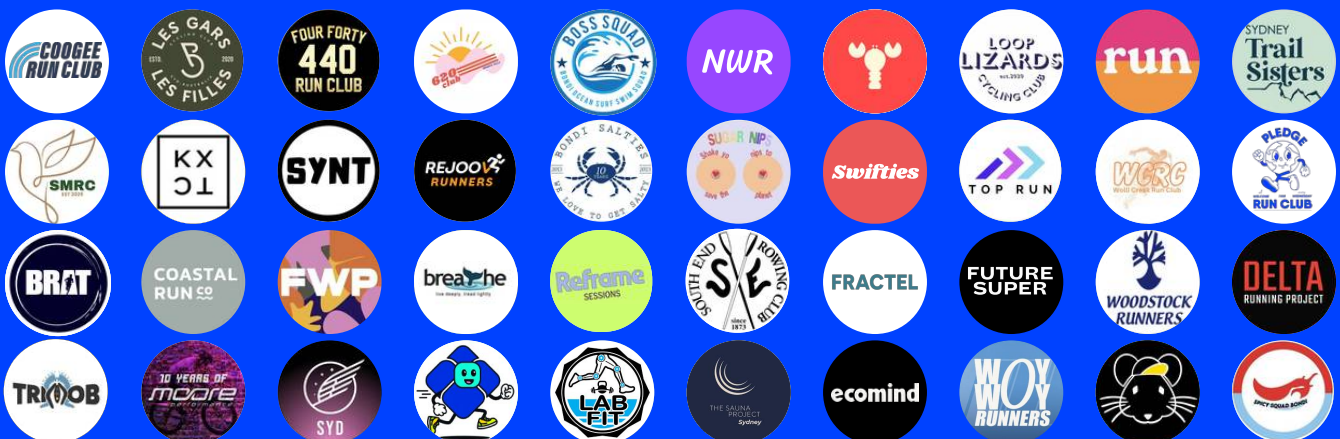
- NSW Sydney, Kiama, Central Coast
- NT Darwin
- QLD Noosa

### International

- UK
- USA
- South Africa



Rejoov Runners



# IMPACT

## 3,449

PLEDGES

↑ 113% 2024

## 524,419

KG CO<sub>2</sub>E

~114 cars off the road for a year

## 310,687

WASTE PIECES

~87 rubbish trucks full

## 35

UNIQUE PLEDGE TYPES

## 4.2

AVERAGE PLEDGES PER PERSON

## Top pledges

- 1. Cold wash and air dry clothes**  
309 people (45.6%)
- 2. Reusable bottles always**  
231 people (34.1%)
- 3. Eat your leftovers**  
230 people (34.0%)
- 4. Commute under your own steam or via public transport**  
221 people (32.6%)
- 5. Ditch takeaway cups**  
218 people (32.2%)



**IT ONLY TAKES  
6 PLEDGENDS TO  
WIPE OUT A  
CAR'S EMISSIONS  
FOR A YEAR**

# ACTIVITIES

## 1,438

TOTAL ACTIVITIES

## 16,597

TOTAL KMS

# SYDNEY → LONDON

## POWERED BY PEOPLE IN 48 HOURS

## 25

KM AVERAGE PER  
PARTICIPANT

## 415

KM AVERAGE PER CLUB



## 359

KMS SWUM



## 7,697

KMS CYCLED



## 8,514

KMS RUN / WALKED

FROM

**“I’M JUST ONE PERSON”**

TO

**“I’M PART OF A COLLECTIVE  
MOVING TO PROTECT THE  
PLACES WE PLAY.”**

## THEORY OF CHANGE

# THE POWER OF THE COLLECTIVE

## Community sport as a catalyst for collective climate action

The 48 Hour Mission harnesses the **motivation**, **community**, and **energy** found in sport to bring **new audiences** into climate action.

Instead of paying an entry fee, every participant makes an environmental pledge, using **action as their currency** to join the activity competition.

By uniting clubs around a shared purpose, to protect the places we play, sustainability becomes **visible, social, and habit-forming**. Through collective action, everyday habits turn into measurable and lasting environmental impact.

*“INDIVIDUALLY WE ARE ONE DROP,  
TOGETHER WE ARE AN OCEAN”*

RYUNOSUKE SATORO



Clovelly Crustaceans

## THEORY OF CHANGE: HOW IT WORKS

**FROM PEOPLE → PLANET****Community****Meet people where they are**

We start within existing communities - sports clubs, workplaces, and local groups - connecting people through the activities and communities they already love.

**Events****Create shared experiences**

The 48 Hour Mission is a virtual activity challenge where participants walk, run, ride, or swim to collect points for their team. Instead of paying an entry fee, participants make a pledge. Every km and impact tracked shows the power of collective action to protect the places we play.

**Education****Make climate action engaging**

Through pledges, storytelling, and tangible examples, we show that sustainable action can be simple, fun, and rewarding. Using language like “protect the places we play” engages our active audience.

**Action****Shift behaviours and habits**

Participants turn intention into action - making personal pledges, tracking impact, and holding themselves and teammates accountable.

**Impact****Scale collective change**

When thousands take small actions together, measurable change follows - CO<sub>2</sub>e reduced, waste diverted, and new habits formed.



# PLEDGENDARY MOMENTS



"It's important to acknowledge country and pay respects really **for the next 48 hours to do our bit to try to protect this place**, and not only to protect this place but try to **bring another person alongside you, someone you are connected to, to do their bit to also connect to country.**"

NAT HEATH & TRIMOB'S  
ACKNOWLEDGEMENT OF COUNTRY



BEACH CLEAN & QUIZ AT BONDI SUPPORTED BY WILL & CO AND FRACTEL



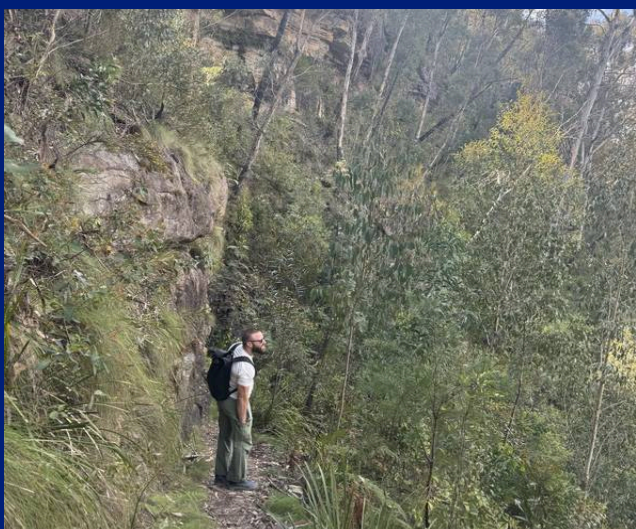
BEACH CLEAN AT MANLY LED BY SYNT AND EMU PARADE

# MEET THE PLEDGENDS



"I kept my pledge simple this year because I wanted to focus on one change that would actually stick. For me, the real story of the weekend wasn't the big push for points. It was the hours and hours spent walking on the treadmill with my new baby daughter just to get the kms in. **We love to be competitive, but it made me realise it really shouldn't be about the leaderboard, but about starting a good new habit for our family. I always wanted to set a good example; I just didn't realise it would be so literal and so soon!**"

**JAKE BROWN** ACTIVITY CHAMPION



"Taking part in Pledge for the Planet's 48 hour mission is always a great reminder of the impact we can have if **we make small but intentional commitments to live our everyday lives more sustainably.**"

**DOM O'CONNELL** IMPACT CHAMPION



**Ella ran from Coogee → Palm Beach, 118km overnight, solo, unsupported.**

"**This is why this kind of challenge is so important,** we all love spending time outdoors, these are the places we play. I spend so much time running through these beautiful national parks and **it does really make me think about how we can protect them.** I was the only human in those points last night and hearing all the animals around us, **it's their space as well and what are we doing to protect it for them.**"

**ELLA CLARK** ACTIVITY CHAMPION

# IMPACT CHAMPIONS

## TEAM TOTAL

- #1 Coogee Run Club
- #2 Woodstock Runners
- #3 Crusties

## TEAM POINTS / MEMBER

- #1 Noosa Walkers & Runners
- #2 Pledge Run Club
- #3 Boss Squad

## INDIVIDUAL

- #1 Sara Stace  
Coogee Run Club
- #2 Clint Yabuka  
Coogee Run Club
- #3 Dom O'Connell  
Crusties

## PLEDGENDARY SPIRIT AWARD

- SYNT Run Club



# ACTIVITY CHAMPIONS

## TEAM TOTAL

#1 Coogee Run Club

#2 Rejoov Runners

#3 Bondi Salties



## TEAM POINTS / MEMBER

#1 Brats

#2 Woy Woy Run Club

#3 Noosa Walkers & Runners



## INDIVIDUAL

#1 Ella Clark  
Coogee Run Club

#1 Jake Brown  
Coogee Run Club

#2 Belina Villars  
BRAT CLUB

#2 Simon Simon  
Coogee Run Club

#3 Carol Robertson  
Noosa Walkers & Runners

#3 David Gasan  
Bondi Salties



# MEDIA & REACH

## Broadcast

CHANNEL 7: WEEKEND SUNRISE → SUNDAY 29 SEPT

6x Live Weather Crosses with James Tobin

Featured Alice Kendall + Woodstock Runners, Les Gars, SYNT, Emu Parade, Sydney Trail Sisters

→ [Watch here](#)

**3.8M**

TOTAL REACH

**436,000**

AVERAGE LIVE  
AUDIENCE / SEGMENT

**40,000**

AVERAGE DIGITAL  
REACH



## Local Media

THE BUGLE (KIAMA LOCAL)

Profile on Amy from Girls Run Club

→ [Read here](#)

**6,000**

WEBSITE AUDIENCE

**15,000**

APP READERSHIP



# SOCIAL PERFORMANCE

## Pledge for the Planet

**287,829**

IMPRESSIONS

**2,130**

ENGAGEMENTS

**52,640**

VIDEO VIEWS



## Partner Posts



Allegra Spender,  
Independent MP  
for Wentworth



Future Super



Fractel



Sauna Project  
Sydney

# SOCIAL PERFORMANCE

## Community Collaborations



Les Gars Cycling Club



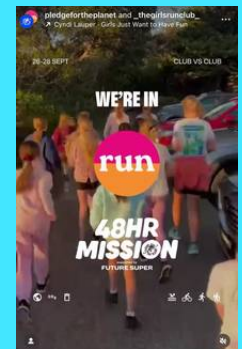
WoyWoy Run Club



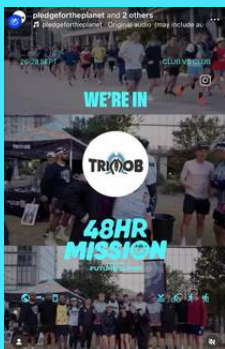
Coastal Run Co



Woodstock Runners



The Girls Run Club



TRIMOB



Wolli Creek Run Club



Midnight Runners



Delta Running Project



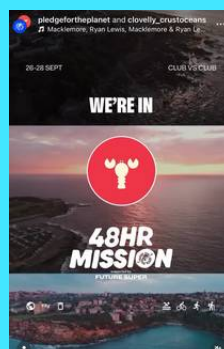
Sydney Muslim Run Club



BRAT Club



SYNT Runners



Crusties



440 Run Club



Bondi Salties

# WITH SPECIAL THANKS TO OUR PARTNERS & SUPPORTERS

**FUTURE  
SUPER**

**FRACTEL**

**Be**  
**BlueRock**  
FOUNDATION

**LNDR**

  
THE SAUNA  
PROJECT  
Sydney



 **budgy  
smuggler®**

# A SPECIAL SHOUTOUT TO THESE PLEDGENDS

Paul Allen  
Jasmine Al-Zoubi  
Jen Beirne  
Sondra Beram  
Declan Brearley  
Christian Bissacco  
Freya Bronwin  
Rhea Chapman  
Jess Cheney  
Hannah Cordwell  
Oli Courtney  
James Crowley  
Kara Cummins  
Chris Don

Dale Erdmier  
Sarah Ferguson  
Michaela Franz  
Tom Granger  
Fabiola Granja  
Esther Ham  
Nat Heath  
Talbot Henry  
Lauren Houghton  
Sam Johnston  
Wisty Johnston  
Ben Johnston  
Amy Kline  
Trent Knox

Kenny Lau  
Ruby Leschanz  
Bhree Lowry  
Elisa Lu  
Lough M  
Hillary McAllister  
Henry Meagher  
Kester McQueen  
Tara Meakins  
Ben Montet  
Danny Moore  
Bonnie Muller  
Jess Nearne  
Paddy O'Brien

Teigan O'Shannassy  
Paul Peterson  
James Pomfret  
Angus Raiman  
Tess Reddel  
Ben Rocke  
Jasmine Rynne  
Nicole Styles  
Tanya Tan  
James Tobin  
Lauren Tischendorf  
Greta Truscott  
Grace Wearne  
Jack Williams



THIS IS JUST THE BEGINNING....

**KEEP YOUR PLEDGES GOING,  
KEEP THE CONVERSATIONS  
FLOWING AND KEEP MOVING  
TO PROTECT THE PLACES WE  
PLAY, PLEDGENDS**

...WE HAVE PLENTY MORE COMING YOUR WAY.