

MINDMAX

FIT MINDS KICK GOALS



AFLPA LAUNCHES MINDMAX

Media Release

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Daniel Menzel, Michael Walters and Ed Curnow are among a group of elite AFL players who have been involved in the development of an innovative new wellbeing and resilience smartphone app.

The *MindMax* app, available for free public download, combines the personal experience of AFL footballers with regularly updated bite-sized training sessions, games and social interaction to help users build, strengthen and maintain healthy and fit minds.

MindMax has been funded by the Movember Foundation and developed by the AFL Players' Association in partnership with Queensland University of Technology.

Drawing on expert knowledge, scientific research and AFL player experience, *MindMax* is aimed at Australians aged 18-30 and based on the premise that 'fit minds kick goals'.

Geelong Cats player Daniel Menzel, who courageously overcame career-threatening injuries, has been involved with the *MindMax* app throughout the development phase and is looking forward to the public gaining access to the platform.

"My football career hasn't exactly been smooth sailing and one thing I've learnt through spending a lot of time in physical rehabilitation, is that our minds, just like our bodies, require regular training and can always be improved," he said.

"Through my ongoing commitment to training my mind, my mental wellbeing and resilience has reached levels I never thought were capable and I'm very proud to be involved with *MindMax* to help members of the community strengthen their mental fitness."

Paul Villanti, the Movember Foundation's Executive Director of Programs, said the support players have shown for *MindMax* demonstrates the importance of having a fit mind, not just a fit body, to handle the challenges and opportunities life throws our way.

"This app has been developed to support people to take steps to build their own mental fitness. It's thanks to funds raised by the Movember community we're able to change the way we think about mental health promotion," said Villanti.





MindMax spokesperson and clinical psychologist Dr Jo Mitchell says conversations are too often driven by alleviating mental illness, rather than building mental fitness and it's important that we start having conversations that change these attitudes and behaviours.

"*MindMax* is shifting the lens to create a happier, more resilient and fitter community that knows how to flourish in life – not just survive. Let's not wait for people to break, but help them be more resilient from the start, and to improve mental fitness the same way we do our physical fitness."

AFL players involved in development of *MindMax*

- Ed Curnow – Carlton Blues
- Majak Daw – North Melbourne Kangaroos
- Dan Menzel – Geelong Cats
- Michael Walters – Fremantle Dockers
- Jasper Pittard – Port Adelaide Power
- Tom Nicholls – Gold Coast Suns
- Sam Reid – Greater Western Sydney Giants
- Michael Barlow – Gold Coast Suns

MindMax can be downloaded for free from the App Store.

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