

THE VALUE OF EMPLOYEE WELLBEING

Give your teams a way to boost their minds, bodies and connections with each other, so they can cope with changing times.

Coastrek is a way to supercharge your existing wellbeing initiatives and create long term, sustainable positive habits that people can use to boost their resilience and energy, at work and at home.

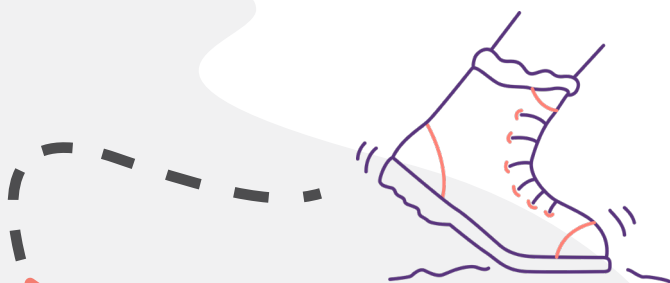
As workplaces, we have an opportunity to create an environment where healthy behaviours are championed. It makes sense that investing in our people lies at the heart of our success.

HIKING FOR HEALTHY HEARTS

Being inactive is a key risk factor for coronary heart disease, Australia's biggest killer.

- Adults should achieve 150 - 300 minutes of cardiovascular exercise per week, including 2 days of strength exercises, to meet the Australian Physical Activity Guidelines.
- Exercise can reduce your risk of heart disease, lower your stress and help keep you physically and mentally well.

Just 15% of adults aged 18 - 64 achieve the recommended amount of physical activity required for good health.²



HOW COASTREK DELIVERS

Coastrek is not just another corporate wellbeing program. It is a health program culminating in an epic 30km - 60km hike along the scenic coast with your workmates. Feel better, work smarter, train with your teammates and have a whole lot of fun, while supporting the Heart Foundation.

The program combines the physical, mental and social benefits of walking and movement on a regular basis with:

- having a purpose or goal
- being part of an inclusive community
- being immersed in nature
- giving back

How the Coastrek program supports wellbeing

The Stats

The Coastrek Solution

Physical Health

According to the Australian Bureau of Statistics:³

- 70% of Aussies don't do enough exercise
- Increased risk of chronic health issues
- Linked to reduced productivity
- Unhealthy employees take up to 9x more sick leave and are 3x less productive than healthy employees

Follow the Coastrek training program to complete:

- 5+ hours moderate intensity physical activity - endurance walking AND
- 2+ hours vigorous intensity physical activity - hills, sand and stairs AND
- 1+ hours muscle-strengthening - bodyweight strength training

Mental Health

Did you know:⁴

- 45% of Australian adults experience a mental health condition at some point in their lifetime.
- In a 12-month period, 1 in 5 Australians will experience a mental health condition.

- Exercise⁶, time in nature⁷, connection with others⁸ and giving back⁹ - all key components of the Coastrek challenge - have all been scientifically proven to benefit mental health.

Social Health

- 1 in 3 adults experience loneliness.⁵
- Working from home means less opportunity for colleagues and friends to check in on one another
- Many people are finding in-person interaction awkward after extended lockdowns.

- Being part of a community improves overall mental wellbeing and people's sense of purpose, place and value.⁸
- Coastrek requires people to commit to a team challenge, which encourages them to connect with others on a regular basis.

1. Forbes, The Mental Health Crisis Generated By COVID-19: Why It's Critical And How You Can Retain Your Sanity, April 2020. <https://www.forbes.com/sites/tracybrower/2020/04/14/the-mental-health-crisis-generated-by-covid-19-why-its-critical-and-how-you-can-retain-your-sanity/>
2. Department of Health, 'Physical Activity and exercise guidelines for all Australians' <https://www.health.gov.au/health-topics/physical-activity-and-exercise/physical-activity-and-exercise-guidelines-for-all-australian>
3. Effective Health and Wellbeing Programs report (comcare.gov.au)
4. https://www.headsup.org.au/docs/default-source/resources/bl1269-brochure---pwc-roi-analysis.pdf?sfvrsn=ace47a4d_6
5. <https://www.blackdoginstitute.org.au/news/what-is-loneliness-and-how-can-we-overcome-it-during-these-times/>
6. <https://www.betterhealth.vic.gov.au/health/healthyliving/exercise-and-mental-health>
7. <https://www.health.harvard.edu/mind-and-mood/sour-mood-getting-you-down-get-back-to-nature>
8. <https://www.headtohealth.gov.au/meaningful-life/connectedness/community>

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