

How to design corporate wellness initiatives...

...that actually work!

A Scout Talent Group webinar





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Housekeeping

- Your microphones are on mute so we can't hear you, however we'd love your participation
- If you have any questions or comments, please type them into the GoToWebinar Action Pane on the right side of your screen
- The webinar recording and slides will be emailed afterwards
- We'll launch some Audience Polls throughout the session

Today's Agenda

- About Healthy Workplaces
- What a corporate wellness initiative is
- Benefits that organisations can expect
- Where to start
- Common mistakes and how to avoid them
- Things to keep in mind post-COVID-19 (physical distancing).

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**Tell us about Healthy Workplaces
and your experience helping
organisations implement corporate
wellness initiatives...**

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News Corp
Australia



optiver 

OPTUS



Deloitte.



AON



Coronis 

KordaMentha



MOTORAMA



WILEY 
the project delivery company

Step
Forward

My Active Events

Step
Forward

My Steps 2020

1st Apr, 2020 - 31st Dec, 2020

Liberty

Liberty's 'Commit to Fit'

18th May, 2020 - 24th May, 2020

My Open Events

CHOBANI

CHOBANI FIT

25th May, 2020 - 31st May, 2020

My Previous Events

NetEngine

'Get Agile' with NetEngine

11th May, 2020 - 17th May, 2020

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Scout Talent Steps Challenge

4th May, 2020 - 10th May, 2020

An initiative of
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What is a corporate wellness initiative?



Mindfulness



**Financial
advice**

Nutritional advice



**Wellbeing
program**



Exercise



**Network
building**

70% of Australians

consider health and wellbeing as one of the three most important factors for a good workplace.

(Medibank Private, 2005)

1 in 2 professionals

would leave their job
if their wellbeing needs were not met.

(Robert Walters, 2006)



**What benefits can
organisations expect to
achieve from a corporate
wellness initiative?**

High absenteeism

Low productivity

Disengagement

Low retention





Exercise can reduce
absence rates and
increase productivity
by 50%

(Population Health Management, 2012)

Strong workplaces
wellness programs
drive **employee
engagement** and
staff retention.

(Great Places to Work, 2019)



What are the common mistakes you've seen? How can organisations avoid/overcome these challenges?

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Have you ever run a corporate wellness program that didn't work? What went wrong?



"My people are too busy to engage in this"

"We don't have the budget"

"This is too hard!"

"Why bother?"

"I'm not very good at this kind of thing"

"This is not a priority right now!"

ENGAGEMENT

- Interview your managers before selecting your initiative.
- Survey your people and get to know their interests.
- Select a popular initiative that will engage the majority.

"Sandra ALWAYS handles everything"

"This was/is fun but is sooooo much work!"

"There is no time to manage this project!"

"This was pretty good - but could have been WAY better"

"This isn't the right time for our team to participate."
"

"It would have been better if we knew..."

PLANNING

- **Form a committee to share the workload**
- **Plan ahead. Initiatives can be broken down into simple steps to be achieved each week.**
- **Ensure the timing is right for your organisation.**

"Where do we start"

"This seems very complicated"

"Will this even work?"

"There are lots of steps"

"This isn't my area of expertise."

RESOURCING

- **Consider the length of your initiative.**
- **Start small and grow.**
- **Don't reinvent the wheel - join an existing initiative where appropriate**

"What initiative?"

"I wish I'd known"

"Ohh is that today?"

"That's a great idea - I wish my company did things like that!"

"I wasn't sure how to sign up."

"How do I get involved?"

COMMUNICATION

- Use multiple communication channels
- Clearly communicate the Who, What, When, Where and Why
- Engage key stakeholders to promote

"What was the point of all of that"

"I'm not going to do it if I won't win"

"Well that didn't work"

"I don't think anyone participated"

"Let's do something else next year"

MEASUREMENT

- **Clearly define your objectives and how you will measure.**
- **Ensure communication and rewards are linked to this outcome.**
- **Regularly report on progress and celebrate success.**

Signs you may have a problem with your Corporate Wellness Initiative...

Engagement

"We don't have budget for this"

"My people are too busy to engage in this"

"I don't have time!"

"This is too hard!"

"This is not a priority right now!"

"I'm not very good at this kind of thing"

"This is something for the sporty people to do"

"Thanks but no thanks"

Planning

"This was/is fun but is soooo much work!"

"Sandra AL WAYS handles everything"

"There is no time to manage this project!"

"This was pretty good – but could have been WAY better"

"This isn't the right time for our team to participate."

"It would have been better if we knew..."

Resourcing

"Where do we start"

"This seems very complicated"

"Will this even work?"

"There are lots of steps"

Communication

"What initiative?"

"Ohh is that today?"

"I wish I'd known"

"Oh that's a great idea – I wish my company did things like that!"

"I wasn't sure how to sign up."

"How do I do this?"

Measurement

"I'm not going to do it if I won't win"

"What was the point of all of that?"

"Well that didn't work"

"I don't think anyone participated"

"Let's do something else next year"

How to prevent problems with your Corporate Wellness Initiative...

Engagement

Interview your managers before selecting your initiative.

Survey your people and get to know their interests.

Select a popular initiative that will engage the majority.

Planning

Form a committee to share the workload

Plan ahead. Initiatives can be broken down into simple steps to be achieved each week.

Ensure the timing is right for your organisation.

Resourcing

Consider the length of your initiative.

Start small and grow.

Don't reinvent the wheel – join an existing initiative where appropriate

Communication

Use multiple communication channels

Clearly communicate the Who, What, When, Where and Why

Engage key stakeholders to promote

Measurement

Clearly define your objectives and how you will measure.

Ensure communication and rewards are linked to this outcome.

Regularly report on progress and celebrate success.



What considerations do we need to take into account post-COVID-19?

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All initiatives must meet strict public health guidelines:

- Consider venue
- Hand hygiene
- Cleaning
- Keep record
- Health checks

<https://covid19inlanguage.homeaffairs.gov.au/sites/default/files/2020-05/roadmap-to-covid-safe-australia-english.pdf>

<https://covid19inlanguage.homeaffairs.gov.au/>

<https://www.safeworkaustralia.gov.au/>



Recap

- A corporate wellness initiative should engage staff and promote healthy workplace behaviours
- More important than ever
- Can **increase productivity, staff retention, and team engagement**, while **decreasing absenteeism**
- There are five key stages to planning a corporate wellness initiative; **engagement, planning, resourcing, communication**, and **measurement**.
- Use the links provided to check how to deliver a COVID Safe initiative



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Q & A

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