

Calastica set to Optimise Your Team's Health & Wellbeing with New Online Solution

In the current global environment, corporate Australia is facing new and substantial pressures that are unprecedented. Providing employers and employees sustainable tools to optimise their time, attention and energy is top of mind for our country's top companies. This demand has led to the development of a new corporate lifestyle solution, CalasticaOptimise, from leading Australian health and wellbeing company, Calastica.

Calastica's new Optimise Wellbeing Program, to be launched later this month, combines the best of fitness, nutrition and stress management to assist corporate Australia in achieving a life balance that works for the individual via a personalised online program.

"In 2009 the corporate world is a different place. With the optimisation levels of staff under increased scrutiny, companies are looking to embrace new low-cost solutions that are accessible, meaningful and accurate" says Greg Caleo, Managing Director of Calastica. "We believe the Optimise Wellbeing Program delivers this".

The program has been designed to keep the company's most important asset, its people, healthy in body and mind.

Caleo and his team see the Optimise Wellbeing Program as offering a health sustainability solution that is empowering to both the employer and employee. By encouraging interactive online learning in key health and wellbeing areas, individuals can realise personal goals that contribute to achieving their desired work/life balance.

What does it deliver for the Employer?

Calastica believes that through the investment in the health and wellbeing of a company's people, the company will in turn enjoy increased productivity, reduced staff turnover and less employees taking sick or stress leave.

"Corporate Australia's investment in the health and wellbeing of their staff will return the most value when employees are provided with real and accessible support to assist in achieving a sustainable work/life balance. This is critical not only to the wellness of their people, but to their businesses also," Caleo said.

For employers, the Optimise Wellbeing Program provides a comprehensive online company health audit that is accessible to management 24/7.

The employer interface or, the Optimise Management Area, provides aggregate reports offering management

an instantaneous visual representation of the overall 'optimisation' levels of staff. The program also offers reports on global and departmental summaries on key health risk indicators (such as, food, exercise, lifestyle information and stress triggers) allowing the user to drill down for greater depth and analysis as required.

These reports are aimed at tracking and improving the overall health and wellbeing of all staff.

As the 'optimisation' levels of staff are continually updated via the online interaction of employees, the reporting tools deliver current and meaningful information to management in real time.

What does it offer the Employee?

Through the use of a series of comprehensive online questionnaires, the Optimise Wellbeing Program delivers a personalised health and wellbeing strategy that covers food, exercise, lifestyle, and stress management. The program also allows employees to set goals for their overall health and to track their progress online.



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The Optimise Wellbeing Program focuses on four key modules based around the following lifestyle components:

1. *Your Food* – Personal food program that includes weekly meal plans and recipes that are balanced and fits individual employee needs
2. *Your Exercise* – Customised plan that covers the three key components of movement, strength and stretch
3. *Your Lifestyle* - Incorporates work, home, family and personal life
4. *Your Stress Check* – Helps in becoming proactive in managing stress

This program is supported by an impressive team of experts that allows members to have access to notoriously expensive resources such as dietitians, nutritionists, psychologists and holistic medical professionals, anytime, online.

One of the Optimise Wellbeing team is former world-class athlete and MBE, Allison Roe. Allison sees her role with the program as sharing her professional fitness and training experiences directly with members and adapting that advice to individual employee wellbeing plans.

The programs professional team also includes Kaytee Boyd. Kaytee is a Biomedical & Integrative Elite Performance Nutritionist who offers input on the food component of the overall wellbeing plan based on specific requirements highlighted by members in their questionnaire responses.

Expanding the program from a purely online portal, Calastica

Optimise extends an invitation to all plan members to take part in outdoor group fitness sessions in their local area including rock climbing, kayaking and yoga.

The program has been designed to reflect our changing times, offering topical new information to members and a complete resource centre on health and wellness issues that is updated seasonally.

By providing employees a workplace where their wellbeing is truly valued, Calastica believes that the company's culture will in turn be stronger, more empowered and more likely to be sustainable. And in times of global financial uncertainty, that has to be a good thing.

www.calasticaoptimise.com