



ACT  
Government

healthier  
work

HELPING PEOPLE AND  
BUSINESS THRIVE

CASE STUDIES 2017-18

RECOGNITION

## COMPETITIVE SPIRIT ENERGISES THE TEAM

### *contentgroup – 30 staff*

*contentgroup is an experienced content communication agency for government and the public sector. They help their clients strengthen communities and improve the lives of citizens through effective communication.*

During a time of solid business growth, contentgroup has found their health and wellbeing plan an effective technique for bringing the team together.

“It provides a guide and support for introducing healthy habits,” says Lydia Stevens, Communication Strategist. “It increases camaraderie in the workplace, particularly as we experience business growth and welcome more staff on board.”

They have workshopped ideas and suggestions for fresh ideas with the team and their second 12-month plan includes mental health information, healthy eating initiatives and a variety of walking challenges. Two-thirds of staff also took up the offer of a free flu vaccination.

“Our various walking challenges are always enthusiastically embraced across the business – nothing like tapping into that competitive spirit!” says Lydia.

And while the contentgroup team did participate in some informal health and fitness activities in the office previously, there was no strategy to guide it.

“Healthier Work really helped us formalise our approach,” explains Lydia. “It provides great accountability too.”

