



ACT  
Government

healthier  
work

HELPING PEOPLE AND  
BUSINESS THRIVE

CASE STUDIES 2016-17

SILVER

## SELLING ACTIVE BY BEING ACTIVE

### *Sportsmans Warehouse – 50 staff*

*Sportsmans Warehouse is a sports retailer with a strong emphasis on outstanding customer service to build trust and credibility with their customers.*

Balancing the needs of customers and the health of staff is an ongoing consideration for the retail team at Sportsmans Warehouse.

“Our biggest challenge is balancing our hourly 2-minute exercise sessions during busy times such as the Christmas and new year period,” explains Jason Heddle, Retail Operations Manager.

The mini exercise and stretching routine every hour works really well at less intense times of the year. It’s a great way to break up the day and refocus everyone. But when the store is busy, they have to find other tactics to get the team active and healthy.

Their plan has table tennis competitions for both a physical and mental release, social bike rides, healthy snack options, flu shots, and participation in Dry July.

Heading into their third year of Healthier Work status, Sportsmans Warehouse has seen reduced sick leave, greater team cohesion and an increase in staff morale.

Jason suggests other businesses start with baby steps and make ongoing adjustments to activities, because the plan will eventually grow over time.

And for Sportsmans Warehouse, it makes perfect business sense.

“It’s a natural fit to work on building a healthier workplace in a business that actively encourages healthy and active lifestyles,” says Jason.

