

# 07

## WHAT'S EVERYONE ELSE DOING?



A healthy workplace is good for business

# CASE STUDY – ABSOLUTE BEAUTY



Absolute Beauty is a beauty salon based in Launceston in Tasmania's north. The salon employs eight beauty therapists and nail technicians, and has been in operation for 12 years. The salon has over 4500 clients, and offers a range of beauty services and treatments.

Like many busy small business owners, Absolute Beauty's Tracey Orr initially had a long list of reasons preventing her from initiating a workplace health and wellbeing program.

'We thought starting a health and wellbeing program would be too expensive, and we wouldn't get anything out of it. We were already so busy and we weren't trained health professionals, so we just didn't know where to start', said Tracey.

'Beginning my day with a 6.15 am class sounded just awful, but now I go four or five times a week and I feel amazing – it really sets me up for the day.'

– Emma  
Senior Therapist



A healthy workplace is good for business

# CASE STUDY – ABSOLUTE BEAUTY

Tracey discovered that help was actually closer than she realised, with WorkCover Health and Wellbeing Advisor Cameron Blight happy to meet with her and discuss what she needed.

‘Cameron came and talked to us about the benefits we might expect to get, and how we could go about it. It really was very simple. For a minimum investment we were able to get a tenfold return for both the employees and our clients.’

The first step was to conduct a simple needs assessment, which allowed Tracey to focus on areas where her staff needed help. There were three main areas identified: healthier eating, sedentary time and smoking.

The salon is located next to a bakery and, coupled with irregular break times, Tracey found that many of her staff were snacking on energy-dense foods for much of the day. She also discovered that most of her staff lacked knowledge about what might be better nutritional choices. To remedy this, Tracey purchased a fridge for the staff room, which allowed her employees to bring healthier alternatives from home. Tracey also stocked the fridge with healthier snack options so that her staff could easily avoid their bakery visits. To enable her staff to learn more about nutrition, each week Tracey encouraged a staff member to research a particular food, and then provide a recipe and a short discussion of the benefits of that food. To date, these foods have included blueberries, quinoa, lentils and walnuts. These recipes were then made available for both staff and clients to take home.

Tracey also identified that most of her team were sedentary, both at work and at home. Tracey encouraged her staff to join a nearby gym, with everyone attending daily 6.15 am classes for two weeks, until it became a habit.

‘We continually motivate each other to stay active – either to walk at lunchtime or continue to attend the gym’, said Tracey. Recently her staff entered a local 5 km fun run, which raised money for breast cancer awareness.

Tracey also recognised a major health issue in her workplace – the high rate of smoking. Knowing that this would be the most valuable area in which to make inroads, Tracey offered to pay for her employees to attend smoking cessation classes, and for nicotine replacement therapies, such as patches. To date, three employees have successfully quit smoking.

‘Our next step is to become a smoke-free workplace’, said Tracey.

The Absolute Beauty team has noticed a huge number of benefits gained after only a short time on their health and wellbeing journey. Not only is there increased productivity due to decreased staff absenteeism, but staff retention has improved and there is a genuine feeling of cohesion and engagement among staff.

‘The best thing has been the reaction from our clients – many of them have been on the journey with us. Our clients and the local community perceive our workforce as motivated, active, fit and healthy – because it is.’

– Tracey Orr, Owner  
Absolute Beauty



A healthy workplace is good for business