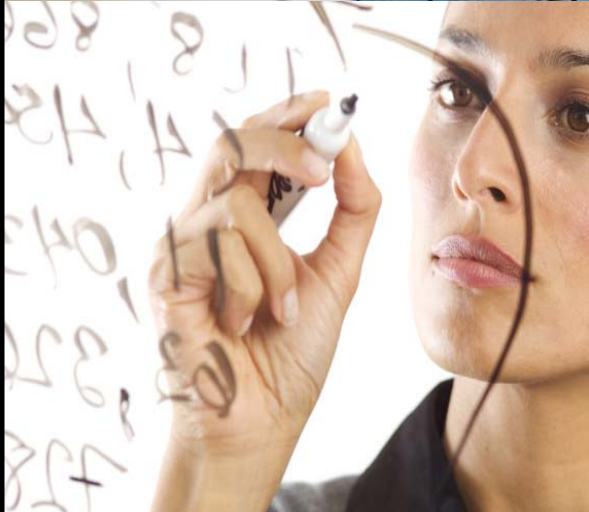


Welcome to the Workplace Health Challenge



The Workplace Health Challenge Pty Ltd (WHC)

PHILOSOPHY

To change the mindset of employees and employers' view of health, well-being and fitness. Our aim is to implement new policies and procedures within the workplace to improve employee's quality of life, through exercise, healthy eating, motivation, teamwork, self esteem and leadership. Our core mission is to fight our overweight crisis through our 50 year strategy.

GOALS

- To influence government, corporations and the business sector to unite and bring about the compulsory introduction of health / fitness and well-being policies and programs within the workplace environment.
- To ensure our clients and participants succeed.
- Physically and mentally transform workplaces and participants.
- Create a new workplace culture based on healthy attitudes and environment.
- Eliminate laziness and excuses within participating workplaces.

WHAT WE DO

The WHC is a team of positive, motivated and determined individuals that aim to change the face of workplace health / fitness and wellbeing. It is a necessity these days for employers to provide a safe, hygienic and **healthy** workplace for their employees. That's where we come in. Our primary focus is increasing participants' physical and mental health through challenge programs that are 'hands-on' and require practical application.

Our Global Brand Value is 'Don't Quit'. Supported by nine key brand values:

Integrity = Honesty = Leadership = Courage = Determination = Empathy = Commitment = Perseverance = Discipline

BACKGROUND/HISTORY

The WHC first started in 2002 in an Australian football club with over 95% participation rate. Over the 12 week period a total of 100 kilos of body fat was lost and mental and physical fitness levels improved. Overall the system proved to be a huge success. The idea grew from the change rooms to the workplace and takes advantage of that same system. Since 2002, the WHC has produced many incredible transformations both in individuals and in the workplace.



The Workplace Health Challenge Pty Ltd (WHC)

SERVICES

- Four major Workplace Health Challenge (WHC) program events every year
- 24 Hour Motivation and Program Support Hotline
- Personal Trainers
- WHC Club Meeting locations (one-on-one support, weight recordings/skin folds/photos/motivation)
- Group motivational seminars prior to WHC seasonal launch
- Corporate transformation camps
- Updated weekly website (support, tips, articles, exercise demonstrations, recipes)

WHC CAMPAIGNS

Four (4) 12 week seasonal launch programs are conducted each and every year

Summer (December, January, February) - commencing 1st December

Autumn (March, April, May) - commencing 1st March

Winter (June, July, August) - commencing 1st June

Global (September, October, November) - commencing 1st September

ABOUT OUR MAGAZINE—WORKIN LIFE

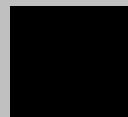
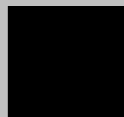
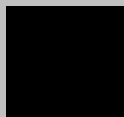
Each month we release our highly successful e-magazine called *Workin Life*. *There is free subscription for all workplaces and participants.* The magazine contains inspirational and success stories from everyday workers participating in the WHC programs, recipes, photos, motivation, articles, references and tips.

ADVERTISING & SPONSORSHIP

We offer to our clients a chance to promote their business through our Advertising and Sponsorship packages. The package includes exposure on:

- Website—globally
- One of a limited number of spots throughout our WHC kits and latest edition book
- Our monthly magazine—Workin' Life

Contact us via email at info@workplacehealthchallenge.com for more details on how to advertise or become a WHC sponsor and partner.



The Workplace Health Challenge Pty Ltd (WHC)

TESTIMONIALS

From desk jockeys to wharfies, employees are putting their waists on the line by taking part in a new initiative devised specifically to streamline the Australian workforce. Known as the Workplace Health Challenge (WHC), the 12-week program is a preventative strategy designed to boost staff morale, productivity and overall wellbeing.

Channel 9, A Current Affair—Australia

It was time to introduce a program to encourage staff to focus a bit more on their health. A small group of staff (which formed a group called the TIS Collective) got together and did some research about health programs specially for the workplace. They found that a healthy workforce equalled a healthy business including reduced absenteeism, increased staff morale and staff reporting greater general well being.

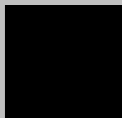
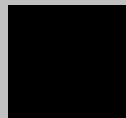
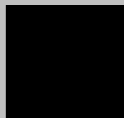
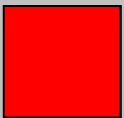
ANZ Bank, Susan Fiori (TIS) - Australia

The benefit I believe the WHC had on the company was improved health and well being for all the employees who participated. I had other colleagues following my progress and feeling inspired to try as well. I believe healthy happy employees will ultimately lead to a more productive workplace.

Cadbury Schweppes, National Distribution Centre, Joanne Bowen—Australia

I decided to take the Workplace Health Challenge on, because the job I do isn't very physical and over the years I have slowly put the weight on. Also diabetes is in my family and being the way I was increased my chances. This Workplace Health Challenge has changed my life!

International Power Hazelwood, Mining, Reuben Falzon—Australia



The Workplace Health Challenge Pty Ltd (WHC)

PREVIOUS ORGANISATIONS THAT HAVE PARTICIPATED

Thankyou to the following organisations that have chosen to improve their employees' health, fitness and wellbeing as well as make a change in the workplaces of the world.

ANZ Bank

Telstra

Cadbury Schweppes

Australia Post

Wisewoulds Lawyers

Coadys

Quality Management Institute

West Brunswick Football Club

Australian Federal Police (AFP)

AHMG

Kordon

Australian Taxation Office (ATO)

Consultel

Federal Court of Australia

Grenda

P&O Ports

International Power Hazelwood (IPRH)

Australian Customs

Fluor Global Services

Diamond Protection

Alstom

Make A Wish Foundation

Magic Mobility

South Australia Police Department (SAPOL)

BAE Systems

Boral

AFAN

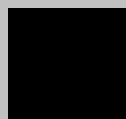
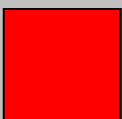
Spotless

New Horizons Australia

Family Court of Australia

Decked Out Fenced In

In addition, hundreds of small SME's have participated in WHC Seasonal Program Launches.



COMMONLY ASKED QUESTIONS

Q. What campaigns do you run each year?

A. The WHC conducts four exciting 12 week health , fitness, weight loss and wellbeing challenge campaigns per year. Introducing the Summer, Autumn, Winter and Global seasonal programs.

Each seasonal campaign is easy to join and incorporates fun and teamwork in the workplace. We challenge any sized workplace to participate.

Official start dates are:

Summer (December, January, February) —commencing 1st December

Autumn (March, April, May) —commencing 1st March

Winter—(June, July, August) - commencing 1st June

Global (September, October, November) —commencing 1st September

Q. What are the key benefits for our organisation?

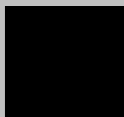
- A.**
- * Improve the physical and mental health of your workforce
 - * Reduce sick leave - increasing your bottom line
 - * Creating a safe and healthy workplace
 - * Increase productivity and morale
 - * Develop leadership, teamwork, self esteem and time management skills
 - * Decrease staff absenteeism (sick leave) through reduction of illness / injury, thus resulting in business continuation and profits
 - * Caring for your staff
 - * Implement a long-term strategy to improve the health, fitness and wellbeing of your workforce

Q. What are the key benefits to staff?

- A.**
1. Create new healthy habits—exercise, eating and motivation
 2. Lose weight and improve fitness
 3. Improve mental health - self esteem, confidence
 4. Reduce stress and increase energy levels
 5. Achieve your personal best - transform and change your life
 6. Re-shape your stomach, legs, arms, back and chest
 7. Form a highly dynamic support group - inspiring and motivating other work colleagues
 8. Improve healthy eating habits, reducing or even eliminating smoking and drinking excessive alcohol
 9. Reduce your chances of suffering a heart attack or other illness
 10. Look and feel your absolute best

Q. How do we enter the upcoming Workplace Health Challenge?

- A.**
- Steps:
1. Visit our website at www.workplacehealthchallenge.com to learn more.
 2. Call a meeting with your decision makers (i.e. management, Human Resources, OH&S).
 3. Present the information collected (website, company profile, Q&A, CD and other material).
 4. Send an email (intranet) throughout your workplace to outline the upcoming WHC event.
 5. Follow the website instructions and start your WHC program.



COMMONLY ASKED QUESTIONS

Q. We have 40 staff at our head office and approximately 100 staff on the road. How do we promote this challenge to all our staff?

- A.**
1. Send a simple flyer promoting the upcoming WHC program either via email or mail (post on notice board)
 2. During toolbox meetings or staff meetings, explain the upcoming program
 3. Have a location where staff can register (Head Office)
 4. Send us an email at info@workplacehealthchallenge.com for more help

Q. What exercise programs are there?

- A.** Regardless of your age and current health and fitness level, there is a simple and easy to follow exercise program to suit. From walking, stretching, rehabilitation (for injured / ill workers) through to strength training. Total investment time each week to exercise is under 3 hours depending on which exercise program you choose to follow.

Q. What does the nutritional program involve?

- A.** The WHC recommends a balanced approach (and moderation) to food intake. All food types are recommended however some simple strategies such as reducing your overall meal size is emphasized.

One day per week is allocated as the WHC Holiday—eat whatever you like as this is your FREE day.

Do you have more questions? Please send your questions to info@workplacehealthchallenge.com and our team will respond.

Contact Us:

Web: www.workplacehealthchallenge.com

Email: info@workplacehealthchallenge.com

Address: WHC, Suite 2A, 7 Gilby Road, MOUNT WAVERLEY, VIC, 3149, Australia

Phone: 1300 367 445

Fax: 1300 665 305

Workplace Health Challenge Pty Ltd (WHC) ABN 43 115 897 642

