



LIFE REPORT AI.

MAY 2020



UNEXPECTED CHANGE

In late May, we undertook a social research study contacting over 50,000 of our members right across the country. We wanted to know how they were feeling during this period of unexpected change. How they were coping, what they were worried about and importantly how we could help.

Our fitness content was getting really good traction. Receiving over 2000 views for each of our on demand sessions, but we realised that we didn't know enough about our members mental state. We wanted to provide support in this area. We were providing general wellness advice, education and guidance, but we wanted to make sure we truly understood what was going on in their minds before we expanded this offering.

In one week we received over 1300 responses. People openly sharing their issues and experiences, including the positives that have come out of COVID.

Unanimously we were told: poor sleep, feelings of depression, anxiety and uncertainty. Fear of more change, health concerns, juggling family and work. The fear of losing their job, finances and loneliness. Interestingly, people also seem to have found joy in a simpler way of life, spending more time with family doing basic things, talking and a discovered passion for cooking!

People have a great desire to connect with others and make new friendships. There is a demand for more social groups, for teachings and learnings around wellness topics such as how to be motivated, how to cope, how to deal with anxiety, relaxation techniques and meditation.

This insight will spearhead the development of our wellness offering in the coming months.



OUR MEMBER PROFILE



Where do they come from?

Our member respondents come from 151 countries of birth and reside in 6 states across Australia .

SURVEY STATS: 1,315 respondents from a representative sample of 51,117.



33%
City



40%
Suburbs



20%
Regional



7%
Rural

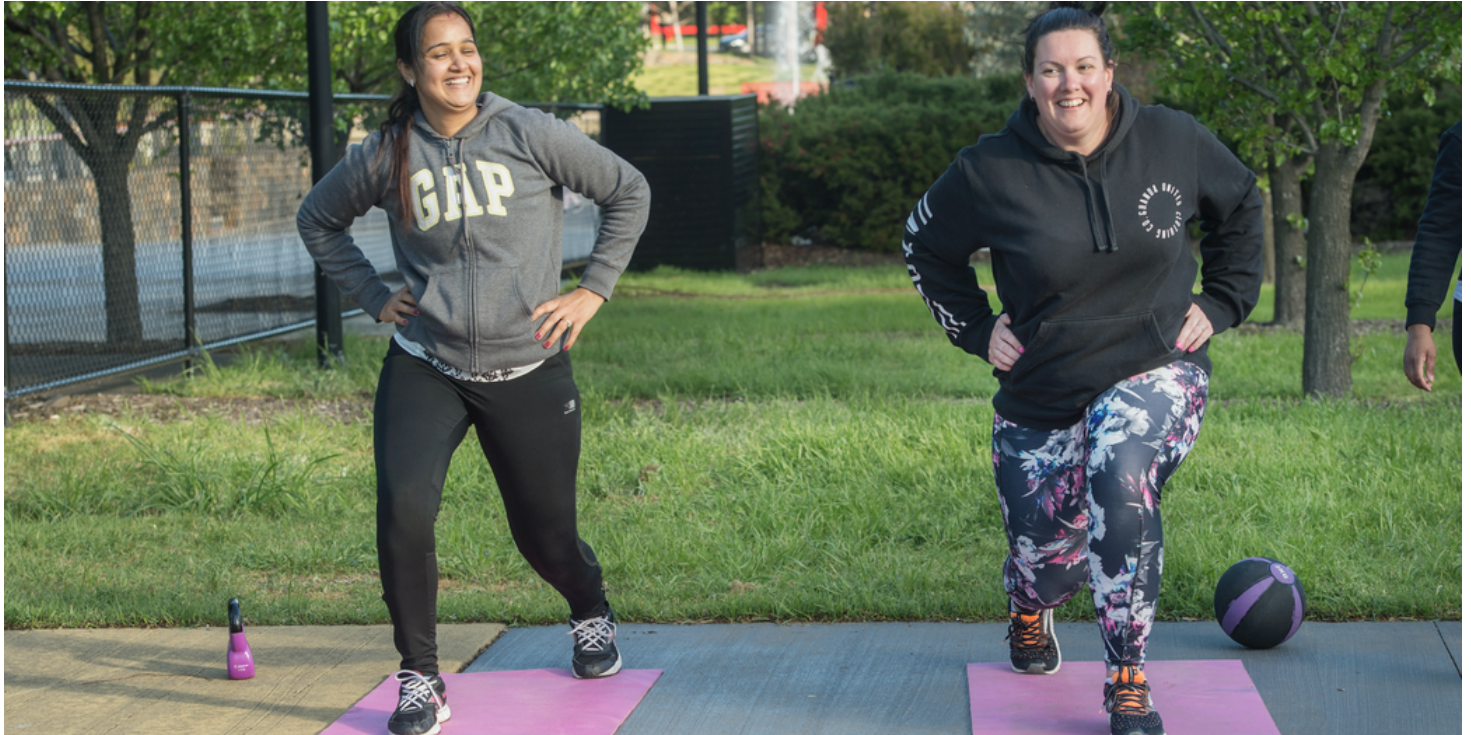




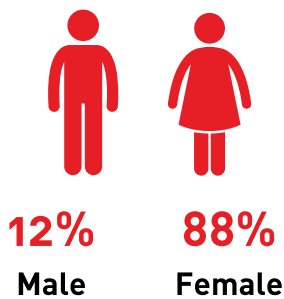
Who are they?

Typically, a middle aged mother on a low income. She doesn't have access to fitness facilities due to financial barriers, child-minding duties and she has an underlying feeling of intimidation. She generally has low self-esteem, but has made the decision to become healthier, fitter and to lose some weight for herself and her family. She is their rock.

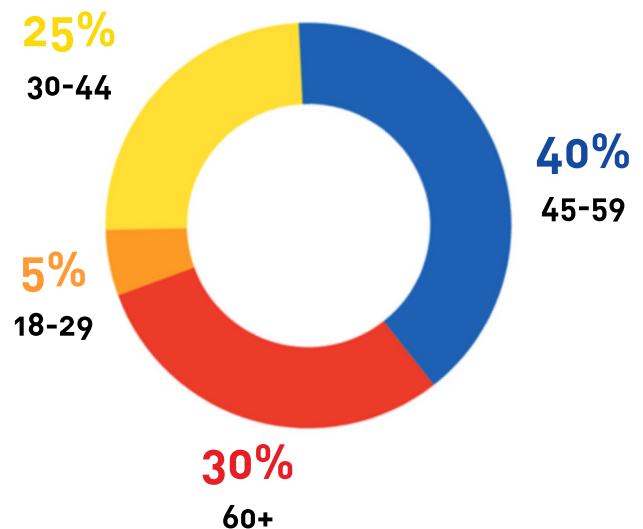
We attract these women because we remove the financial barrier, they can bring their kids along and we provide a non-intimidating environment. We welcome people of all ages, fitness levels and backgrounds. We provide a path of realistic change and we encourage their purpose. Very importantly, we provide social connection with like minded people.



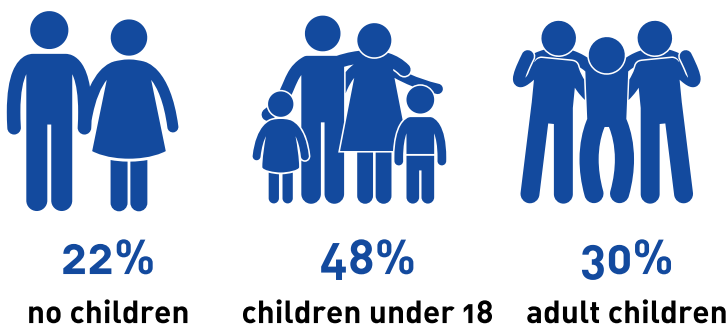
Gender



Age



Parental Status





What is their Employment Status?



51%

Employed



9%

Self-employed



31%

Not working



9%

Retired



1%

Student

A significant portion of our members are unemployed, or part time/multi job workers. They live on a weekly budget and it's tight. This means expense associated with their fitness or wellbeing is not a priority.

Furthermore, many of those who are working have had a pay cut or are at risk of losing their job due to COVID.

These are everyday people living real lives that welcome our help.



52%

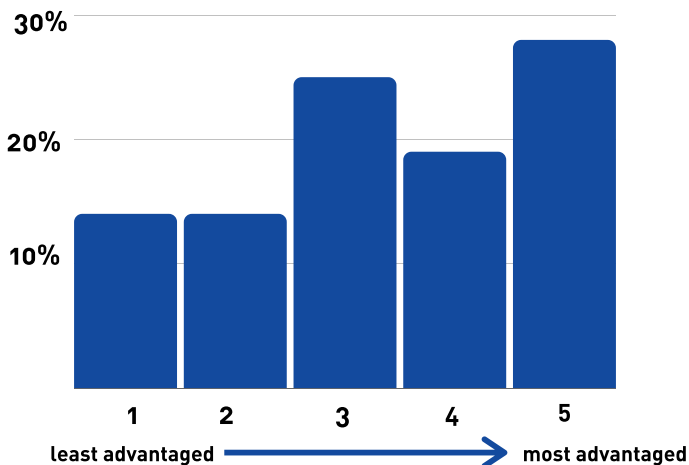
live within the 3 least advantaged sets

Making ends meet whilst trying to stay positive is a challenge, especially with no resolution in sight.

Socioeconomic Status

The below graph represents the percentage of our responding members that live within each socioeconomic advantage, quintile from the least advantaged to the most advantaged areas within Australia.

Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD)

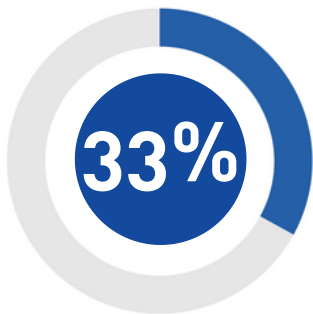


Are they feeling Socially Isolated?



Social distancing and lockdown measures have resulted in some people living in social isolation, with little or no social interaction. As a result, people are feeling extremely lonely.

People state they have no one to talk to because they feel alone, or have no friendship group within their community to interact with. There are also people that feel lonely because they find it hard to open up and talk to others about their feelings, or don't want to burden them.



Have no friendship group to interact with on a weekly basis



Have no one to talk to



They are trying to work through these turbulent times and cope on their own, but it's hard and this highlights the importance of social connection and the need for social interaction.

Just having someone to talk to or relate to could make the world of difference.



Has our online offering Helped People?

People have found our online offering extremely beneficial to their wellbeing and voiced a lot of gratitude for continuing our support.

They love our online fitness classes, appreciate our inspiration, and enjoy our emails that provide wellness content.

“

Your online classes have been a massive help. Being able to do classes without dealing with traffic or trying to find someone look after the kids has been a big improvement to my overall wellbeing. Please continue the online exercise classes - they are a huge help!

”

“

I am so grateful for what you have provided to us, I couldn't have coped without it. Just knowing you're available to turn to if need be is wonderful in itself, so thank you for what you all do.

”

“

LLGA online workout videos have been very helpful as well as the regular updates & emails have been keeping me sane during this difficult period.

”

“

**LLGA has actually been one of the most helpful tools in my kit!
Thank you!**

”

“

Keep up the exercise videos (live and recorded) and everything else you are doing. This is such an awesome service. I really appreciate it.

”



What else can we do to Help them?

What additional assistance, help and education did they want us to provide?.



Wanted live interactive wellness sessions to discuss their concerns

People are interested in participating in online social groups to discuss their wellness. They want to talk to real people and listen to others. They want to talk about their issues, and learn tips and tools that will help them relax and cope with their worries. They want to listen and talk.

People also want to be motivated and inspired to help them improve their physical and mental health. They want guidance on how to create a healthy life.



People would like to know how to improve and create a positive outlook, they want help building their self confidence and self esteem.

There is also a high demand for more meditation, relaxation techniques and mindfulness sessions.

When we asked members what topics they would like us to cover this was their response.



25%

Depression or feeling down



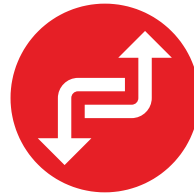
36%

Anxiety or feeling worried



28%

Time management



30%

Coping with change



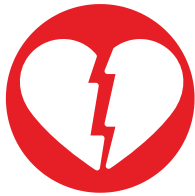
22%

Loneliness & social isolation



30%

Self-worth



10%

Grief



40%

Sleep



20%

Finances



24%

Relationships



16%

Parenting



OUR RESPONSE



With such detailed and honest responses from our members, we now have real insight into how Australians are feeling, what their main concerns are and what help they need. We are using this information to create content that will have a notable impact.

What does our wellness offering look like?

We are working with mental health professionals in various different fields. Inviting personalities who are motivating, kind and non-intimidating. We will be adding to our range of on-demand support and will roll out a series of live-stream wellness sessions that invite social connection. This is alongside our wellness blogs, nutrition blogs, recipe videos and fitness sessions. Our holistic approach will comprehensively address the needs of our members and their family and friends.

On-demand Wellness Videos

Our on-demand videos can be accessed any time. 5 new sessions will be released each week and promoted across the community. They will cover all aspects of wellness coaching and will be detailed. For example, our 7-week mindfulness and meditation course to calm the mind.

Interactive Live-Streams

These sessions will be open for up to 30 people at a time and will be facilitated by qualified coaches and counsellors. They will discuss issues such as anxiety, depression, stress, isolation, self-worth, relationships, loneliness and parenting. They will allow for interaction and connection.

Collaboration

If you would like to know more about sharing this resource across your community, please contact us via enquiries@livelifegetactive.com