

Healthy Workers – Healthy Futures

Case Study: Maxima

Worker welfare, wellbeing and happiness in times of change at Maxima

A national company, Maxima has a head office in Hindmarsh and several outposts in South Australia. Maxima's core business is supporting people in their pursuit of meaningful and fulfilling work. Their areas of expertise include Group Training, Disability Employment Service, Job Placement Services, Registered Training Services, Indigenous Employment, Recruitment, Mentoring and Training, Labour Hire and Recruitment Services.

The Rationale

Maxima is committed to the welfare of its workers and do all that is reasonably practical to provide assistance to improve their overall health, wellbeing and happiness as well as improve work performance. In the past, this has included the HR Manager or Work Health Safety department running various programs and initiatives.

In January 2017, Maxima formalised a Healthy Lifestyles program by forming a Healthy Lifestyle Committee. Three key drivers provided the impetus to create a co-ordinated program; office centralisation and relocation, a Human Resource work experience student and access to BUPA (a corporate affiliate) health funds. During initial planning, it was decided to review the direction of company supports as well as distributing a short electronic staff survey to assess the needs and wants of the workforce.

The results of the survey formed a 12 month action plan with the committee driving specific suggestions.

The program thus far....

Maxima – through the support of the Group Training Australia Healthy Worker Adviser and the ['Implementing Healthy and Wellbeing toolkit'](#) understand a good health and wellbeing program should incorporate 3 key elements of Healthy people, Healthy places and a Healthy vision/policy. Over the last 6 months these 3 elements were incorporated into our program and these will continue to direct actions into the future.

How we have done it

Maxima's Healthy Lifestyle Committee consists of 8 – 10 volunteers, incorporating a mix of representatives from each Department including two senior managers. The coordinating department is Human Resources who are responsible for the link to leadership, chairing and coordinating activities. The other senior manager is responsible for financial commitments and each representative rotates being minute taker and takes on responsibility for an event/strategy. The committee initially met fortnightly for the first 2 months to needs assess and plan and now come together monthly to keep the program on track.



The program is financed in multiple ways; many of the strategies are free and just involve a representative to source resources (e.g. posters). A potential overall budget was submitted by the senior manager and as strategies arise permission is sought for funding. Further, external funding has been sourced through a grant from the Department of Transport and Infrastructure and the SA Healthy Workers Healthy Futures Program through the Group Training Australia (SA) initiative. Staff members with a specific area of expertise volunteer their time to run activities and lastly BUPA has provided a corporate reimbursement of health dollars, which has paid for some service providers.

Positives and Challenges

A large challenge for Maxima is multiple office locations and although most staff are in one office, it can be inequitable to other office locations. Where possible we have chosen programs/challenges that can go across all sites, and where this isn't possible we have tried hard to provide a service to all sites.

Participation in programs often required multiple reminders and encouragement in the form of lunches and other bonuses.

How is success measured and what changes have been seen?

We are currently monitoring statistics of the number of staff who attend activities

provided to staff and we also gain verbal feedback on the satisfaction of the sessions e.g. yoga, Pilates, massage, dietician visit. Massages and reflexology were also popular with 97 bookings. Individual health assessments are not part of the program due to the expense and preference to utilise that money towards activities.

In addition, staff complete an annual culture survey –we will look to identify any correlation with the Healthy Lifestyles program. In January 2018, staff will complete a personalised online health check to monitor change and suggest further initiatives.

Business Outcomes

The business has received very positive feedback and interest from staff.



Staff have verbalised an increased awareness of their own personal health and

the options available to them.

Find out more about how you can create a healthy workplace and find a Healthy Worker Adviser for your sector:

www.sahealth.sa.gov.au/healthyworkers Email: healthyworkers@health.sa.gov.au



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