

Healthy Workers – Healthy Futures

Case Study: Anna Binna

A discussion with Ben Wundersitz, Director from Anna Binna Pty Ltd, Yorke Peninsula; a family owned and operated farm, that has been in one family for five generations. Ben talks about his vision for a healthy workplace.

The Organisation

There are five full time employees at Anna Binna, an additional 3 casual staff during peak periods and a management board made up of six people.

The business grows wheat, barley, lentils and canola over several sites on the Yorke Peninsula with a combination of land owned by the business and leased land. Staff are involved in seeding; spraying and harvesting crops throughout the course of the year with many hours spent driving tractors, increasing the risk of a highly sedentary workplace.

The Rationale: How and why did your business start this health focus?

Ben identified that he needs staff to be able to cope with high demands during peak periods and being physically fit is part of that.

Ben himself was noticing some health issues as he reached mid-40s which required lifestyle change and thought *“if this is happening to me, there’s no reason it’s not happening to staff too. It is part of creating a positive culture amongst our staff.”*

Ben came up with the idea about staff attending the gym. At present the business doesn’t have formal staff meetings (but meets informally daily) to discuss Work Health and Safety issues. It is considering introducing formal staff meetings in future and this may help with seeking staff input on programs such as these.

Fit with organisational core values

When Anna Binna recruits new staff, they are provided with all the tools to create the ideal



Ben Wundersitz (front) and Anna Binna employees
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working environment for that staff member and for the business, such as a phone, uniform & access to a company vehicle.

Furthermore, Anna Binna tries to create a culture of being happy and healthy at work, which makes people feel good about them, which in turn, projects a professional image.

Ben says *“It’s a competitive environment and we strive to retain our long term staff members. They are a part of our business & we value their input.”*

The Approach: What has the business been doing to support health and wellbeing?

Physical activity: All staff participate in weekly gym sessions which Anna Binna pays for. Ben attends along with his staff. The workout is done in their own time prior to work commencing each morning. The business has been doing this for 12 months, all year round, except in peak periods of seeding and harvesting. Ben is also considering buying an activity tracker wristband for all staff to wear to help them to monitoring their activity and general health.

Nutrition: Anna Binna supplies staff with some healthy meals during the harvest period. Soft drinks are not encouraged; cool water is available in a portable fridge. There is a need to identify more local

food businesses to provide healthy food choices at harvest time.

Smoking: The business has a policy of no smoking in vehicles.

Alcohol: The business creates a positive drinking culture through focusing on reducing alcohol offered or available at social occasions amongst staff where generally only mid strength is available.

In addition to physical wellbeing, the business provides a free session with their accountant to all employees to encourage each staff member to take care of their financial wellbeing.

Achievements and benefits

"We are getting more work done because people are fitter. Some of the staff lost 8-9 kilos after we started the gym program. More broadly, due to our focus on staff wellbeing/satisfaction, our staff remain with us for a long time (13 years plus including casual staff) We have not had any Workcover claims or injuries/accidents. We have had very minimal sick leave taken in the past year.

We have no trouble attracting staff as we are recognised as good employers. We are now at a point where we have sufficient depth amongst our staff that we can cover a staff member if they had to take time off during a peak period."

Ben's staff recognise and appreciate the support he provides. "One of my staff texted me at Christmas and said: "I just love my job, thanks for all you do for us'.

How much time does it take to organise the program?

It doesn't take Ben much time to organise the gym program and it fits well into daily routine. Staff go to the gym at 7am then start work together at 8am. The policies/procedures about smoking and alcohol have not taken any time to implement and these expectations are discussed during the new staff induction process the company has recently introduced.

The Future: A Healthy Community

Ben said "We've started a group of local farmers called "Fat Farmers" on Yorke Peninsula. We meet at the gym a couple of times per week to exercise. Each year we go to Adelaide to be part of the City to Bay (wearing Fat Farmers t-shirts) and raise money for charity doing that and have a nice lunch in Adelaide afterwards.

I'm wondering if there might be an opportunity to extend, perhaps to other regions of SA?"



This case study was prepared and submitted by Anna Binna in collaboration with Primary Producers SA under the Healthy Workers Healthy Futures Initiative.

Find out more about how you can create a healthy workplace; find a Healthy Worker Adviser for your sector, or submit your own case study:

Healthy Workers Healthy Futures Initiative
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