

Health and Wellness at Work

Equiem Engage Case Study

BUPA Wellness Hub at 80 Collins



Enriching the lives of tenants

What is Equiem Engage?

Equiem Engage: Creating solutions that speak to the ultimate needs of your tenants.

At Equiem Engage, we know that tenants care more about their own problems than they do about desk delivery and exclusive deals. (Although once you get coffee delivered to your desk we've heard it's pretty hard to go back.)

What drives us is enriching the lives of tenants, solving their problems; being useful. We treat it as a privilege to be able to engage directly with thousands of these hard-working people every day – and we make sure they are at the heart of everything we do.

As our solution is rolled out at sites all over Australia, we listen, and we learn; then we focus on building a

program that connects the tenants with the building, and each other, in a way that makes them feel great about the place they come to every day.

And when you're in the unique position of being online and onsite in so many office towers all over Australia, a few themes come to light, and if there's one thing we know for sure, it's that tenants are working longer and harder than ever before. Stress and pressure is high, people are time-poor, but the desire to be healthy, happy and productive is at an all-time high.

We figured that the only way we could bring health and wellness alive in the workplace was to partner with an organisation that shared the same values in bringing positive change to the lives of people.

So we got in touch with the health experts at Bupa, and together we got to work in bringing our shared vision to life. The result was the Bupa Wellness Hub at 80 Collins street.



INTRODUCING

The BUPA Wellness Hub at 80 Collins Street

Wednesday 3 June

10am-3pm

**Rear Foyer, 80 Collins Street,
Melbourne**

- 5 hours of service delivery
- Free health and wellness activities, including:
 - Massages
 - Heart health checks
 - Back and posture screenings
 - Healthy smoothie station
- Wii- fit: interactive games station
- Bupa Corporate Health Cover Consultations
- Bupa Ambassador at the Hub: Matt Welsh
- Exclusive one hour seminar: 'Life as an athlete'- presented by Matt Welsh
- Free lunch for tenants by Portal retailers during the lunchtime event
- Giveaways from Bupa: apples, pens, packets of mixed nuts, water bottles, dental floss
- Prizes: Garmin-vivo Fit; a \$50 rebel sport voucher

EVENT DETAILS

Take a break at the 80 Collins Bupa Wellness Hub

Customised for 80 Collins Street tenants, we set up an interactive health and wellness pop-up in the rear foyer, giving tenants access to a range of health solutions, for free, including:

1. Heart Health Screenings

These consultations included screening blood pressure, total blood cholesterol, total blood glucose, and a discussion of the results and recommendations.

2. Massages

Who couldn't use a massage to ease the stress of office life?

3. Back and Posture Screenings

When you hear that "sitting is the new smoking" posture becomes more important than ever. These 15-minute screenings assessed wrist and forearm, neck and upper trapezius and (if comfortable on the day) mid and lower back. We didn't want tenants to have to wait around for this popular service, so we provided them with a convenient online booking link.

4. Smoothie Stand

Tenants were able to ask general nutrition questions of the dietician facilitating this stand and take the freshly-made smoothies away.

5. Bupa Corporate Health Cover Consultations

Because everyone knows that talking to a machine is the absolute worst.



I am now asking myself why it has taken me this long to be aware of the many good things 80 Collins Community has to offer."

80 COLLINS TENANT

Creating an Active Community

At Equiem Engage we believe that foyer activations alone do not make a community.

When it comes to holding community engagement events, we seek to involve tenants in the building, and showcase retailers from the Portal Store, all the while making sure our offering is always useful.

So, in association with the Wellness Hub and Bupa, we enlisted the services of triple Olympic medallist, **Matt Welsh**, to come in and educate 100 lucky tenants on how we can live like an athlete.

Community Manager extraordinaire **Caitlin** asked mates at **AON** on Level 51 to provide the stunning venue, and our Retail Team organised healthy sustenance for all attendees, in the form of healthy light lunch options from **FüD** and **Promised Land Coffee**.



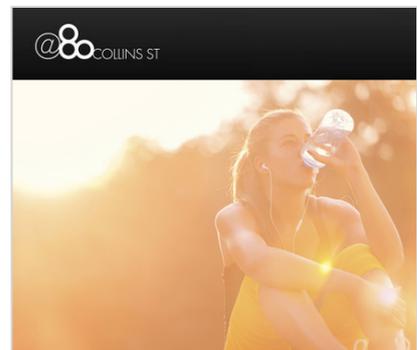
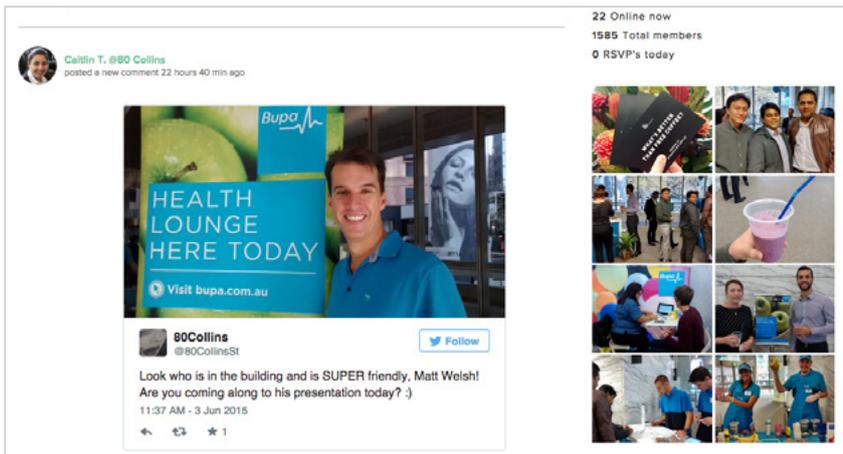
Combining digital and physical touchpoints

To ensure this event was going to be a smash hit, we utilised all the best bits about the integrated Equiem solution.

Caitlin, 80 Collins' beloved Community Manager; several online content types and communications via the online Portal and social media; printed marketing materials like posters and vouchers combined to create a compelling campaign and memorable day.

Equiem Engage also created a four-week content schedule in the lead up to the big day, while Caitlin did her magic promoting the event and making connections with tenants and Bupa onsite.

The event was promoted in the @80 Collins St newsletter >



Get your health checks, massages, smoothies and more – without leaving the building

At 80 Collins we're all heart, and we're helping you get yours checked for FREE!

We're committed to building a community of healthy and happy tenants. But we know it's not easy when you're constantly busy with family, friends and other commitments, all the while working harder than ever before.

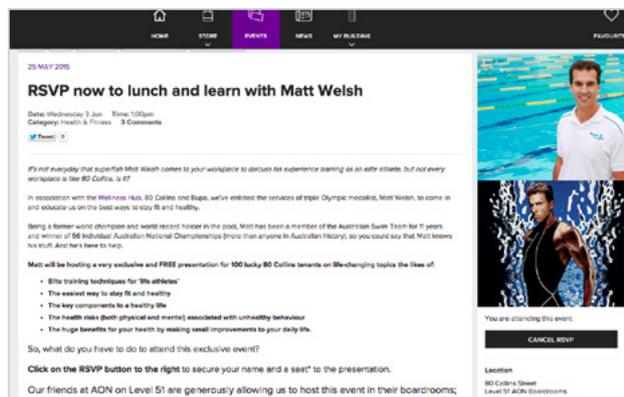
Well, we've partnered with the health experts at Bupa to make things a little easier for you.

How? By setting up a Wellness Hub on Wednesday June 3, in the rear foyer.

[Find out all the details >](#)

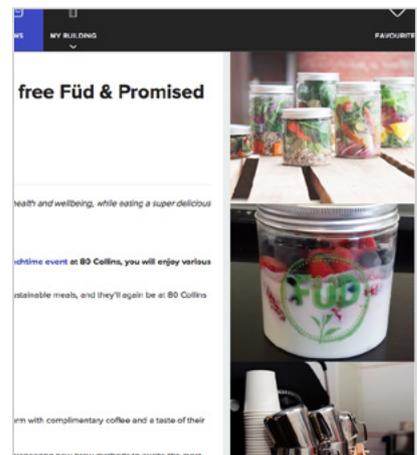


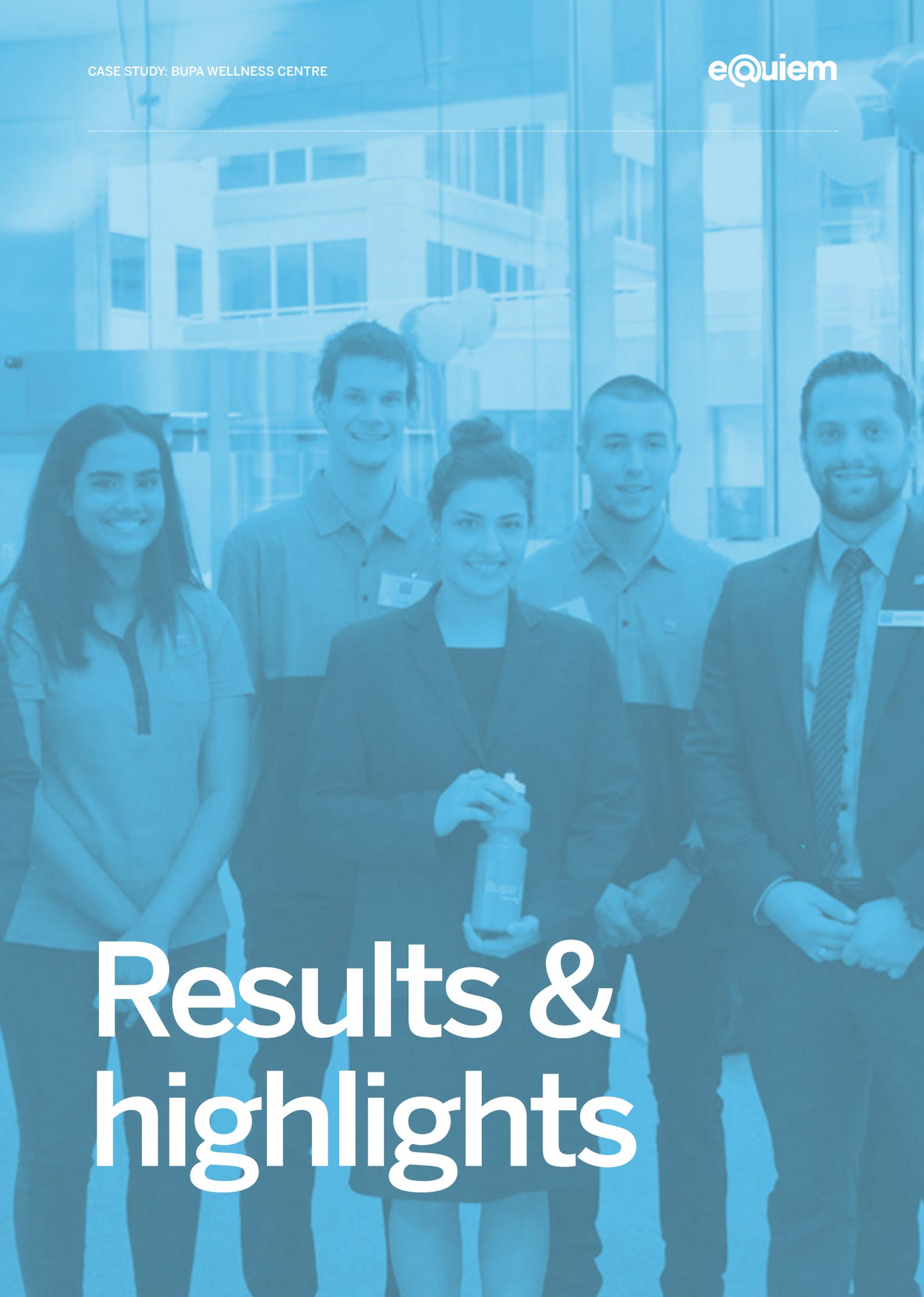
The event was live tweeted and shared on the @80 Collins St Portal and other social channels such as Facebook and Twitter



Tenants RSVP'ed via the @80 Collins St Portal event page

FüD and Promised Land Coffee were also cross promoted throughout the campaign >





Results & highlights

Key results

The capabilities of our solution helped us to exceed all KPIs set with Bupa, and we're chuffed to report the following results:

| | |
|---|--|
| Smoothies | 200+ made, ingredients ran out! |
| Back and posture screenings | Fully booked out! |
| Massages | Fully booked out! |
| RSVPs to Lunch & Learn with Matt Welsh | 69 RSVPs + 3 VIPs |
| Exclusive EDM | 35% Open rate / 11.8% Click rate for Exclusive on 20 May |
| Content stats | <ul style="list-style-type: none"> • Over 1,500 impressions on Homepage and News Page • Main news post is the top news post of the year by pageviews • Event Post was the 6th most visited page between 11 May and 7 June • Over 800 Total Pageviews across Event Post, "Free Health Checks...", "Take a break...", "It's final", "Be inspired...", "Bupa wellness...", and more |
| Other EDMs | 29.1% Open rate + 5.9% Click rate for Exclusive on 3 June (plus 2 more regular eDMs) |
| FüD consumed | 50 x salads 20 x banana bread 15 x holy granoly 10 x carrot sticks |
| Squats during Matt's preso | Too many! |



Caitlin’s Highlights

Skip to the best bits with Caitlin, 80 Collins’ Community Manager!

Matt Welsh Presentation

At 1pm on Wednesday, 80 Collins tenant AON and the team from Equiem greeted and welcomed guests who had secured a seat to the event via the Portal. All guests were given the opportunity to listen to triple Olympic medallist and former World Champion swimmer Matt Welsh, present on health and wellness from an elite athlete’s perspective.

As a Health & Wellness Ambassador for Bupa Australia, Matt used his 10 years plus experience on the Australian Swim Team to promote simple, sustainable techniques for healthy living.

Guests were also welcomed to a complimentary light lunch from Portal suppliers FuD Revolution and aromatic refreshments from Promised Land Coffee. Both Portal suppliers shared a similar ethos for healthy living and complimented Matt’s presentation and key presentation agenda.

FuD Revolution provided wholesome salads, yoghurt and muesli as well as banana bread while Promised Land Coffee showcased their different pots of freshly brewed



I was fortunate enough to hear Matt Welsh talk today. He combined laughter, exercise and common sense. Everyone who went to the talk enjoyed it, and I think everyone took some motivation with them as well. He made fitness “do-able” - not boring!! Thank you to Fud and the Promised Land for wonderful food and coffee. Very enjoyable, and highly recommended.”

80 COLLINS PORTAL MEMBER



coffee and tea blends. Both Portal suppliers were well received. Guests were also given Bupa giveaways, whilst Equiem provided free coffee Portal vouchers for guests to redeem and invite a colleague to sign up as a member.

Matt’s presentation was thoroughly enjoyed by all guests who attended, with all mentioning and providing feedback on his charismatic nature and positivity. Matt engaged and connected very well with the audience who were captivated with his inspirational story on being an athlete and his ability to apply his lessons gained as an athlete into his everyday life.

80 Collins tenant, AON generously offered the space in their boardrooms on Level 51 to host the event, providing the ideal location and setting amongst a stunning view of Melbourne on a clear and sunny afternoon. The view in itself was a highlight for all.

The collaboration with the 80 Collins tenant, AON, the catering expertise of our Portal suppliers and Equiem’s brand relationship with Bupa, illustrated a real sense of community spirit within a building.

The Smoothie Stand

As soon as the Bupa Wellness Hub opened in the rear foyer at 80 Collins on Wednesday at 10am, the blue Bupa smoothie stand was in full force! Tenants were offered complimentary fruity flavours to try such as banana and mixed berries drizzled with honey, as well as recipes to take away.

The smoothies provided tenants with a quick and easy snack for those passing through the foyer to head to a meeting or for those who were about to attend a Bupa session with a Bupa expert.

Melissa F, who was the Bupa dietitian onsite, facilitated the stand with Tayisa, who gave tenants the opportunity to ask general nutrition questions and to taste the freshly-made smoothies. The popular activation delivered 200 tasty smoothies, with lines extending all through the foyer.

Wellness Hub

Prior to the Wellness Hub, 80 Collins tenants were given the exclusive opportunity to book a neck and posture appointment with a Bupa physiotherapist on the day.

This 15-minute screening led by Melissa R assessed tenants postures and also provided techniques on improvements as handy takeaways. The session provided an insight into posture that could be applied to everyday lives, especially while sitting down at work for long periods at a time.

The other notable Wellness Hub highlights of the day included complimentary relaxing and therapeutic massages with Georgia, who provided tenants with a short break from a busy schedule; a short discussion with Bronwyn on tenants’ health heart checks; and an interactive element of Wii Fit, where tenants could try keeping fit whilst having fun.

All tenants were given the opportunity to speak with a Bupa health insurance representative. Keeping in the spirit of health and wellbeing, tenants were also offered free Bupa water bottles, nuts, and dental floss to take home.



Photos & testimonials



“ Hi, I just tried your Holy Granoly pot at the 80 Collins Bupa talk.... and I'm in love! Can you tell me how many calories are in the pot? I noticed you're listed as 'out of stock' on the portal (yes I liked it that much!), are you coming back in soon?”
@80 Collins Portal Member

“ Hi Caitlin, Just want to provide feedback that I tremendously enjoyed the presentation, Matt is an excellent and a human with legs presenter! In addition, the FuD Revolution food is fantastic and equally so the Coffee, do extend my thanks to them for providing the participants such yummy refreshments. I am now asking myself why it has taken me this long to avail of the many good things 80 Collins Community has to offer. You bet, I am now your outspoken ambassador for future community events.”
@80 Collins Portal Member

“ Hi Caitlin, I attended this workshop today and thought it was great. It was particularly useful hearing from someone who achieved great things without being on that road from birth! I would have liked to hear more from Matt about how he manages today and what he does to manage food etc. Thanks also to FUD - I hadn't tried their food before and the yogurt was beyond yummy! Hopefully they're back on the portal soon!”
@80 Collins Portal Member

“ It was lot's of fun- he was a great presenter and funny! More please!
@80 Collins Portal Member



“ (The presentation was) really well delivered. The topic was very interesting and how Matt delivered everything was very engaging and entertaining. Catering: Also very good. I had two of the items provided by FÜD – the nuts and yoghurt and the roast capsicum and tahini – and really enjoyed both of them. I also had two coffees and thought these were great. It was all of a high quality and even better that they were free. Wellness Hub: Unfortunately I didn’t get a chance to try this out. I had been meaning to but a manic day in work meant that three pm came around too quickly. Perhaps if it was there for slightly longer that would have been beneficial, as with attending the presentation this was already one hour gone from the available time slot for visiting the hub.”

@80 Collins Portal Member

“ Yesterday was great. Matt Welsh is an impressive speaker and it was very interesting to listen to his stories and advice. The catering was good but it was hard to actually get something to eat as some people grabbed a couple of things at a time. Other than that it was fantastic :) Thank you.”

@80 Collins Portal Member

“ Great event, thank you for organising! I cannot believe how much of a risk it is to have a sedentary job - alarming!”

@80 Collins Portal Member

“ Thanks for the fantastic event (s) yesterday. Much appreciated.”

@80 Collins Portal Member



“ I thought today went exceptionally well! The set up, Matts presentation, and of course the catering!
BUPA Workplace Health Consulting Manager



“ We were particularly excited to have the opportunity to cater the recent talk by Matt Welsh/ Bupa. Matt's talk was interesting and the content aligned really well with the values of FüD so it was great to be able to reach our target market.”
@80 Collins Portal Supplier



“ It was a pleasure to be involved with Bupa and Equiem to promote health and wellbeing. It was rewarding for us to see health conscious people enjoy our selection of specialty coffee and teas. Thank you to AON for their beautiful facilities, Megan and Melanie from Bupa for organising the event and Equiem who made the event effortless and enjoyable for all. Matt Welsh was a captivating and entertaining speaker.”
@80 Collins Portal Supplier

Thank you.

More info at www.euiem.com.au