

living healthy

report 2022

A pulse check on our nation's health,
two years into the pandemic



contents



This report tells a story about health, wellbeing and how a large number of Australians have coped with the COVID-19 pandemic. It's brought to you by healthylife, a digital health business backed by Woolworths Group. Here's what's inside – and why it matters.

Acknowledgement of Country

healthylife acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to them and their cultures; and to Elders both past and present.

Disclaimer

This report does not provide health or medical advice, and does not take into account your individual circumstances, health requirements or specific dietary requirements. No representation is made about individual improvement to health. Any information published is not intended as a substitute for health or medical advice. If you have any concerns or questions about your health you should consult with your GP or other health professional.



New opportunities to move well

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The pandemic changed the way we move and exercise. Here are our insights on how we can keep ourselves moving ▶

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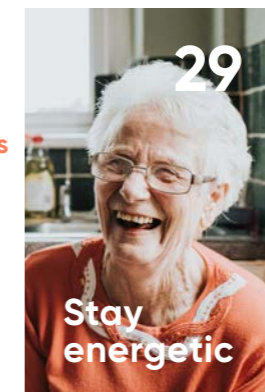
Mental health is fundamental to wellbeing. This section explores how we can keep ourselves mentally fit ▶

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Interactive PDF

This is an interactive PDF designed to enhance your experience. The best way to view this report is with Adobe Reader. Click on the links on the contents pages or use the home button in the header to navigate the report.

Message from healthylife

Let's talk healthylife ...



Why healthylife?

healthylife exists to make it easier for people to manage their wellbeing. We want to help people stay motivated and support healthy options, whether they're buying food, exercising or taking care of their mental and emotional wellbeing.

A healthy life has three crucial components: eat well, move well and feel well. Every word we publish, every program we offer and every service we provide is aimed at helping people meet one (or more) of those goals.

healthylife is a digital business backed by Woolworths Group. That backing is crucial because it means we can be more than a source of information. We can draw on the organisation's resources and capabilities to help us offer practical solutions and services backed by experts in nutrition, healthcare, exercise, psychology and more.

Why this report?

We recently surveyed Australia's adult population (representative of age, location and gender) and combined the results with Woolworths Group's supermarket shopping-basket data from 2019–2021.

Our shopping-basket data from 2019–2021 shows that we're falling short on the recommended Australian Dietary Guidelines for the five core

food groups. On the other side of the ledger, we're purchasing more discretionary or 'sometimes' foods than any other food group, such as chips, deli meats and ice cream.

We wake up every day thinking about health."

This report also provides a snapshot of survey respondents' health during the COVID-19 pandemic. It explores how it affected our health, both positively and negatively.

What comes next?

We know that maintaining a healthy life can be challenging, so we are developing a range of strategies and commitments to make it easier.

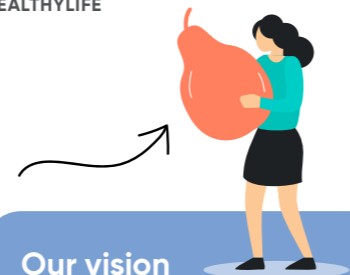
One exciting first-of-its-kind strategy is the healthylife Food Tracker. Developed in partnership with Woolworths Group, it shows customers the balance of their basket in serves of food compared to the Australian Dietary Guidelines recommendations. Woolworths Group is also working

with our suppliers to remove excess sugar, salt and saturated fat from our own brand products.

At Woolworths Group, we recognise our responsibility and the impact we can have. The creation of healthylife is one of many ways we can help Australians. We are committed to fostering supportive environments and communities that champion healthy living.



Ananth Sarathy
HEALTHYLIFE



Our vision

To help and inspire every Australian to live a healthier life via a personalised range of brands, products, services and experiences that truly help our customers cut through the complexity in their lives.



Who is healthylife?

Our vision is to help Australians live healthier lives. An expert- and evidence-led business, healthylife offers advice, experiences, services and products to all Australians on their own personal health journeys.

We know everyone's health journey is extremely personal, and it can be overwhelming with the thousands of voices vying for attention. Our goal is to take away the complexity and support each Australian on their journey with simple and easy-to-understand advice from our health team and Health Advisory Board.

To date, we have invested significant amounts in free health programs covering nutrition, movement, mental wellbeing, gut health and more. We have also launched a world-first automated nutrition and food tracker based on your weekly shopping. It makes tracking and understanding the balance of your shop much easier.

At healthylife, we wake up every day thinking about health and how we can truly move the dial for all Australians. We take this mission very seriously and are humbled by the many Australians who have joined us on this journey.

What is good health?

Good health is a state of physical, mental, social and cultural wellbeing influenced by many factors. This report uses customer survey responses and 2019–2021 supermarket-basket data to see how we have navigated and emerged from the pandemic. It focuses on preventive health strategies where changes to our lifestyle and environment can maintain or improve our health.

The healthylife Advisory Board

Every member of our Advisory Board is a qualified expert in a relevant field. They are:



Simone Austin
Chief Health Officer
healthylife



Lyndi Cohen
Accredited Practising
Dietitian and nutritionist



Sarah Gray
Pharmacist and Head of
Health and Nutrition
healthylife



Dr Rob McCartney
Chief Medical Officer
Woolworths Group



Dr Nikki Stamp
Cardiothoracic
surgeon



Stevie Wring
Head of Health and Nutrition
Woolworths Group

[Click here to learn more about our experts on page 30](#)

Creating a healthier tomorrow

Welcome to our healthylife Living Healthy Report 2022. Brought to you by healthylife on behalf of Woolworths Group, our first annual health report aims to turn talk into action and make living a healthy life more achievable. This report shares the data and insights we have collected under three pillars: eat well, move well and feel well.



It's clear we've made many positive changes despite the past two years' challenges, but we still have a way to go. COVID-19 disrupted our lives and fast-tracked health innovations. Now we need to apply a similar sense of urgency to other areas of health. The good news is that we can help turn the interest in establishing long-term healthy habits into positive lifestyle changes.

Living a healthy life is becoming increasingly difficult for many people. Now more than ever, we need a far-reaching, comprehensive approach to creating healthy environments that support individuals with healthy living. We believe that health is a collective responsibility; nobody can do it alone.

The factors playing a role in enabling and supporting a healthy lifestyle include:

- Where we live and work
- City and urban environment planning
- Having safe environments for physical activity
- Air quality
- Access to healthy food
- Access to health services
- Our jobs, education level and income
- Our genetics

Communities, businesses, governments, industries and individuals can drive change in dynamic and flexible ways.

As part of the retail sector, we believe it's our responsibility to promote and support good health for all Australians.

That's why healthylife and Woolworths Group are using our national footprint to help more people on the journey to live a healthier life for as long as possible.

We're committed to working together to create a better tomorrow.

Simone Austin
CHIEF HEALTH OFFICER
HEALTHYLIFE

healthylife snapshot



eat well

1 in 3

survey respondents report eating better

30%

of respondents say their eating habits have changed

41%

increase in home cooking

nearly

1/3

of respondents report eating less highly processed food

move well

33%

of survey respondents report moving more now than pre-COVID and 23% reported moving less

On average, Australians sit for 9 hrs every day

28%

of respondents bought home gym equipment in the last 24 months

More than

50%

of respondents have changed their activity patterns due to the pandemic

feel well

3 in 4

survey respondents feel they have decent energy levels

28%

feel their resilience has improved

58%

of respondents say their quality of sleep is average or poor

46%

of respondents are thinking more about their immune health

39%

of respondents believe anxiety is the biggest factor affecting their sleep quality

Methodology

How we built this report

Good results are built on good data. healthylife used Woolworths shopping-basket information combined with data from other sources to gain further insights.



Shopping-basket data analysis

We used Woolworths shopping-basket data, together with Woolworths market share, ABS household composition, Australian Health Survey database 2011–12 and a newly developed database on food group serves, to analyse Australian food and drink purchases.

We then compared this food and drink purchase analysis to the **Australian Dietary Guidelines (ADGs)**. Specifically, we matched the Australian Guide to Healthy Eating recommended number of food group serves to survey respondents' food purchases.

Calculation process

The process to calculate the average household and per-person shopping was:

- Analyse** Woolworths' aggregated transaction data of more than 25 million weekly purchases and examine food and drink purchased in the years 2019–2021. No individual transaction data was used.
- Group** purchases into five core food groups and discretionary foods.¹
- Adjust** Woolworths' data to account for food purchased at other outlets.
- Adjust** data per household to calculate the number of serves per person per day of the five core food groups and discretionary foods.
- Determine** household intake using the ABS's average Australian household of **2.6 people (0.8 children and 1.8 adults)**.
- Compare** the number of serves of each food group and discretionary foods per household to the recommended serves based on the ADGs. We used a male aged 19–50 years as our reference point for per-person data as they have the most number of serves. For per-household data, we used a male 19–50 years, a female 19–50 years and a child 14–18 years.

¹ The database used to calculate the number of serves was prepared using an approach consistent with published data files available from the Australian Bureau of Statistics and Food Standards Australia and New Zealand used in the 2011–13 Australian National Nutrition Survey. The healthylife Food Tracker tool uses the same database.

² Weighted by 18–24 age group.

Data limitations

- Customers' actual household composition may differ from our assumptions (points 5 and 6).
- Data is for food and drink purchased, not consumed.
- We assumed purchases were for households. However, some may have been for commercial use.
- We couldn't capture core food serves contained in discretionary foods.
- Transactions from other outlets were based on market-wide research by Nielsen. Although representative for Australia, it is not actual transaction data. There might be limitations on coverage, such as from fruit and vegetable markets.

Customer insight data analysis

We reached out to respondents via a Qualtrics panel. This panel is independent of Woolworths, and the online survey was unbranded.

Based on the most recent Census data, the sample reflected Australia's population by state, age and gender.

- Base sample n= 2001
- Weighted sample n= 1,814²
- General population 18+
- Surveyed Thursday 3/2/2022 – Thursday 10/2/2022

Results: Percentage contributed per food group of total shop compared to Australian Dietary Guidelines

Food group	% of food group to total purchased			ADG recommended % of total serves per day	Recommended daily serves for adults 19–50
	2021	2020	2019		
Grains	21.2	21.4	21.2	27.6	6
Vegetables	14.2	14.4	14	25.3	5.5 (average of male and female used)
Fruit	8.4	8.3	8.7	9.2	2
Milk, yoghurt, cheese and alternatives	8.6	8.9	9	11.5	2.5
Lean meat, poultry, fish, eggs, tofu, nuts, seeds, legumes and alternatives	12.3	11.2	11.9	12.6	3 (male) 2.5 (female)
Discretionary 'sometimes' foods	35.2	35.7	35.2	0–13.8	0–3 (3 is for tall, active male)



Data sources³

This report draws on data and expertise from many sources across Woolworths (including Woolworths Supermarkets, Woolworths Metro, Woolies X, BIG W, healthylife, BIG WX, Woolworths Food Company and our Ecommerce platforms) and other organisations, including:

Purchase data

25m+

food transactions per week from Woolworths Supermarkets, Metro Food Stores and Woolworths online



health-related general merchandise purchases in BIG W such as cooking appliances and exercise equipment

Trends data

Woolworths Food Company product portfolio and sales (e.g. Macro Wholefoods)

Customer Data insights 2001 views on health i.e. Survey



Expert information

healthylife Advisory Board working with health industry bodies

published academic health research

independent research focusing on pre- and post-pandemic behaviours

Search data

18m+

shopping searches per week across all Woolworths online platforms

1.2m

other online searches per week, such as recipes, exercise programs and health tips

Other data

200,000+

team members surveyed weekly. Woolworths Group is the largest single employer in Australia

³ Comparison of food shopping data to Australian Dietary Guidelines.

Eat fresh for good health

Helping Australians enjoy the building blocks for healthy bodies and healthy minds.

Since the COVID-19 pandemic:

1 in 3

survey respondents report eating better

30%

of respondents say they are eating more vegetables

30%

of respondents say their eating habits have changed

41%

increase in home cooking








Working from home – so not having to be up as early and commute – has meant I’ve had more time at home to cook meals from scratch.”
Survey respondent

Our survey insights show that while there are some good signs, there’s still work to be done to bring our food consumption in line with the Australian Dietary Guidelines.

Our challenge is to do all we can to help Australians eat well.

Recommended daily serves

The Australian Guide to Healthy Eating recommended daily serves of each food group varies for males and females across age bands. Here are the recommended serves for males aged 19–50 years, shown as they have the most number of serves:

	Fruit:	2 serves
	Vegetables and legumes:	6 serves
	Grains:	6 serves
	Lean meat and alternatives:	3 serves
	Dairy and alternatives:	2 ½ serves

What is a serve?

The Guidelines give many examples of what constitutes a serve of each category, for example:

	1 medium piece, 2 small pieces or 1 cup diced or canned
	75g fresh, ½ cup cooked or 1 cup salad
	1 slice of bread, ½ cup cooked rice or pasta or ¼ cup muesli
	65g cooked red meat, 2 eggs or 170g tofu
	1 cup milk, 2 cheese slices or ¾ cup yoghurt

Eating a healthy diet is one of wellbeing's cornerstones. The pandemic affected our diets in many different ways. Some assumed it would make healthier eating more difficult, but that hasn't been the case for everyone.

Regarding diet, nearly half (47%) of our survey respondents said their eating habits remained the same while 30% said they were eating better and feeling well. Almost a third of people reported drinking less alcohol and eating less highly processed food. There was also a rise in home cooking (up by 41%), and cook-set purchases at BIG W increased by 75% over the past two years.

Shopping-basket comparison

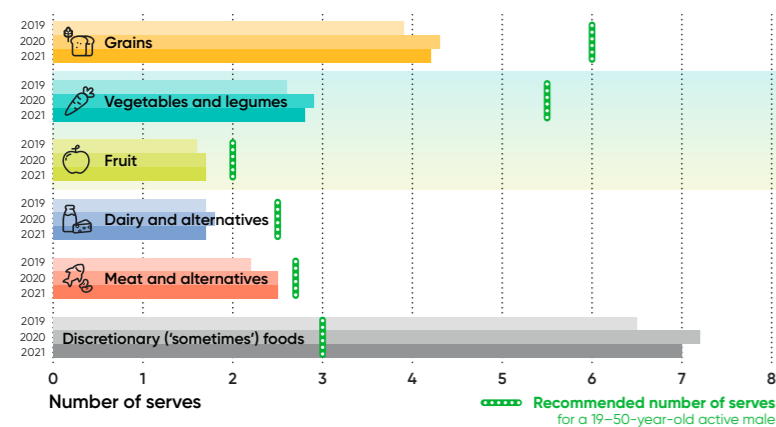
How does an average Australian food-shopping basket compare to the Australian Guide to Healthy Eating?

The Guidelines include recommended serves of the five ('core') food groups (lean meat and alternatives, dairy and alternatives, fruit, grains and vegetables) and discretionary ('sometimes') foods (such as chocolate, chips, soft drinks and butter/margarine).

Households purchase fewer than the recommended serves of the five core food groups and exceed the recommended limit for discretionary ('sometimes') foods by more than double (allowing for a maximum of 3 serves for a 19–50-year-old active male).

Shopping baskets had two-thirds core foods and one-third discretionary foods – moving the balance of the basket is an opportunity to improve health as we know that dietary improvements are crucial to **reducing the burden** of many health conditions.

Food group purchases per person per day



'Sometimes' foods

What is a serve and what are we purchasing most?

One serve of a discretionary ('sometimes') food is the amount that contains 600kJ, for example:

- **Sweet biscuits:** 2–3 biscuits
- **Confectionery:** 25g chocolate or 5–6 small lollies
- **Chips/crisps:** 30g
- **Sugar:** 3 tablespoons (38g)
- **Ice cream:** 2 scoops (75g)
- **Butter and margarine:** 1 tablespoon (20g)
- **Deli meats:** 2 slices (50–60g)
- **Soft drinks:** 1 can (365ml)

While 27% of survey respondents say eating due to boredom during the lockdowns was a challenge, we didn't see much change in the average shop's balance. Around 30% of respondents say they are now eating less highly processed food, and only 14% report eating more. The challenge for Woolworths Group is to help all Australians buy more core foods to improve the balance of their baskets.

- ▶ Visit Woolworths' [Making Healthier Easier hub](#) for healthier inspiration and recipe ideas.

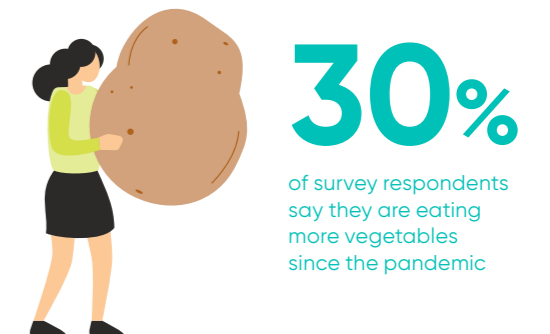
Eat more vegetables

We only purchase around half of the recommended serves of vegetables per person per day.

Nearly there on fruit

We're close to the recommended number of daily fruit serves, with 1.7 of the recommended two per person per day.

vegetables



Australians love potatoes!

In 2021, potatoes accounted for the biggest number of vegetable serves.

Resistant starch is formed when potatoes are cooked then cooled. Research shows this is good for our gut health, so enjoy your potatoes hot and cold!

Note that this does not include frozen chips, which are discretionary foods.

Shopping-basket data and subsequent research show we only purchase around half of the recommended serves of vegetables per person per day.

However, 30% of survey respondents say they are eating more vegetables since the pandemic (probably due to the home-cooking increase).

Top tips to increase vegetable intake include:

1. Use canned and frozen vegetables to add vegetable serves. [Here is some non-perishable inspiration.](#)
2. Challenge yourself to eat an extra handful of veggies per day. Try snack-sized carrots, tomatoes and cucumbers.
3. Roast your favourite vegetables; they generally taste sweeter that way.
4. Explore healthy life's [Ways to eat more veggies program](#) and check out some [healthier recipes](#) to cook for lunch or dinner.
5. Show kids how food is grown. [Woolworths Fresh Food Kids Discovery Tours](#) are back with a digital twist. This classroom program helps kids learn all about where fresh food comes from.

¹ According to The George Institute for Global Health's FoodSwitch: *State of the Food Supply report (April 2019, August 2020, December 2021)* based on mean Health Star Rating compared with Coles, Aldi and IGA.

Woolworths has been ranked Australia's healthiest supermarket own brands¹ for the last three years.

We're committed to continually improving the nutritional profile of our own brand products and are working towards the voluntary reformulation targets set by the Australian Government's Healthy Food Partnerships."

Stevie Wring
HEAD OF HEALTH AND NUTRITION,
WOOLWORTHS GROUP

Fact

Shoppers purchase **860 million** kilograms of fresh fruit and vegetables from Woolworths every year.



Fruit

Australia's shopping baskets were close to the recommended number of daily fruit serves, with 1.7 of the recommended two per person per day.

We encourage Australians to eat more whole fruit, as 100% chilled fruit juice (considered an occasional choice from the fruit food group) was the second-biggest contributor to the fruit serves figure.

Other suggestions to help hit the fruit target include:

1. Choose fruits that are easy to eat for a snack, e.g. banana or apple, punnets of berries or bunches of grapes (frozen taste great).
2. Slice fruit onto your cereal, yoghurt or to top your toast.
3. Serve fruit for dessert to satisfy a sweet tooth.
4. Add fruit to salads, such as mangoes, apples, pears and strawberries.

Choose more whole fruit ... as juice can be high in sugar and low in dietary fibre. Frozen fruit is a great alternative as it's ready to eat, can be stored without perishing and still has all the nutrients."

Simone Austin
CHIEF HEALTH OFFICER, HEALTHYLIFE

To inspire the next generation of Fresh Food Kids, Woolworths has already given away 100 million pieces of free fruit to kids since the program started in 2015.

Around 4–13% of Australians are food insecure, without enough nutritious food for a healthy life. Woolworths Group supports numerous food-relief initiatives including OzHarvest, Food Bank and FareShare.¹

Dairy and alternatives

If Australians purchased just one more serve of milk, yoghurt, cheese or dairy alternatives per day, they would be on track to meet the target of two-and-a-half serves per person per day.²

In the 2021 basket data, fresh milk was the number-one contributor to dairy serves. It was followed by cheese, long-life milk, soy drinks and yoghurt. Butter and cream are considered discretionary ('sometimes') foods.

I'll have an almond cappuccino, please

Soy, almond and oat milk purchases have risen (with 27% more visits to Woolworths' non-dairy milk product page), but dairy and plant-based milks are nutritionally different.

For example, calcium is naturally present in dairy but absent from most plant alternatives, so you may want to look for varieties with added calcium. Insufficient calcium can increase the risk of developing conditions like **osteoporosis**, which affects **over 1 million Australians**.

To add more dairy and dairy alternatives to your diet:

1. Choose a glass of milk, a slice of cheese or a tub of yoghurt when hungry after work, sport or school.
2. Swap sugar-sweetened drinks for milk and milk alternatives.
3. Add a slice of cheese to your salad sandwich or lunchbox.
4. Enjoy different kinds of milk, plant and dairy; you don't have to stick to only one variety.

Research shows that dairy products like yoghurt and milk probably have a neutral or even positive effect on heart health ...

even though they contain saturated fat. Enjoy them as part of a balanced diet."

Dr Nikki Stamp
CARDIOTHORACIC SURGEON

Fact
Athletes drink milk because it's **good for hydration**; as well as water, it contains electrolytes, carbohydrates and protein for preparation and recovery.

1 More than 24 million meals donated through food rescue partners in FY 2020–2021. Source: Woolworths Group 2021 Annual Report.
2 Females aged 51+ require four serves per day.

Lean meat and alternatives

Unlike vegetables, where more is generally better, this isn't necessarily the case with lean meat and alternatives.

Over the past two years, Australian customers have purchased around 2.5 serves of lean meat and alternatives per day. This meets the recommended serves, except for males aged 19–50 and pregnant women, who should have three serves per day.

Plant-based alternatives

A great way to eat a range of foods in this food group is to mix up animal and plant proteins. Our data shows plant-based protein purchases have risen 194% from 2019–2021. We believe this is due in part to the increased range of available products. It is important to read labels on plant-based processed foods, as they can be high in sodium and saturated fat, which should be limited.

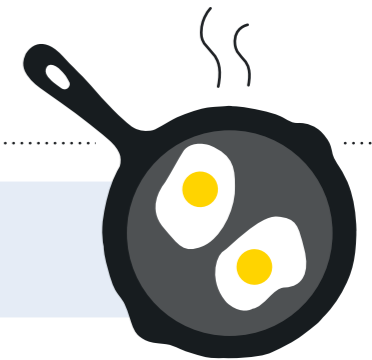
We have also seen a 41% increase in page views for plant-based alternative products on the Woolworths Supermarket website over the past 12 months.

Studies have shown that a **'flexitarian' style of eating** (a mostly plant-based diet with some meat and fish) can be beneficial for health and the environment.

Legumes, for example, are a great source of protein and they increase both 'lean meat and alternatives' and 'vegetables' serves. Our shopping basket data shows that canned legume purchases are up 47% over 2017–2021, with chickpeas being particularly popular. We should embrace legumes to benefit from their ability to **reduce dietary risk factors**.

Eggs are another economical, nutritious, easy-to-prepare alternative. A hard-boiled egg makes a perfect snack for the whole family. Keep a few ready to go in the fridge.

47%
increase in canned legume purchases 2017–2021



Fact
Woolworths Supermarkets sell over **1 billion eggs** per year.

Legumes are a great addition ...

for easy meals. Whether it's canned beans, chickpeas or dried lentils, they're a budget-friendly option that stretches your meals, adds texture and taste great. They're a nutrient powerhouse, providing protein, fibre and a host of other nutrients."

Stevie Wring
HEAD OF HEALTH AND NUTRITION,
WOOLWORTHS GROUP

2.5
serves of lean meat and alternatives purchased by Australians per day

194%
rise in plant-based protein purchases 2019–2021



Grains

Survey respondents are only buying four of the six serves per person per day recommended for an adult aged 19–50 years. Carbohydrates have earned a bad reputation due to misinformation, but the fact is quality carbohydrates and grains are essential in our diet.

The Australian Dietary Guidelines (ADG) recommend that two-thirds of our grain serves should come from [wholegrains](#). Research shows that a [low wholegrain intake](#) is the leading dietary risk factor for disease.

Our main source of grains and cereals is bread, yet our purchasing data shows the balance between white versus wholemeal and multigrain bread has not shifted.

We need to make the importance of wholegrains known, so people want them more. [Woolworths Dietary and Lifestyle filters](#) allow shoppers to filter their online shopping by attributes such as 'wholegrain'. Encouraging more people to use this tool is one of our opportunities.



Want to look after your heart and gut health?

Opt for wholegrain bread, wholemeal pasta and flour, brown rice and wholegrain breakfast cereals. It's a smart move backed up by a body of research. That means you don't have to miss out on carbohydrates – simply swap to healthier varieties."

Lyndi Cohen
ACCREDITED PRACTISING DIETITIAN
AND NUTRITIONIST

2/3

of our grain serves should come from wholegrains

4/6

recommended serves per person are being bought by survey respondents

Fact

Bread is our main source of grains. For better health, switch to wholemeal and multigrain.



Discretionary foods

We are buying more discretionary ('sometimes') serves than any other food group, representing around 35% of total serves purchased. This isn't ideal since these foods are generally nutrient-poor.

Some commonly eaten foods are part of the **discretionary ('sometimes')** category. Butter, margarine, deli meats and sausages contribute a large number of serves, along with cream, sauces and pastries.

How can we cut down on discretionary ('sometimes') foods?

1. Use the [healthylife Food Tracker](#) to help balance your next basket.
2. Build awareness of eating habits. [healthylife's Ways to manage sugar intake program](#) can help you find healthy swaps.
3. Write a list (for example with our [smart list tool](#)) before shopping, so you can plan around buying core foods.
4. Use [Health Star Ratings](#) (HSRs) to make healthier choices as you shop. Look out for them on product packaging and use the search filter online.
5. Cook at home more often, as [research shows](#) this is linked to a healthier diet. Nearly one quarter (23%) of respondents say that knowing how to cook healthy food recipes is a challenge to eating a healthy diet. Here are [hundreds of healthier recipes](#) that meet [guidelines](#) created by the Woolworths Group's health and nutrition team.

Let's reduce the celebrity status we give discretionary foods and raise that of delicious core foods.

Think of berries and cherries, nuts, platters with cheese, crunchy wholegrain bread, fresh capsicum, asparagus and cucumber spears. Some might think it costs more but it doesn't have to, and how much do we spend on a cake, a bottle of wine or a confectionery bar?"

Simone Austin
CHIEF HEALTH OFFICER, HEALTHYLIFE

23%

of respondents say that knowing how to cook healthy food recipes is a challenge to eating a healthy diet



Fact
35% of total serves purchased are discretionary.



Spotlight

healthylife Food Tracker



It can be challenging to have a balanced and healthy diet, which is why we created the healthylife Food Tracker. This free, first-of-its-kind tool helps Woolworths Group customers assess how healthy their shopping is, and encourages them to stock up on more core food groups and fewer discretionary ('sometimes') foods to improve the balance of the groceries they buy.

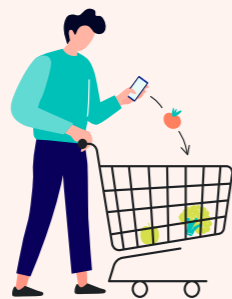
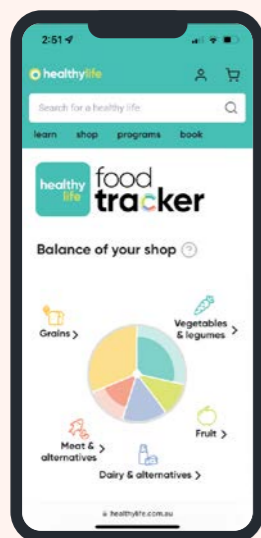
Based on the Australian Dietary Guidelines, the tracker shows the balance of core foods vs discretionary ('sometimes') food based on the number of serves of each food group purchased. The idea is to show shopping habits over time and inspire people to make small changes to achieve a more balanced diet.

Our goal is to have one million Australians using and benefiting from the Food Tracker ...

and the healthylife 'Ways to Well' programs by December 2024."

Sarah Gray

PHARMACIST AND HEAD OF HEALTH AND NUTRITION, HEALTHYLIFE



Healthier supermarket baskets

What are Woolworths Supermarkets doing to make accessing healthier food easier? Here are just a few of our initiatives:

1. Creating digital tools to help customers meet their health needs e.g. filter products for sugar, salt, gluten free and wholegrain.
2. Including more fresh food in advertising and continuing to include more healthier alternatives to make healthier easier.
3. Encouraging more suppliers to adopt Health Star Ratings to help customers find healthier options.
4. Continuing to **drop prices on healthier products.**
5. Working with suppliers to make own brand products healthier through reformulation and innovation, e.g. plant-based meat alternatives and reducing ready meals' sodium content.
6. Encouraging young Australians to eat more fresh food with free fruit for kids.

▶ Visit healthylife's [Food Tracker](#).

Gut health

More than half of survey respondents surveyed feel they have average or poor gut health. We need to improve our gut health, especially as respondents say it is mainly impacted by stress and certain foods. Yoghurt is the most commonly purchased food to help gut health, followed by supplements and specific fruits.

As noted, our shopping-basket data tells us we're not eating enough fruit, vegetables and wholegrains and they're all **great for our gut**. It's time to shine a spotlight on these options.

The gut has a close connection with the brain, called the 'gut-brain axis'. They share important signals via nerves and hormones. From digesting the food we eat to supporting our **immune system, mood** and skin health, the gut plays a big role in our general wellbeing. Everyone has a unique gut microbiome (like a fingerprint), which is impacted by **diet, lifestyle and medications**.



Is the FODMAP diet for me?

Your body is good at giving you signs that your gut could need attention (such as uncomfortable bloating, gurgling or excessive gas).

A low FODMAP (fermentable oligosaccharides, disaccharides, monosaccharides and polyols) diet has been shown to **help relieve some gut symptoms**, including irritable bowel syndrome (IBS) and small intestinal bacterial overgrowth (SIBO).

A low FODMAP diet is not intended to be for life and guidance is needed to reintroduce foods again. healthylife offers a free **manage your gut symptoms program** and **FODMAP challenge program** to ensure you have the support you need.

Try 'crowding out' less-healthy food options and focus on the ones you'd like to eat more of.

Fibrous foods such as vegetables, fruits, wholegrains, legumes, seeds and nuts can have a positive influence on gut health. Challenge yourself to eat 30 different plant foods a week. This will help with greater gut bacteria diversity, which research suggests is good for our health."

Lyndi Cohen

ACCREDITED PRACTISING DIETITIAN AND NUTRITIONIST

Simone Austin's workplace tips to support good gut health

We spend much of our time at work and the role that plays in our overall wellbeing can't be underestimated. Even if you're working from home, you can ensure your workspace is set up for gut success:

1. A nutritious food policy to ensure healthy foods are available such as fruit bowls and jars of nuts. Some of the fibres and **prebiotic fibres** in such foods feed good gut bacteria.
 2. A commitment to 'move more' initiatives is key for sedentary desk workers, such as safe stairwells and walking meetings. **Regular exercise** can get the bowel moving to help prevent constipation.
 3. Creating a work culture of it being okay to take a break (for meditation, a walk, holiday, etc.) because keeping stress levels in check can help with good gut health.
- ▶ Check out healthylife's [Move More and Stress Less](#) programs for more suggestions.

Move more to live well

Getting out and about doesn't just benefit the body – it's good for your mental health too.

We found that:

33%

of survey respondents report moving more now than pre-COVID

9hrs

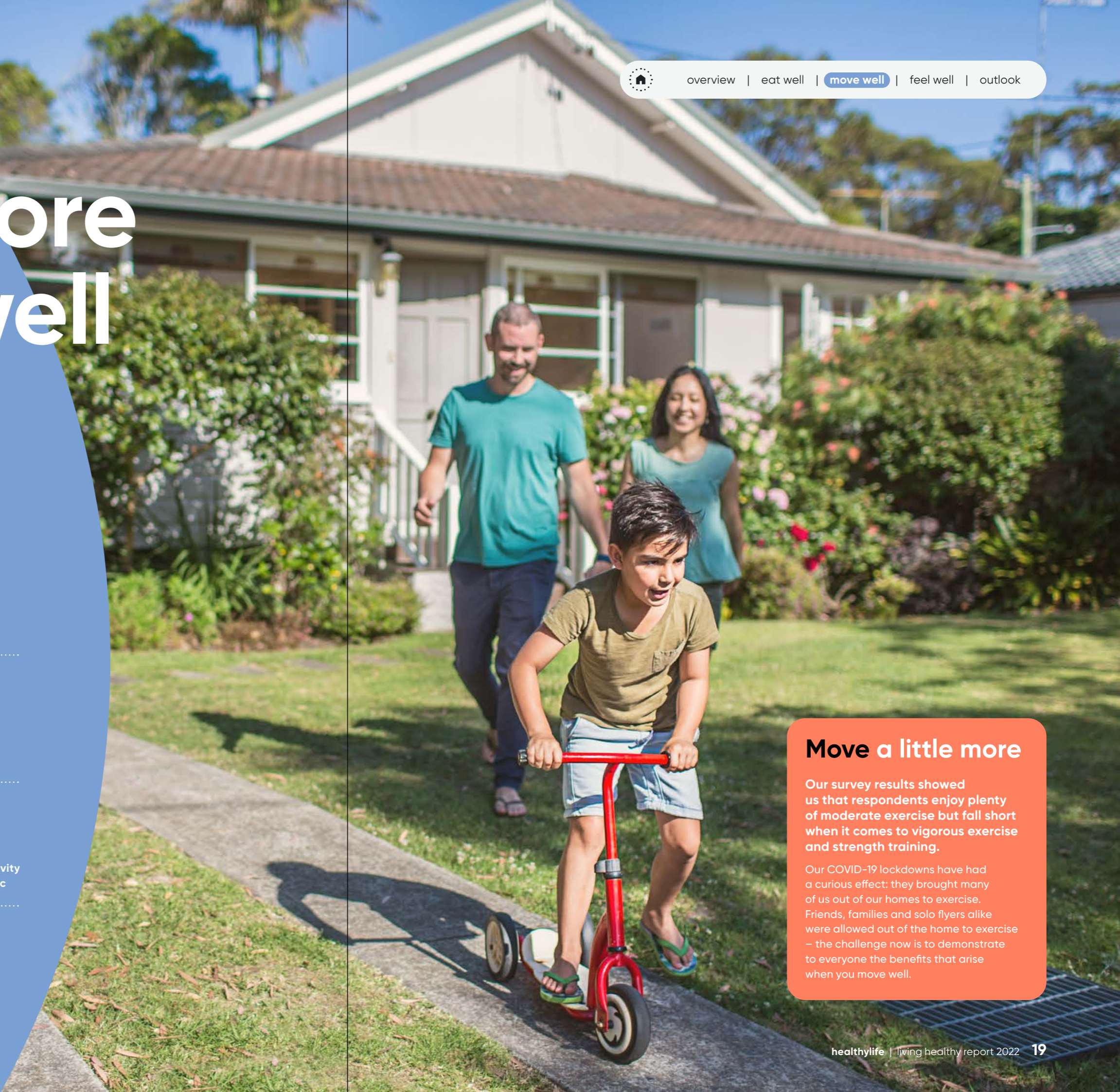
average time Australians spend sitting every day

28%

of respondents bought home-gym equipment in the last 24 months

50%+

of respondents changed activity patterns due to the pandemic



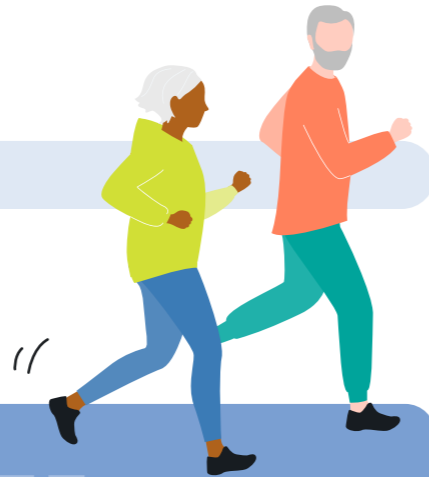
Move a little more

Our survey results showed us that respondents enjoy plenty of moderate exercise but fall short when it comes to vigorous exercise and strength training.

Our COVID-19 lockdowns have had a curious effect: they brought many of us out of our homes to exercise. Friends, families and solo flyers alike were allowed out of the home to exercise – the challenge now is to demonstrate to everyone the benefits that arise when you move well.

Moving is beneficial to our physical and mental health but ABS data shows that, on average, Australian adults are sitting for nearly nine hours a day. The pandemic negatively impacted body weight, mood, energy levels and exercise for many people, while for others it provided opportunities for more movement.

Our insights show that staying healthy, preventing disease, looking good, and maintaining good mental health and sleeping patterns are key motivators to moving more. Families in particular reported that they used exercise to help manage their stress. Time, work, household chores and lack of enjoyment are the biggest barriers to exercise.



Choose an activity that brings you joy ...

something that you want to show up for. Invite a friend and book in the time so you can have fun together."

Stevie Wring
HEAD OF HEALTH AND NUTRITION,
WOOLWORTHS GROUP

Exercise motivators (%)

To stay healthy/prevent disease	55
Improve mental health/mental clarity	39
Looking good/physical appearance	35
For my health condition	28
Improve sleep	27
For fun	19
It's part of another task e.g. gardening	14
Prevent injury	12
Social interaction	12
It encourages others to exercise e.g. partner	9
Recover after illness	6
Competition e.g. playing in a league	5
Recover after pregnancy	4
It's part of my job e.g. personal trainer	3

Top 5 exercise inhibitors (%)

Lack of time	26
Work	17
Household tasks/chores	16
Don't enjoy it	16
Chronic illness	12

38%

struggle due to time barriers



29%

of Aussies do enough muscle strengthening activity each week. Around one-third never do any.



New opportunities to move well

Throughout the pandemic and especially during lockdowns, many people only left their homes to shop and exercise. Meeting (local) friends and spending time with family members while walking, cycling or running became especially popular. We found that 33% of respondents increased their movement, while 23% decreased.

These findings indicate now is a good time to move well, but it's not just about getting outside. The rapid increase of work from home arrangements gave many people the opportunity to set up standing (or mobile) desks. Taking short breaks to walk or stretch or simply work while standing became more common. These are all health benefits we should maintain or increase.



Moderate activity

The Department of Health's [Physical activity and exercise guidelines for all Australians](#) recommend a balance of moderate activity, vigorous activity and muscle-strengthening activity per week.

The good news is that survey respondents average 2.4 hours of moderate physical activity per week, just under the recommended 2.5 hours.

Walking and cycling are the most popular forms of moderate activity but other activities can also count. Some forms of Yoga, Pilates, Tai Chi, dance and even housework can all count towards this total.

Look for opportunities to move around in your daily life. Take the stairs, not the lift; get off the train or bus a stop earlier and walk the rest of the way; even standing while you read or listen to music can make a difference.

Vigorous activity

We're a little further from the recommended hours of vigorous activity (1.1 average vs 1.25–2.5 recommended).

Vigorous activity can include running and cycling; more active forms of Yoga, Pilates and dance; most team sports; swimming; rowing and fitness classes.

Finding a friend or partner for such activities can be a big help for both adults and children, but the key is to find something you enjoy doing, rather than regarding it as a chore.



Muscle strengthening

We're further still from the recommended two sessions of muscle strengthening per week (only 30% meet the target).

For most people, **muscle mass peaks around the late 20s or early 30s**. Maintaining muscle mass has many benefits, including posture, wellbeing and general health.

Resistance training also helps strengthen bones, which is important for everyone but especially for women, who are **more prone to osteoporosis**.

"Daily walking became the biggest part of my routine, as did lunchtime activities like online aerobics."

Survey respondent

Stay accountable

Overall we see there's room for improvement to increase satisfaction with our activity levels. Many people recognise weight gain, impact on mood and energy being the downsides when movement is lacking.

Walking, motivation and accountability are the key areas people want to focus on to improve their movement.

As noted, muscle-strengthening exercise such as resistance training or lifting weights is great for our bones, muscle and even our heart. With 28% of survey respondents having bought gym equipment in the past 24 months, the challenge now is to use it! BIG W stores saw an almost 14% rise in purchase of fitness and health equipment and activities as people spent time exercising at home and outdoors.

We realise there can be barriers to introducing movement into the day, so healthylife's [Ways to Move](#) program was designed to help.

Top tips

You got to move it, move it!

To combat the lack of time to get moving, we can increase our incidental movement during the day with small changes to our daily routine. For example:

- ✓ Plan active social time e.g. beach, pool or golf
- ✓ Have walking dates/catch-ups/meetings
- ✓ Stand up or move your body when taking calls or reading
- ✓ Take lunch breaks to move your body
- ✓ Vigorously do the chores, e.g. wash the car, vacuum or mop the floor
- ✓ Tend your garden
- ✓ Walk or cycle to the shops or school instead of driving
- ✓ Take your children/pet to the park and kick or throw a ball
- ✓ Dance to music
- ✓ Stretch or do squats while brushing your teeth

Use your social network

Sporting groups and clubs play an important role in our community in providing social avenues for exercise, including team sports and walking groups.

While sadly some sporting and community groups didn't survive the pandemic, those that did are eager for new members. Now is a great time to dust off the tennis racket, footy boots or dancing shoes and get involved.

Best of all, joining a club, or enrolling in a class, gives double benefits. Not only will you improve your physical health, but your mental health and overall feelings of wellbeing may improve. The [link between physical and mental health](#) is well known, so why not make it work in your favour?

Woolworths Group supports community sport through Woolworths [Cricket Blast](#), netball with Pick Fresh Play Fresh and surfing with [SurfGroms](#), all of which encourage young Aussies to be active while having fun.

Even gentle exercise can help lift your mood when you're down.

Try exercising with friends and family to release feel-good hormones that directly oppose stress hormones."

Dr Nikki Stamp
CARDIOTHORACIC SURGEON



Community connections

Physical activity needs to be one of our routine daily transport modes if we want more activity in our day, whether it be getting to work, school or the shops. Make moving around easier! No matter where you live, there should always be access to safe walking and cycling paths. Advocate for more in your area by speaking to your local council.

Mind and body together

Mind and body working together is the best path towards healthy living.

We now know that:

Resilience

28%

of respondents feel their resilience has improved

Anxiety

39%

of respondents say anxiety is the biggest factor affecting sleep quality (and stress levels 48%)

Immune health

46%

of respondents are thinking more about their immune health



Being connected with other people has a number of benefits for your health.

It can help keep you motivated, releases hormones that counteract stress and can enhance your resilience."

Dr Nikki Stamp
CARDIOTHORACIC SURGEON

Mental health needs to be maintained as part of your health routine ...

including things like self-care, meditation, mindfulness, eating well, moving and having meaningful relationships. It is okay to speak up if you are struggling with your mental health, because it is just as important as your physical health."

Dr Rob McCartney
CHIEF MEDICAL OFFICER, WOOLWORTHS GROUP

Good health isn't just about diet and exercise. In recent years we've all come to appreciate mental health's importance to our wellbeing. Better yet, we're doing something about it.

The pandemic posed challenges to our mental health, but the indications are we've weathered the storm in reasonable shape. We want to keep that trend going, because we think all Australians should be able to feel well.

Half of survey respondents feel their mental health has been largely unaffected through the pandemic, but a quarter say they are worse off. The number of males indicating good or excellent mental health (60%) was significantly higher than females (45%).

The most common strategy used to maintain mental health through the pandemic was watching television, while some people focused on hobbies, family and being grateful for what they have.

Looking at our research, we found that 36% of survey respondents say they want to walk more, 29% want to go to the gym and 27% want to catch up with friends as a way of looking after their mental health.

We know that these strategies can have a positive impact. Blocking out time in the calendar for exercising with friends and family is a great way to put these plans into action.

It's expected that 45% of the Australian population aged 16–85 will experience a mental disorder at some point in their life. **Strengthening our mental health** not only helps improve our wellbeing, but also protects against other health conditions.

Food also plays a critical role in mood and wellbeing.

This is why you can feel angry when you're hungry, lose concentration when you haven't eaten for a while or feel happy after a satisfying meal. You can't live a full life on an empty stomach. Fuel your body with foods that give you energy and make you feel good."

Lyndi Cohen
ACCREDITED PRACTISING DIETITIAN
AND NUTRITIONIST



Spend time in nature



One simple measure is to spend time outdoors by going for a walk, a picnic or sitting in the park among the trees. This has been shown to help reduce blood pressure and stress hormones and make you feel more alive, even if it's just for 20 minutes a day.

Unfortunately, not everyone has the same access to parks and green spaces. Research across Australian major cities reveals that high-income suburbs have far more green, open spaces than low-income suburbs.

This needs to change as the benefits to mental and physical health are very real. Our insights show that going for a walk is one of the most common forms of maintaining mental health, so let's create inviting spaces that encourage it.

sleep



Sleep helps us repair our bodies and minds. Good quality and quantity of sleep is essential for better physical and mental health.

Anxiety was the biggest factor to negatively affect both our sleep (39% of respondents) and stress levels (48% of respondents). Poor sleep increases anxiety, which in turn disturbs our sleep.

Work can also impact our sleep; when work is busy, it can cut into our sleeping time (and work stress can reduce your sleep quality). It is important to protect your time for sleep, as good-quality sleep will allow you to get more done. Work-life balance is critical and workplace support is vital.

Poor-quality sleep is a problem

When we don't get enough sleep we can feel lethargic and moody, make poorer food choices and have difficulty concentrating. All these symptoms can lead to long-term health problems that further exacerbate our stress and anxiety levels.

Inadequate sleep, either in quality or duration, is very common, affecting 33–45% of Australian adults across all age groups according to a 2016 national sleep survey. It can also be a problem for children and adolescents, for whom sleep is vital to physical and mental development. The **Longitudinal Study of Australian Children** found that around a quarter of 12–13-year-olds and half of 16–17-year-olds were not getting eight hours of sleep on school nights. Problems with sleep and challenges with mental health are linked, and research shows that more than 75% of mental health disorders begin before the age of 25.

58%

of respondents say their quality of sleep is average or poor



Dr Rob McCartney's

top tips for a good night's sleep

- ✓ **Exercise**
Increased exercise can improve your sleep quality.
- ✓ **Create a sleep sanctuary**
Bed is for sleeping, so create a quiet, dark, cool space, **avoid screen time before bed** and set a routine.
- ✓ **Meditation**
Practise regular meditation and mindfulness as a means to improve your sleep quality. You can start with just a few minutes a day.
- ✓ **Don't rely on alcohol**
It may feel like drinking alcohol in the evening helps with getting to sleep, but the evidence tells us that it actually results in a **poorer night's sleep**.
- ✓ **Be consistent**
Aim to go to bed and wake up at consistent times.
- ✓ **Regularly waking?**
If you're **regularly waking** more than twice in the night and feel tired upon waking, consider seeking advice from a health professional.
- ▶ For more ideas on getting a good night's sleep, **healthylife** offers a **Get More Sleep program** and a **directory of health service providers** who may be able to help you.

Resilience

We develop our **capacity for resilience over time**. The COVID-19 pandemic has adversely affected many people, increasing stress, distress, fear and anxiety. We have called upon our resilience strategies to cope.

Developing resilience in the workplace has great value, especially since many of us spend most of our time at work. Woolworths Group is committed to **creating a truly inclusive workplace** through an Accessibility Action Plan, First Nations Sharing Culture, gender equity, cultural inclusion, an on-demand health service provider through the employee assistance program, Sonder and LGBTQ+ commitments. The assistance and services of mental health practitioners are vital when it comes to resilience. healthylife **offers a range of health service providers**, including for mental health. Woolworths Group provides support to vulnerable communities and individuals through services provided by Lifeline. We have over 26,000 mental health wellbeing ambassadors throughout Woolworths Group.

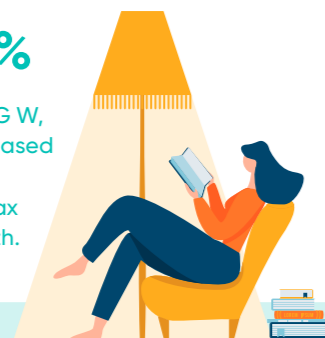
There are some circumstances where, despite how resilient you are ...

you may still need some help to pick yourself back up. It is okay to ask for help. Grow your resilience by nurturing yourself, your emotions and your relationships."

Dr Rob McCartney
CHIEF MEDICAL OFFICER, WOOLWORTHS GROUP

Self-help book sales **↑63%**

over the past two years at BIG W, and candles and scents increased by 104%. This suggests that people are finding ways to relax and are prioritising their health.



Work schedules

23%

of 25-34-year-olds say their mental health is significantly impacted by their work schedules.

Research shows that finding small joys in your day-to-day life ...

may lower rates of depression and anxiety, result in higher psychological wellbeing and support your immune health. These joys may include smelling freshly baked bread, picking flowers in your garden, or enjoying the feeling of warm water in a bath or shower."

Simone Austin
CHIEF HEALTH OFFICER, HEALTHYLIFE

Energy

Insights show that people have a good idea of what to do to maintain their energy levels. Key strategies include eating healthy foods, exercising, maintaining sleep patterns and listening to music.

When we experience daily challenges (stressors), our body responds both physically and mentally. Too much stress in our lives can **impact our health** and our energy levels. To help better **manage daily stress**, healthylife has a program written by an expert psychologist with some super tips and resources.

Caffeine doesn't give you energy ...

it just stops you from being tired. Rest, sleep and not relying on caffeine to wake you up will help support your energy levels naturally."

Sarah Gray
PHARMACIST AND HEAD OF HEALTH AND NUTRITION, HEALTHYLIFE

Immune health

With 46% of people thinking about their immune health more than they did pre-pandemic, now is the time to satisfy this interest and establish long-term preventive health behaviours.

Our insights show that healthy diet, exercise, supplements and good sleeping patterns were the top strategies used to maintain immune health.

Your immune system helps protect you against abnormal and foreign cells and **infections** that spread from person to person (communicable diseases). Most people will have a **communicable** disease in their lifetime, such as the common cold or a stomach bug. Most are mild but sometimes more serious, as we have seen over the past few years.

In recent years, many of us have been trying to better support our immune system through **eating** and **sleeping** well, **keeping physically active** and finding **ways to relax**.

healthylife has a wealth of information to help you **understand your immune system**, how it affects your health and what you can do to support it. There are also health professionals who can give complimentary **personalised advice** on choosing the right products for your immune health.



Energy levels

3 in 4

survey respondents feel they have decent energy levels

47%

feel that their energy levels are the same as pre-COVID-19

You can't 'boost' your immune system ...

nor do you want to. An overactive immune system can lead to illness."

Dr Nikki Stamp
CARDIOTHORACIC SURGEON

Managing stress levels is vital for your immune system.

Whenever there's a continually high level of stress hormones, this puts a strain on your immune system. Practising mindfulness can be a great way to help reduce and manage stress levels."

Sarah Gray
PHARMACIST AND HEAD OF HEALTH AND NUTRITION, HEALTHYLIFE



healthylife advisory board



Each member of our Advisory Board is a qualified expert and practitioner in their field. Together, they bring a wide range of perspectives and experiences and help ensure all of healthylife's initiatives are based on science and embody industry best practices.



Simone Austin
CHIEF HEALTH OFFICER
HEALTHYLIFE

Role
Simone is an Accredited Practising Dietitian and Advanced Sports Dietitian, keynote speaker and author.

Skills and experience
Simone is the past President of Sports Dietitians Australia and a current Dietitians Australia Board director. She was the Senior Dietetic Advisor at Dietitians Australia and the Hawthorn Football Club dietitian from 2008–2020. For 25 years, Simone has provided nutrition education to some of Australia's most successful elite athletes, including the Australian Men's Cricket team and Melbourne Storm. Her practical advice is available to everyone in her media work and her book, *Eat Like An Athlete*.



Lyndi Cohen
ACCREDITED PRACTISING
DIETITIAN AND NUTRITIONIST

Role
Lyndi is an Accredited Practising Dietitian and a regular nutritionist on Channel 9's TODAY show.

Skills and experience
In a world of strange superfoods and unregulated wellness influencers, Lyndi is best known for calling out nutrition nonsense and promoting real health and a healthy body image. Lyndi is one of Australia's most well-known nutritionists, with a loyal following across social media. She is the creator of the Back to Basics App, a lifestyle approach to help you be healthy without dieting and the founder of the Keep It Real program to help stop binge eating. Lyndi was recently voted one of Women's Health's 25 most 'Fitfluential' people in Australia and is the author of the best-selling book *The Nude Nutritionist*.



Sarah Gray
HEAD OF HEALTH AND
NUTRITION HEALTHYLIFE

Role
Sarah Gray is a Registered Pharmacist and Nutritionist.

Skills and experience
Sarah has over 15 years of experience working in Australia's health sector, from community pharmacy to health education in the food industry. Making a difference is Sarah's ultimate goal. Specifically, she wants to make a difference in the health journeys of as many people as possible. Sarah is passionate about integrative health care and has educated emerging practitioners for over 10 years in pharmacy practice and integrated pharmacology.



Dr Rob McCartney
CHIEF MEDICAL OFFICER
WOOLWORTHS GROUP

Role
Rob is a physician who has specialised in Occupational and Environmental Medicine for over 20 years.

Skills and experience
Rob is a Fellow of the Australasian Faculty of Occupational and Environmental Medicine with the Royal Australian College of Physicians and past president of the Australian and New Zealand Society of Occupational Medicine. He has been an adjunct associate professor at Griffith University School of Human Services and Social Work. Rob is a passionate and highly experienced doctor with a track record of managing risk and solving problems at the worker/workplace interface. He has extensive experience in the diagnosis and management of occupational injury and illness and assisting individuals in returning to the workforce after health problems.



Dr Nikki Stamp
CARDIOTHORACIC SURGEON

Role
Nikki is an Australian trained cardiothoracic surgeon, PhD candidate, and author.

Skills and experience
Nikki has a strong desire to change how we think about health. She is a passionate supporter of the Heart Foundation and women's heart disease advocacy. Nikki's research has been published widely and includes improving physical activity in women, mentoring and gender in surgery, transplantation, improving outcomes after cardiac surgery, and how plaque or atherosclerosis forms in our arteries. Nikki also teaches medical students and surgical trainees. Her first book, *Can You Die of a Broken Heart?*, has been translated into seven languages. Her second book, *Pretty Unhealthy*, was released in 2019.



Stevie Wring
HEAD OF HEALTH
AND NUTRITION
WOOLWORTHS GROUP

Role
Stevie is a Registered Public Health Nutritionist and Board Certified Lifestyle Medicine Practitioner.

Skills and experience
In her role as Head of Health & Nutrition for Woolworths Group, Stevie leads the way to make healthier choices more accessible, affordable and inspiring for all. A Fellow of the Australasian Society of Lifestyle Medicine, she is passionate about improving lives through healthy habits and lifestyle practices. Her approach is to listen deeply to people's priorities and challenges. This listening helps her develop effective, balanced strategies and initiatives that make a difference.

What is Woolworths Group doing?

Our involved business groups include **healthylife, BIG W, Woolworths Supermarkets, Woolworths Group, Everyday Rewards, Woolworths Food Company and Primary Connect.**



Key team members:



Ananth Sarathy
HEALTHYLIFE

Initiatives include:

- Creation of an online health platform that provides insights and inspiration, bringing together reliable health information in one simple place.
- Bringing together a team of health experts with a Health Advisory Board and a Health and Nutrition Team who speak in plain language.
- Created a world-first tool – healthylife Food Tracker – to help Australians understand, balance and analyse their shopping basket.
- Bringing credible expert backed advice to Australians with free wellness programs called the Ways to Well Programs.
- Linking Australian health providers with customers through an integrated Health Services platform, where customers can search and book nationwide.



Guy Brent
MANAGING DIRECTOR,
THE WOOLWORTHS FOOD
COMPANY

Initiatives include:

- Ranked the healthiest supermarkets own brands portfolio by The George Institute three years in a row.
- First retailer to announce we would adopt the Health Star Ratings across our own brand portfolio.
- We have a rigorous reformulation program to improve the healthiness of our own brand products to give our customers healthier options.
- Our aim is for the iconic Macro Wholefoods brand to be the best-known and loved health and sustainability brand in Aus/NZ. In 2021, Macro won the best organic brand award in New Zealand.
- Macro products have won other external awards for Best Allergy Friendly Snack Product and Best Plant Based Product.



Natalie Davis
MANAGING DIRECTOR,
WOOLWORTHS
SUPERMARKETS

Initiatives include:

- Our Sustainability Plan 2025 includes a number of ambitious health commitments supporting our goal to materially increase healthier choices in our customers' baskets.
- To help amplify our health strategy, in November 2020 we formed our Woolworths Group Health Guild, which brings together business leaders across different teams to help us achieve our ambition of making healthier choices easier for our customers.
- Instore we have Fresh Food Discovery Tours and our Fresh Food Kids Program with Free Fruit for Kids in all Woolworths supermarkets across Australia. We partner with organisations that align with Woolworths' philosophy of improving nutrition and physical activity amongst children.
- Making healthier easier by offering hundreds of healthier products at low prices nationally.
- Having access to affordable fresh fruit and vegetables with the Odd Bunch range of imperfect items to help minimise food waste.



Alex Holt
CHIEF SUSTAINABILITY
OFFICER, WOOLWORTHS
GROUP

Initiatives include:

- Championing Woolworths Group's sustainability purpose – to create a better tomorrow by making positive change for people, the planet and our products.
- Leading a team dedicated to embedding sustainability in our day-to-day operations and making it part of our long-term future.
- Working with Woolworths Group's health and nutrition team, which partners with internal and external stakeholders to provide evidence-based direction and develop new strategies and initiatives.
- Making it easier for our customers to choose products that are healthier, sustainably sourced and responsibly packaged.
- Listening to customers and their concerns. These include plastic reduction, energy consumption, supporting local producers, the affordability of healthy and sustainable food choices, and reducing food waste.



Woolworths Group



Faye Ilhan

MANAGING DIRECTOR,
CONNECTEDX

Initiatives include:

- We have launched a new healthier recipes section and have hundreds of healthier recipes available on web and app. All are easily shoppable with an 'Add to cart' option.
- The 'Making Healthier Easier' online hub makes it easier for customers to discover healthier products and inspiration.
- We are working to increase the number of products with Health Star Ratings visible online.
- We have dietary and lifestyle filters across our web and app experiences, with gluten-free and vegan continuing to be the most interacted with.
- 'Healthier Options' is an online tool that suggests healthier alternatives, which aligns with our aspirations to help nudge customers towards healthier choices.



Annette Karantoni

MANAGING DIRECTOR,
PRIMARY CONNECT, AND
CHIEF SUPPLY OFFICER,
WOOLWORTHS GROUP

Initiatives include:

- Supporting 1Life, our movement to improve the safety culture in Primary Connect. '1Life' is about exploring the link between our behaviours and everything else in our lives across six key areas of wellbeing.
- Designing our new distribution centres (DCs) with our team front of mind. We're constantly trialling new features to make them a great place to work.
- Our work includes considerable manual labour. We provide ongoing manual handling training and have partnerships with local physiotherapists at all our sites.
- Like all areas of Woolworths Group, we use Sonder as our wellbeing gateway. Sonder provides our team members with a single access point for all their health, safety and wellbeing needs, including psychological and critical incident support.
- As the supply chain for Australia's Fresh Food People, eating well is front of mind for the team. We offer our team members fresh fruit in our canteens, and we often 'hero' fresh food in our campaigns while we celebrate our role in feeding Australians. During summer, we set up 'hydration stations' in our DCs.



Caryn Katsikogianis

CHIEF PEOPLE OFFICER
WOOLWORTHS GROUP

Initiatives include:

- Team discounts and booster points to encourage healthy eating.
- Fresh fruit and snacks available in our team rooms.
- Stand-up desks provided and walking meetings encouraged.
- Partnership with Sonder, a 24/7 safety, wellbeing and medical support app, is available to all team members.
- Launched 'I Am Here' mental health program with great results. Over 25,000 team members have completed the 'I Am Here: Tribe Members' course, focused on the fact it's okay not to be okay and absolutely okay to ask for help. Over 5,000 team members are ambassadors, completing a two-hour course that gives them the skills and confidence to show they care, ask the question and call for help when needed.



Justin Nolan

DIRECTOR,
WOOLWORTHS METRO

Initiatives include:

- We've made fruit available for staff in the team room.
- We have physio-designed 'Metro Moves' to encourage stretching and safe movements throughout the store.
- We encourage team members to use Sonder (with 20% as active users, we have the highest update in the Group).
- We have embedded 'Headspace Fridays' across our teams.
- We promote 'Get loud about leave', where leaders share their personal stories to promote leave-taking to wind down and de-stress.



Pejman Okhovat

MANAGING DIRECTOR, BIG W

Initiatives include:

- Encouraging staff to participate in BIG W's 'My Moves', a unique series of exercises brought to life in videos with Michelle Bridges. They help our in-store teams to stretch, warm up and prepare for a safe and great day at work – as well as being a great opportunity for the team to bond.
- We encourage our teams to work flexibly and get moving throughout the day. Walking meetings are a great option when you need a break from your screen and want to get moving.
- Our in-store product range offers quick and healthy ways to support families eating together, such as air fryers, non-stick pans and ninja blenders for smoothies.
- We make it accessible for families on all budgets to exercise and move together, with exercise wear and equipment such as Michelle Bridges activewear, our own Circuit Brand and a wide range of weights, mats and sporting gear.

Where to next?

healthylife's vision is to help and inspire every Australian to live a healthier life. This document is our inaugural report. Its purpose is to inspire conversations between individuals, families, health bodies, government and industry around how we can improve Australians' health.

The pandemic has provided a unique circuit-breaker for many people, putting them in a mindset of renewal and making them more receptive to change and self-improvement.

We believe this makes now an ideal time to encourage people to eat well, move well and feel well. The evidence is encouraging but the challenge is to maintain our momentum by cooking more, exercising more, spending time with family and outdoors, and taking better care of our (and our friends' and families') mental health.

We've seen increased demand for holistic, personalised and digital health solutions in the past year. We've also seen health and wellness priorities shift, with immune health, sleep and mental health coming to the fore.

Concrete steps

To respond to those changes, and keep our users and customers engaged and supplied with up-to-date information, we provide new and updated health information on our website: www.healthylife.com.au

We're also working on many projects that connect with the second, more practical part of our vision:

To help and inspire every Australian to live a healthier life via a personalised range of brands, products, services and experiences that truly help our customers cut through the complexity in their lives.

The practical actions and goals we're currently pursuing include:

- Continuing to bring the latest, evidenced-backed health information to the community by developing more content, programs and services.
- Advocating for supportive environments including workplaces and green spaces, as we know our environment plays a significant role in our health.
- Becoming 'the' place to go for trusted health information; we know small changes can bring big health gains, so we want to support Australians with health information.
- Advocating for healthy food availability throughout the general community and within Woolworths Group.
- Contributing to reducing the burden of disease and increasing all Australians' years of healthy living.



Let's work together

Supporting your health involves many overlapping strategies that fall within our key health missions of eat well, move well and feel well. There's no secret to health and wellness; every small step helps and nobody can do it alone. That's why we're better together.

Resource guide

For the latest health information, visit the healthylife website: www.healthylife.com.au



We regularly add new 'Ways to Well' programs: www.healthylife.com.au/programs/ways-to-well

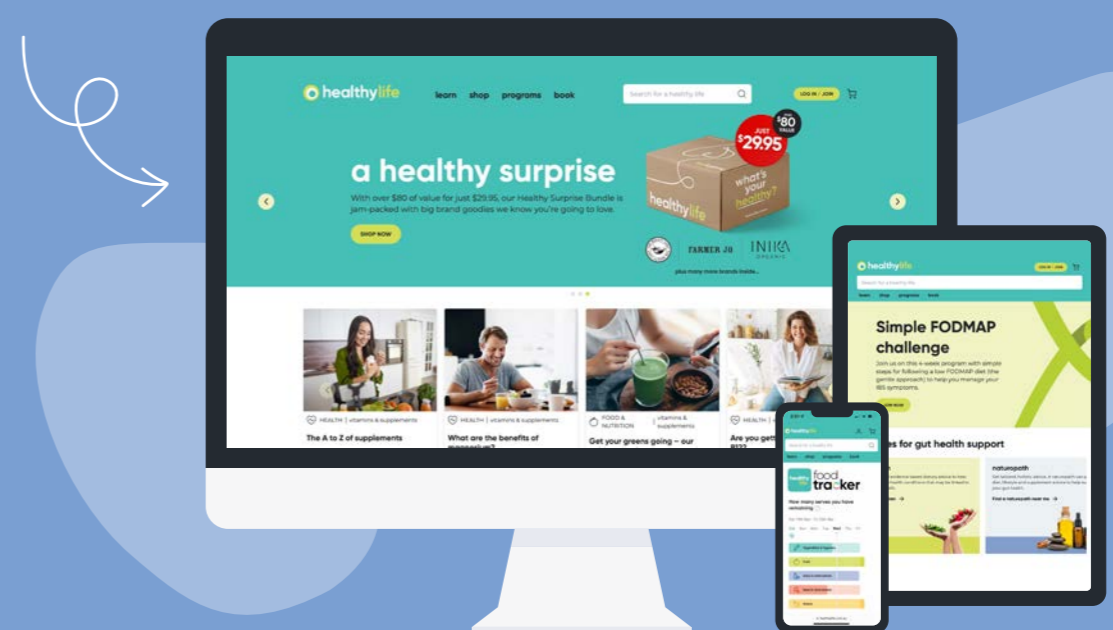
There a steady flow of new health content: www.healthylife.com.au/learn

You can access the healthylife Food Tracker: www.healthylife.com.au/learn/what-is-the-healthylife-food-tracker

You can talk to an expert: www.healthylife.com.au/book-a-discovery-call

Web pages and services referenced in this report include:

- healthylife: non-perishable foods – are they healthy for me?
- healthylife: ways to eat
- healthylife: what is a flexitarian diet?
- healthylife: Food Tracker
- healthylife: ways to move
- healthylife: get more sleep
- healthylife: all services
- healthylife: stress less
- healthylife: immune health
- healthylife: healthy expert advice
- healthylife: move more
- healthylife: manage your gut symptoms
- healthylife: the FODMAP challenge



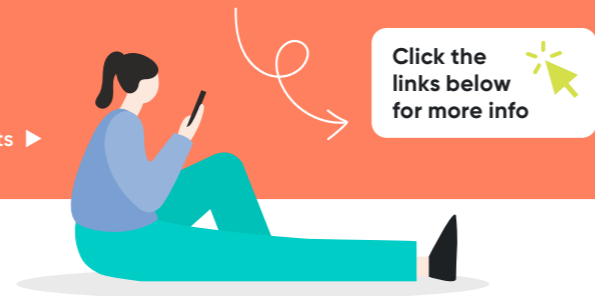
Resource guide

This report draws on many sources of information from government, academic and business, including:

[Australian Dietary Guidelines](#) ▶

[Australian Institute of Family Studies: Population and Households data](#) ▶

[Australian Bureau of Statistics: 2016 Census QuickStats](#) ▶



eat well

[Australian Institute of Health and Welfare: Australian Burden of Disease Study 2015: Interactive data on risk factor burden](#) ▶

[Woolworths: Making healthier easier hub](#) ▶

Vegetables

[Australian Institute of Health and Welfare: Diet](#) ▶

[Australian Institute of Health and Welfare: Australia's health 2018](#) ▶

[healthylife: Non-perishable foods – are they healthy for me?](#) ▶

[healthylife: ways to eat](#) ▶

[Woolworths: Healthier recipes](#) ▶

[Woolworths: Fresh Food Kids Discovery Tours](#) ▶

[Resistant starch analysis of commonly consumed potatoes](#) ▶

[Woolworths: Australia's healthiest supermarket own brands](#) ▶

Fruit

[Australian Institute of Family Studies: Understanding food insecurity in Australia](#) ▶

Dairy and alternatives

[Eat for health: Milk, yoghurt, cheese and/or their alternatives \(mostly reduced fat\)](#) ▶

[Healthy Bones Australia: Calcium & Bone Health](#) ▶

[Healthy Bones Australia: About Bones](#) ▶

[Journal of the International Society of Sports Nutrition: Milk: the new sports drink? A Review](#) ▶

[Advances in Nutrition: Comprehensive Review of the Impact of Dairy Foods and Dairy Fat on Cardiometabolic Risk](#) ▶

Lean meat and alternatives

[Australian Heart Foundation: New advice from the Heart Foundation on meat, dairy and eggs](#) ▶

[EAT: Food Planet Health](#) ▶

[healthylife: What is a flexitarian diet?](#) ▶

[Australian Institute of Health and Welfare: Australian Burden of Disease Study 2015: Interactive data on risk factor burden](#) ▶

[Grains & Legumes Nutrition Council: Australian Intake of Legumes](#) ▶

[Journal of Translational Medicine: Influence of diet on the gut microbiome and implications for human health](#) ▶

Grains

[Queensland Health: Why I should eat: wholegrains](#)

[Grains & Legumes Nutrition Council: 75% of Australians are not eating enough whole grains](#)

[The Lancet: Health effects of dietary risks in 195 countries, 1990–2017](#)

[Woolworths: Filters and tags for dietary and lifestyle categories](#) ▶

Discretionary foods

[Eat for health: Discretionary food and drink choices](#) ▶

[healthylife: Food Tracker](#) ▶

[healthylife: ways to eat](#) ▶

[Woolworths: Welcome to Lists!](#) ▶

[Woolworths: Make healthier choices easier with Health Star Ratings](#) ▶

[International Journal of Behavioural Nutrition and Physical Activity: Frequency of eating home cooked meals and potential benefits for diet and health](#) ▶

[Woolworths: Healthier recipes](#) ▶

[Woolworths: What goes into a Woolworths nutritionally approved recipe](#) ▶

[BMC Public Health: Testing the price and affordability of healthy and current \(unhealthy\) diets and the potential impacts of policy change in Australia](#) ▶

healthylife Food Tracker

[healthylife: Food Tracker](#) ▶

Healthier supermarket baskets

[Woolworths: Prices Dropped on healthier products](#) ▶

[BMC Public Health: Testing the price and affordability of healthy and current \(unhealthy\) diets and the potential impacts of policy change in Australia](#) ▶

Gut Health

[BMJ: Role of the gut microbiota in nutrition and health](#) ▶

[International Journal of Molecular Sciences: Impacts of Gut Bacteria on Human Health and Diseases](#) ▶

[ScienceDirect: Stress & the gut-brain axis: Regulation by the microbiome](#) ▶

[Current Developments in Nutrition: Health Effects and Sources of Prebiotic Dietary Fiber](#) ▶

[Oxidative Medicine and Cellular Longevity: Exercise Modifies the Gut Microbiota with Positive Health Effects](#) ▶

[healthylife: move more](#) ▶

[healthylife: stress less](#) ▶

[Gastroenterology: A diet low in FODMAPs reduces symptoms of irritable bowel syndrome](#) ▶

[healthylife: manage your gut symptoms](#) ▶

[healthylife: The FODMAP challenge](#) ▶

[Molecular Metabolism: A healthy gastrointestinal microbiome is dependent on dietary diversity](#) ▶

move well

[Department of Health: National Preventive Health Strategy 2021–2030](#) ▶

[Australian Bureau of Statistics: Physical Activity](#) ▶

[Department of Health: Physical activity and exercise guidelines for all Australians](#) ▶

[Muscle, Ligaments and Tendons Journal: Strength and muscle mass loss with aging process. Age and strength loss](#) ▶

[Arthritis-health: Why Are Women More Prone to Osteoarthritis?](#) ▶

Stay accountable

[healthylife: ways to move](#) ▶

[The Primary Care Companion to the Journal of Clinical Psychiatry: Exercise for Mental Health](#) ▶

Use your social network

[healthdirect: Exercise and mental health](#) ▶

[play cricket: Woolworths Cricket Blast](#) ▶

[Surfing Australia: Woolworths SurfGroms Dive Into a Fresh New Season](#) ▶

feel well

[Department of Health: National Preventive Health Strategy 2021–2030](#) ▶

[Environmental health and preventive medicine: The physiological effects of Shinrin-yoku \(taking the forest atmosphere or forest bathing\): evidence from field experiments in 24 forests across Japan](#) ▶

[BMC Public Health: Do low-income neighbourhoods have the least green space? A cross-sectional study of Australia's most populous cities](#) ▶

Sleep

[Sleep Foundation: What Happens When You Sleep?](#) ▶

[Sleep: Work Productivity Loss Associated with Sleep Duration, Insomnia Severity, Sleepiness, and Snoring](#) ▶

[Sleep Health Foundation: Report to the Sleep Health Foundation 2016 Sleep Health Survey of Australian Adults](#) ▶

[Australian Institute of Family Studies: Promoting adequate sleep in young people](#) ▶

[Advances in Preventive Medicine: Interrelationship between Sleep and Exercise: A Systematic Review](#) ▶

[Sleep Health Foundation: Good Sleep Habits](#) ▶

[National Centre for Biotechnology Information: The subjective meaning of sleep quality: a comparison of individuals with and without insomnia](#) ▶

[healthylife: get more sleep](#) ▶

[healthylife: all services](#) ▶

Energy

[Chronic Stress: Neurobiological and Systemic Effects of Chronic Stress](#) ▶

[healthylife: stress less](#) ▶

[Sleep Foundation: Caffeine and Sleep](#) ▶

Resilience

[The International Journal of Social Psychiatry: Psychological health during the coronavirus disease 2019 pandemic outbreak](#) ▶

[ResearchGate: Beyond Sensation: Exploring the Nature of Sensory Pleasure](#) ▶

[Personality & Social Psychology Bulletin: Beyond Self-Control: Mechanisms of Hedonic Goal Pursuit and Its Relevance for Well-Being](#) ▶

[Woolworths Group: A truly inclusive place to work](#) ▶

[healthylife: all services](#) ▶

Immune health

[Institute for Quality and Efficiency in Health Care: How does the immune system work?](#) ▶

[Department of Health: Communicable diseases](#) ▶

[nutrients: Diet and Immune Function](#)

[Physiological Reviews: The Sleep-Immune Crosstalk in Health and Disease](#) ▶

[Journal of Sport and Health Science: The compelling link between physical activity and the body's defense system](#) ▶

[American Psychological Association: Stress effects on the body](#) ▶

[healthylife: immune health](#) ▶

[healthylife: healthy expert advice](#) ▶

[Current opinion in psychology: Current Directions in Stress and Human Immune Function](#) ▶



Want to get in touch?

We'd love to help you eat well,
move well and feel well.

Here's how you can reach us:

Media and PR
media@healthylife.com.au

Health programs
waystowell@healthylife.com.au

Customer service
support@healthylife.com.au

