

H&H Group and Bluearth Foundation announce new wellbeing and leadership program to support girls and young women in Mparntwe region

We are thrilled to announce an exciting new program with our community partner, Bluearth Foundation. The *Active Leadership Project* will support physical education for girls and young women in schools in the Mparntwe community of Alice Springs, to make a positive difference to their physical and emotional health.

The Project to empower young First Nation Australians, is being announced ahead of Global Wellness Day tomorrow, as both organisations share the goal to inspire wellness and align with H&H Group's mission for health and happiness.

H&H Group and Bluearth have worked together for the last five years implementing programs within underprivileged communities in Melbourne and have been shaping this new venture over the past six months. The Project will be led in four local Alice Springs schools by a female Aboriginal leader employed for this program.

Peter Parker, Bluearth CEO, said that both organisations were committed to developing the program and were delighted to be bringing the partnership into schools at the beginning of 'Term 3'.

"To expand our partnership between Bluearth Foundation and Swisse Wellness, and to do so in the context of Aboriginal and Torres Strait Islander health, is wonderful. Providing impact and wellbeing intervention to the young First Nation women within the Mparntwe community is very exciting. Additionally, in employing Aboriginal staff for the Project we foster stronger outcomes and also achieve our own aspirations within our Reconciliation Action Plan.

"We cannot wait to see the benefit of this union between our two great companies. We sincerely thank Swisse and H&H Group for supporting Bluearth and helping drive this program which will be life-changing for this community."

Managing Director H&H Group ANZ, Nick Mann, explained that the organisation has worked with the Indigenous sector on community nutrition initiatives in the past, but wanted to play a more active role in supporting the younger population across each of its Nutrition, Mind and Movement pillars.

"Heritage is one of the foundation blocks of our organisation, and with Australia being the birthplace of Swisse Wellness, we wanted to make a more significant contribution to the health and wellbeing of the Indigenous population. The recent events in the USA and across the world have strengthened our resolve to make a difference in our own region.

"We have previously worked with the EON, an organisation doing amazing work to support the nutritional needs of children in Indigenous communities in Western Australia. Now, through our program with Bluearth, we are focusing on our other two pillars of Wellness - movement and mindfulness.

“Physical activity sits at the centre of the Active Leadership Project, but it has a broad circular flow-on through mental wellbeing, other school learning, and building confidence and leadership skills. There is a significant gender inequality in these communities for women to have opportunity to both participate in sport, and exercise for their general health. We want to give these young women a platform to change these statistics, support their wellness journey, and reach their full potential as the next generation of female leaders in this community.

“We are really excited to be creating a program that will engage the students and giving them a great experience. We are really looking forward to going up to Mparntwe and spending some time with the leaders, teachers and students, and seeing how we can evolve this program further,” Nick Mann concluded.

Bluearth Program Coordinator, Katie Thompson, will be directly involved in rolling out the project. “This program will give the Mparntwe Community of Alice Springs an opportunity to address the lack of physical activity programs for teenage Aboriginal girls, which poses a serious threat to their health and wellbeing, and their future. I am so excited that a new Aboriginal Project Leader will join me in rolling out this program across four schools, developing community partnerships and mentoring the next generation of leaders.”

The program is of particular importance because Aboriginal women receive significantly less investment than men throughout the whole of their secondary schooling to help them lead healthy lives and complete their education and are often overwhelmed with family and community responsibility at an early age. Through the Project, participants will focus on specific leadership areas each term, delivered through collaborative sessions, community events, regular ‘On Country’ excursions to Traditional Owner’s lands, and by tapping into the wealth of information that our Traditional Owners hold and hearing their stories and experiences.

[ENDS]

For media enquiries:

Sarah Chibnall
Group Director, Communication, H&H Group
0423 762 676

Andrea Carlon
Communications Manager, Bluearth
0421 215 174