



Industry Briefing Papers 2016

AUSTRALIA: AUSTRALIA

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

From the Hotsprings industry in Australia what is making news are the following,

- a. Integrating treatments and products that gel nicely with bathing
- b. Introducing global cultural influences on spa and bathing
- c. Research completed by RMIT highlighting the many positive benefits from bathing
- d. Building packages on programs which include nutrition, exercise, positive psychology, spa treatments and complimentary medicine in conjunction with bathing

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

Spas:

The competition in architecture, aesthetics and interior design is producing some amazing spaces.

Beauty:

Moving away from the traditional spa to a spa where the focus is on technology and the use of machines, as you would have seen just in the traditional Medi Spa.

Fitness:

General fitness has moved to being competitive an example of that is the huge explosion of interest in cross fit games in Australia.

Nutrition:

Forget calories it's all about the quality of the food.

Wellness Tourism:

People have become more focus on visiting destinations with clean air, water and food.

Wellness Communities or Real Estate:

The ultimate aim is to be off the grid.

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

Outdoor active pursuits such as beach culture.

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

Labor costs and government red tape.

5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.

Wellbeing is a ‘quality of life’.

Wellness is a conscious self-directed and evolving process to achieve a quality of life.

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