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# CASE STUDY

**Trewhealth and Group Exercise Therapy**  
Improving productivity in the corporate sector through health and wellness

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## Trewhealth and Group Exercise Therapy

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## BACKGROUND

Trewhealth was founded in 1999 as a small Melbourne-based health and personal training practice. It has since grown into a national company, and is now associated with Group Exercise Therapy (GET).

GET is a standalone organisation established in 2004 that trains over 300 clients each week. They offer boxing, outdoor fitness, running groups, boot camps, corporate fitness, weekend retreats and outdoor post-natal group fitness in suburbs across Melbourne.

Together, Trewhealth and GET have developed an all-encompassing wellness program for the corporate sector called 'The Seven Dimensions of Wellness'. It has been designed to help attract and retain the brightest talent, and address all aspects of life-improvement (particularly at executive level). It also offers the option of a one-on-one complete health and lifestyle management service.

[www.trewhealth.com.au](http://www.trewhealth.com.au)

[www.groupexercisetherapy.com.au](http://www.groupexercisetherapy.com.au)

## *the* CHALLENGE

< Koustas & Co were engaged to deliver the 'Financial Wellness' part of the program to Trewhealth's and GET's clients. The programs had to be tailored to meet each client's individual needs, and involved detailed consulting between Directors and staff during development.

On top of this, the Koustas & Co team had to provide both Trewhealth and GET with general accounting compliance and management advisory services.

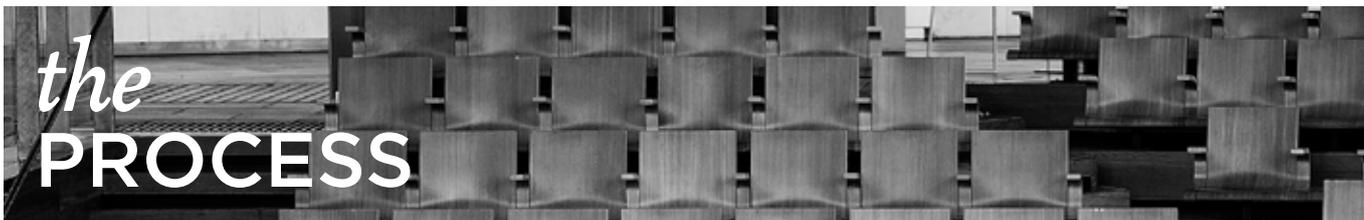
## *the* SOLUTION

In respect of creating relevant and interesting content for the financial element of the wellness programs, a significant amount of time was invested researching each client's business and internal target audience. This varied from Board/CEO/partner level, all the way through to employees.

### TO LEARN MORE

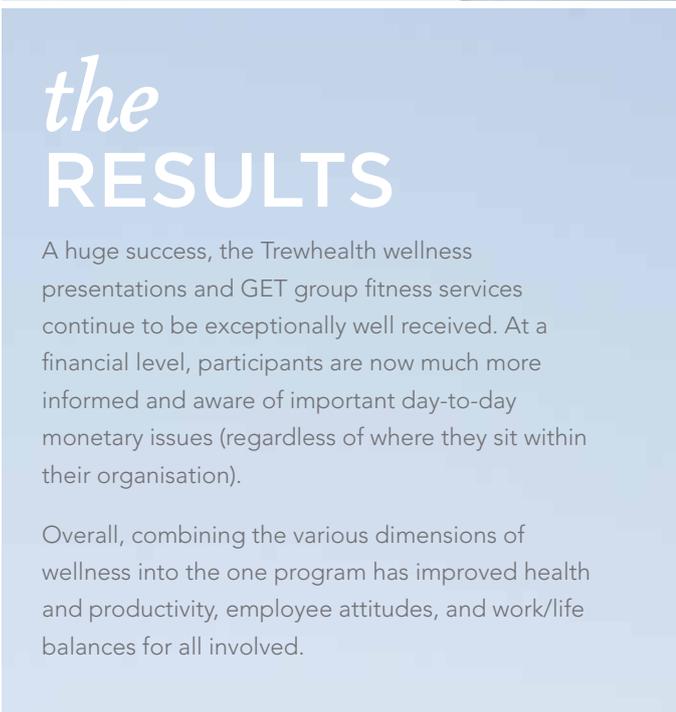
...about how we can provide you with expert financial support and a structural review, contact Matthew, our Business + Practice Development Manager.

**T** (03) 8530 1600 **M** 0413 788 715 **E** [matthews@koustas.com.au](mailto:matthews@koustas.com.au) **W** [www.koustas.com.au](http://www.koustas.com.au)



Our presentations were customised for different audiences, covering a wide range of topics such as strategic management, high-level accounting and corporate governance, all the way through to personal budgeting, salary packaging and goal setting for employees.

In addition, our general accounting and advisory services helped Trewhealth and GET manage new program implementation – and ensure everything rolled out smoothly with great results.



## *the* RESULTS

A huge success, the Trewhealth wellness presentations and GET group fitness services continue to be exceptionally well received. At a financial level, participants are now much more informed and aware of important day-to-day monetary issues (regardless of where they sit within their organisation).

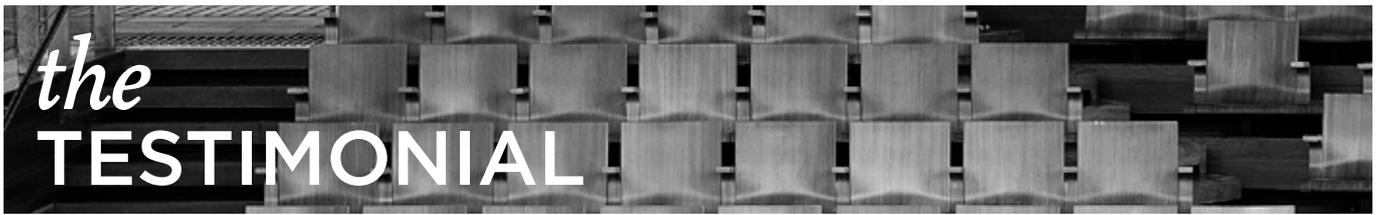
Overall, combining the various dimensions of wellness into the one program has improved health and productivity, employee attitudes, and work/life balances for all involved.



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# the TESTIMONIAL

>  
**TORY  
TREWITT**  
*"Your People, Our Passion"*

Director of Trewhealth

[www.trewhealth.com.au](http://www.trewhealth.com.au)  
[www.groupexercisetherapy.com.au](http://www.groupexercisetherapy.com.au)

"Over the past 3 years, Trewhealth has developed a professional relationship with KOUSTAS + CO, working closely with Herc, Damien, Alex and Matthew. Over this time, Trewhealth has been a services provider to KOUSTAS + CO across a number of business mediums, some of which include team building workshops, group exercise classes, personal training and wellness seminars. Throughout all of these mediums, Trewhealth staff have formed a fantastic relationship, both personal and professional with the team at KOUSTAS + CO, so much so that we now employ their services on a regular basis to effectively help Trewhealth become a better business. They are the Brains behind our Braun so to speak and we have found that their industry experience and knowledge is fantastic and one of their biggest assets is that they are always outcome-orientated and show great commitment to the task at hand - regardless of how big or small.

Throughout 2011, Trewhealth expanded our core business Nationally delivering a fantastic corporate wellness program in Queensland for the mining industry. This model is unique and very creative and to complement one of our service offerings we have called upon KOUSTAS + CO to deliver the 'Financial' workshop component of our wellness program and the feedback from employees has been overwhelmingly good. There are now many synergies between the staff at KOUSTAS + CO and Trewhealth and we look forward to working closely with them in years to come as both businesses look at effectively helping people become better & more rounded which then cross-pollinates into better businesses."

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