



CASE STUDY



KEEP IN MIND:

Understanding your customers goes beyond just knowing their statistics like age and income.

Think about what is important to your customers, what do they value?

This information can be useful in creating meaningful, personally relevant experiences for your customer.

GREENX

Australia's Green Cauldron National Landscape Experience Development Mentoring Program

GreenX is founded on 7 core principles that embody green exercise and are backed by scientific research. Combined, these create the benchmarks for outdoor exercise in undertaking a 'holistic' approach. But GreenX is more than just exercising in nature, it encompasses wellbeing, balancing responsibilities and fostering better relationships.

Tim Jack Adams and the team at GreenX aim to create a healthier, happier populace by guiding people through very simple principles based around green exercise. Their approach is to reduce 'screen time' and increase 'green time' to reverse the current trends of obesity, chronic disease, depression and most importantly 'nature deficit disorder', all found within today's society.

The concept of GreenX provides a 'bridge' for the products in urban and rural tourism settings to get their customers into nature; not just to look but to increase their capacity for learning.

Mentoring Program Achievements

The insight, knowledge and industry experience that has been gained from involvement in the National Landscapes Mentoring Program has been invaluable to helping launch the GreenX project. For Tim, the experience has been above and beyond any expectations he could have hoped for and the benefits he is seeing will extend beyond the completion of the program.

Key achievements include:

- The creation of **marketing material** for 'Outdoor Education' and securing a first **GreenX school camp** for March 2014
- Development of the 'Immersion' program for **corporate conferencing** and looking into implementation for 2014, in **partnership with Salt Resorts NSW**



"An early morning session with kayaks and Stand Up Paddleboards combined with some floating discussion time was both professionally run, but at the same time enormous fun"

WHY ARE WE BEST PRACTICE?

- Our **pilot programs** have been received with much adulation from **both education and corporate sectors**, giving us **proof that GreenX is 100% needed** in today's fast paced society.