

Media Release

Embargoed: 19 September 2008



The Journey Begins

The Good Mood Safari®, which will be launched today by Sharon Bird, MP, is an innovative program that combines the positive psychology approach and the stunning Illawarra region to help people flourish psychologically.

Developed with the help of the University of Wollongong, and supported by AusIndustry, the Safari will take participants out of their daily life and immerse them in beautiful Illawarra locations that enhance the learning of positive psychology techniques.

We call it psychological tourism!

One area set to benefit from this unique Illawarra experience is the workplace. Grahame Gould, Director, Good Mood Safari says recent Productivity Commission research has shown that the greatest opportunity for productivity increases in the workplace is in the area of psychological wellness.

“Employees with high levels of wellbeing and happiness have higher supervisor ratings, an increased feeling of organisational citizenship and higher incomes” he said.

The Good Mood Safari® uses evidence based psychological concepts including goal setting, light, stress management, gratitude, optimism training, mindfulness, signature strengths, movement, valued directions, achievement and pleasure and hope theory.

Some of the locations visited while on Safari include the Illawarra Fly Treetop Walk, Wollongong’s Northbeach, Jamberoo Abbey, Mt Keira Lookout, Nan Tien Temple and Port Kembla.

More information can be found at the website www.goodmoodsafari.org.au

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You are invited to attend the launch of the Good Mood Safari®

Date: Friday 19 September 2008

Time: 10.15 for a 10.30 start. Expected to finish by 11.15

Location: Lagoon Seafood Restaurant, Stuart Park, Wollongong

Interview/Photo opportunities: Grahame Gould, Director, Good Mood Safari, Dr Lindsay Oades, Senior Lecturer, UOW, Robyn Bignell, Good Mood Safari Trial participant and Sharon Bird, Federal Member for Cunningham.

For more information, please contact:

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