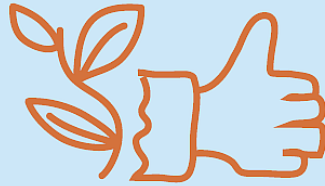


HOW DOES DIRECT CONTACT WITH NATURE EFFECT US?



People who regularly engage in activities outdoors are significantly happier than people who do not – just one third more outdoor time makes a critical difference.

Nine out of 10 people say that nature makes them feel happy and relaxed.



People who rated themselves as happier adults than their peers had engaged in one third more activities outside each week as children (31%).

Nature improves social skills - people with a strong connection to nature are 17% more likely to have at least five close friends in their lives.



*nature + family
+ nutrition + exercise
= happy child*

Carers list time in nature, along with strong family and social networks, sleep, diet and exercise, as essential pillars to creating inspiration and imagination and increased relaxation and calm in children. These are all important factors in creating happiness.

The 2015 UN World Happiness report ranked Australia as the 10th happiest country out of 135, yet the category in which Australians said they were least satisfied was their work-life balance. Despite Australia being known as 'an outdoor nation' Australians now spend on average over 90% of their time indoors.



Stress

While time spent outside in nature has been decreasing, there has been a rapid increase in levels of stress and depression, with depression-associated disability costing the Australian economy \$14.9 billion a year.

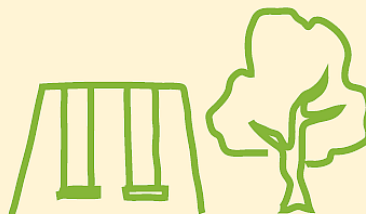
1 in 4

young Australians are unhappy with their lives. Studies have linked this with changes in behaviour due to technological advancements, such as increasing screen time and the use of social media, suggesting that technology is driving us inside.



Residential areas with more green spaces and trees have greater social networks and senses of community factors that correlate to happiness and wellbeing, especially for an ageing population.

One study showed that 97% of adults described an outdoor area when asked to remember their favourite place during childhood.



Three out of four adults played outdoors more often than indoors when they were young, compared to only one in ten children today.



Happy office workers spend 34% more time in nature than their unhappier colleagues.