

**Recruiting**

**Designed  
focus  
groups**

**Conducted  
focus  
groups**

**Communicated  
Outcomes**

**Updated SL  
framework**

**Reviewed  
the data**

**Sought  
feedback**

**Identified  
priority  
areas**

# Consumer quotes

*“Looking after a patch of earth creates a home”.*

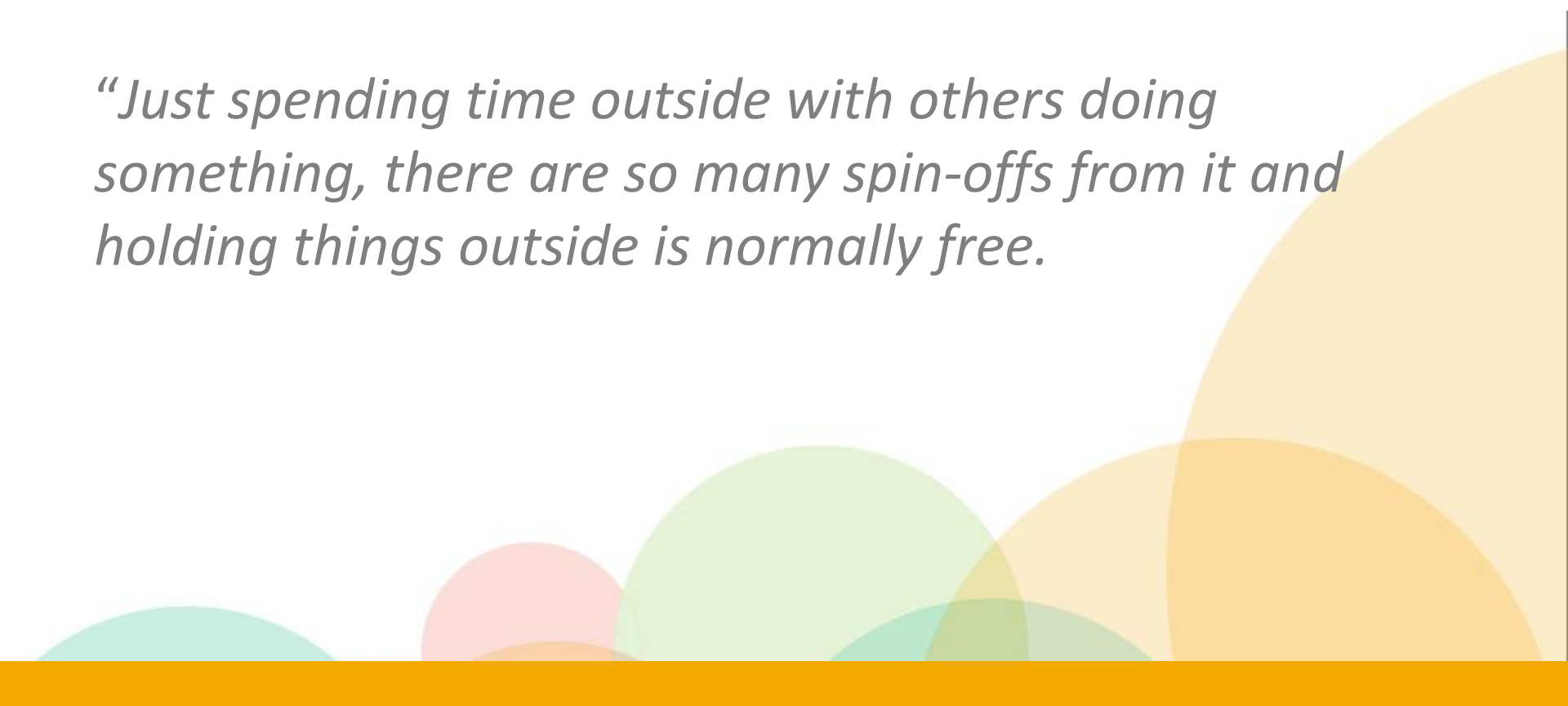
*“Gardening gave me something to care for, which helped me overcome my fear of connecting with others. I learnt a lot. Finally I learnt to care for myself”.*

*“Gardening motivated me to talk to my neighbours and I started sharing experiences and a healthy lifestyle with others.”*

# Consumer quotes

*“Being in nature doing art led to other experiences such as seeing wildlife”.*

*“Just spending time outside with others doing something, there are so many spin-offs from it and holding things outside is normally free.”*

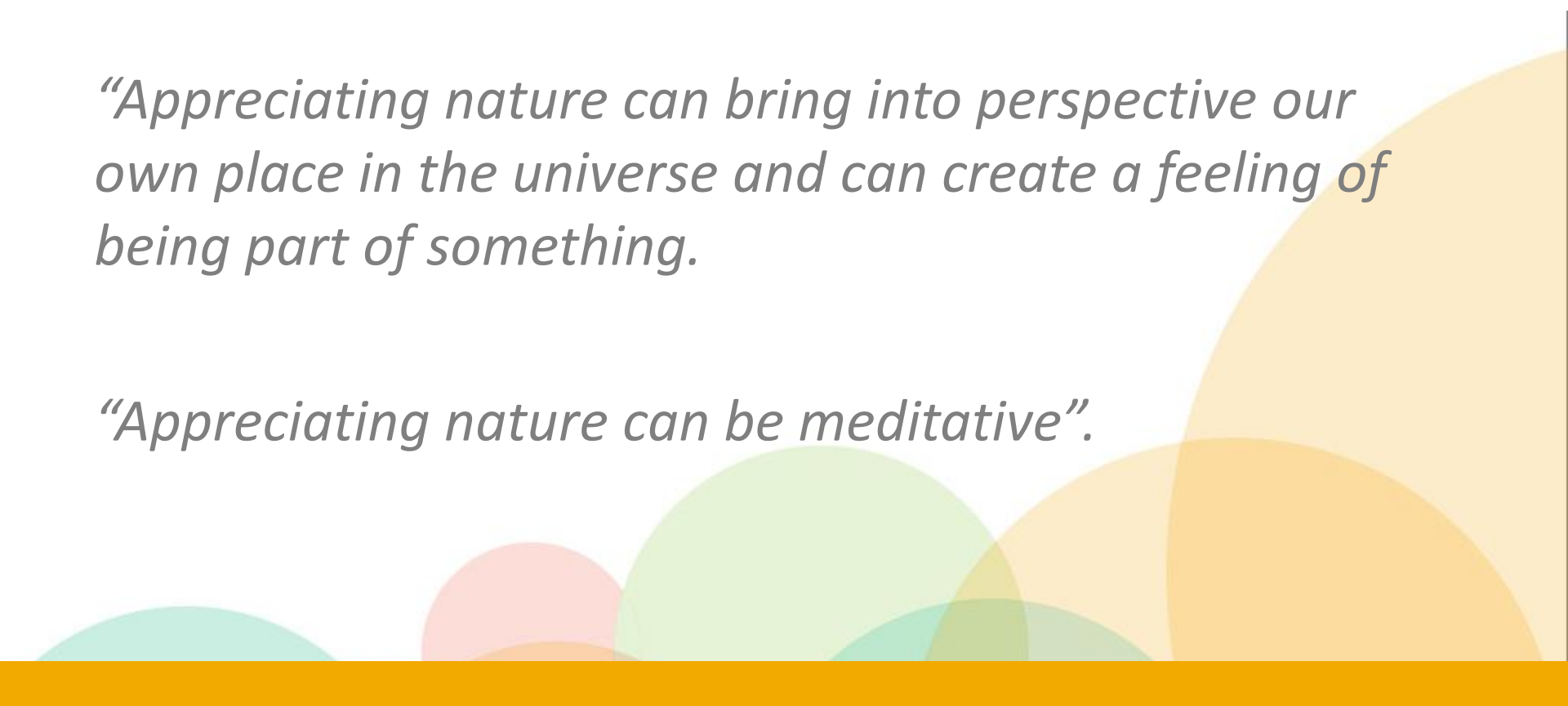


# Consumer quotes

*“Growing flowers is like starting a new life and having a new beginning.”*

*“Appreciating nature can bring into perspective our own place in the universe and can create a feeling of being part of something.”*

*“Appreciating nature can be meditative”.*



# What did consumer tell us was most important to their wellbeing?

Opportunities to connect with nature as a relaxation strategy and positive mood enhancer;

Skills to source, prepare and eat healthy, fresh and seasonal produce;

Creating community and social opportunities around focused sustainable living activities.

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- University of Essex (2013), *Ecominds effects on mental wellbeing: An evaluation for Mind UK*.
- Sustainability Victoria (2010), *Health Promotion and Sustainability: Transitioning towards healthy and sustainable futures*.
- Diamant & Waterhouse (2009). *Gardening and belonging: Reflections on how social and therapeutic horticulture may facilitate health, wellbeing and inclusion*. British Journal of Occupational Therapy.



# 1. SUSTAINABLE LIVING OPPORTUNITIES

Gardening for relaxation

- takes mind off things

Playing music outside

Watching them grow  
Growing herbs

Nutrition for wellbeing.  
Seasonal eating + finance.

Walking along the beach

- breathe differently outside

Playing Sport.

Being outside

Fresh air

Seasonal cooking recipes

Satisfying, feel proud.

- Outing with others

Mindfulness in nature

- Water Sports

- Swimming

- Art in nature

Picnicking

Outside cookups.

Camp

Using natural materials

## **Genuine collaboration**

The experience of building community

## **Enhanced consumer contribution**

Enabled a broader consumer voice to be heard

## **Consumer endorsed outcomes**

Embedded consumer perspectives into service design

More relevant services for consumers

## **Greater personal rewards for consumers**

Consumers as valued contributors from start to finish



“While some things about being a consumer participant are challenging, such as learning new skills and having the courage to speak out, the experience definitely helped my own recovery. I started feeling good about myself and my achievement. Which in turn made me strive more towards my own wellbeing”.

- Neami National Consumer Participant

