



Costa gets into the groove with exercise regime

July 18, 2011

Costa Logistics is taking a distinct approach to improving workforce health and productivity by marching its troops outside for daily exercise routines.

The Victorian-based transport and logistics operator says its decision to involve more than 200 of its workers in jogging and stretching routines before work is paying off.

Costa also encourages its workers to repeat similar exercises throughout the day.

"Our morning exercise program came about because we saw the importance of warming up before shifts and we think there is real value in getting our team together proactively participating as a group," Costa Logistics Health and Safety Manager Joe Boras says.

"We see our programs as an opportunity to not only contribute to staff morale and team-building, but also to help early intervention and minimise strain injuries."

Boras says the exercises had increased general awareness of health issues and contributed to high morale in the workplace. The company also uses daily meetings to raise occupational, health and safety issues.

Health and wellbeing messages are also displayed around the workplace and employees have access to healthy food options through food vans and deals with local restaurants.

Boras says promoting the importance of health and wellbeing is an issue many organisations face in the manufacturing industry.

"Programs like our morning exercise routine can be easily replicated, especially in industries that rely on manual handling," he says.

"Looking after the wellbeing of your workers should be a normal part of doing business, and is a commitment that pays dividends."

As well as benefiting staff, Costa's actions might also help it get over the line in the [2011 WorkSafe Awards](#).

The awards are designed to recognise individuals and businesses for contributions to health and safety, with a specific category for commitment to workplace health and wellbeing.

The awards have undergone a facelift this year to include online entry, more categories and a public voting system the organisers hope will highlight industry success stories.

