ENTREPRENEURS HIT GOLD SECOND TIME AROUND ● TEGAN MARTIN REVEALS HEALTH SECRETS GUILT-FREE CHOCOLATE CAKE (IT EXISTS) ● NATURAL THERAPIST TRANSFORMS CHARITY SECTOR
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The embodiment of success

When pondering how to set the tone for this issue of *Wellspring* I took to flipping through previous issues in search of inspiration. And there it was in abundance.

From turning the (little bit dog-eared) pages of our very first edition in 2012, through to the Summer 2015 issue I was reminded of the very reason *Wellspring* was born – to tell the stories of our alumni and to unashamedly showcase their achievements.

And as the magazine itself has matured and blossomed it struck me that the depth and breadth of careers in the flourishing wellness industry has taken the same course.

Just as we predicted, Endeavour graduates are now embarking on careers and entrepreneurial ventures that weren’t thought of a short few years ago… or are taking a fresh and innovative approach to a tried and tested way of working in the sector.

Take this issue’s cover star Katherine Maslen by way of example. The Brisbane based naturopath and Endeavour alumna is turning the traditional clinical practice formula on its head. Her progressive approach to client care has transformed a practitioner supporting patients from a room under her house to one of Australia’s most successful multi-modality clinics (and thus a successful small business) only a few years later.

Katherine’s undeniable success is compelling… and she’s not alone. Many of her peers are now riding the crest of the wellness wave. In fact, top tier advisory firm Deloitte recently gave a nod to this shift when it predicted no market was likely to see greater growth in the next two decades than preventative health and wellness services.

Tenacity is a quality shared by many of the success stories featured in *Wellspring* Magazine. On that note, we are delighted to share insights from four big thinkers who learnt from mistakes made in their first business to achieve great heights after dusting themselves off.

It was also fascinating to dive into the topic of sleep... precious, precious sleep. This edition’s flip feature special covers the topic of sleep in depth starting with the journey of international best selling author Tim Ferriss. We hope the thinking, tips and stories shared ensure you become well rested.

Keep on sending in your ideas, blog thoughts, feedback... and thank you for mentioning us on many social media feeds. It’s how you help us spread the news about complementary medicine and natural health.

Yours in wellness

Carolyn J Barker AM
Chief Executive Officer
Endeavour

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Our readers are the heart of *Wellspring* Magazine and nothing makes us happier than hearing from you with your reactions and ideas to our articles. Keep talking to us over Twitter, Facebook and Instagram by using the hashtag #wellspringmagazine and #futureofwellness.

Next issue we will give one lucky reader who posts their feedback a Perfect Potion Aromatherapy Essential Oils Kit containing eight 5 mL pure essential oils with a diverse range of aromatherapy properties worth $71.95.
Natural medicine renews focus from 'sick care' to health care

Katherine Maslen at the launch for her book – Get Well, Stay Well
NATURAL MEDICINE
RENEGADE SHIFTS FOCUS FROM ‘SICK CARE’ TO HEALTH CARE

Naturopath Katherine Maslen’s quest to promote the importance of preventative healthcare has seen her build one of Australia’s most successful multi-modality clinics, become known as a media commentator and realise her dream of becoming a published author... all before her thirty-first birthday.

by Nina Tovey
Katherine’s drive to help people achieve optimum health before sickness sets in led her to invest her life savings into the launch of her Brisbane Natural Health clinic in 2011.

Four years later Katherine’s unique business has experienced rapid growth, supporting 5,000 clients and generating almost a million dollars in turnover in the last financial year alone.

Brisbane Natural Health recently expanded into a new premises and employs a team of nine health practitioners from conventional and complementary medicine backgrounds – including naturopaths, chiropractors, acupuncturists, musculoskeletal therapists, hypnotherapists and energetic healers.

“I started Brisbane Natural Health to prove to people good health means so much more than not being sick – it can shape your life experiences and change the way you see the world. I want to bring health information to people in a fresh way and motivate them to make self-care a priority,” Katherine said.

Katherine believed it was the progressive approach she applied to client care which saw her business earn its place as one of Australia’s most successful multi-modality clinics.

“We have so many advantages when it comes to looking after people because of the way the business is structured. We share our expertise to support our clients from every angle – we share files, write each other client notes after sessions and have meetings where we workshop the best way to support particular clients,” Katherine said.

“We are constantly changing things up. We recently launched a health package where clients sign up for a set number of sessions to treat a particular issue and are treated by the practitioners of their choice from our team, under the care of one case manager.”

“We also spend that little bit longer finding out how our clients are on a holistic level through digging deeper during the consultation process, and are very clear on what type of health outcomes can be expected. We find these steps help us better assess and treat people, as well as develop stronger and more sustainable client relationships.”

Katherine said she had increased client retention by 20 per cent simply by staying in touch with clients in between sessions.

“We call our clients to check how they are feeling – it gives us the chance to offer additional support, answer any questions or correct any misunderstandings they may not have thought to call us about. It also means it is less likely clients fall off our radar without telling us why,” Katherine said.

Coming up with new and innovative ways to market themselves has also paid off.

“We sent this quirky skeleton key ring to our clients with a reminder to sit up straight and gave them a call to touch base. Injecting some fun into the experience worked well and resulted in many appointments being set up,” Katherine said.

“We also have a referral program called Perkville which offers clients loyalty points for each person they refer to the clinic. This type of thinking has really helped us grow.”

Katherine’s interest in natural medicine arose when she watched a close friend struggle for years with the autoimmune disease lupus.

“I watched illness dictate the way Jenny lived her life. It seemed her medication list would keep growing as each new problem...
I was so blown away there was a whole world of effective medicine out there, and I made it my mission to learn all I could and share it with the world.
SWEAT TO THE BEAT OF THE DRUMS

by Reece Carter
An hour of sweat, beats and the sound of two dozen pairs of drumsticks rapping against the floorboards...
This is a POUND class.

And if you haven’t heard of it yet, you soon will. It’s a new group fitness craze that uses weighted drumsticks – coined ‘Ripstix’ – and has you rocking out in a frenzy that feels somewhere between a tribal ceremony and a night on the dance floor.

The idea is that you pound, beat and drum to the music while lunging, squatting, balancing and lifting. It’s sweeping across America and is already popping up at gyms across Australia.

I visited Crunch Fitness in Los Angeles to check it out one evening. “Oh, you’re doing a POUND class? You’ll need these,” said the receptionist as he handed me a set of bright green Ripstix. I was surprised by their weight as I’d imagined them to be a lot heavier.

“You’ll have to squeeze in – it’s a full class tonight,” he finished, and he wasn’t wrong. Already a crowd of people were queuing up to get into the studio. It appeared a big portion of the group – mostly female – were regular POUND-ers, and had brought their own Ripstix from home.

In came our instructor Amber, who showed us the proper POUND technique. Had I not been surrounded by a whole crowd of other people doing the same thing, I’d have been much more self-conscious as I danced about, drummed the floor, and tapped the Ripstix over my head. Seriously though, I looked like King Louie, the music-loving orangutan from the Jungle Book.

“One thing for sure is that everyone leaves with a smile,” Donna from Crunch head office told me. She was right – the whole class is so energetic you can’t help but have a laugh.

POUND promotes itself as offering a combination of cardio, pilates, isometric movements, plyometrics and isometric poses. To me though, it just felt like a cardio class. Being someone used to a mix of heavy weights and interval cardio, I didn’t feel the ‘resistance’ element they talked about. But as a cardio workout, it certainly did its job.

POUND founders Kirsten Potenza and Cristina Peerenboom claim one session burns anywhere between four hundred and nine hundred calories! That’s a pretty intense workout, and as Donna pointed out there is no way to slack off in this class. You can’t secretly turn down a resistance dial while nobody is watching, or take it at your own pace in a corner. POUND is all about keeping up the rhythm, and forces you to keep moving and build up a real sweat.

It may not be my style of training, but the huge following POUND has already amassed suggests it’s here to stay. If you like your cardio with a side of fun, then get down and get drumming. There’s no way you’ll leave without a raised heart rate, and you’ll likely have a laugh along the way.

POUND Founders Say

“It’s important to show people anyone can achieve great health and wellbeing and enjoy doing it at the same time. We’ve created a workout that allows people to really get into the music and be distracted from the fact they’re actually working quite hard.”

poundfit.com

Looking for a POUND class in Australia?

Hard Candy Fitness, Sydney
hardcandyfitness.com.au

UFC Gym, Sydney
ufcgymsydney.com

Crunch Fitness, Sydney
crunchfitness.com.au

About Reece

Reece Carter is a qualified naturopath and holds a Bachelor of Health Science (Naturopathy) from Endeavour College of Natural Health. As a fitness model and renowned herbalist, Reece has earned himself the nickname “herb-nerd” in the wellness community, and his writing has been featured in the Australian Women’s Weekly, Women’s Fitness Magazine, and Sporteluxe, as well as on countless blogs. He has also created a tea range called Sum-T which uses hand crafted herbs to treat common health complaints.

www.reececarter.com.au
Turning a love of natural therapies into a business

“I launched a communications agency which supported the natural therapies industry after becoming redundant from a marketing role during the global financial crisis. I quickly became the ‘go to person’ for social media in my region, but the business floundered after the 2011 Queensland floods. Most of my clients were locally based so it hit us hard. I lost my business premises, had a business partner leave me and had a major event go pear shaped. During that period I was learning more about Reiki and reached the point where I realised that although I was ‘good’ at branding and communications, it wasn’t making my heart sing anymore – natural therapies did.

That’s when I was inspired to develop my Emotional Strength Trainer program to help people realise the emotional memory trauma they carry and how to sweep it away through a combination of Reiki and other natural therapies. I teach emotional endurance by helping people ‘connect the dots’ with the traumatic life events they’ve experienced.

The business took off so quickly I must admit I had a moment of wanting to give myself an upper cut for not doing it sooner. Since then I’ve been helping clients around the world better understand their emotional immune system and how it impacts their life. I’ve helped people better cope with chronic illness and worked with professionals to turn around self-sabotaging behaviour due to entrenched belief systems.

I now see the scraped knees I experienced through my first business as one of my biggest super powers. It has given me the endurance to run my own race and the most giant conviction in the message I want to share. I have loved developing my own philosophy on how emotional memory works – it is completely mine to take on.

The best part about it is I’ve been able to use the tools I was trying to sell to people in my previous business to support myself. At the end of the day I love being a part of people’s ‘aha’ moments – I couldn’t imagine doing anything else. Having this business has given me the chance to be at the helm of facilitating change and it’s right where I’m meant to be.”

Amanda Foy
Amanda is the founder of Emotional Strength Trainer and helps educate people on how life’s traumas can impact their health.

emotionalstrengthtrainer.com.au

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emotionalstrengthtrainer.com.au

F A I L U R E I S F E E D B A C K

How four entrepreneurs had to fail before they could soar

9 to 5 one day – working while travelling the world the next

“In 2004 I started a mobile personal training company for females, which grew to the point where four years later I had a team of trainers working for me training clients around New Zealand. I uncovered a flaw in my business model when I realised some of our employees were regularly stealing clients and our intellectual property. We went from having a great business to nearly no income in a matter of months.

The business turned out to be an uphill battle. I realised early on my income was limited by the number of clients my trainers and I could physically take on. If I wasn’t available when a client wanted to train, I wouldn’t get paid. Similarly, if I didn’t have a personal trainer in a specific part of the country, I couldn’t take on the work. This caused massive frustrations as I couldn’t see an opportunity to scale the business up. After reading The 4-Hour Work Week by Tim Ferriss, my husband and I completely changed the way we thought about working. We were particularly inspired by a chapter called ‘The New Rich’. It explained how to use the internet to create an online business which allows you the freedom to live your life now as opposed to waiting until your 60s. We spent the next year letting our trainers go, letting the lease run out on our office space and working from home again.

We figured out a way we could service more people without relying on anyone else, and ended up turning the programs we had created for physically teaching our clients how to lose weight into a digital format which could be sold to anyone in the world. We were able to create a more automated and systemised business model through inventing products that would keep on paying us long after we’d finished the initial work.

Due to the media attention we’ve received we also teach other health and wellness professionals how to monetise their knowledge online and create a profitable business. We’ve been able to strike a chord around the world, with our programs being particularly popular in South Africa and Singapore.

Today we travel constantly and refuse to wake up to the same view for longer than a few weeks! We have no staff and a higher income than ever before. We basically went on holiday in 2011 and are still travelling. We’ve visited 22 countries and 57 cities and we’re not done yet! We make decisions as we go and rent out short-term, furnished apartments with Wi-Fi. The nature of our online business allows us to work from anywhere. We’ve also changed the way we live – we threw out our TV five years ago and we now read more than ever to keep educating ourselves and to give us an edge in the industry.

Our initial failure turned out to be a blessing in disguise as our second business is much more successful and suited to our goals.”

Nalisha Patel
Nalisha Patel is an award winning entrepreneur, author of several books, including How to Escape the Photocopy Life, and co-founder of The Escape the Photocopy Life 12 week online program.

nalishapatel.com

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nalishapatel.com
From a bungled sale to a $42 million high

“I had an electrical business I decided to sell and unfortunately I received bad legal advice throughout that process which led to me losing almost $700,000. I basically signed the business over before I was paid in full and was never paid.

It was the most crushing moment I’d ever experienced and taught me the hard way that a ‘she’ll be right’ attitude doesn’t cut it in business. I also learnt an entrepreneur needs to keep his finger on the pulse and across every aspect of their business.

After a year of moping and feeling sorry for myself I decided to let the experience go as I didn’t have the finances to take legal action. I started to work for my father in his industrial waste business and saved as much as I could as I had been left in a very bad position financially.

I literally had $300 in my bank account when I came up with the idea for Flip Out. I was with my son visiting a children’s play centre for a birthday party when I noticed upset children being told they were too big to jump on the trampoline. It got me thinking about how a love of trampolines was universal across all ages.

I decided in that moment I wanted to build a trampoline centre for children and adults to enjoy. I went on to rent a car park in Penrith and my first trampoline centre was born! It was a humble beginning, but today Flip Out dominates the local trampoline market with 28 centres across Australia, two in Taiwan and two in Malaysia.

We have a team of 450 people and $42.1 million in turnover forecast for 2014/15. One of the most satisfying parts of creating Flip Out has been watching our franchisees earning back the money they invested within six months.

Flip Out wouldn’t be the success it is if I hadn’t made the mistakes I did the first time around. Structures and procedures became very important to me and helped me build a really strong business model for Flip Out.

It has been rewarding to prove I’m much more than a one hit wonder by reinventing myself. A lot of people can create a successful business in an industry they know. Not many can take a fresh idea and turn it into a successful business and even fewer can do it multiple times.”

Brent Grundy
Brent is the founder and CEO of Australia’s first and largest trampolining franchise business Flip Out.
flipout.net.au

Success isn’t always a linear path. Four entrepreneurs share how they dusted themselves off after their first business went south to then strike a chord with a completely different concept.

From media editor to food as medicine queen

“After looking unsuccessfully for a writer’s job after graduating with a Bachelor of Communications, I thought I’d create my own role by starting an online magazine. Just like that. It was called X&Y Magazine and targeted males and females from 18 to 25 with the latest in fashion, health, entertainment and relationships.

It wasn’t long after we launched I realised the idea wouldn’t take off. I blew my budget on the website and launch party and had no money left to keep the magazine afloat. There were only so many free articles I could ask people for and the advertising game was Egyptian to me.

I remember having a massive panic attack and calling my mum crying that I was way over my head and had to pull out. I felt very embarrassed and ashamed.

The experience taught me to educate myself before jumping in to business. I learnt the important lesson that you can do anything, but you can’t do everything. I have since spent more time learning how to actually run a business.

I also realised my passion for health and wellness would make me far happier than a role in the media. This led me to launch The Well Nest Kitchen four years later after running my personal training and health coaching business since 2011.

Offering a ‘food as medicine’ meal delivery service which offers affordable meals and snacks was a natural extension of what I did every day. So many of my time-poor clients always asked me where to buy nutritious food from, so I decided to make it for them! So many people would love to eat better but find it challenging to fit it into their lives, which has helped us strike a chord.

Hiring staff was a tricky but necessary part of expanding. I took the plunge and haven’t looked back. My team makes the business more than what I ever dreamed it would be.

This time around I forgot the fancy parties and invested in clever, inexpensive ways to get our name out there. Social media has been a wonderful tool to help us grow. People have found and tried us through Instagram and talked about us with their friends and it’s grown from here. Today we supply nutritious snacks and meals to homes and businesses across Brisbane three times a week and have a loyal and growing client base.

I learnt so much the first time around in business – I wouldn’t have been able to achieve what I have without those experiences. Now I’m in a position where I have the freedom and ability to do what I love every day. As a mother, it has allowed me to make a living without sacrificing those beautiful moments with my son and has given me greater balance.”

Valeria Ramirez
Valeria is a personal trainer, health and lifestyle coach and is studying nutritional medicine. She is the creator of the six week Fit Fest Program and co-creator of The Well Nest Kitchen.
thewellnest.com.au
Join the *Wellspring* team as we ask Australia’s leading health and wellness aficionados to share the products, services and experiences they find most nourishing. This issue we spoke with Miss Universe Australia and self-confessed health devotee Tegan Martin.

**Being in nature**

I find spending time in nature extremely healing and energising. As a rule I like to spend at least ten minutes outside even if it just during my lunch break. It can be as simple as taking my shoes off and walking on the grass or sand. I also love to have at least three ocean swims a week – any stress just melts away in the water. I also make it a point to train outside in the park or beach whenever I can.

**Sanita – Aloe by Nature**

I was looking for an aloe vera drinking gel for years and I finally found one I love. It’s not called the medicine plant for nothing! Some can taste awful but the Sanita product is infused with peach and it has honestly been the best thing for me as a liver tonic, immune boost and to soothe my gut. I was getting colds all the time when my immune system was down and this product has helped me a lot.

[h2coconut.com](http://h2coconut.com)

**The Jojoba Company makeup remover**

The switch to natural products was an easy one when I learned about the risk of the harmful chemicals in many conventional beauty products. I wanted to find a brand that wasn’t too expensive but still offered products that smelled great. The Jojoba Company has wonderful products scented with essential oils. I particularly love their makeup remover which works really well, particularly on eye makeup.


**Shane Suisted**

I used to run a lot on treadmills to stay fit which wasn’t great for my knees, ankles or back. My chiropractor recommended strength and conditioning coach Shane Suisted who worked with me closely to build the right proportions for my body and to improve my strength. He arranged a DEXA body composition scan for me and used the results to build the perfect diet and training plan for my body. I used to be afraid of weights before I met Shane and now they are a regular part of my routine which has helped my health and fitness so much.

[ssptac.com](http://ssptac.com)

**H2Coco Coconut Oil**

There are lots of brands of organic, cold-pressed coconut oil out there but this one tastes the best and is affordable too. If I’m having a day where I’m craving something sweet, I’ll grab a spoonful of this stuff and I’ll be satisfied. I also use it on my skin, the ends of my hair and in healthy muffins, pancakes and raw cacao balls. I often mix it with almond spread and stevia and put it in an ice cube tray in the freezer to make sweet treats.

[h2coconut.com](http://h2coconut.com)

**A FEW OF MY FAVOURITE THINGS...**
**Progurt**
I use the Progurt probiotic sachets to make my own yoghurt and it has helped me completely repopulate my gut. I went through a stage where I wasn’t absorbing much from my food and this probiotic helped improve my gut health. As a result my mind is clearer and my energy is back. Previously I felt like I could sleep for 10 hours a night and still be exhausted. progurt.com.au

**Progurt**

**DETOXologie**
I am a regular at DETOXologie, an integrated health clinic in Sydney specialising in digestive health issues. The Colonic Hydrotherapy sessions I’ve had with practitioner Fay Fain helped boost my energy and manage my stress throughout my experience with Miss Universe. She was an incredible help in supporting my adrenal glands during a very chaotic period of my life. It helped fix my candida issues and clear my mind. detoxologie.com.au

**About Life**
I rely on my local About Life store in Bondi Junction for my weekly shop. I really feel the difference in my body when I am eating fresh wholefoods with great nutrients. These guys have everything I need under the one roof – supplements, fresh food and staples. I love the café there too – they have a buffet with organic meals, salads, snacks and raw desserts. You can fill up a box there for $12 which can cover me for the whole day. aboutlife.com.au

**Bone broth**
Making my own bone broth from scratch has really helped my overall wellbeing. My favourite uses bones, thyme, carrots, zucchini, onion, garlic, salt, pepper, apple cider vinegar, celery and parsley. There are so many benefits – it has helped my skin and digestive issues since being diagnosed with leaky gut. I treat it as a food supplement and I really notice the difference with how settled my tummy is when I drink it regularly.

**Yoga Nidra Lite**
Yoga Nidra [a state of unconscious sleep] is medicine to me. When I was competing in Miss Universe the Yoga Nidra Lite practice really helped me centre at the end of the day and get to sleep. I love that it is a short practice so that I can fit it easily into my schedule when life gets busy. It is something I can easily pick up when I need it to stop my mind wandering off. apple.com/au/itunes

**About Tegan Martin**
Tegan was crowned Miss Universe Australia in 2014 and plans to use her interest in nutritional medicine, health and wellbeing to shed light on the issue of mental health issues impacting on young Australians. Tegan is involved with a youth mentoring program supporting young girls with low confidence. facebook.com/teganmartinofficial
Ecostore Vegetable Scrubbing Brush
This biodegradable brush offers a quick and thorough way to clean fruit and vegetables and does such a good job you can get away with not peeling root vegetables. The bristles are made from vegetable fibre and the handle from plantation beech.
ecostoredirect.co.nz

Synthesis Rose Heart Perfume
This hand-crafted Australian-made perfume is made purely from plants with no synthetic or artificial ingredients and smells divine with a mix of vanilla, ylang ylang, geranium, rose and spice.

Stocked at College of Natural Beauty Clinic Level 11, 269 Wickam Street, Fortitude Valley, Brisbane

Biome Kombucha Jar
An essential for those wishing to try their hand at brewing and storing kombucha, this handmade stoneware jar is designed to help people make this fermented drink made with tea, sugar, bacteria and yeast or scoby to aid digestion and gut health. Unlike glass, this jar will keep brews getting too much light, providing the right environment for kombucha to grow.
biome.com.au

Ultrasonic Diffuser
This one is for our essential oil lovers. This diffuser offers style and substance, making it easy to infuse your favourite oil in any setting. It is a low power consumption product, with a convenient auto cut-off function for low water levels.
karma-living.com.au

Acupuncture Practice Pads
These handmade pads designed by natural medicine practitioner Julia Scott are the perfect tool for aspiring acupuncturists to practise their needle techniques. We love that the pads are made with upcycled denim material filling.
Stocked at Endeavour Bookstores in Brisbane, Melbourne and Sydney or at endeavourbookstore.com.au

FAB FINDS
We’ve searched high and low to bring you our favourite health and wellbeing must haves.

Just Because Gift Pack by Pana Chocolate
This assortment of organic chocolate featuring the flavours Coconut and Goji, Nuts, Fig and Wild Orange and Sour Cherry and Vanilla caught our eye. Pana Chocolate is made with no refined sugar and produced using minimal heat – it gets the tick from us.
panachocolate.com

Synthesis Rose Heart Perfume
$49.95 for 30 mL

$32.95

$29.90

$8.95

$110

$79.95

$49.95
What is GIVIT all about?

GIVIT is an online donation portal which makes it easier for charities to source urgently needed items through connecting with an online community of givers. I started GIVIT to better connect our community with the domestic violence shelters, homelessness networks, child safety charities and youth at risk agencies who desperately need help. It is so empowering to see the gift of every day items helping people rise out of poverty, reclaim their dignity and return to the workforce.

We have matched 150,000 urgent requests for goods and services across Australia with the resources of community and corporate donors since GIVIT was launched in 2009. Today we support almost 1,000 of Australia’s most trusted charities.

GIVIT really hit its straps in 2011 when Queensland was hit by floods and then Premier Anna Bligh nominated GIVIT as the State Government’s official website for matching donors and recipients so charities weren’t swamped with excess goods. We received 1.8 million hits in 10 days and more than 33,500 goods were matched in three weeks.

How did you come up with the idea?

The idea came about when I tried to give clothes my son had outgrown to a charity and they didn’t want them. I asked them what they needed most and they told me it was actually steel-capped boots to help unemployed fathers secure work and sanitary items for women who had fled domestic violence which surprised me. I realised charities didn’t have everything they need and we are sometimes terribly bad at guessing what they need. I decided to build a website and suddenly I was the CEO of a not-for-profit and became obsessed with giving!

How has life changed since being awarded an Australian of the Year Local Hero Award?

It really was the biggest honour of my career. Since then, I’ll be honest, I haven’t had a day off in awhile! Two cyclones and two floods have since roared through Queensland so we have been more needed than ever. There have been far greater sponsorship and funding opportunities come to the fore which we are so grateful for.

You are a naturopath by trade. How did you transition from natural therapies to being the CEO of GIVIT?

I opened my own naturopathic clinic in Brisbane in 1995 and specialised in helping people with allergies and autoimmune issues. What was so special about that time is that I worked closely with my father who is a GP. It was well before multi-modality clinics were seen much. Sometimes we would even have client sessions together which was really fantastic.

I loved working as a naturopath but reached the stage where I wanted to find a way to help the community which didn’t necessarily involve one-on-one support. Starting GIVIT was a natural transition for me from having my own clinic as both are caring professions. I also learnt so many skills about building rapport which is absolutely vital in the not-for-profit industry as well.

You have found it challenging throughout your career to keep your emotions in check when it comes to client work. How have you learnt to manage this?

It’s true – I have never mastered the concept of sympathy over empathy which was challenging at times. That’s why the GIVIT model suits me so well. I support the charities but don’t work directly with the people in need themselves. I’ve set myself a step back from the front line so I’m continually charged. It works well for me.

Watch our interview with Juliette Wright at endeavour.edu.au/wellspring-blog.

To volunteer or find out what items are needed by charities in your area visit givit.org.au
It’s all about connections...

Wellspring caught up with nutritionist Claudette Casey Freeman about her mission to build the world’s largest network for nutritionists.

What are you trying to achieve through the Nutritional Medicine Practitioners Network?

I started the network on Facebook to help nutritional medicine professionals and students connect, share and learn. I wanted to offer nutritionists a supportive community where members supported each other and acted as champions for our industry. It is a safe and indiscriminating place where members can ask questions about client cases, student queries and further their professional knowledge. People can also share information, research and opinions. We have more than 3000 members, and this number rises daily.

What have been some of the network’s biggest achievements?

The group is fast becoming recognised as the largest worldwide group of nutritionists, and has welcomed members from like-minded industries, including research writers, nurses, PhD sports scientists, guru lecturers, employees from the health sector and the Therapeutic Goods Association. We are also proud to have included a number of magazine editors, iconic food writers and authors as members. Having such a diverse member base of health professionals gives students and practitioners the chance to belong to a close-knit network of people who are able to fully support us. It is also a great place to learn about key seminars, conferences, free events, new research, job roles and make referrals.

What is on the minds of your members?

Topics of discussion are constantly changing – one week it can be sports nutrition, the next it could be paleo diets, the effects of sugar or what is being reported in the media. We know many of our members are focused on exploring ways to raise awareness of how the expertise of a nutritional medicine practitioner differs to that of a dietician or a health coach with no degree. At present we see many underqualified members of the public and social media personalities giving nutritional advice for conditions and this can be a concern.

What is coming up for the network in the next 12 months?

My main aim is for nutritionists to become registered, so that they are fully recognised and respected for the qualifications they have worked so hard for. I’m also working to increase the recognition of natural medicine practitioners with the public and within the health sector.

Search for Nutritional Medicine Practitioners Network on Facebook to apply to join the group.

About Claudette

Claudette is a nutritionist and writer who works with magazine editors, health and fitness companies, personal trainers and clients, advising on natural healing protocols and using foods as a medicine to aid healing in a wide range of health conditions as well as achieving optimum health.

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ENDEVOUR COLLEGE OF NATURAL HEALTH
Serves 12

Ingredients:

Cake
- 300g (3 cups) almond meal
- 30g (¼ cup) coconut flour
- 90g (¾ cup) raw cacao powder
- 1 vanilla pod, split and seeds scraped (or a pinch of vanilla powder or a dash of vanilla extract)
- 200g (1 cup) coconut sugar
- 2 tsp baking soda
- 60mL (½ cup) coconut oil, melted
- 3 large eggs
- 250mL (1 cup) full-cream coconut milk
- Edible flowers to decorate (we used violas)

Chocolate ganache
- 375mL (1 ½ cups) full-cream coconut milk
- 4 tbsp maple syrup (honey works well too)
- 60g (½ cup) raw cacao powder
- ½ vanilla pod, split and seeds scraped (or a pinch of vanilla powder or a drop of vanilla extract)

Method:

1. Preheat the oven to 180°C. Lightly grease the bottom and sides of an 18cm springform cake tin with coconut oil.
2. In a bowl, mix together the almond meal, coconut flour, cacao powder, vanilla seeds, coconut sugar and baking soda.
3. Mix the melted coconut oil (make sure it’s not too hot or it will scramble the eggs), eggs and coconut milk. Slowly add the wet ingredients to the dry and mix together really well; you want a smooth batter.
4. Pour the batter into the prepared cake tin and bake for 40-45 minutes, or until a skewer inserted in the middle comes out clean. It may need a little longer. If it does, cover with foil to prevent the top from burning.
5. When it’s cooked, turn it out of the tin and leave it to cool on a wire cooling rack. Once it’s completely cool, cut the cake in half horizontally.
6. Now for the ganache. In a medium saucepan, heat the coconut milk and maple syrup slowly and gently, stirring it every now and then – you want this to be thick so give it time, it may take about an hour to really thicken up.
7. Once it’s super-thick, add the cacao powder and the vanilla seeds and stir for another few minutes, then pop it in the fridge for 20 minutes or so to cool and thicken some more.
8. When the ganache is cool, spread it on the bottom half of the cake, then place the top layer of cake on and coat it in ganache too.
9. Top it all off with a generous scattering of edible flowers. Gorgeous!

TIP: I like to use almond meal made from almonds with the skin on, but if you use the meal made from blanched almonds that’s OK too. Almond meal from blanched almonds will give the cake a slightly lighter texture.

Extract from The Happy Cookbook, by Lola Berry, published by Plum

The Happy Cookbook is packed full of 130 recipes featuring nutritionally dense wholefoods and dishes which are gluten and wheat free with very little dairy and no refined sugar. Readers will also learn Lola’s tips on living a healthy lifestyle – covering the areas of yoga sleep, and even relationships. Lola describes this book as “having a massive chunk of my heart in it.”

lolaberry.com
Buying organic food: 
the real story

As consumers we hear about the importance of buying organic food at every turn. No longer niche, we have seen organic aisles pop up at the major supermarkets. Australians are becoming more mindful of their food choices, but for many questions remain – is it worth the higher cost? How do we know if the item is really organic? We asked nutritionist Fiona Harrington to give us her take on why fuelling our bodies with organic produce is worth the investment and what to look out for.

by Fiona Harrington

The number one reason people buy organic is for their health and concern of pesticide use across farms. Australians spend thousands on organic products each year and the industry is blossoming as one of the economy’s best performing sectors over the past five years.

So, how do you know what to watch out for to make sure you are getting a dependable product?

The large-scale conventional farming of foods has overtaken food production to the degree that many consumers have lost that valuable connection with their food sources and are unaware of where their foods come from, how far it has travelled to reach them and how long it takes to grow. How many people could tell you this about the foods they eat?

The result of this type of farming produces food cheaply and quickly, with little concern for quality. Food may essentially be a food source, but being the highly complex organisms we are, for many of us food serves a greater purpose than merely keeping our motors running. Food is love. Food is a gift. Food is a social experience. Food is nourishing.

With past studies showing organic farmed foods yield more nutritional benefits than conventional (such as phosphorus and vitamin C) as well as a greater host of phytochemicals, more people are buying organic for good health, a longer life and less chemical burden on their bodies.

If you want to make sure you’re getting authentic organic produce, three sure-fire steps to follow are to meet the farmers, check your labels and assess the non-negotiables.

Meet the farmers

Sunday morning – fresh greens, basket in hand and a bounty of local produce. While you’re perusing the marketplace, get to know the grower at the farmers’ markets and discover the process your fresh produce has gone through. Most farmers will be only too happy to tell you all about the food they produce.

However, it is important to realise there are multiple methods of organic farming and this depends on how strict you are from the soil, to the water, tools used and materials – for example, using plastic over cotton to cover produce. There’s a large spectrum, and all farmers are different.

Check your labels

Organic, natural, certified organic, fair-trade and hormone free… you’re not alone if you feel confused when looking for organic produce at the supermarket. When buying organic, sustainable food, products should not include any synthetic chemicals, hormones, or genetically modified ingredients. They should also provide a free-range environment for animals. As there’s no agreed standard on what “organic” means, it’s important to look for certification on the packaging or labels as it ensures a strict criteria has been met and you are getting a quality product. The most widely recognized in Australia is NASAA Certified Organic.

Get to know the non-negotiables

Sure – buying 100% organic all the time can certainly pinch the wallet, so if you’re conscious about what you are putting into your body and wanting to include organic products into your weekly shop, knowing which foods rank the highest in could be a good place to start. Consider the dirty dozen list a non-negotiable when it comes to choosing organic, where the rest of your shopping can be done guilt-free with conventional foods.

About Fiona Harrington

Fiona works in her dream job as an in-house nutritionist and blog contributor for Lorna Jane. With a degree in Nutritional Medicine under her belt, Fiona spends her days building Lorna Jane’s popular health and wellness blog Move Nourish Believe, and indulging in skipping rope sessions, green protein smoothies and deep meditations.

The dirty dozen

1. Apples
2. Strawberries
3. Grapes
4. Celery
5. Peaches
6. Spinach
7. Sweet bell peppers
8. Nectarines (imported)
9. Cucumbers
10. Cherry tomatoes
11. Snap peas (imported)
12. Potatoes

The clean fifteen

1. Avocados
2. Sweet corn
3. Pineapples
4. Cabbage
5. Sweet peas (frozen)
6. Onions
7. Asparagus
8. Mangoes
9. Papayas
10. Kiwis
11. Eggplant
12. Grapefruit
13. Cantaloupe
14. Cauliflower
15. Sweet potatoes
Dear Me

letter to myself straight after graduating

If you had the chance to share with your younger self the most important things you'd learnt throughout your career, what would you say? This issue we ask naturopath Stacey Curcio to share what she's learnt since setting up a one stop shop for natural medicine in the regional Queensland centre of Gladstone.

Dear Stacey,

Well done, you've actually graduated! Give yourself a few months of well earned down time to recharge those batteries. You'll need plenty of enthusiasm and energy for the next chapter of your life.

Within three months of graduating you will have moved to Queensland and started your own business as a self-employed naturopath. This will see you work out of a tiny room within a gym and draw no personal income for twelve months. Instead, you will plough your earnings back into the business, allowing you to expand into a multi-modality clinic within 12 months, and to be in a position two years later to employ two naturopaths, an acupuncturist, two massage therapists and four reception staff.

Your goal to be the owner, operator and principle naturopath of a busy, professional and profitable multi-modality clinic will be accomplished. As a result of this achievement, the business will become profitable a mere 18 months into operation.

Being your own boss will come with many challenges. Enjoy these moments, for it is the wins that don’t come easy that make the tough times worthwhile. Also, learn to be more decisive, and stay light hearted – don’t take the ‘bad’ days too seriously. They are few and far between, and character building! Stay positive. As you tell your own clients, “the world is a mirror, smile and the world smiles back!”

Remember you will need others to achieve your goals. Your family, friends, peers and mentors will be there to pick you up when you’re down, and pull you back when you need to slow things down. Practise gratitude to those who help you do what you love, and recognise you’re not superwoman! Family and friends are who you are, where you’ve come from, and where you’ll go. Don’t get too self-occupied, and make sure you are there for them just like they are there for you.

Live by the belief that your smile is your logo, your personality is your business card, and how you leave others feeling after having an experience with you will become your trademark. You are a walking billboard for what you do, so practise what you preach and look after yourself. You simply will not reach your goals if you’re not at your healthiest. Rather than waiting until you feel burnt out, recognise the signs, slow down, take more long weekends, get a puppy, laugh more, schedule in down time and have fun! Eat very well, exercise regularly, and get enough sleep... but don’t be afraid to enjoy the occasional bit of soul food and have a lazy Sunday every now and then.

As you achieve your goals, celebrate them. You don’t realise it now, but you will achieve far more than you ever dreamt was possible. By 2015 you will be booked out several weeks in advance and have a waiting list, contribute to a well-known text book, speak at numerous local and regional events, and be well on your way to completing a Master of Human Nutrition.

As you tick these goals off the list, make sure you write more down, and be adaptable enough to make changes to achieve them. Don’t just make professional goals, make health goals, personal goals, financial goals and business goals... call them what you will, just have something to work towards. View each problem as a challenge and you can overcome all obstacles. And don’t forget to have fun along the way!

Love,

Stacey

Stacey Curcio is a qualified naturopath, member of ANTA and ACNEM and the Director of Gladstone Holistic Health. She specialises in nutritional, naturopathic and herbal medicine and lifestyle counselling to help her clients reach their true health potential.

gladstoneholistichealth.com.au
New technology puts power in hands of consumers

Wellspring spoke with Melbourne founder of the popular Glow app Tim Clover about how the rising public interest in safe, healthy and sustainable products is changing the face of technology in Australia and putting pressure on companies to provide more product information to the public.

How are the expectations of consumers changing when it comes to their products?
People care more and more about business practices, and they have a right to know. Many of us expect to know where our products come from, how they are made, whether the people making them get a fair deal and the environmental sustainability of products they consume. We expect to have access to this information when we’re looking at the product on the shelf to help us make a decision on whether it is the product for us. People don’t want to call a 1800 number to answer these questions – they expect it to be easier than that.

How is Glow helping?
We launched Glow to simplify the way consumers can get their voice heard, and to give them access to the product information they seek. I come from a data analytics background and could see there should be a more simple way to deliver this to consumers through their smartphones. People can download our app to send complaints, praise and questions directly to product makers and retailers anonymously through scanning the barcode of the product.

Many manufacturers also use Glow as a platform to share information about their product’s country of origin, ingredients and supply chain for people who search for them. If the company has registered with Glow they can respond to the consumer directly. We have a million products and brands registered so far including Target since Glow launched in February this year, with thousands of Australians using the app.

If people want to praise something great, complain when standards slip, or just pass on their feedback then Glow will get their voice heard. Technology is helping change the world in our favour – we can all have a bigger, more powerful voice.

What has been your biggest high point since launching Glow?
That would have to have been getting a call from Industry and Science Minister Ian Macfarlane MP’s office last month asking for a meeting to talk about how Glow could play a part in solving some industry issues around product labelling.

What is coming up for Glow?
We’ve added extra features, so shortly people will be able to talk about businesses on Glow and respond to entries from other people, with businesses able to respond. We expect this will add to our sense of community. It will also help people create and build pressure for answers and transparency which is definitely a good thing.

Endeavour backs world’s largest practice-based complementary medicine research network

The launch of the Practitioner Research and Collaboration Initiative (PRACI) in late 2014 has seen hundreds of Australian complementary medicine professionals unite to drive and inform research in their field.

PRACI is the world’s largest practice-based complementary medicine (CM) research network in the world and an initiative of Endeavour College of Natural Health.

Associate Director Research for Endeavour College of Natural Health Dr Amie Steel said the establishment of PRACI was an extremely important development for the complementary medicine landscape globally.

“At its core PRACI is committed to linking practitioners with research to strengthen the body of evidence-based research supporting the sector. We want to make sure CM research is conducted in a way that is respectful of and embedded in the realities of practice,” said Amie.

“PRACI provides a valuable opportunity for what has been to date a very under-researched field. It will give CM researchers the ability to tap into an established infrastructure and through access to practitioners they can survey who will make sure the research is relevant and easily transferred into practice.

“It also offers practitioners a like-minded community of peers, and will ultimately drive an improved quality of care provided to patients.”

Most immediately, PRACI is gathering groundbreaking insights into the role and place of complementary healthcare within the Australian health system. The results of the survey will be released in early 2016.

“This is a valuable opportunity for practitioners interested in using their observations and experiences to advance the industry. I’d encourage all practitioners to visit our website and participate in our survey as a starting point.”

PRACI members can also list their details on the research database and network to be informed about future research projects relevant to them.
Naturopath offers new beginnings to women of Nepal

A chance meeting with a waiter in Nepal led to a chain of events which would forever change the life of natural health practitioner Anne Digby.

Anne Digby has brought new meaning to the term ‘passion project’, using her skills and tenacity to unlock new opportunities for hundreds of disadvantaged women and families in Nepal.

Anne spent the last three years building her organisation Journey Nepal which provides safe house accommodation and training support for Nepalese women and children in crisis. She funds her organisation through regular hosted group visits to Nepal.

“We visit several times a year for an eight day trip with a group of people from the health and humanitarian sectors. We find this offers our guests a completely unique travel experience and the chance to use their skills and resources to give the Nepalese community new hope,” said Anne.

“People can actually see the difference they can make before their eyes. Plus no one leaves Nepal and forgets it.

“Each time we visit we take practical donations such as medical supplies for the local birth centre, laptops and toys for the orphanage, education materials for the naturopaths or crutches for the Children’s Rehabilitation Hospital.

“We also find by introducing people to this incredible country, they are often inspired to help by fundraising once they get home or returning to volunteer in the future.”

Anne tailors each trip around the interest and expertise of each guest, and ensures each visit supports a number of local organisations she’s built strong relationships with, including the only homeopathic college in Nepal, a local naturopath, an Ayurvedic health centre, the only midwife led birth centre and several hospitals.

Anne’s quest was originally ignited when she struck up a conversation with a waiter called ShreeRam in Nepal during her honeymoon. He ended up inviting Anne and her husband to lunch at his home – a five metre square room he shared with three family members.

“ShreeRam had so little but showed such extraordinary hospitality and gave us a great insight into the extreme poverty many people of Nepal face. Together we pledged to become a team and do everything we could do help the local community,” said Anne.

“There are no welfare payments, superannuation or pension to support people in Nepal. A large number of young people have to travel abroad for work to the Middle East and Malaysia, which causes a huge drain on manpower. This is especially hard on the villages, where often the elderly are all that is left to look after the farms and families.”

People from all walks of life have travelled with Anne to Nepal, including eleven Endeavour College students and graduates.

Since Anne launched the Journey Nepal safe house in late 2014 to provide a residential centre and training support for displaced women she has already witnessed some incredible transformations.

“We’ve arranged for sewing training for one local lady who was unemployed and have put her in touch with an organisation who will set her up in her own tailor shop. We’ve also helped another young women in crisis by paying for her to gain a beauty qualification and helping her secure a job after she graduates.”

Journey Nepal will next visit Nepal from 10 to 18 July and 20 to 28 November.

journey-nepal.org

Facts you didn’t know about Nepal

- Nepal has the world’s densest concentration of World Heritage sites.
- 20% of 13 to 15 year olds in Nepal smoke tobacco.
- Half the population of Nepal survives on $1 a day.
- The Nepalese Government gives 50% of all tourism proceeds to communities near wildlife reserves.
- 59 is the average life expectancy for people in Nepal.

Data sourced by Work of the World
A WONDERWALL OF HAPPINESS

A warm cup of Chai

Learning something new

Travel to a new

Lively compassionately

Enjoying a smoothie bowl on my deck

Love notes left in my car from my partner

The sound of crickets

Serotonin
To mark the 2015 International Day of Happiness Endeavour asked students across Australia to share what makes them happy on a pop up Happiness Wall at their campus. Sweet, honest, inspiring, moving and funny thoughts multiplied on colourful sticky notes and filled the campuses with warmth and good will. Here’s just a few of the ones that made us smile...

- Old people holding hands 😊
- Studying
- Picking fresh fruit off the tree
- Sneaking healthy food into my 21 year-old’s meals!
- Rain & lazy weekends
- Power = Mind