

2022 CHRISTMAS RESET

The new Christmas



LAST YEAR
MORE THAN A THIRD (36%)
OF AUSTRALIANS SAID THEY ARE
LOOKING FORWARD TO
CHRISTMAS 2021 COMPARED TO
PREVIOUS YEARS,
BUT WE WERE ANXIOUS ABOUT
CHRISTMAS BECAUSE OF THE
OMICRON VARIANT.

Australia's Most Populous State Hits Covid Record on Christmas

- Omicron 'just the latest challenge,' PM Morrison says
- Booster shots eligibility narrowed to 4 months from Jan. 4

NATIONAL RESPONSE AGENCY OR UNIVERSITY? WHY C.D.C.'S CULTURE IS DOING AMERICANS A DISSERVICE
"If we view the CDC - our preminent public health institution - as a university, then its actions throughout its history make sense. But if we view it as our country's (and the world's?) public health response agency (which, by CDC's definition, it is), it has sadly fallen short."

Inder Singh
Kinsa Founder & CEO

Failures, Culture Keep the CDC From Seeing Whole Picture
Covid

Bebecca Jones +Follow

ember 25, 2021 at 10:36 AM GMT+11

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ly newsletter.

alia's two most populous states reported a



more than 8 months old

Covid update:
daily case total
to pass 10,000

288 cases, Victoria 2,108,
15 and South Australia 634 as
ands forced into isolation on

duce the guest list and sit



Christmas 2021 set to be COVID 'superspreading event' in Australia expert says

A leading epidemiologist has warned the

Australians battling cost of living crisis reveal extent of hit to hip pocket

Australians being bitten by cost of living pressures are also in for more bad news.

7NEWS



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The Sydney Morning Herald

Wages fall further behind the cost of living as pay rises lag surging inflation

By business reporter Michael Janda and Rhiana Whitson
Posted Wed 17 Aug 2022 at 11:37am, updated Thu 18 Aug 2022 at 10:47am



Advertisement

Business The economy Inflation

OPINION

Power imbalance: Australia's hidden inflation problem



Australia's inflation rate to peak at 7.75% in December quarter, economic update predicts

Treasurer Jim Chalmers tells parliament that nation is facing a 'once-in-a-generation' challenge and real wages won't grow until 2023-24 fiscal year

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Sydney Today 12/1/18

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'It's been very hard': New data reveals this year's most expensive supermarket items

Broccoli and lettuce aren't the only items with high prices this year, with new research revealing which staple items are getting particularly costly.



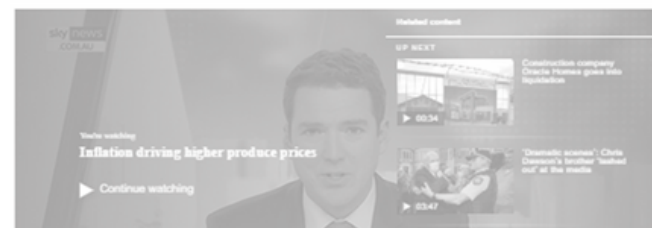
Rebecca Borg

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NEW ATTITUDE TO HEALTH

From 2021


ABC

EVERYDAY

Food Money Travel Family Work More ▾

Christmas this year feels more pressured than ever — here's how to cope

ABC Everyday / By Grace Jennings-Edquist



Christmas brings stress as people "tend to end up agreeing to things that might not suit them". (ABC iView)

Last year Christmas was intense , so this year there's a new approach

**Two-thirds of consumers
are more conscious about
looking after their physical
and mental health than
before the pandemic**

Source: GWI, Connecting the dots report 2022





44% STATED THEIR STRESS/ANXIETY
LEVELS ARE WORSE BECAUSE OF
THE PANDEMIC.

YOUNG PEOPLE HAVE BEEN
DISPROPORTIONATELY AFFECTED
WITH 50% OF GEN Z SAY THEIR
MENTAL HEALTH GOT WORSE
COMPARED TO 37% OF BABY
BOOMERS

54% ARE PLANNING TO LOOK
AFTER THEIR MENTAL HEALTH
THIS CHRISTMAS

49% ARE PLANNING TO LOOK
AFTER THEIR PHYSICAL
HEALTH THIS CHRISTMAS



WITH HEALTH-
CONSCIOUSNESS AT A
PEAK, THE FOCUS
APPEARS TO BE
SHIFTING TO A MORE
PROACTIVE AND
PREVENTATIVE
APPROACH TO HEALTH

Source: GWI, Connecting the dots report 2022

Consumers are developing their own health toolkits

18

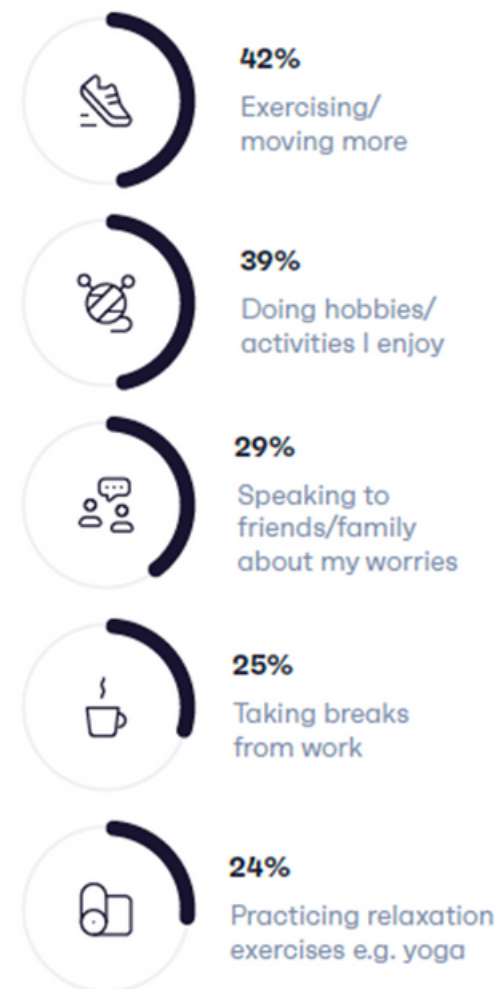
% of consumers who are doing more of the following

Top 5 actions to...

Manage physical health



Manage mental health



BRAND TAKE OUTS

- Brands should try and apply a health and wellness lens to campaign this Christmas. Use language which encourages calm and convenience.
- We may also see an uplift in health and wellbeing products this Christmas as well since it has become a priority for Australians

