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**Aussie workers encouraged to 'Do It Outside' and get a life**  
**New research from amaysim shows career pressure deprives too many Aussies of daylight hours**

Growing workplace expectations to be constantly online are resulting in millions of Australians being deskbound as **one in four** surveyed admit they don't see daylight hours during the working day.

New research<sup>1</sup> commissioned by amaysim, Australia's first low-cost mobile service provider, shows mobile working could provide a ray of light to help battle the workplace grind.

**One in five** workers are catching a mere 15 minutes out of the office for fresh air each day, and more than **one in 10** missing dinner with their kids to be online in the office. Taking the initiative to work remotely from home or outdoors is the smart workers' choice.

Rolf Hansen founder and CEO of amaysim says: "We commissioned this research because we realised from day one that everyone wins if we give staff the freedom to have a life. That said, all companies can be part of the solution with the right attitude that lets people get out and about.

"While the 40 hour week is a distant dream for some, tools like amaysim's *MOBILE BROADBAND* let people get the job done while breaking free of their desks."

The amaysim '*Do It Outside*' research highlights the need for hardworking Aussies to jump on tools that help them get a better work life balance according to Organisational Psychologist Kathryn McEwen.

"We live in a culture of constant connection. Being accessible and instantly responsive to clients and colleagues is fast becoming an office expectation. Today's smart worker knows that being online doesn't have to mean a lot of desk time. Mobile working can be your ticket to modern independence - and the benefits are exponential."

Life is looking up for the **one in 10** office workers who aspire to work in the great outdoors, with **two thirds** saying getting out of the office makes them more productive and the majority (**86%**) claim they feel refreshed and re-energised.

McEwen said: "A burst of fresh air and natural light will instantly make you feel more alert and the ability to enjoy the natural beauty of the environment is known to improve wellbeing. Affordable technology gives us the freedom to work and be online from wherever we like - be it our garden, on the daily commute or at a coffee shop. Just making a few simple changes to our working day can make a huge difference."

Taking advantage of mobile working can help to improve a variety of workplace issues such as stress and morale:

- **1 in 4** Australian office workers are riddled with guilt and stress when leaving their computer
- Mounting emails (**35%**) and missing urgent tasks (**34%**) are the greatest anxieties stopping office workers leaving their desks
- **More than one quarter** confess that too much desk time makes them resent their work and boss
- **40 percent** find colleagues irritating when they spend too much time in the office
- **One third** of Australians have worked in the office over the weekend in the last month

McEwen continued: "The real issue is being able to have control over what you do and when do you it. It's about being empowered to make smart choices to achieve a better work life balance - a stability that is good for your mental and physical health. The key is to have the security of communication access without it dominating your life."

Hansen added, "We've always encouraged mobile working at amaysim, whether it's getting down to the local coffee shop or finding a patch of grass in the park. We also celebrate the ability to switch off and kick back with family and friends at the end of the day. If all else fails, don't forget there's always the 'off' button!"

amaysim's new *MOBILE BROADBAND* come with a microSIM that is compatible with a huge range of phones, tablets, laptops and personal Wi-Fi devices (including iPhones and iPads). Further information can be found at [www.amaysim.com.au](http://www.amaysim.com.au).

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### Editor's notes:

Kathryn McEwen is an organisational psychologist, author and executive coach. Her background spans more than 25 years working with all industry sectors analysing organisations and their people to devise strategies to recruit, motivate, develop and change. She has a particular passion for developing workplaces that are healthy, satisfying and productive as reflected in her latest book, "Building Resilience at Work". Her work maintains a strong evidence-base through university lecturing, student mentoring and applied research projects.

### Research:

- 1) The research was conducted by Pure Profile on behalf of amaysim in August 2011, involving a representative sample of over 1,000 respondents from across Australia.

### Availability:

amaysim SIM packs are available online at [www.amaysim.com.au](http://www.amaysim.com.au) or from over 12,000 retail outlets including 7-Eleven, Allphones, Harvey Norman, Dick Smith, Woolworths Supermarkets, Woolworths Petrol, Caltex, Newslink, Coles Supermarkets, Coles Express, Franklins, Australia Post, Kmart and many more.

amaysim has mobile and data plans to suit casual and frequent users. amaysim *MOBILE BROADBAND*, amaysim *UNLIMITED* and amaysim *AS YOU GO* deliver simplicity, fairness and the best value to mobile customers.

### About amaysim:

amaysim is changing the way people think about mobile phone plans and is helping to uncap Australia. Founded in November 2010 in Australia by a team of Australian and European entrepreneurs, amaysim is Australia's first low cost mobile service provider. amaysim *MOBILE BROADBAND*, amaysim *AS YOU GO* and amaysim *UNLIMITED* deliver simplicity, fairness and the best value to mobile customers. Supported by a high quality, 100% Australian customer service centre and a state-of-the-art consumer website, amaysim is delivered over the Optus 3G Mobile network. It is distributed via [www.amaysim.com.au](http://www.amaysim.com.au) and an Australia-wide third party retail network and hundreds of independent mobile phone outlets. Keep up to date with amaysim at [www.facebook.com/amaysim](http://www.facebook.com/amaysim), [www.amaysim.com.au/blog](http://www.amaysim.com.au/blog) and [twitter.com/amaysimAU](http://twitter.com/amaysimAU).