

Achieving work-life balance is the new Aussie dream

- Research reveals a third of people are now connected to technology for between 8 and 16 hours every day
 - We're struggling to find work-life balance to connect with friends and family
- amaysim launches *The Daily Switch*, a website delivering small daily switch tips to help Aussies cope with our busy lifestyles
- May 5th to mark first ever *Switch Off Sunday* – a time to digitally detox and reconnect face-to-face

While we all aspire to make the time to start that dream home renovation project or travel the world, new research¹ has revealed we're struggling to make simple lifestyle changes with the few spare minutes we have in our daily lives.

For example, according to the research, despite our best intentions, nearly two thirds of Aussies have already given up on their New Year's resolutions, putting them in the 'too hard' basket, just four months into the year.



Women are more likely than their male counterparts to:

- Give up on their New Year's resolutions (64%)
- Struggle and lose motivation more often (40%) or find it too overwhelming (25%)
- Crave a simple switch to improve their happiness (85%)
- Love the feeling when they do get the time to make a change (45%)

It's with that in mind that low cost mobile service provider, *amaysim*, has created *The Daily Switch presented by amaysim*, an online initiative (www.thedailyswitch.com.au) set to prove that making changes doesn't have to be a big chore. *The Daily Switch* shows people that a small, simple lifestyle changes can deliver a big benefit.

The research was conducted by *amaysim* to explore the impact that our always-on and connected lifestyles are having on our wellbeing. It shows that in spite of nearly one in two respondents indicating work-life balance is important to their overall

happiness, the majority (66%) said they still struggle to find the time to fit in the things they feel matter most, including spending time with friends and family (73%) and 'me time' for relaxation (53%).

Encouragingly, the majority (82%) of Australians surveyed said they are keen to make positive changes in their lives. Realistically though, groundhog days have set in. Many perceive the process of switching simply too difficult and overwhelming (22%) or that they aren't sure where to begin (26%).

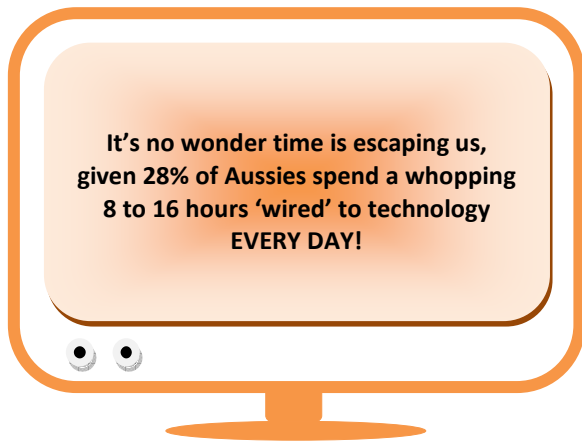
While it won't stop global warming or bring about world peace, *The Daily Switch* offers fun, easy to do, small daily switch tips on topics from 'health and fitness' and 'work and finance' to 'connecting with family and friends'.

The tips from a number of people in the know in each of these areas, as well as the *amaysim* crew, include everything from mixing up the workday routine to avoiding the monthly credit crunch, with user interaction and tip sharing encouraged.

¹ The research was conducted by Pure Profile on behalf of amaysim in March 2013, involving a sample of over 1,000 respondents from across Australia.

Switch Off Sunday – Sunday 5th May

To kick off *The Daily Switch*, *amaysim* wants to show Aussies that the world won't fall apart if, for one day, they switch off their smartphones, close their computers and give Facebook, Twitter and email the day off. 5 May 2013 will mark 'Switch Off Sunday' – a day for Aussies to digitally switch off and appreciate their family, mates and the general world around them.



Switch Off Sunday is a day designed to help Aussies kick start their battle to find work-life balance and show them the relief that can sometimes come with a simple switch of the 'off' button.

amaysim Founder and CEO, Rolf Hansen believes *Switch Off Sunday* will help give Aussies some chill out time, while *The Daily Switch* will offer ongoing tips and ideas to show that switching doesn't have to be tough.

Hansen pointed to recent research², which shows that our desire to digitally detox is growing, with 56% of Aussies saying the inability to switch off in the way we used to is taking its toll.

"Some people may think it's strange for a mobile provider to be encouraging people to disconnect from the digital world for a day, but we're big believers that technology should make life easier, not take it over," said Hansen. "Also, we're on a mission to show that, if you start small, switching really ain't that hard!"

R U OK? Foundation gives The Daily Switch a thumbs up

Giving the nod to *The Daily Switch* is not-for-profit organisation R U OK? Foundation, which said *Switch Off Sunday* supports its belief in the importance of regular meaningful conversations between family, friends and community members.

Janina Nearn, CEO and co-Founder of R U OK? Foundation, believes strongly in the importance of face-to-face and meaningful conversations and their potential to positively change someone's life: "For our organisation, reminding people to sometimes switch off technology and reconnect with those around them is paramount," said Nearn.

"It may sound simple, but just starting a conversation can be the key to helping a person feel valued and supported, and we think *Switch Off Sunday* on May 5 is a perfect way to remind Australians of the importance of connecting with people throughout the year."

-Ends-

About amaysim

Founded in November 2010, *amaysim* is Australia's first low cost mobile service provider on a mission to uncap Australia.

amaysim's three SIM-only mobile plans - *amaysim UNLIMITED*, *amaysim FLEXI*, and *amaysim AS YOU GO* - deliver simplicity, fairness and unbeatable value to mobile customers. *amaysim MOBILE BROADBAND* Data Packs satisfy the online needs of Aussies without ridiculous data charges or long-term lock-in contracts.

² The research was conducted by Pure Profile on behalf of *amaysim* in February 2013, involving a sample of over 1,000 respondents from across Australia.

Supported by a high quality, 100% Australian customer service centre and a self-service website, amaysim is delivered over the Optus 3G Mobile network. amaysim won gold at the *Money* magazine Best of the Best 2012 awards for cheapest Postpaid Mobile Plan – High Usage for *amaysim UNLIMITED* and Cheapest Postpaid Mobile Plan - Low Usage for *amaysim AS YOU GO*.

amaysim SIM packs are available at amaysim.com.au and from over 12,000 retail outlets including 7-Eleven, Harvey Norman, Woolworths Petrol, Caltex, Newslink, Dick Smith, Myer, Coles Express, Franklins, Coles, Australia Post and many more. Keep up to date with amaysim at facebook.com/amaysim, amaysim.com.au/blog and twitter.com/amaysimAU.