



IT'S A  
BLOG!



## Community Wellness - The Silver Lining of COVID

*Susan Heaney, Heaney's Performers in Print*

As we journey through the year 2020 and try to make sense of it all, I think a place to start the journey is looking to the humanity of us. People simplifying their lives and returning to good old-fashioned basics. Farm boxes, baking and sourdough starters all building into our every day lives from lockdown windows and home bonding.

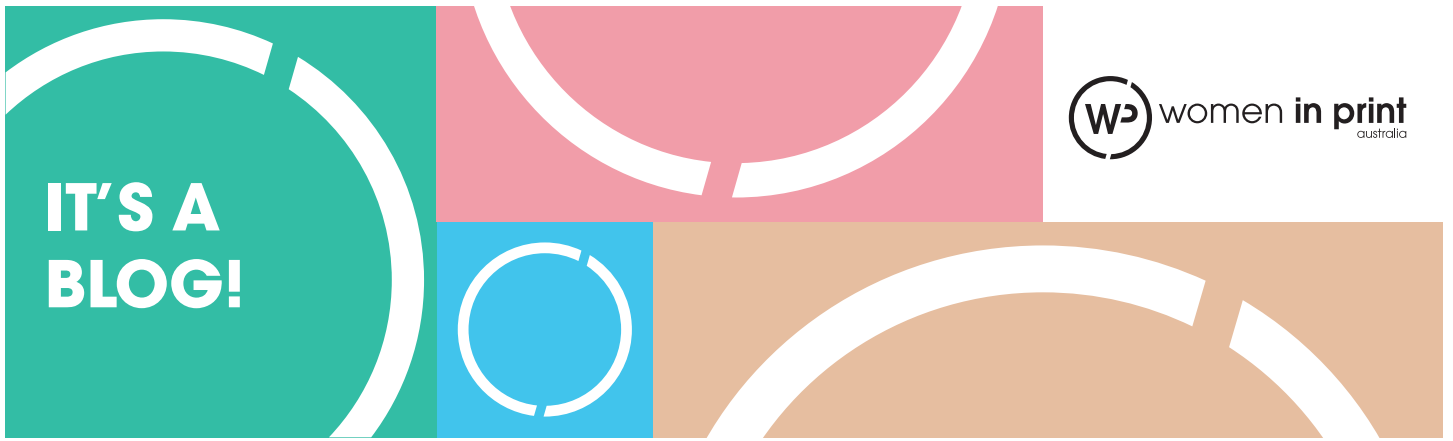
As employers and employees we're all investing in 'team spirit' and community within our businesses that is inspiring and adding depth to friendships and culture. We are working together with an explicit focus to recover and continue working long into the future. Across my team the collaborative spirit, flexibility in shifts and ease in which my people have redeployed into new roles has demonstrated the adaptability of humans and the ability to rise to a challenge. This has also deepened their understanding of the value of customer and creating a value chain to strengthen the business and simultaneously create a more secure work environment for all.

And it's not simply work, it's everywhere. I'm seeing in myself and my family and friends slowing the treadmill and enjoying the simpler things in life. Family zoom nights and House Party BBQs. One of my friend's family always celebrate Anzac Day together and this year zoomed four households and played Two-Up via the virtual pipes. We're being creative to remain connected and its been wonderful to watch us build our own version of community in this 'new normal'.

Gardens have never looked so good, cupboards never been so organised and those DIY jobs that have sat on the backburner for years are being attended to. It has filled me a sense of achievement and with that, reflection. What was keeping me so busy that I didn't find the time to stop and enjoy small pleasures around my home? What was so much more important? Shopping? Cinemas? Cafes? If I can learn anything from this time it really is just that - maintaining the simple pleasures in my life.

Those who know me well are posting GIFS of my travel drought and ways I may be able to get my fix! All jokes aside it is a major life shift for me, and I am having to satisfy my curiosity about culture and especially the food delights of the world in other ways. My travel reading has increased, and the list of places I eventually want to visit is still growing. The kitchen continues to be a hotspot in my home, with family friends and neighbours benefiting from a diverse range of treats and food parcels.

However, the one to benefit the most is my beloved Australia, with more camping trips to country towns and reconnecting with the spirit that made this country great. Enticing friends away from their usual ways into the fresh air and wide-open spaces of our great state .... with interstate travel to follow soon, I am forever the optimist for the future.



Less shopping and less consumerism. Looking at people who are worse off than yourself and lending a helping hand no matter how small or insignificant it is – checking in on elderly neighbours, even leaving the slow cooker casserole for their evening meal is a wonderful kindness that we’re seeing all over the country and it has moved me deeply. The number of people stepping up and volunteering where they never have before, turning up with donations at the Melbourne towers and reaching out to our fellow and often times new Australians in isolation.

These things make us more human and show a strength I think many have forgotten. Our actions and commitment to each other has demonstrated to me the sense of community among us all which has also led me to reflect on the Women in Print community. A strong network, I have been privileged to be part of since its inception fifteen years ago.

I remember when Heidelberg first pitched the idea to me in 2006 and we built something small into a network today that continues to grow, yet remains so connected to a strong spirit of supporting each other with the simple things. A coffee and professional guide, a reference for that job we really want, a hand on a piece were working on for a client or mentor – all the small parts we help and assist each other in our network of women who are achieving great things across this wonderful print media industry.

So, let’s commit to keeping the focus on the simple things, the community spirit and not let this 2020 year pass us by without learning the important lessons. Together we are stronger and Women in Print is holding this mantra close to its heart today and into the future....

## About the author

Susan has been involved in print and superannuation industries for 30 years. She started her career in administration and travel before transitioning into the print sector in the late 80’s. Since then, along with managing her own nationally recognised printing company, Heaney’s Performers in Print, Susan has also been the chair of the National Print Association, Co-founder and current Queensland patron of Women in Print, and is currently serving as the Deputy Chair of Media Super. Susan has always been a believer in giving it her all and is a passionate champion for all those involved in the sector.