

the**lab**

Culture Pop

Wellness Worn Out?

Are the sunrise run clubs, daily breathwork and plant based living all getting a bit much?



At the start of the year we covered the surging popularity of run clubs

Culture Pop

Cool Runnings

Exploring the rise of social running clubs



the**lab**

Run Clubs Are So Hot Right Now, But Why?

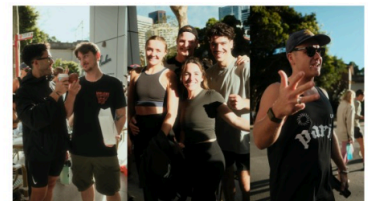
MANOFMANY



'Wooters' running club

Join the throngs of Sydneysiders running in groups to Sydney's best bakeries

TimeOut



Unofficial Run Club

Record numbers are running to the bakery in a new Sydney fitness craze

It's partly about meeting people, say Croissant Run Club and Pastry Yourself joggers, but it's also about discovering the best baked goods.



Croissant running club

Community-led running clubs are growing across Australia, thanks to social media support

9NEWS



Run & Rump Run Club

**But 9 months on, it feels like
the tide is turning**

**Is the running boom making you feel
exhausted too?**

The Sydney Morning Herald

Since exercise started to gain cultural cachet, people have increasingly felt the creep of social pressure.

And for many this has turned exercise from an enjoyable outlet to yet another source of stress.

And it's not just running...

Now that wellbeing has permeated into practically every sphere of our lives, people are starting to push back on the increasingly restrictive and burdensome wellness routines.

MINDFOOD
SMART THINKING

lululemon's Global Wellbeing Report Shows the Pressure to Keep Up with Wellbeing is Making People Feel Unwell

“Wellness burnout”: Our society's new evil

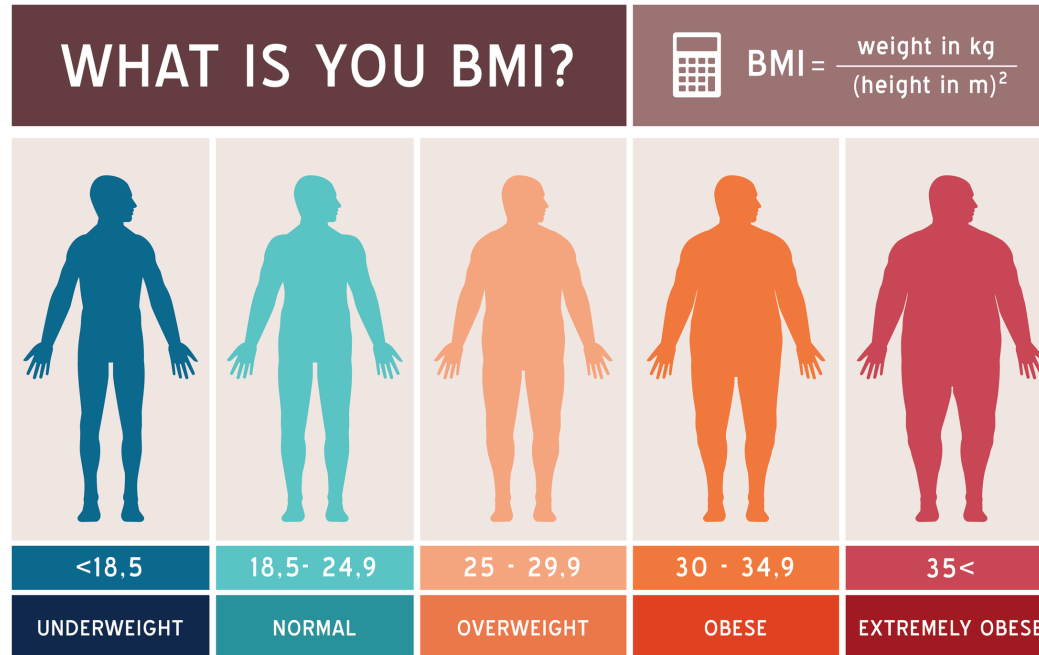
MEN'S JOURNAL

Viewing health more holistically
has been a positive shift

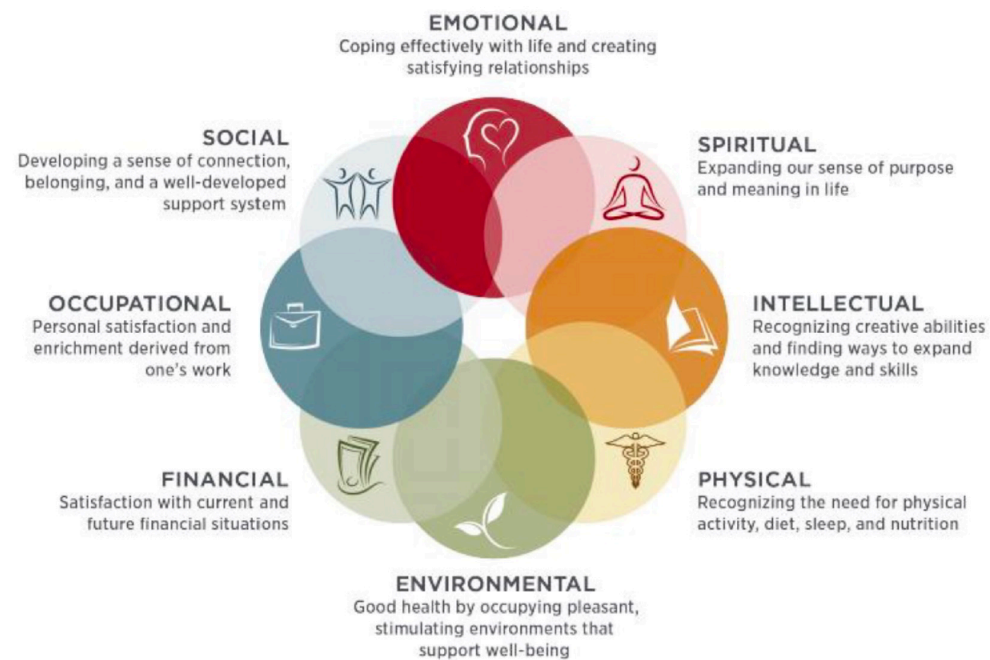
We've thankfully seen a seismic shift in how we view health, moving away from a narrow, binary approach to evaluation.

Instead, we're embracing a much more holistic perspective, one that incorporates a wide range of contributing factors.

From



To



But people don't want to feel hindered by their commitment to their health

WELLBEING

HOW TO BE PROACTIVE WITHOUT RUSHING THROUGH LIFE

You can still have fun and find balance when striving for success

"I want to be a hedonist, down in the muck enjoying my short life. At the same time, I want to be a saint, working incredibly hard on my career and eating only organic vials of turmeric."

Michelle Brasier



"I use organic products but I get laser treatments. It's what makes life interesting, finding the balance between cigarettes and tofu"

Gwyneth Paltrow

It might seem counterintuitive to be claiming that making unhealthy choices can actually be good for our overall wellbeing.

But realising that the things we enjoy can contribute to our wellness rather than diminish it is a positive shift, that could stand to make us all a bit happier and healthier.

Forget the wellness fads: Why a girls' trip is the most restorative thing you can do **The Sydney Morning Herald**

This is best expressed by this year's cultural phenomenon



brat

“She’s a little messy and likes to party and maybe says some dumb things sometimes.

Who feels like herself but maybe also has a breakdown.

But kind of like parties through it, is very honest, very blunt. A little bit volatile.

That’s brat.” - Charli XCX

the**lab**

Get exclusive content from
The Australia Project
straight to your inbox.

Subscribe at
thelabstrategy.com