



# THE WELLBEING ERA

BODY . MIND . SPIRIT

## FACILITY PROPOSAL

OUTLINE

PRESENTED TO

**DR ROSEMARY ADSETT**

BY

**ADAM ALYAHYA**

41861923

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## The Wellbeing Era

The Wellbeing Era (promoted as *The Era*) is a proposed large multipurpose complex that provides sports facilities and programs for its visitors and members, complemented by educational seminars and workshops, health spas, solidarity clubs and a limited number of shopping and dining outlets. The idea behind *The Era* is an aspiring one that attempts to capture the essence of the ultimate day-trip destination and deliver it to families, whilst at the same time providing a go to place that meets the recreational needs of groups and individuals. Practical and well informed steps are taken to ensure the delivery on this ambitious promise.

It is proposed that the complex be constructed on an empty land north east of Ascot, a suburb in Brisbane, Australia. The land is to be leased from Brisbane Airport. This paper outlines the ideas behind the name and the concept. It provides a summary of targeted market segments and their motivations and introduces strategies in regards to the positioning and image of this project, with justifications from pertaining theories and literature. The goal is to communicate the feasibility of the project's creative scheme through the demonstration of supporting material drawn from interdisciplinary sources.

### Name & Concept

The ideas of this project have been developed and refined to serve its definite purpose; giving the the most adequate and feasible answer to the human needs of physical and mental well being, senses of community and identity and self-actualization possible. Unfolding as follows-

**-The chosen name** resembles the overall aim of the complex and what it provides. Wellbeing is the quality of being comfortable, healthy, and happy in regards to the body, the mind, and the spirit. The word Era is added to the name to complement it by instilling a sense of time in the minds of customers, and to instigate taking action via promoting the notion that *Now is the time/era when we as a society are most conscious about the importance of taking well rounded care of our well-being;*

**-The circular shape** of the complex's structure and its surrounding parking lot is integral to the concept of *The Era*. It is a doughnut shape where entries, shops and other outlets are symmetrically positioned shaping the round frame of the doughnut as to command an inward view, towards the center of the structure (figure 1). Advantages other than ease of access and smoothness of parking (Steadman 2015), are varied. Psychologically, Circular structures stimulate a sense of rhythm, movement, happiness, pleasure and generosity, and bring about a feeling of community, friendship, relationship and unity (Design Skills 2007). These qualities go perfectly hand in hand with the purpose of *The Era*. Environmentally, they allow for smoother wind flow decreasing, along with solar paneled roof on top of the structure, the need of cooling/heating energy (Inhabitat 2012). Economically, they require %10 less wall materials and are more resilient decreasing maintenance costs (Feather 1996);

**-The green colour** is embedded in *The Era's* round logo and throughout its complex. Psychologically, the human responses to the colour green are those of nurturing and healing (Anishka 2012), which go in line with the idea of taking care of one's overall health that *The Era* associates itself closely with.



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## Illustration Depicting The Wellbeing Era: *The Era*

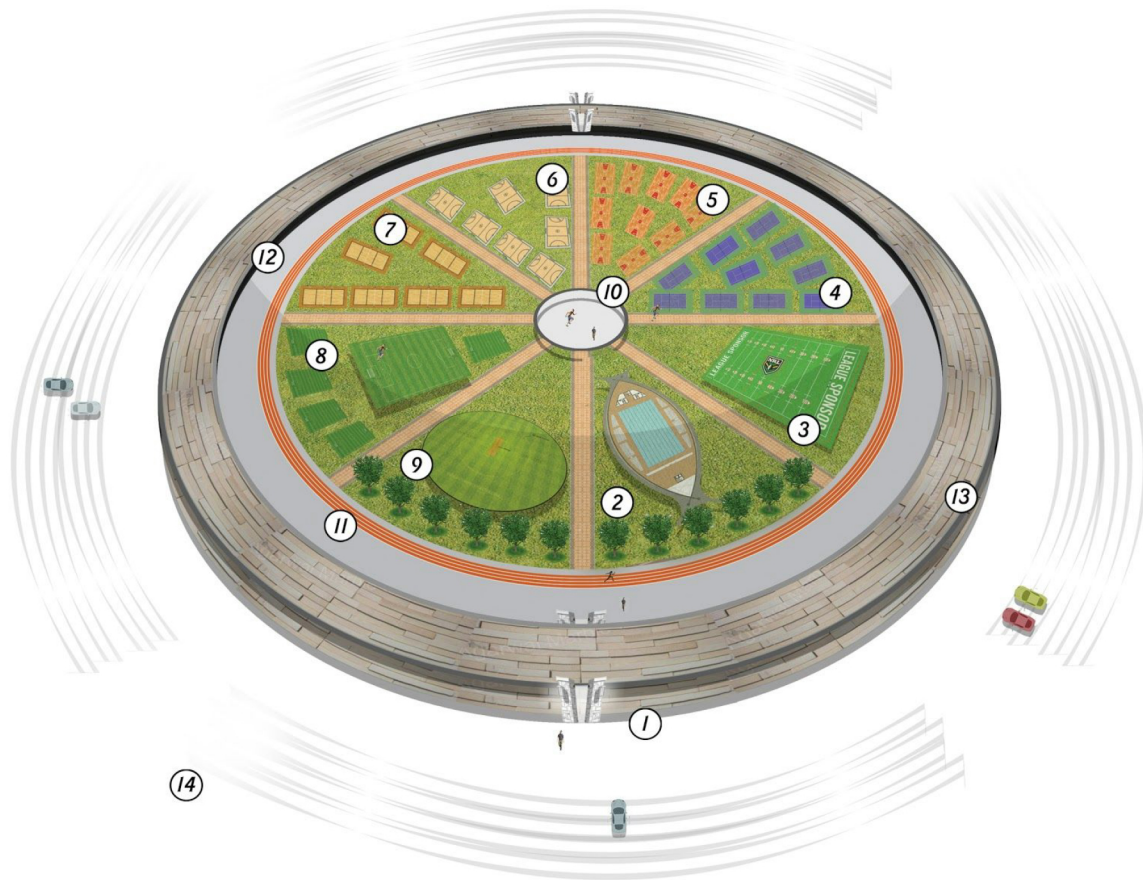


Figure 1

- 1- Entry
- 2- Swimming Sector
- 3- NRL Sector
- 4- Tennis Sector
- 5- Basketball Sector
- 6- Netball Sector
- 7- Volleyball Sector
- 8- Football (soccer) Sector
- 9- Cricket Sector
- 10- Winter: Skating Rink - Summer: Sunbathing Area
- 11- Running Track
- 12- Seminar Rooms, Health Spas, Dining Outlets
- 13- Solar Paneled Roof (tiles)
- 14- Circular Parking Lot



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Painting a clearer picture of *The Era's* concept, a later extended report will lay comprehensive details of aspects pertaining but not limited to the following features and consideration-

- Sports include; Tennis, Volleyball, Soccer, Swimming, Netball, Basketball, NRL and Cricket which are a mixture of top participated sports globally, and locally (ABS 2012).
- Services include; health spas, seminar rooms, support groups/solidarity clubs, souvenir and shopping outlets, coffee shops, child care, minor events and celebrity meetups.
- Coaching, social programs for kids and adults with highly customizable packages/passes.
- Disabled access to all complex's features with customized programs.
- 8 symmetrical entrances; reducing queues and easing access in emergency.
- Location chosen for; surrounding infrastructure, clearance from City Council, and close proximity from suburbs rich of targeted demographics (ABS 2011).

## Market Segments & Motivations

Targeted segments have been at the heat of consideration when designing the services of *The Era*. Maslow's Hierarchy of Needs Theory (Maslow 1943) and Push & Pull Factors (Prayag & Ryan 2011) have been used to better meet the objectives of *The Era's* project as show in the below table. It is important to note that families are a main target segment and hence *The Era* was designed to meet family members' divers needs and motives as to allow for extended lengths of stay enabling it to be a well rounded day-trip destination.

Market Segment	Description	Maslow's Needs	Push Factors	Pull Factors
<b>Full nesters and Ponderers</b>	Families with kids under 13yo. And active but committed parents (ASC 2013).	Health Family, Friendship Belonging	<b>Fear of Isolation</b>	<b>Social Interaction</b> Family, Education Better service
<b>Loyalists, Socially Engaged and Sport Driven (Adults)</b>	Sport is their life, enjoy all aspects of sport, physically very active (ASC 2013).	Health Self-esteem Achievement Respect by others Friendship, Belonging	<b>Isolation</b> <b>Fear of being unwell</b>	<b>Evaluation of Self</b> <b>Social Interaction</b> <b>Greater Wealth</b> <b>Education</b>

## Positioning & Image

The PIB model was used in understanding how the positioning of *The Era* gives it advantage over its closest competitors. In the mind of the customer, *The Era* should be positioned as a distinct destination due to its complete set of services regarding the customer's health and wellbeing.

Destination image is the sum of beliefs, ideas and impressions that a person has of a destination (Crompton 1979). Marketing efforts will be focused to create the image that *The Era* is;

- A harmonious destination for health conscious family and a place for kids to learn.
- A well rounded place for anyone to take care of their body and enhance their moods.
- A place where one can find social support and a sense of belonging when most needed.





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