



Vitality by Verus Coaching

Project Overview

Dream Big. Start Small.

Building healthier women, stronger communities and a more connected regional Australia.

A Note from the Founder

Throughout my career I've spent more than two decades supporting people through change. Again and again I noticed the same pattern: incredibly capable women beginning to question themselves, losing confidence, feeling exhausted and wondering why what had always worked no longer did.

As I listened, I realised these conversations weren't isolated. They were happening in workplaces, around kitchen tables, during walks with friends and in coaching sessions across regional Australia.

What struck me most wasn't the lack of expertise. We have outstanding GPs, allied health professionals, psychologists, nutritionists, movement specialists and community organisations doing incredible work. The challenge was that women didn't always know where to begin, and the people trying to help weren't always connected to one another.

I began to wonder what might happen if we created a community that brought all of those threads together—not replacing existing services, but making them easier to find, easier to trust and easier to navigate.

That question became Vitality.

We are starting small because the best communities are built by listening first. But our vision is much bigger than a series of events. We want to help create regional communities where women feel informed, connected and supported, and where local expertise is recognised, celebrated and strengthened.

Thank you for taking the time to learn about my vision.

Welcome to Vitality.

Vision

To create healthier regional communities where every woman has access to trusted information, meaningful connection and expertise that enables her to thrive through every stage of life.

Purpose

To improve women's health outcomes by connecting regional women with trusted local expertise, building health literacy and creating strong, connected communities.

Beliefs

Everything we do is guided by a small number of fundamental beliefs.

Health is more than healthcare - women's wellbeing is shaped not only by medical support, but also by movement, nutrition, emotional wellbeing, relationships, identity, purpose, confidence and community.

Community changes outcomes - knowledge is important, but connection is transformative. Women are more likely to seek support, try new approaches and sustain positive change when they feel connected to others.

Regional communities hold extraordinary expertise, and where gaps exist, they deserve equitable access to trusted specialist support - the challenge is not always a lack of capability. More often, it is visibility, connection and collaboration. Vitality exists to help communities better connect the expertise they already have.

Informed women make empowered decisions - our role is not to tell women what choices to make. Our role is to provide trusted, evidence-informed education that enables women to make the decisions that are right for them.

Sustainable impact requires partnership - no single organisation can improve women's health alone. Lasting change happens when health professionals, businesses, community organisations, employers and women themselves work together towards a shared purpose.

The Challenge We Are Responding To

Women today have access to more health information than ever before, yet many have never felt more overwhelmed.

As women move through the changing seasons of life—whether navigating perimenopause, menopause, burnout, caring responsibilities, career transitions or evolving identities—they are often confronted with conflicting advice, increasing mental load and uncertainty about where to turn.

While support exists, it is frequently fragmented. A woman may visit her GP, speak with a physiotherapist, engage a psychologist, follow advice from a nutritionist, attend a fitness class,

listen to a podcast and search online for answers. Each interaction may provide value, yet without connection between these experiences, women are often left trying to make sense of complex information on their own.

For regional women, these challenges can be even greater. Specialist services may be less accessible, education opportunities more limited, and opportunities to connect with others experiencing similar challenges less frequent. At the same time, regional communities are home to highly skilled health professionals, allied health providers, wellbeing practitioners and small businesses whose expertise is often under-recognised or difficult to navigate.

The challenge is not simply access to information.

It is access to trusted, connected and evidence-informed support that helps women confidently make decisions about their health and wellbeing.

Vitality exists to help bridge that gap.

The Vitality Model

Vitality is built around a simple idea: Bring women together. Connect them with trusted local expertise. Strengthen the whole community. Unlike traditional health programs that focus on a single issue or specialty, Vitality brings together multiple perspectives within one connected community.

Women engage with trusted experts through events, workshops, monthly conversations, educational resources and shared experiences. Along the way they develop greater confidence, stronger relationships and practical tools they can apply in everyday life.

At the same time, local experts build relationships with one another, strengthen referral pathways, increase collaboration and contribute to a more connected regional health ecosystem.

Vitality's role is to facilitate these connections. Over time, this creates a network where women, professionals, businesses and community organisations all contribute to healthier, more resilient communities. The flywheel below illustrates the Vitality Model in practice:



Each stage of the flywheel strengthens the next, creating a self-reinforcing model where healthier women build stronger communities, stronger communities attract greater collaboration and investment, and those partnerships enable Vitality to expand into new regional communities.

How We Create Impact

Our work is guided by a simple belief: Healthy women strengthen communities, and strong communities create the conditions for healthier women. We create impact through four connected outcomes.

Improving Health Literacy

Women gain trusted, evidence-informed information that helps them better understand their bodies, ask informed questions and make confident decisions about their health. Rather than relying on fragmented online advice or conflicting opinions, women are introduced to credible local professionals and practical strategies that support long-term wellbeing.

Strengthening Connection

Vitality creates spaces where women can learn together, share experiences and develop genuine relationships. These connections reduce isolation, encourage help-seeking behaviours and create supportive networks that extend well beyond individual events. Women leave not only with greater knowledge, but with a stronger sense of belonging and confidence that they are not navigating life's transitions alone.

Building Local Capacity

Vitality showcases and connects the expertise that already exists within regional communities. Health professionals, allied health providers, wellbeing practitioners, businesses and community organisations build stronger relationships, collaborate more effectively and create clearer pathways for women to access the support they need.

Creating Sustainable Community Impact

As connections strengthen, the benefits extend beyond individual participants. Communities become better connected, local businesses gain visibility, referral pathways improve, existing health services become easier to navigate, new partnerships emerge. Over time, this creates stronger regional communities where women, professionals, businesses and organisations work together to improve wellbeing. Economic benefits naturally follow as a result of healthier, more connected communities.

Our Five Pillars

Everything Vitality delivers is built around five interconnected pillars that recognise women's wellbeing is shaped by far more than physical health alone.

Medical Guidance

Supporting women to better understand perimenopause, menopause, preventative health and treatment options through trusted, evidence-informed education delivered by qualified professionals. Vitality complements—not replaces—the role of medical practitioners by helping women feel informed and confident when seeking care.

Physical Wellbeing

Helping women understand the importance of movement, strength, nutrition, sleep, recovery and physical resilience throughout every stage of life. The focus is practical, sustainable strategies that support long-term health rather than short-term solutions.

Emotional Wellbeing & Mind–Body Connection

Recognising the relationship between emotional health, nervous system regulation, stress, confidence and overall wellbeing. Women are supported to develop practical tools that strengthen resilience, self-awareness and emotional wellbeing while reducing feelings of overwhelm and isolation.

Identity, Confidence & Self-Expression

Supporting women as they navigate changing identities, evolving priorities and renewed possibilities. This pillar creates space to explore purpose, ambition, body image, confidence, relationships and self-expression with honesty, compassion and hope. Vitality believes every stage of life offers an opportunity not simply to adapt, but to grow.

Connection

Connection is the thread that brings every pillar together. Women connect with each other and trusted experts. Experts connect with one another. Businesses connect with communities. Communities connect around a shared commitment to improving women's wellbeing. Connection is the mechanism through which lasting change occurs.

Growing Stronger Regional Communities

Vitality begins with women, but its impact extends far beyond individual wellbeing. Every event, conversation and partnership contributes to something larger: building healthier, more connected regional communities where women, health professionals, businesses and community organisations work together to improve wellbeing.

Our ambition is to develop a proven community model that can be adapted by regional communities across Australia while remaining locally relevant and community-led. Every community is different. Vitality provides the framework, and works with each community to build its own network of trusted experts, partnerships and local champions.

This approach ensures the model can grow without losing the relationships and authenticity that make it valuable.

Our Regional Model

Vitality is intentionally designed to grow from the ground up. We will begin by demonstrating the model in the Snowy Monaro region, learning alongside the community and continually refining the experience through feedback, partnerships and evidence.

Once proven, the model can be introduced into neighbouring regional communities, working with local leaders to identify the people, organisations and expertise already present. Each Vitality community will reflect its own local context while operating within a shared framework of quality, values and purpose.

Vitality provides:

- the community engagement model
- education framework
- brand and communication resources
- event formats and facilitation support
- partnership guidance
- quality standards
- evaluation and impact measurement
- access to shared resources and national collaborations

Each regional community contributes:

- trusted local experts
- community organisations
- business partnerships
- local venues and suppliers
- lived experience
- community priorities
- local leadership

Every Vitality community will look different. Some regions will have a broad network of specialist providers, while others may have significant gaps in local services. Where those gaps exist, Vitality will work with trusted external experts and partner organisations to bridge them through online education, visiting specialists, referral pathways and collaborative partnerships. In this way, women are not disadvantaged simply because of where they live, and Vitality becomes a growing network of connected regional communities rather than a centrally delivered program.

Why Regional

Regional communities face unique challenges in accessing specialist health services, education and support. Yet they are also places of extraordinary strength. People know one another, businesses collaborate, communities rally around those who need support.

Vitality believes these qualities create the ideal environment for a community-led model of women's wellbeing. Rather than attempting to replicate metropolitan services, we work alongside regional communities to strengthen the expertise, relationships and partnerships that already exist. Where local services are unavailable, we help women connect with trusted specialist providers beyond their region.

This local-first approach enables communities to build capability while ensuring women can access the support they need regardless of geography.

Partnerships That Create Collective Impact

No single organisation can improve women's health alone. Meaningful change happens when health services, businesses, employers, community organisations and local leaders work together around a shared purpose.

Partnerships are therefore central to the Vitality model. We see every partner contributing different expertise, resources and perspectives while working towards the common goal of improving women's health outcomes and strengthening regional communities.

Current partnerships:

- Southern NSW Local Health District (in-principle support)
- Snowy Monaro Business Chamber
- General Practitioners
- Allied Health Professionals
- Women's Health Specialists
- Local Government
- Community Organisations
- Local Businesses
- Creative Industries
- Hospitality and Tourism Partners

Future Strategic Partnerships:

- universities and research organisations
- corporate sponsors
- philanthropic organisations
- employers committed to women's wellbeing
- government agencies
- peak health organisations
- regional development organisations

These partnerships will strengthen the broader ecosystem that supports women throughout regional Australia.

Commercial Sustainability

Vitality exists to create community impact. Commercial sustainability exists to ensure that impact can continue for many years to come. From the beginning, we have been intentional about building a model that is financially sustainable without compromising trust.

Women deserve access to credible education, thoughtfully designed experiences and high-quality expertise. Delivering this requires professional facilitation, coordination, content development, event management, administration and ongoing community engagement.

Our commercial model enables this work to continue while remaining aligned to our purpose. Potential income streams include:

- Ticketed events
- Individual and corporate membership
- workplace education programs
- Sponsorship & grant funding
- strategic partnerships
- philanthropy
- carefully curated provider partnerships

Every commercial decision will be tested against one question: Does this strengthen trust within the community? If the answer is no, we will not pursue it.

Vitality will never rely on fear-based marketing, aggressive sales tactics or promoting products that do not align with our values. Trust is our most valuable asset.

Looking Ahead

Our long-term vision extends beyond events or membership.

We see Vitality becoming a trusted regional platform for women's wellbeing that connects women with expert guidance, practical education and meaningful community throughout every stage of life.

As the model matures, Vitality will expand its impact through workplace education, digital learning, podcasts, trusted provider networks, community insights, advocacy and research partnerships. These initiatives will only be introduced where they strengthen our purpose and respond to genuine community need.

Over time we also hope to establish scholarships and subsidised participation, ensuring financial circumstances are not a barrier to women accessing trusted support.

The shape of Vitality will continue to evolve. Its purpose will not.

Measuring Success

Success is measured by whether women feel healthier, more informed, more connected and more confident to navigate the changing seasons of life. It will also be measured by the strength of the communities we help create.

By 2030, Vitality aims to have:

Health & Wellbeing

- Improved health literacy for thousands of regional women through evidence-informed education and trusted expert guidance.
- Increased women's confidence to make informed decisions about their health and wellbeing.
- Reduced feelings of isolation by creating welcoming communities built on genuine connection.
- Helped women access trusted local support earlier, before challenges significantly impact their health, relationships or work.

Community

- Established thriving Vitality communities across multiple regional centres.
- Created a recognised network of trusted local experts, businesses and community partners.
- Strengthened collaboration and referral pathways between health professionals, allied health providers and community organisations.
- Become a trusted place where women know they can learn, connect and feel supported.

Regional Impact

- Increased visibility for regional health professionals, wellbeing practitioners and community organisations.
- Supported local businesses through partnerships, events, referrals and community engagement.
- Attracted sponsorship, grant funding and strategic investment into regional communities.
- Published community insights that help identify emerging needs and inform future investment in women's health.

Sustainability

- Established a financially sustainable initiative that balances purpose with long-term impact.
- Created opportunities for women experiencing financial hardship to access support through scholarships, subsidised participation or future community funding.
- Built a model capable of supporting regional communities across Australia while remaining locally connected and community-led.

The Vitality Experience

How women experience Vitality matters just as much as what we deliver. Every interaction should feel welcoming, credible, practical, inclusive and human.

Every woman should leave feeling more informed, more connected and more confident than when she arrived.

Closing Statement

Vitality by Verus Coaching begins with a simple belief: women deserve access to trusted support, practical tools, meaningful connection and honest conversation as they navigate the changing seasons of life.

Every stage of life can bring physical changes, emotional shifts, identity questions, confidence challenges and new possibilities. It can be disruptive, confronting and messy. It can also become a time of greater clarity, self-trust, strength and connection.

Vitality exists to bring women together with the knowledge, tools, experts and community they need to move through life with greater confidence and care.

The vision is ambitious. But the starting point is simple:

Bring women together.

Listen deeply.

Offer trusted guidance.

Create practical tools.

Build connection.

Grow sustainably.

Dream big. Start small.