



Better with Birds

Transform your green space into a wellness place!

It is now understood that nature does not have a part time role in supporting our wellbeing, it is a basic psychological need... And the research is confirming that the benefits can be even **better** when it's **with birds!**

Birdlife Australia and NatureFix have joined forces because we firmly believe that everyone has the right to access the benefits of nature and birds for both personal and planetary health.

This brochure outlines the latest research into the significant health, wellbeing and pro-conservation outcomes of connecting with birds and nature. And offers insights on how you can transform your green space into a wellness place!

Birds are engaging, entertaining and highly visible across our towns and cities. From the large, gregarious, and social parrots through to soaring birds of prey or delicate and busy fairy-wrens, pardalotes and finches, there is always an opportunity to see, or hear a bird. We can now all access the health-giving attributes that birds provide. They in return, can benefit from the actions we take!

Better with Birds Nature Wellness Walk

For the first time, we are excited to offer a simple way to transform your green (or blue) space into a wellness place with our **Better with Birds nature wellness walk**.

Using the NatureFix app you can unlock the health benefits of birds through short self-guided experiences (using audio and text) that are carefully matched the natural features of your green or blue space. An average trail includes six stations over a distance anywhere between 100 m to 2 km. It can also be created as a zone. The trails or zones are supported with signage.

Introductory offer: install your own Better with Birds trail from only \$10,490 usually valued at \$14,950 ex GST. Read on to learn more...

Nature - an important pillar of health

The significance of the relationship between our health and the natural environment is becoming increasingly clear. There is now a wealth of scientific evidence on the positive physical and psychological benefits of nature in adults and children. The evidence demonstrates a direct link between contact or exposure with nature and reductions in anxiety, fatigue and depression, social isolation, heart disease, diabetes and obesity and improvements in immune function, cognition, happiness and increases in actions and care for community and the natural environment. ^{1 2 3 4}

But it needs to be more than a walk in the park

It's not the contact with nature but the nature of the contact that counts!

We know that the amount of green and blue space and the amount of time you spend there influences health. But the latest research shows that the key to amplifying the health benefits of nature is in the *quality of the moments* that we spend there. In other words, maximising health benefits is about designing meaningful moments in nature not just minutes. In short, it has to be more than a walk in the park.

Nature literally needs our attention in order
for us to unlock its wellbeing benefits

Nature Connectedness | the nature connection advantage

The latest empirical interdisciplinary research emerging from around the world confirms that the psychological measures of how connected we are to nature, commonly known (or termed) as nature connectedness is an important indicator of wellbeing. It is also a key driver of pro-social and pro-environmental behaviours. The evidence is unequivocally clear, nature connectedness is a robust mediator for increases in:

- Emotional and nervous regulation, and increasing overall mental resilience ⁵
- Eudemonic wellbeing, that is, having an improved sense of life feeling worthwhile ⁶
- Joy and happiness ^{7 8}
- Actions on climate change and conservation behaviours ^{9 10}
- Care for others and the community ¹¹
- Greater resilience to disasters and faster disaster recovery ¹²

Why Better with Birds?

Tuning into birds improves our psychological wellbeing

Research has found that people enjoy having unexpected 'non-human' encounters, especially with birds and butterflies. Individuals feel happier in sites where there is a greater variety of birds,¹³ and in locations where everyday encounters with birdlife can occur.^{14 15} One study found that across Europe individual enjoyment of life correlated with the number of surrounding bird species. The findings showed that an additional 10% of bird species increased life satisfaction as much as a comparable increase in income.¹⁶

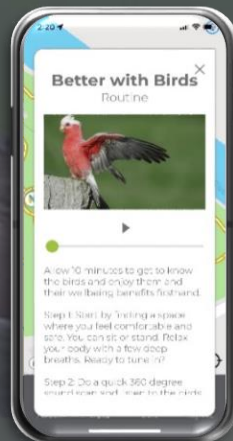
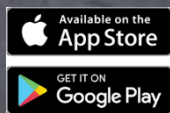
Listening to bird song increases attention restoration & stress recovery

Most people experience birdsong as being restorative from psychological stress and attentional fatigue.¹⁷ However recent research into birdsong and the diversity of song modality suggests that birdsong diversity has an important restorative effect leading to significant improvements in mental health.^{18 19}

Better with Birds nature wellness walk

Ready to transform your green space into a wellness place?

Use the NatureFix app to unlock the health benefits of birds in your green or blue space. This six station trail can be installed over a distance between 100m and 2 km. It can also be created as a zone. We carefully match short self-guided bird experiences known to improve wellbeing with the natural features of your green and/or blue space. Activating your space, so that your visitors can access the health benefits of birds whilst also increasing their love for them!



naturefix

Nature Fix will never disappear. It's a perfect day for the best feeling benefit of the natural world, and it's yours to have. Long and on edge with nature, it's a perfect day to relax and enjoy.

Allow 10 minutes to go to know the birds and enjoy their and their wellbeing benefits, fish and.

The Benefits of Birds

- Improves mental health
- Reduces stress
- Increases attention
- Improves mood
- Reduces anxiety
- Improves cognitive function
- Reduces depression
- Improves social skills
- Reduces loneliness
- Improves self-esteem
- Reduces anger
- Improves communication
- Reduces aggression
- Improves problem-solving
- Reduces risk-taking
- Improves decision-making
- Reduces impulsivity
- Improves focus
- Reduces distraction
- Improves memory
- Reduces forgetfulness
- Improves organization
- Reduces clutter
- Improves time management
- Reduces procrastination
- Improves productivity
- Reduces burnout
- Improves work-life balance
- Reduces stress
- Improves overall well-being

Make your green space... **Better with Birds!**

Limited offer - Better with Birds nature wellness walk

Install your own Better with Birds six station trail from \$10,490 usually valued at \$14,950 ex GST.¹ Or contact us for a free, no obligation, assessment of your green space.

Other services

Information and Training

Designed to introduce you to the science of nature connection with birds, this training provides you with a greater understanding of the scientific evidence and practical applications on how nature and birds can positively impact health and wellbeing. Offered as a 2-hour professional development session or 1 day workshop.

Bird-Scaping (rewilding)

It is more than just protecting a city's parks and rivers, it's about making our streets, homes, and infrastructure greener using appropriate plants and features that also benefit birds and other wildlife. Whether it be a backyard or a town masterplan, we offer a consultancy service to advise on optimal green space design for bird diversity AND human health based on bird habitat, biophilic, climate-resilient and nature connection principles. This could include master plan design recommendations or retrofitting existing sites. We can also monitor the success of bird-scaping actions for both bird diversity and human health.

About Us

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¹ only available in Sydney, Melbourne, Brisbane and Perth. Travel outside these locations additional. Signage supply electronic supply but printing options available, does not include installation

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