




YOUR PARTNER FOR LIFELONG STRENGTH

NEWS

A photograph showing a woman in a black vest and polo shirt assisting an elderly man on a blue and black leg press machine. The man is wearing a grey t-shirt, shorts, and a black cap. They are in a gym setting with a large abstract painting on the wall and another leg press machine in the background.

HUR mobile App awarded for Innovation at 13th Asia Pacific Eldercare Innovation Awards p10

Bolton Clarke celebrates 140 years of caring for Australians p3

Photo courtesy of Bolton Clarke

#1 | 2025

Positive Ageing Summit explores a holistic approach to ageing well p6-7

CONTENTS

Bolton Clarke is celebrating 140 years of caring	3
Finnicare celebrates 50 years	4
HUR Gym Equipment Helps Kiama's Retirement Residents to Thrive	5
Positive Ageing Summit explores a holistic approach to ageing well	6-7
Mercy Health supports health, well-being, and quality of life for every resident through exercise.	8
Encore Retirement Living thrives for community, health and wellness	9
HUR Mobile App - Your Complete Strength & Wellness Solution, In the Gym and at Home	10
HUR wins an award at 13th Asia Pacific Eldercare Innovation Awards 2025	11

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At the beginning of 2025, I set the theme for the year to be Positive Ageing. It is a topic that has been talked about for a while, with the Australian Government, Department of Health and Aged Care stating on their Positive Ageing site, "Everyone deserves to live well and maintain their health and independence into the future."

Healthy ageing is in the centre of positive ageing, with attention paid to physical activity and exercise, food and nutrition, mental health and preventative health. These steps allow us to stay independent and age at home as long as possible, whilst also staying connected to community, keeping up our physical and mental health, and preventing common health conditions.

We are so proud to be sponsoring the inaugural Positive Ageing Summit to be held in Adelaide at the end of May. This conference gathers together specialists from all areas of the industry to explore holistic health. To preview some topics to be discussed, we interviewed some key speakers on pages 6-7.

We are again happy to share the stories of success from our clients; from the grand openings of many sites, to supporting the continuum of care, as well as the celebration of HUR Australia's oldest client, Finnicare.

We are also happy to share with you our successful win at the 13th Asia Pacific Eldercare Innovation Awards 2025, in the Physical Training & Rehabilitation category.

It is always a pleasure to share the new innovations that our technical team provides, with the mobile app offering a seamless way to track all exercise in one place.

It has been a great beginning of 2025, with many stories already told, and many more yet to come. Whilst the Newsletter is published annually, we regularly post blogs online, as well as via our E News. If you want to be updated with our news, you can sign up to our ENews via the QR code on the left.

With best wishes,

Dr Tuire Karaharju-Huisman

Physiotherapist, Accredited Exercise Physiologist (ESSAM), PhD (Biomechanics)
Research Lead, Area Account Manager (Vic, Tas, SA, NT) HUR Australia Pty Ltd



Bolton Clarke is celebrating 140 years of caring

Bolton Clarke is celebrating 140 years of caring for Australians, marking the day the first members of the Melbourne District Nursing Society - later RDNS and now Bolton Clarke – met, establishing home nursing in Australia.

The service started with a single nurse and today is Australia's largest independent not-for-profit provider, with a team of 16,000+ supporting 130,000 Australians.

Today, Bolton Clarke teams support people at home and in the organisation's 43 retirement living communities and 88 residential aged care homes nationwide.

As Australia's heart of positive ageing, they are focused on services and environments that help people age well, supporting movement, purpose and connection.

For residents at Bolton Clarke Callisto Place, a new vertical retirement living community at Bundoora in Melbourne, that means contemporary apartments designed for ageing in place, with care and allied health support on hand when needed and an on-site gym featuring HUR equipment.

Regular fitness sessions including chair yoga attract strong interest and Bolton Clarke's award-winning Be Healthy and Active education sessions on health topics help further support wellbeing.

Senior Village Manager Guy Marinucci said residents received an induction at the gym on moving in, ensuring they can take full advantage of the facilities.

"One resident had a stroke before coming here and was using a walker for mobility," Guy said.

"Since moving in, he has incorporated the gym into his regular activities and is now moving around freely without support."

The village, part of the Polaris master-planned development, also offers a library, cinema, arts and crafts room, sports bar and rooftop terrace.

Apartments are fitted with smart technology including Bolton Clarke's award-winning InTouch digital independence systems, while residents can stay connected and order services through the village's Buddy app.

An on-site concierge is available to support daily needs and arrange social events.

For exploring further afield, residents have use of a shared Tesla car through an innovative partnership with Ohmie GO.



Finncare celebrates 50 years

In April 2025 we celebrated 50 years of Finncare, the only organisation providing aged care services for the Australian Finnish community.

It was an honour to celebrate together with the President of the board, Katriina Tähkä, founding members, local government, staff, residents, volunteers, family member and all friends of Finncare. It was a wonderful festive event appreciating and celebrating the continuing aged care support to all Finnish speakers in Australia.

Originally called Finlandia Village, Finncare was established in 1975 as a 'home away from home' for older Finnish people in Thornlands, Queensland. Today, Finncare offers a 61-bed residential home, 23 retirement villa units, customised "FinnGym", and community care to over 300 clients.

The site is built to reflect Finnish culture, traditions and landscape with a carefully selected flora in the garden, and in the décor. Activities that have a Finnish focus are prioritised, such as baking, singing and dancing; all traditional activities that are familiar to everyone, including those with cognitive decline. Finnish speaking staff also play an important role in ensuring Finnish customs and traditions continue.

The success of Finncare reflects the determination and 'sisu', the Finnish concept that signifies inner strength, courage, and resilience, of the residents, consumers, staff and wider Finnish community.

It was especially nice to visit FinnGym, one of the first installations for HUR Australia, even before the company officially existed. It was wonderful to showcase the gym to President of the board,

Katriina Tähkä, as well as local councillor Paul Gollé, and Varpu Pesonen, who was the nurse manager when the original gym was installed nearly 20 years ago. Varpu told about the vision of then CEO Ruth Baxter, who together with HUR Australia's founding manager Ari Kallinen, made the gym happen.

Since the opening of the gym, residents have been actively supported to exercise, and many of the staff members were discussing the great health benefits the residents have gained. Finncare is a great example of a site that truly appreciated the active ageing culture.





HUR gym equipment helps Kiama's retirement residents to thrive

Cedar on Collins, Kiama's newest premium coastal retirement community opened its doors in September 2023.

With thoughtfully designed apartments and tastefully appointed features throughout, this considered approach extended to our gym. With over 90 years' experience in providing residential and retirement lifestyle options, Fresh Hope Communities understands the importance of maintaining an active and healthy lifestyle for people in this stage of their lives.

Which is why we consulted HUR Australia who specialise in gym equipment for people 50+ to fit out our brand new gym space and tailor it to the specific needs of our residents.

The end result? A gym that our residents can't wait to go to, equipment they love to use.

Community Manager Laura added, "We're proud of the gym space and equipment provided by HUR. The equipment is easy and safe for anyone to use and looks great!

It's a space that residents are eager to come to and it's also a huge drawcard when people

are looking to move into a retirement community.

We have one resident who goes every day at 4pm. Others have also made it a regular, non-negotiable in their week.

They want the opportunity to maintain their active lifestyles and feel good within themselves so that they continue to thrive in their retirement years. HUR has helped us achieve this."



Positive Ageing Summit explores a holistic approach to ageing well

The inaugural Positive Ageing Summit, to be held in Adelaide in May 2025 will focus on reablement, mental health, nutrition, and advancements in business practices, highlighting patient centred care, and the allied health support that is essential in the service in preparation for the new Aged Care Act, and Support at Home program to be rolled out in July 2025.



In preparation for the conference, we interviewed some of the key speakers.

Dr Justin Keogh

Associate Professor and Associate Dean of Research, Faculty of Health Sciences and Medicine – Bond University



What do you consider the key components for an extended healthspan? How should we best approach holistic health that leads to healthy ageing?

Based on my reading and my own thoughts, I feel an extended healthspan refers to the period of life in which we are experiencing optimal health and quality of life and not just an absence of disease. Some key components of the healthspan therefore must include a focus on physical, mental and emotional health.

As the ageing process results in a significant loss of muscle mass, muscle strength and physical performance, exercise becomes

particularly crucial as we enter into middle and older age. In particular, progressive resistance and balance training (at least twice a week) are one of the keys to maintaining muscle mass, strength and physical performance while reducing the risk of falls related fracture.

Another key aspect is diet, particularly focusing on non-processed foods such as vegetables, fruits and legumes as well as some whole grains, dairy, eggs and meats; as such a diet will most likely provide sufficient calories, adequate protein (1.2-1.5 g/kg bodymass/day) and the variety of vitamin C, minerals and antioxidants required.

Remaining social and keeping the mind active are also super important aspects of an extended healthspan. If we can dedicate at least two sessions per week to progressive resistance and balance training, typically eat a non-processed diet and keep socially and cognitively engaged in life, as we age we can maintain a sufficient amount of our muscle mass, strength and physical performance, so that we can

continue to perform the physical and social activities that provide meaning to our life and enhance our overall well-being and those around us.

Christina Wyatt

Professional Practice Advisor at Occupational Therapy Australia



The promise of the new funding model ignites the potential of a future where every older Australian has seamless access to holistic care delivered by a multidisciplinary team.

This isn't just a desirable outcome, it's the fundamental right they deserve; a system where the traditional silos between medical, nursing, personal care, and allied health services dissolve. From the moment an individual engages with aged care,

a collaborative network of professionals works in unison to identify and assess their needs – not just the physical ailments, but also cognitive needs, mental health and well-being, social connections, and overall quality of life. Shared care plans, co-created with the older person at the centre, become the norm, reflecting a unified and tailored approach to care.

At the heart of these integrated multidisciplinary teams lies the philosophy of restorative care, championed by allied health professionals, empowering individuals to actively participate in the activities and roles that imbue their lives with purpose and meaning. Whether it's through targeted rehabilitation to regain lost function or the provision of adaptive strategies to overcome limitations, our guiding principle is a shift from 'doing for' to 'doing with'. This strengths-based approach builds upon what individuals can do, fostering independence and dignity. By leveraging the unique skills that allied health professionals bring to the table – expertise in functional assessment, environmental modification, and promoting well-being – and fostering collaboration with the broader care and medical teams, we can meet the evolving needs of older people. Settings and programs that actively cultivate this collaborative, multidisciplinary practice, will create the optimal environment for embedding restorative principles into daily interactions, leading to comprehensive assessments and planning to deliver best-practice,

evidence-based services, and ultimately, the achievement of enhanced positive ageing outcomes for older people, everywhere. This isn't just a model of care; it's a commitment to a better future for ageing in Australia.

Dr. Tim Henwood

Principal Consultant at AgeFit Solutions



You have designed, managed and studied successful allied health programs. What are the key components of a successful program?

While the question is similar to “how long is a piece of string,” I always encourage clients, whether enhancing their current service offering or entering the allied health, reablement and restorative care space, to start by focus on a few essential components.

First is staff. Good programs need good people— not just individuals who are compassionate to the needs of older adults, but staff skilled in prescribing to the clients' competency and capacity, celebrating their gains, supporting their engagement, and educating them about their opportunities. Interdisciplinary collaboration across allied health disciplines is also vital to steer clients toward their best physical, social, and mental health

outcomes. Integrated teams not only support clients holistically but also foster professional development among staff.

Second is evidence-based practice. Staff must not only understand the latest evidence but trust and embed it into their daily work. Programs that rely on “set and forget” or “one size fits all” approaches fail—clients don't benefit, staff get bored, and both disengage.

Third is the environment. Whether or not significant investment is possible, the space must appeal to clients. A cluttered gym down a convoluted hallway with mismatched equipment won't encourage ongoing attendance. Welcoming, accessible, non-institutional spaces that promote social connection and purpose are critical, regardless of a client's age or complexity.

Of course, there are other elements ranging from organisational vision to client word-of-mouth referrals, but the short of it is evidence-based reablement and restorative care programs, delivered by passionate allied health professional, offer clients irrefutable health benefits.

While sustainable, effective programs in aged care sometimes feel mythical, they are achievable—and with aged care reform, allied health minutes in residential care, and rising hospital demand, they are about to become the most important service a provider can offer.

Mercy Health supports health and quality of life for every resident through exercise

The importance of maintaining health and wellbeing through exercise is well understood across the retirement living and residential aged care sectors.

Mercy Health, one of the leading national providers of aged care services in Australia, remains at the forefront, ensuring that older adults receive the best care possible by choosing HUR strength training equipment for their beautiful new facility in Harris Park, New South Wales.

Strength training has many benefits for maintaining overall health, especially for older adults, including:

Improved Muscle Strength

As we age, muscle mass naturally decreases. Strength training helps counteract this loss by building and maintaining muscle strength, required for daily activities and maintaining independence.

Enhanced Bone Health: Strength training also improves bone

density. This is particularly important for older adults who are at risk of osteoporosis and fractures.

Increased Metabolism

Building muscle increases the resting metabolic rate, leading to burning more calories even at rest, thus helping with weight management and overall health.

Better Balance and Stability

Strength training improves balance and stability, reducing the risk of falls and related injuries.

Enhanced Quality of Life

Regular strength training contributes to better overall well-being, increased energy levels, and improved mood.

Mercy Health's decision to choose HUR strength training equipment reflects their commitment to providing the best care for their residents. Sonia Carter, Project Lead for Interiors mentions the proven

effectiveness of the equipment at getting seniors into a gym, often for the first time in their lives, also appreciating the right look for a facility that prides itself on getting the details right.

"HUR equipment has had a good uptake in our other facilities, and I have no doubt it will be the same at Harris Park. Our clients love the ease of use, with families of some residents also saying they can see a real difference in their parents."

The Harris Park facility marks the fourth Mercy Health location to choose HUR equipment, following successful implementations in Ballarat, Warrnambool and Geelong, demonstrating Mercy Health's commitment to health, well-being, and quality of life, and dedication to providing state-of-the-art equipment that enhances the lives of all residents.

Photo: Mercy Health, Ballarat





Encore Retirement Living thrives for community, health and wellness

Encore Retirement Living communities provide residents with a sense of well-being, surrounded by a safe and enjoyable environment to enhance their life in retirement.

Encore offers sites where the residents enjoy private residences but share recreational and community spaces. All communities are designed for active and connected ageing making everyone feel more independent as they age, not less.

Maintaining a healthy, active lifestyle is key to getting the most out of retirement. These new-look developments want to enhance a positive lifestyle with plenty of activities and great infrastructure to assist everyone to join in. With community

facilities, walking paths, group fitness classes and more on site, it is easy to prioritise holistic health and well-being.

The Encore Trafalgar Community centre opened in October 2024, bringing people together and fostering a true sense of community. The centre offers common facilities for health and wellbeing including an indoor swimming pool and a gym equipped with world-class HUR Australia technology, featuring air resistance equipment that is safe, yet efficient for seniors.

The space also includes a contemporary kitchen for hosting functions with family, friends and fellow residents, a casual lounge area for relaxed conversations and social catchups, a dining area

for effortless entertaining and shared meals and a Multi-Purpose Area for events, activities and celebrations, among others.

To celebrate the official opening of the gym the site organised a health day. All residents gathered together to hear about the benefits of strength training from HUR Australia's Dr Tuire, followed by a healthy morning tea and a visit to the gym.

All residents were excited to have access to the gym and try out the equipment. From active gym goers to novice users, everyone was keen to get started to reach their best health. The residents are ready to embrace everything that the site offers for them to stay in their best health!



HUR Mobile App - Your complete strength & wellness solution, in the gym and at home

The HUR Mobile App bridges the gap between gym and home training, offering a seamless way to integrate and track both.

Exercise and allied health professionals can prescribe personalized exercises for gym and home use, while closely monitoring patient progress. For users, the app provides easy-to-follow, effective exercises and clear progress insights, motivating them to achieve their fitness goals. Designed to AA visual accessibility standards, the app ensures usability for all and supports a wide range of languages.

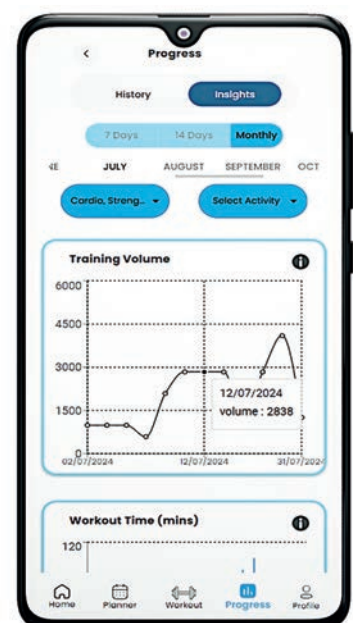
HUR mobile app offers Flexibility in training by combining all exercise data in one solution. A Wide range of training modalities

set for gym and home environment can be found under one program, including verbal and video instructions.

All exercises can be supervised training remotely via telehealth, making the inclusion of a care team accessible yet informative format. It is easy for the trainer and user to access data, empowering and motivating the user, also allowing for the analysis of progress with the health care team. All data is accessible live without the need of a printout for allied health staff.

The app has been well received by the users, with one testimonial stating: "Since I started using the HUR Mobile App along with my workouts on the HUR machines

at the gym, it's been incredibly helpful. The app gives me clear insights into my progress, allowing me to track improvements and pinpoint areas I need to work on. It's made my training much more focused and effective."





HUR wins an award at 13th Asia Pacific Eldercare Innovation Awards 2025

The 16th Ageing Asia Innovation Forum (AAIF) was held at Marina Bay Sands, Singapore, hosted by Ageing Asia.

The event is a combination of multiple events, including the 13th Asia Pacific Eldercare Innovation Awards. These awards celebrate the best in ageing innovation across the globe, recognising excellence in ageing care, operations, and product innovation.

This year's awards attracted a record-breaking 350 submissions from 14 countries, with 225 finalists across 42 categories, reviewed by a distinguished panel of 21 international judges. HUR's product entry for the award, was in the Physical training & Rehabilitation category,

that celebrates new products that directly impact seniors' quality of life, our category specifically looking for the best product or equipment that supports physical function and enhances mobility, fitness and happiness for older persons.

Our entry, "**HUR Mobile App – Your Complete Strength & Wellness Solution, In the Gym and at Home**", presented our mobile app that allows us to collect all exercise data, gym and home based, in one platform, allowing for easy access to a collated training programs and data.

The app supports flexibility in training, offers a wide range of training modalities, supervised training remotely via telehealth

and the inclusion of a care team in an accessible yet informative format. We all were thrilled to be awarded the winner's trophy in our category among great finalists from around the world.

We are so proud to be part of a company that continuously thrives for improvement, using the advancements in technology to create functional solutions that respond to the demand, supporting everyone to find their best health via exercise.

The event truly reflected the theme, "**Age of Longevity – Living Healthier, Living Happier**"- it is not just about longevity, rather health, wellness and happiness are at centre – let us focus on healthspan, and maximise the years we can live free of illnesses.

Thank you all to our wonderful customers!



HUR is dedicated to providing the best exercise solutions for preventive, rehabilitative and maintaining training - so that you and your customers can keep on performing miracles every day.



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