

Could Mackay-Whitsunday-Isaac be the happiest region in Queensland?

20th July 2010

Happiness levels in the Mackay Whitsunday Isaac region are higher than those recorded for the State according to a Happiness Survey initiated by the Regional Economic Development Corporation (REDC).

The survey was conducted as a follow up to a national survey conducted by Brisbane based company, Mind Gardener®. The results of the national survey found that Queensland was the third happiest state in Australia. Western Australia was the happiest state with 60% of people describing themselves as generally happy people, followed by New South Wales (54%).

Nearly 55% of Mackay residents reported they were generally happy, a result above the Queensland statistic of 49%.

Ms Pearse predicted people living in the Mackay and surrounding areas would be happier than the average Queenslanders citing our natural assets, infrastructure, weather and economic climate as reasons for this result.

Mind Gardener co-Founder Martina Sheehan however suggested that the results could be attributed to something more than lifestyle factors. "Lifestyle factors account for only 10% of our happiness. Nearly half of our happiness is determined by how we think and what we do." She said that nurturing family and friends was one of the key factors that made people happy and it appears this is where the Mackay region has hit the happiness jackpot.

REDC CEO, Narelle Pearse, said that the results show we are a region that values relationships and has strong links to social networks.

"It seems that Mackay people are the most satisfied in Australia with their relationships. Only 3.4% said that they would be happier if they could improve their current relationship compared to a huge 30% of Victorians. We also had a large percentage of people reporting that they become happier by being around happy people." she said.

Residents felt that doing something completely different with their life and slowing their life down would increase their happiness levels. Money was also recorded as being an important factor contributing to the happiness levels of residents.

Over 200 people took the survey which Ms Pearse said was an overwhelming response.

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“It is great to see that so many people took the time to assess their happiness levels and participate in this survey. The results show that people in our region really value the notion of work life balance.”

She said the challenge now was to maintain these happiness levels and challenge Western Australia for first place in further rounds of surveys next year. “Our region could become the happiest region in Australia.” she stated.

Local residents wanting to take up the challenge and boost their happiness score can take advantage of a special offer from Mind Gardener®. The Living Happy Guide and other resources by Mind Gardener® provide information and exercises to boost happiness in your life. The guides are available at www.mindgardener.com and if you purchase a guide before 4 August and quote the promotional code REDC you will receive your choice of Mind Gardener® Guide for \$30 and free postage. This represents a 40% saving.

“If nearly half of our happiness is totally within our control we need to start training our brains for happiness habits that last a lifetime. Our Mind Gardener® resources will show you how to do that.” Sheehan stated.

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