

6 June 2020

TIS THE SEASON

Two weeks ago, Cystic Fibrosis Australia (CFA) played host to two of our favourite cause partners on Consumer Connect. Nathan Charles and Scott Taylor were there to talk about motivation and staying on your game under the strain of the crisis.

We had a lot of good feedback at the time and it is always an inspiration to hear from Nathan about his relish for life and his passion for exceeding boundaries. This was also the first time many community members got to hear Scott Taylor speak about his personal story as an entrepreneur and about his background in Behavioural Economics.

Behavioural Economics at first sounds a lot like the 'Dark Arts' but it is the playbook that corporations and advertising execs and HR gurus around the world are working from when they are trying to get what they want from employees or consumers.

However, as Scott points out, it can also be summarised in simple and friendly ways to bring it back to the essential question that everyone wants answered: How can I be closer to what I want to be? Where do I find the strength and focus to achieve my goals?

We mentioned rewards, and there are plenty of ways to get your hands on them. CFA supplies prizes to adherents and new sign ups on the Perx App, there are competitions nearly every month and several grand prizes.

For the month of June we are giving away Pari LC Sprint nebulisers to all new signups and the top ten winners on the Perx leaderboard.

Perx is a win-win for CF Australians because it distributes prizes for staying healthy, Scott Taylor has turned the 'Dark Arts' of Behavioural Economics into an amazing force for good.

Kind regards



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