

UNPACKED: FINDING YOUR FOLK

MENTAL HEALTH
MOVEMENT

WHATS
HAPPENING IN
THE WELLNESS
SPACE?



folkloure

Wellbeing & Lifestyle





THE AGENDA

WHO IS
FOLKLOURE?

MINDFUL MOVEMENT

MENTAL HEALTH

HEALTH IN YOUR
HOME

WORKSHOPS &
EVENTS

RESOURCE KITS



So, what is Folkloure?

Inspired by the word “folklore” ,the stories, traditions, and wisdom passed down through communities . Folkloure adds a modern twist. It’s about the lore we create around our own wellbeing: the stories we tell, the lessons we learn, and the ways we grow together.

At its heart, Folkloure is a counselling platform where mental health meets community and care. We believe healing doesn’t happen in isolation , it happens through connection, curiosity, and conversation.

Our Counselling platform built on collaboration, counselling is at the heart of what we do ,it’s where healing and understanding begin ,but around that, we’ve built something bigger: an ecosystem of care.

We connect with trusted practitioners across health and wellness to create a wider community net of support. Whether it’s mental, emotional, or personal growth, our network exists to help you explore new perspectives, learn new tools, and find your place in a community that’s growing right alongside you.

A NOTE FROM OUR FOUNDERS

CHLOE

Folkloure was created to make things a little easier to take the overwhelm out of trying to do it all, fix it all, or find where to start. Life can feel like a never ending list of things to work on, and sometimes, we just need a space that understands that. Folkloure is a place to connect, to grow, and to simply be. It brings together health, wellbeing, and community in one space, so you don't have to search in a hundred different directions to feel supported. We felt there needed to be a place for the outcasts, the over thinkers, the curious minds, and everyone else in between. Folkloure is built for all ages, all seasons, and all stages of your life .Something to grow with you and your family as life shifts and unfolds.



SAM

Folkloure started from a really simple place , I just believe our stories matter. The things we go through, the lessons we learn, the people we meet ,they all mean something. I wanted to create a space where those stories could live, where people could feel connected, understood, and supported. To me, wellness isn't about looking perfect or doing everything right. It's about being honest about where you're at and knowing you're not alone in it. Life gets messy, and that's okay ,it's all part of being human. My wife and I built Folkloure because we've both felt what it's like to lose direction and search for community connection. We know how powerful it is when someone takes the time to listen and help you find your way again. At the heart of it, Folkloure is about bringing people together & back to themselves.



WHAT IS COUNSELLING ?

Folkloure

Counselling is a professional and confidential service that provides support to people experiencing personal, emotional, or psychological challenges. It offers a safe space to talk about what's happening in your life, understand your thoughts and feelings, and explore ways to manage or make positive changes. A counsellor listens without judgment and helps you develop insight, coping strategies, and clarity to improve your wellbeing.

Counselling (noun)

Definition: A professional practice in which a trained counsellor helps individuals explore and resolve personal, emotional, or psychological challenges through confidential conversation and support.

BOOKING YOUR COUNSELLING SESSIONS

1. **Select Your Session Time** – Browse available times and book online via our website at your convenience.
2. **Your First Appointment** – This is an introductory session where we get to know you, understand your goals, and discuss what's brought you to counselling. (No Referral required).
3. **Your Second Session** (and beyond) – Together, we begin working on your goals , exploring patterns, building coping strategies, and developing tools for growth at your pace.

WELLNESS DEFINED

Around the world, wellness has come to mean more than just being “healthy.”

It's a holistic approach to living , balancing the mental, physical, emotional, and social parts of our lives so we can feel grounded, connected, and fulfilled.

Globally, the wellness movement encourages people to see health as a lifelong practice, not just the absence of illness, but the presence of purpose, joy, and balance.

From yoga studios in Bali to mindfulness apps in New York, the idea is universal: Wellbeing is built through daily choices that nurture both the body and mind. But how we live that idea ,how we define and experience it, often reflects our culture and community.



Here in Australia, wellness is deeply tied to our sense of place and connection to land, lifestyle, and community. It's the beach walk before work, the local café chat that brightens your morning, or the quiet moment of reflection surrounded by nature. It's also about inclusivity , understanding that wellbeing looks different for everyone, and that access to care and community should be open, authentic, and stigma free.

At Folklore, we see wellness as a collective effort ,one that blends the global movement for holistic health with the uniquely Australian values of openness, community, and care. It's not about perfection; it's about connection : to yourself, to others, and to the world around you.

YOGA

The Mental Health Benefits of Yoga



Yoga is often seen as a physical practice, but its true impact reaches far beyond the mat. Rooted in mindfulness and breath, yoga connects body and mind – creating space for calm, clarity, and emotional balance.

For mental health, yoga offers powerful benefits. The focus on controlled breathing and gentle movement helps reduce stress hormones, ease anxiety, and improve mood. Regular practice can increase self-awareness, teaching you to listen to your body and regulate emotions more effectively.

Beyond the science, yoga provides something deeply human – a pause. It's a moment to reconnect with yourself, to slow down the noise, and to find stillness in the present. Whether practised in a studio, at home, or outdoors, yoga becomes a grounding ritual that supports both emotional resilience and overall wellbeing.

At Folkloure, we see yoga as one of many creative tools for mental health – a reminder that healing can be gentle, movement can be mindful, and balance is something we can all cultivate, one breath at a time.

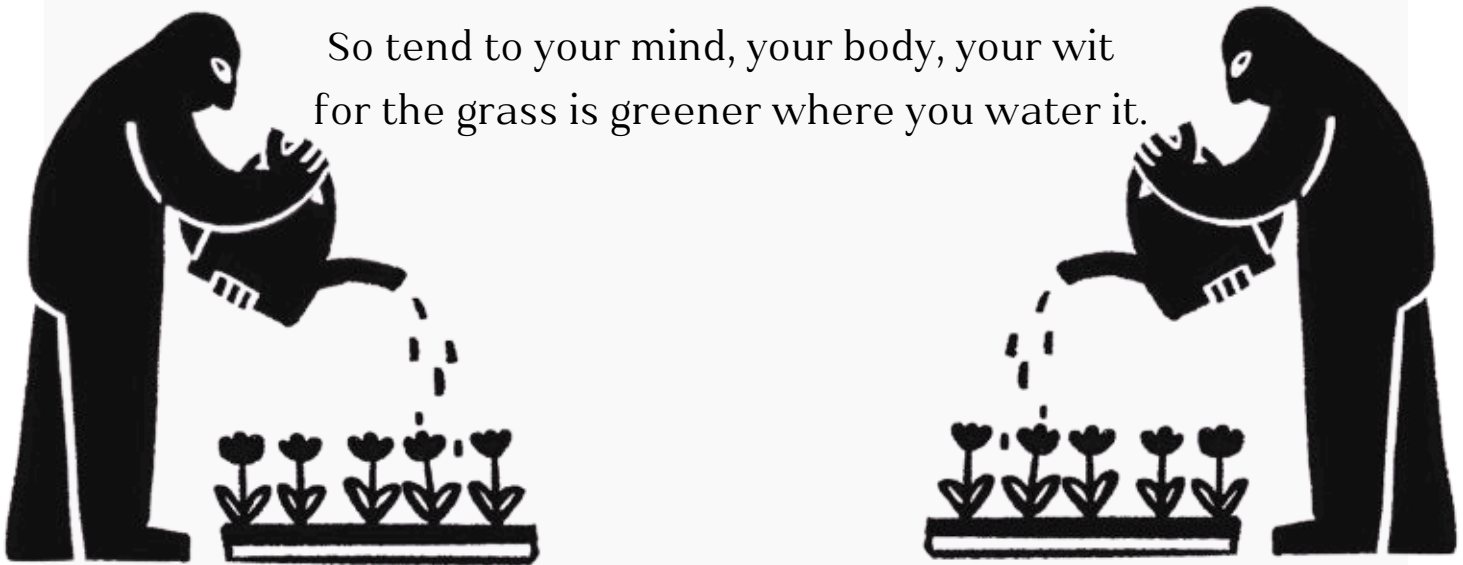
THE GRASS IS GREENER WHERE
YOU WATER IT

Life is a garden
tender, wild, and wise,
a patch of earth beneath ever-changing skies.
Each dawn invites the hands to tend,
to prune, to plant, to break, to mend.

In moments still, the heart takes root,
fed not by haste, but gentle pursuit.
To rest is to blossom; to breathe is to begin,
to find the calm that blooms within.

Nurture what steadies, release what decays,
let kindness and care illuminate your days.
For growth takes time, through shade and sun,
a quiet becoming, never truly done.

So tend to your mind, your body, your wit
for the grass is greener where you water it.



CONNECTING YOUR SUPPORT SYSTEM



FROM THE DESK-

At Folklore, we often return to the idea that wellbeing is not a destination, it's something we cultivate, moment by moment, in the soil of our everyday lives. **Life is a Garden** was written as a reminder that growth isn't always loud or visible; it happens quietly, in the choices we make to care for ourselves and those around us.

Whether through rest, reflection, or small acts of kindness, tending to your inner world allows everything else to bloom in its own time.

This piece speaks to the rhythm of that care, to finding beauty in patience, strength in gentleness, and peace in presence.

May it remind you, wherever you are in your season, that the grass is always greener where you water it.



MENTAL HEALTH LANDSCAPE



Across Australia, and particularly here in Victoria, the mental health landscape is changing and counselling is sitting at the centre of that shift. What was once considered a quiet, private act of seeking help has become a collective movement toward openness, support, and community care.

The rise in demand for counselling has been driven by a shared awareness of the mental health crisis from burnout and anxiety to the long shadow of isolation and cost of living stress. But within that challenge, something hopeful is happening. More Victorians are reaching out, conversations about wellbeing are becoming everyday language, and communities are starting to rebuild from the inside out.

Counselling today looks different. There's a growing move toward holistic and trauma informed practice, where mental health is seen as inseparable from the body, environment, and culture we live in. Services are becoming more accessible through telehealth and community programs, while new approaches focus on prevention, early support, and connection rather than crisis management.

MENTAL HEALTH WAVES

Mental health support for individuals create benefits reach far beyond the therapy room, Counselling offers a space to pause, reflect, and realign : A moment of grounding in a world that feels constantly on the move. And as more people engage with these services, the ripple effect spreads: workplaces become more compassionate, families communicate better, and communities grow stronger.

Nationally, organisations such as the Australian Counselling Association (ACA) are helping shape the next phase of this evolution. The ACA continues to advocate for recognition and accessibility, developing partnerships and incentives across government, education, and even the defence sector ; Ensuring counselling is available across diverse industries and household settings. These initiatives are building more sustainable pathways for support, allowing individuals from all walks of life to access help that's relevant, affordable, and timely.

At Folklore, we believe this shift represents a turning point. Counselling isn't just about treating what's broken , it's about nurturing what's possible. As Victoria continues to lead change across the mental health sector, every conversation, every session, and every act of care contributes to a more connected, emotionally intelligent community.



CONNECT

1. **Book a Session:** Visit our website to explore our counselling and wellbeing services. You can easily book your appointment online and find the right support for you.
2. **Reach Out :** Have questions or need guidance? Our team is here to help. Reach out via email or our contact form ,we'll guide you through your next steps.
3. **Follow Our Socials :** Stay inspired and up to date. Follow @Folklore across Instagram, Facebook for mental health insights, community stories, and event updates.
4. **Find Tickets to Our Workshops & Events :**From mindfulness sessions to community expos browse upcoming events and secure your tickets directly through our website.

Scan the QR Code to Explore More

1. **Simply scan the QR code below to connect instantly - book, browse, and join our growing community with one click.**



FOLKLOUREINFO@GMAIL.COM
WWW.FOLKLOUREINFO.COM.AU

WELLNESS **ON** **THE GO** and how to bring it inside the home.



In the rush of everyday life, wellness isn't something we have to schedule—it's something we can carry with us. From a deep breath in traffic to a few minutes of stretching before a meeting, these small, intentional moments create space for calm and clarity. "Wellness on the go" is about finding your rhythm within the noise—taking mindful steps that fit seamlessly into your day, no matter where you are.

When you start to bring these moments home, they begin to transform the way you live. A morning stretch becomes a ritual, a quiet corner turns into a sanctuary, and a few mindful minutes each evening help reset your mind and energy. These small shifts turn everyday environments into supportive spaces for rest, reflection, and renewal—allowing wellness to become a natural part of your lifestyle.



Wellness isn't just something you chase outside the house , it's woven through every corner of the place you call home. From the products you use in your kitchen and bathroom, to the food you cook and the movement you make (or forget to make) throughout the week, every small choice adds up. Creating a healthy household, though, isn't always easy , or affordable.

The truth is, wellness at home often comes with financial and emotional weight. Between rising costs, endless wellness trends, and the mental load of “getting it right,” it can feel overwhelming. But real wellness starts with awareness, knowing that balance doesn't have to be perfect. Whether it's swapping to mindful products, stretching between meetings, or cooking one nourishing meal at a time, small shifts can create a home that supports not just your body, but your mind too.

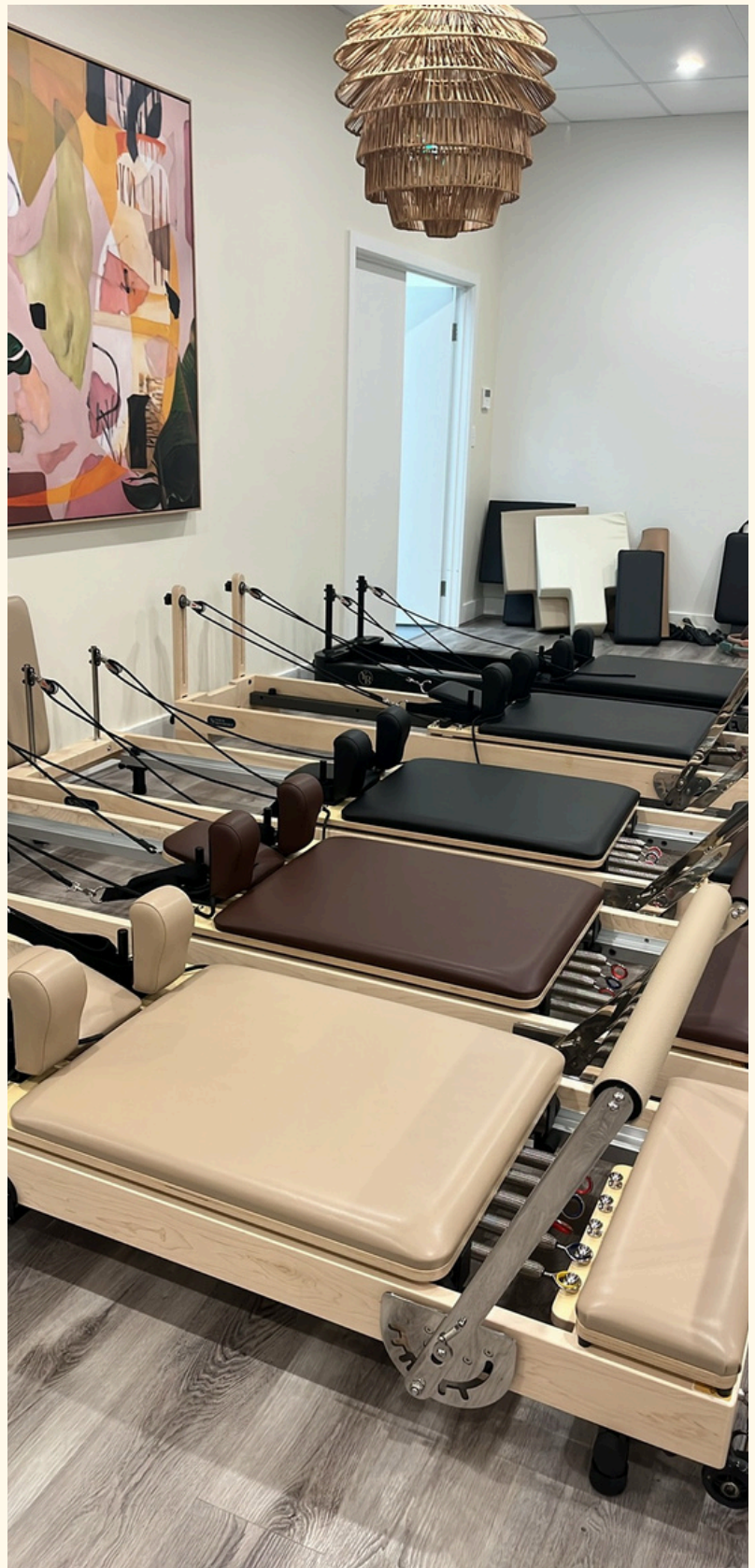


REFORMER PILATES

Reformer Pilates has quickly evolved from a niche fitness trend into a global wellness movement, one that's reshaping how we think about health, strength, and selfcare. Across studios from Sydney to Stockholm, people are discovering that this practice offers far more than toned muscles; it's a full body, mind centred experience that builds both resilience and calm.

At its core, Reformer Pilates is about control, focus, and connection. The precision of each movement trains not just the body, but the mind -helping reduce stress, increase body awareness, and promote mental clarity. It's one of the few forms of exercise that's as meditative as it is strengthening, combining mindful movement with functional fitness. Globally, the industry is growing at a remarkable rate as more people seek holistic approaches to wellbeing, ones that nurture both physical health and emotional balance. Reformer Pilates fits perfectly into this modern understanding of wellness: restorative yet challenging, structured yet freeing. For both men and women, the benefits are undeniable. It improves posture, flexibility, and core strength while supporting mental health through mindful focus and breathwork. For men, it's a chance to build stability and control without strain; for women, it offers a powerful way to reconnect with the body and cultivate inner strength.

When wellness lives where you do, it becomes more than a moment, it becomes part of your lifestyle



- YOUR REFORMER -Leading the Reformer Pilates revolution across Australia, New Zealand, and the USA.



EVENTS & WORKSHOPS

At Folkloure, we're all about building a platform for genuine connection : A soft place to land where you can explore, learn, and grow at your own pace. Through our Events and Workshops, we bring together people and practitioners from across different industries to create experiences that inspire reflection, collaboration, and personal development.

Our Workshops, are co-created with counsellors, wellness professionals, educators, and creatives to explore the many sides of wellbeing : From mindful movement and emotional regulation to leadership, creativity, and self awareness. Each session is designed to offer practical tools and new perspectives for both personal and professional growth.

Our Community Events, including the annual Folkloure Wellness Expo, open the door to diverse approaches in health and wellbeing. It's a space to engage with new ideas, discover holistic treatments, and find healthcare solutions that feel tailored to your personal journey.

At Folkloure, we celebrate diversity in practice and perspective – supporting collaboration across all industries to make wellbeing accessible, creative, and real. Whether you're seeking support, sharing your expertise, or simply curious to learn, both are our workshops and events are here to help you connect, explore, and find your own path forward.

At Folklore, our workshops explore the creative side of mental health, we've designed our workshops to bring conversation, movement, and reflection together in meaningful ways. Each session is about connection: to yourself, to others, and to new ideas that support wellbeing in everyday life.

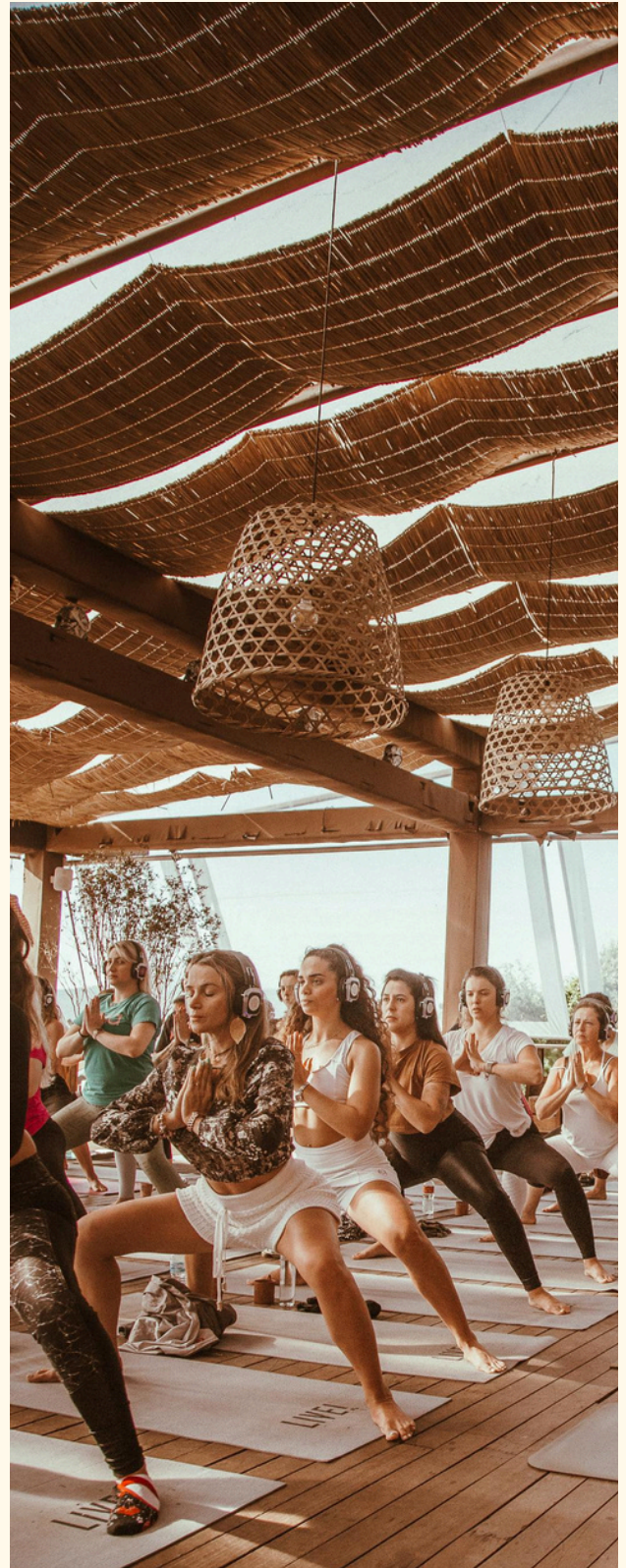
Co-created with counsellors, wellness practitioners, educators, and artists, our workshops blend evidence based approaches with creative expression: From mindful movement and journaling to group dialogue and art-based therapy.

It's an open, inclusive environment that encourages learning through creativity, community, and care.

Our programs are designed for both individuals and organisations, looking to integrate mental health awareness into daily life and the workplace. Our workshops offer a space to slow down, explore selfcare in practical ways, and find new connections and friendships across all ages and stages of life.

Thinking of creating a workshop of your own? At Folklore, we invite practitioners, creatives, and community leaders to collaborate with us, to dive into mindful wellness and co-create experiences that bridge the intersection of health, wellbeing, and community. Whether you're passionate about mental health, movement, creativity, or education, we'll work with you to bring your ideas to life in a way that feels authentic, inclusive, and deeply connected to our shared vision of care.

WORKSHOPS



SCAN FOR TICKETS -
SUNDAY RESET
SERIES 2026.

WWW.FOLKLOURE.COM.AU



FOLKLOURE EXPO

At Folklore, we believe that wellbeing is something best experienced together, through conversation, community, and connection. Our events are more than moments on a calendar; they're opportunities to pause, learn, and rediscover what it means to feel well, both individually and collectively.

Each year, we bring this philosophy to life through the Annual Folklore Wellness Expo : A day dedicated to exploring the many sides of modern wellbeing. The Expo brings together an inspiring mix of counsellors, wellness practitioners, educators, creatives, and industry leaders to share ideas, tools, and practices that support mental, emotional, and physical health.

Visitors can expect a vibrant line up of interactive stalls, information hubs, and live demonstrations that showcase everything from holistic treatments and mindfulness techniques to creative therapies and innovative health technologies. Across the venue, you'll find exclusive discounts, free resources, and take home materials designed to help you integrate wellbeing into everyday life.

The Expo is also designed to be accessible for all ages and stages whether you're exploring wellness for the first time, deepening an existing practice, or representing your business within the wellbeing space.

We're now welcoming Expressions of Interest from practitioners, organisations, and creatives who want to be part of this year's event. Whether you'd like to host a stall, share your expertise, or recommend a wellness experience you love, the Folklore Wellness Expo is the place to be seen, heard, and inspired.



TICKETS & VENDORS
FOLKLOUREINFO@GMAIL.COM

FOLKLOURE COMMUNITY



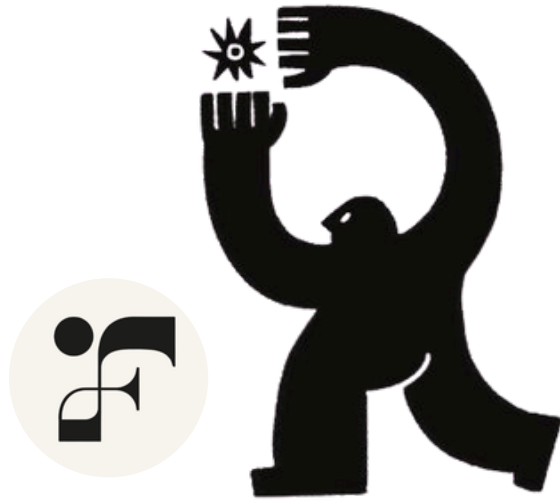
At Folklore, we've always believed that true wellbeing begins with connection ,the kind that reaches beyond industries, titles, and generations. What started as a platform for mental health and creative expression has grown into something much larger: A community. A place where counsellors, artists, teachers, professionals, and everyday people meet at the intersection of health, wellbeing, and human story.

Over time, this community has become a movement – one that's reshaping how we talk about mental health and creativity, both in personal spaces and professional ones. Through our collaborations, we've seen firsthand the power of bringing people together: from talent and creative agencies shaping culture, to NDIS clients building confidence and independence, to global initiatives like Miss World that amplify purpose and unity on an international stage. Each partnership reflects what we stand for : Connection, inclusivity, and growth . Playing vital role in closing the gap between generations, industries, and lived experiences. Together, we're redefining what support looks like: not as a service or a trend, but as a shared responsibility of care for one another and create space for wellbeing to thrive.

The ripple effect of this work is visible : In the way businesses now embrace mindful practices, in the confidence of young leaders finding their voice, and in the conversations that remind us that being human is something to be celebrated.

As we look to the future, Folklore continues to pave the way for a more connected world , one where mental health, creativity, and community aren't separate pursuits, but shared foundations .

Meeting you at the intersection .



RESOURCES

At Folklore, counselling is at the heart of what we do it's where real connection, understanding, and growth begin. Our counselling approach is designed to meet you where you are, offering a space to explore, heal, and build lasting tools for wellbeing.

We're deeply committed to protecting our clients privacy, autonomy, and trust. Every decision we make from how we offer support to how we collaborate with others is guided by one principle: ***your best interest, always.***

Our network of practitioners exists to complement your counselling experience, offering additional pathways for personal development only when you feel ready and curious to explore them.

These partnerships are non financial and built purely on shared values of care and integrity not commissions, discounts, or incentives. Because true wellbeing can't be bought; it's built through collaboration, authenticity, and belief.

Folklore is more than a counselling platform it's a connected ecosystem for your mental health and personal development. Here, you'll find the care, community, and resources to grow at your own pace with integrity at every step.

Accessible Resources , with just a click, you can download Folklore Magazine straight to your phone ready to explore wherever life takes you. This also includes access to our media outlets such as our : ***Instagram*** is where you'll find bite sized insights on mental health and wellness techniques, updates on live events, and easy access to tickets for upcoming workshops , all designed to keep inspiration at your fingertips.

Facebook is our community hub , a space to connect, share stories, and see how we collaborate with wellness groups and community outreach programs. It's where our partnerships come to life and our community grows together.

