

Background information

In just a minute you can feed a starving child; in just a minute you can write a poem; in just a minute you can inspire others by your actions or words; in just a minute you can relax and see your potential; in just a minute you can find hope and peace.

At a time when individuals, businesses, countries and religions across the world are going through transition and in some cases deep turmoil, the human race is asking itself for the answers to finding hope to a more positive future.

For many, the answers come in the form of values such as love, trust, acceptance and respect to be used in every aspect of daily life. The tool to remember these values is in inner stillness. By taking regular one minute pauses and breaks to create inner stillness it enables individuals to re-connect with their core self, their strengths and their values.

Stress, anxiety and burn-out are major public health issues facing all modern societies. The **just-a-minute** initiative takes action to boost public wellbeing – the main emphasis of The Australian Institute’s recent ‘Wellbeing Manifesto’

The positive effects of mind relaxation/meditation on our health and well-being are well-documented. Increasingly, doctors are recommending meditation for patients. j-a-m is about helping people to incorporate mind relaxation and recharge into their busy schedules to reduce the chronic stress and consequent illnesses.

just-a-minute is a global campaign to promote personal and global change through the power of a peaceful and calm mind. The world is being introduced to the concept of living a peaceful life through the power of one-minute silences and breaks. If a one minute break of quiet relaxation and recharge is taken then the following 59 minutes will be more focused and effective.

just-a-minute is easy, simple and accessible to anyone anywhere in the world, of whatever race, religion or circumstance. Whether in politics, finance, education, sport, at home or during any other type of activity, **just-a-minute** can contribute towards excellence, integrity and value in an ever changing world.

just-a-minute is a multi-media tool that is both educational and progressive. It is being introduced to individuals and organizations in the form of simple meditation exercises created by a worldwide team of people who have been practicing **just-a-minute** every day for over 30 years.

Using the latest technology such as CDs, downloads and podcasts, the **just-a-minute** programme offers a variety of short, one minute guided musical reflections, meditations and visualisations, which can be practiced almost anywhere, anytime. **just-a-minute** uses themes that are directly relevant to the challenges of everyday living: relaxation, concentration, visualisation, meditation, silence, sharing and connecting.

The idea of **just-a-minute** has already begun to create a ripple effect across the planet to remain a constant reminder to individuals that they have the ability for creating a new future inside themselves. Since its launch in Wembley,UK September 17th it has reached 110 countries.

In Australia influential personalities, leaders and community heroes, including the Lord Mayor of Sydney – Clover Moore, Paul Wilson, Stephanie Dowrick and Harry M Miller share their stories of the impact of moments of silent reflection on their lives on the website. It will be formally introduced in Melbourne 22 November at the Melbourne Town Hall and in Sydney on 26 Nov.