

# GOALS

The Australian Sweat Bathing Association Incorporated (ASBA), a not-for-profit organisation created for the good of the people, constitutes itself as a charity with the following aims:

3.1 to advance **physical health, mental health, and community building** in Australia through the promotion of sauna and other forms of sweat bathing;

3.2 to promote **sauna as a technology of "total regeneration"**, referring to its capacity to alleviate stress, distress, and other forms of disaffection in addition to its physically regenerative capacities, and to promote **medical research** around these claims (see 3.16-19 below);

3.3 to create a **new Australian sauna culture** through outreach, mobile sauna events, charity work, medical research, and public education initiatives, so that Australians become more familiar with this ancient tradition and more willing to exploit its manifold benefits; ;

3.3.1 in particular, to educate the Australian public (including medical professionals) about proper use of sauna with respect to **the ice bath, plunge pool, and other forms of cold-water treatment**, the use of which greatly amplifies the positive physical and psychological effects of sauna;

3.3.2 to create a **network for Australian sauna enthusiasts** of all kinds (individuals, families, groups, businesses), and to establish a nation-wide forum for knowledge-sharing, medical information, skill-sharing, product information advice, sauna innovation, and community building initiatives;

3.3.3 to facilitate and encourage **the creation of local and regional sauna associations** in Australia, and to provide assistance for any parties wishing to create such a group;

3.3.4 to promote local sauna associations as places of **learning, mentoring, and community support**;

3.3.5 to introduce **techniques from around the world into Australian sauna practice**, including sauna hats, used for the protection of the head, and the use of sauna whisks (Finnish *vihta*, Russian *venik*), a bundle of leafy twigs tied into a broom and used to gently whip the body for massage and stimulation of the skin, either through self-flagellation or at the hands of another person (often being accompanied by additional therapeutic body treatment in the latter scenario, such as massage, stretching, and the use of soap and/or salt scrubs);

3.3.6 to establish a **National Saunameister Accreditation Program**, training people to become experts in the history, culture, science, and practice of sauna, particularly with respect to leading sauna sessions and educating others about the practice;

3.3.7 to establish an **annual sauna festival called "Shvitzmas"**, lasting for the final eleven (11) days of June (i.e. June 20-30), during which ASBA and its members celebrate the glory of sauna, care of community, and the power of mutual aid in formal and spontaneous manner, including the festive formalities of the ASBA annual general meeting (AGM);

3.3.8 to establish an **"Australian National Sauna Day"** to be held during, before, or after Shvitzmas as determined each year by the ASBA committee, the date of which may become fixed by tradition;

3.3.9 to establish an **annual awareness-raising week called "Tell a Mate that Sauna's Great"**, in which ASBA members engage in active thermovangelism by telling friends and strangers about the new Australian sauna culture and encouraging them to participate;

3.4 to link Australia with the global sauna community by joining the **International Sauna Association (est. 1956)**, by participating in the ISA quadrennial International Congress, and by working actively towards the ISA's mission of consolidating research into the history, culture, and health benefits of sauna (see 3.16-21 below);

3.5 to lobby for the construction of **not-for-profit community bathhouses** in cities and towns around Australia, and to assist all parties interested in bringing specific plans to fruition;

3.5.1 in particular, to **construct a full-scale facility to serve as ASBA's national headquarters**, which will be simultaneously a not-for-profit bathhouse, cultural centre, and community education hub;

3.5.2 to establish **foundation or ancillary fund (or other appropriate legal entity)** in order to directly plan and fundraise for ASBA's national headquarters;

3.6 to advocate for the construction of **saunas and steam rooms in home environments**, to lobby for the adoption of this agenda by regulators, architects, urban planners, developers, builders, and other professional bodies, and to **convince the Australian public** that such facilities should be demanded and envisioned as standard features of most living quarters, even where this means taking independent steps to retrofit an existing abode (or other location) to include sweat bathing facilities, ASBA providing advice for all persons and entities wishing to be part of this agenda;

3.7 to advocate for the adoption of **sauna and steam in workplace environments** in order to address issues such as burnout, satisfaction, wellbeing, retention, and performance (ASBA recommendations being based on peer-reviewed research wherever possible);

3.8 to lobby for **financial and regulatory support** of sweat bathing initiatives (both research and implementation) at local, state, and federal government levels;

3.9 to seek **philanthropic support and other private funding** for sweat bathing initiatives (both research and implementation), and to build a vibrant fundraising culture in order to further the goals of the association;

3.10 to **recruit and empower volunteers from across the nation (and the world)** in order to further the goals of the association and create positive community spirit far and wide;

3.11 to promote **on-the-ground multicultural engagement** in Australia by harnessing the rich transcultural history of sweat bathing and inviting diverse groups to come together for community events and other modes of collaboration;

3.12 to foster **social inclusion and support networks for vulnerable, marginalized, and disadvantaged social groups**, and to **establish partnerships** with other not-for-profit organisations with the same mission;

3.13 to foster **personal empowerment** in vulnerable, marginalized, and socially isolated individuals;

3.14 to promote an **understanding of the human body that is not driven by the profit motive**;

3.15 to foster **cultures of mentorship, community leadership, and civic responsibility** within the ASBA membership, to provide substantive participation opportunities for young people in the conduct of ASBA's operations, and to provide opportunities for older Australians connect with people and create new social relationships;

3.16 to promote, facilitate, and where possible conduct **peer-reviewed scientific research into the health and wellbeing outcomes of sauna and other forms of sweat bathing**, and to facilitate collaboration between Australian researchers and international colleagues, in order to **quantify the health benefits of sauna** and support its claims to effectiveness as a powerful alternative therapy;

3.17 to promote, facilitate, and where possible conduct **research into the global history and culture of sauna and other forms of sweat bathing**, including both professional and amateur research;

3.18 to promote, facilitate, and where possible conduct **research into the technical, engineering, and architectural aspects of sauna bathing**, including sauna equipment, bathhouse facilities, research implements, and related technologies;

3.19 to support the creation of an **International Journal of Sauna Studies (IJSS)** and a corresponding International Sauna Research Network (ISRN) in collaboration with the ISA and researchers from around the world, including the creation of a local Australian Sauna Research Network (ASRN) coordinated by ASBA that is in pursuit of the same research goals described above at 3.16-18;

3.20 to actively **disseminate the results of such research** across local and global media channels and government bodies;

3.21 to provide **expert information about sauna to health authorities, educational bodies, media parties**, and others seeking such information, including evidence-based medical advice wherever such evidence exists;

3.22 to promote, commission, and where possible create **artistic works that bear witness to the beautiful richness of sweat bathing** and the joy it can bring to people's lives;

3.23 to promote with vigour **the construction and design of mobile saunas**, and to provide information and support for any parties looking to construct such a device;

3.24 to seek, under the banner of a **"Sustainable Sweating" initiative**, partnerships with organisations focused on issues of sustainability and renewable energy, especially solar energy, in order to harness the potential of such technologies towards the creation of affordable mobile and off-grid saunas and steam rooms;

3.25 to establish a **competition called "Future Sauna"** in which contestants design a sauna that is: (i) completely mobile, (ii) powered by renewable energy, (iii) easy to use, (iv) and cheap enough for the UN to afford en masse;

3.26 to encourage **the design and manufacture of gas, electric, and wood-fire sauna heaters in Australia** for the domestic and regional market;

3.27 to encourage **the design and manufacture of locally made accoutrements of sauna practice** (e.g. ladles, buckets, hats, scrubs, and sand timers);

3.28 to seek **regulatory approval for gas sauna heaters in Australia** (primarily to advance the mobile and off-grid sauna agenda), and to forge connections with any trade, manufacturing, and commercial parties who can help bring this plan to fruition;

3.29 to get the words **"thermovangelism", "saun", "Saunatarian"**, and other neologisms pertaining to sauna culture in the **Oxford English Dictionary (OED)** by 2050;

3.30 to undertake and do **all such things or activities which are necessary, incidental or conducive** to the advancement of these goals.



to advance:

**physical health**  
**mental health**  
**community building**

## A New Australian Sauna Culture

**sauna education**

**local and regional sauna associations**

**"Shvitzmas" annual mid-winter sauna festival**  
**June 20-30**  
**(including ASBA AGM)**

**Australia's representative in the International Sauna Association**



**Not-for-profit bathhouses**  
**(including a national headquarters)**

**More home saunas in Australia**  
**(and more saunas at work!)**

**Fundraising & Volunteering**  
Get involved!

**Multiculturalism**  
**Social inclusion**  
**Personal empowerment**  
Take charge of your life

## Sauna Research

Quantifying the health benefits



**IJSS** The International Journal of SAUNA STUDIES

A project of the International Sauna Research Network

Health Science | History & Culture | Technology & Design  
www.saunaresearch.org

## Sustainable sweating

Every drop matters

**Art & craft**  
**Local design & innovation**

**Mobile sauna projects**

**Never stop dreaming**

**In short, the mission of ASBA is to spread the good heat**

**May you sweat often and well**

#saunamakespeoplehappy

**www.ASBAsweat.org**