

CSIRO uncovers the power of personalised goal setting for weight loss in 2025



We know that **January** is a key time of year for Australians to **reset and reassess** their health and weight goals.

Recent analysis of approximately

22,000 members



of the CSIRO Total Wellbeing Diet program found that personalised goals were **more effective** in helping Australians achieve sustained weight loss.

What is a personalised goal?



CSIRO Total Wellbeing Diet provides members with a **system-generated, personalised weight loss goal**.

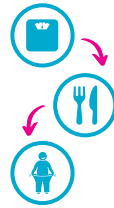


The personalised goal is tailored to an individual's circumstances, including **starting weight, age, gender, and lifestyle**.



Our data showed that these personalised goals not only support early weight loss but also **lead to better long-term results**.

Key findings



The study revealed that these personalised goals not only facilitated early weight loss but also led to better longer-term outcomes. Members who achieved a personalised weight loss goal **set by the program had the highest success**.



The research found that **47%** of members achieved their personalised goals, seeing them lose between 7 and 11 kgs in 12 weeks, while only **3%** met their self-set targets.

“ We know that **motivation plays a huge role in weight loss success and achieving these smaller, personalised goals which are set to be realistic and achievable, can help keep you engaged and focused on the bigger picture.** ”



- Dr. Gilly Hendrie

Stretch goals go that one step further

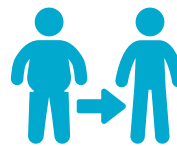
A **stretch goal** is a goal that's slightly more ambitious but still realistic based on your starting point and circumstances. Members who achieved personalised stretch goals **lost significantly more weight at 12 weeks and sustained this success over 12 months**.

Among obese members,



20% achieved a stretch goal

and lost



12kg within the first 12 weeks

That's **4kg more** than those that met their standard personalised goal.



“ It's easy to overestimate what's achievable when setting your own weight loss goals. The program's personalised goal gave me a realistic starting point that kept me motivated. Achieving smaller, tailored milestones along the way made my larger goal feel more attainable and within reach. ”

- Georgina lost 39.1 kg



totalwellbeingdiet.com