



Review

2021-22



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About us

Our Mission

At Healthy Heads in Trucks & Sheds (HHTS), we are passionate about creating psychologically safe, healthy and thriving working environments for truck drivers, distribution centre and warehouse staff, and other road transport industry participants.

Our Vision

To provide everyone in the transport and logistics industries with what they need to support their mental health and physical wellbeing, and to ensure these needs are recognised as being vital to support a thriving workforce into tomorrow.



Our Strategic Ambitions

In November 2021, the HHTS Board worked with Boston Consulting Group to review the Foundation's first 12 months and set out strategic ambitions to guide our projects and initiatives.

Awareness

- Driving awareness and reducing stigma.
- Building mental literacy through education.

Support

- Developing industry-specific resources.
- Enabling access to support.

Advocacy

- Evidencing and profiling industry mental health needs.
- Advocating for and recommending solutions.

This review document details the progress we have made over the past two years, including projects, campaigns and initiatives we have delivered, setting us up to achieve these strategic ambitions.

Two years of achievement at a glance

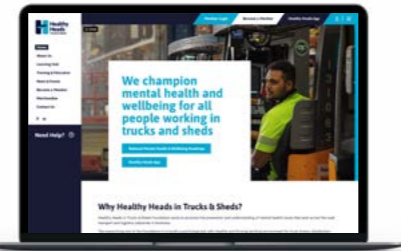
Awareness



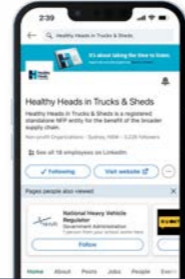
R U OK? in Trucks and Sheds events reaching 20,000+



Road Show launched 24 events reaching 1,000+



40,000+ website visits



3,000+ LinkedIn connections



40+ industry events reaching 4,000+

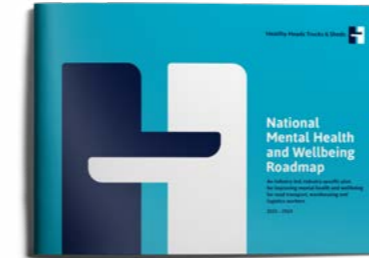


Nutrition program partnering with 29 bp service centres



8 webinars reaching 5,600+

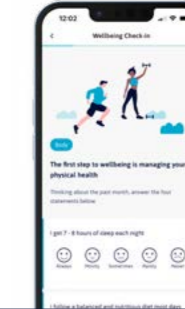
Support



National Mental Health & Wellbeing Roadmap launched



500+ online training modules purchased



Mobile app launched 3,000+ users

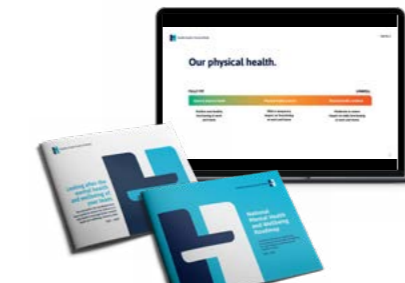


Heavy vehicle rest area project scoping completed

Advocacy



Content partnership with St Kilda Football Club



2 handbooks 20 toolbox talks



50 Corporate Partners

Who we are

Healthy Heads in Trucks & Sheds Foundation is a registered not-for-profit charitable foundation, created to improve mental health and wellbeing across the road transport, warehousing and logistics industries in Australia.

Our mission to facilitate a psychologically safe, healthy and thriving working environment for industry participants led to the establishment and implementation of the *National Mental Health and Wellbeing Roadmap* (the *Roadmap*). This three-year unified plan created by industry, for industry, provides the tools and resources needed to build healthier and thriving workplaces on a national scale.

To support the industry-wide implementation of the *Roadmap*, we place emphasis on the delivery of tailored programs, initiatives and campaigns designed to target a diverse cohort of people, roles and businesses that make up this critical industry.

Appointed a full-time permanent Chief Executive Officer.

Recruited 3 dedicated team members to support HHTS internal industry relations, program management, and communications capability.

Background

People who work in the road transport, warehousing and logistics industries have long faced challenges relating to mental health and wellbeing. Risk factors varying from long hours, shift work, fatigue, isolation, social disconnection, high job demands, and potential exposure to trauma and critical incidents are all contributing factors. The stigma surrounding mental health is an added component that leads to poor uptake of existing resources and support services, such as Employee Assistance Programs (EAP). As a result, the sector is ranked the lowest of 19 sectors in Australia when it comes to thriving workplaces, according to Superfriend's Thriving Workplace Study in 2021.

In 2020, in response to these ongoing industry challenges, HHTS was established by Australia Post, Coles, Linfox, Qube, Ron Finemore Transport, Toll and Woolworths Group. They share a mutual ambition to improve mental health outcomes through an independent umbrella organisation, operating across all jurisdictions.

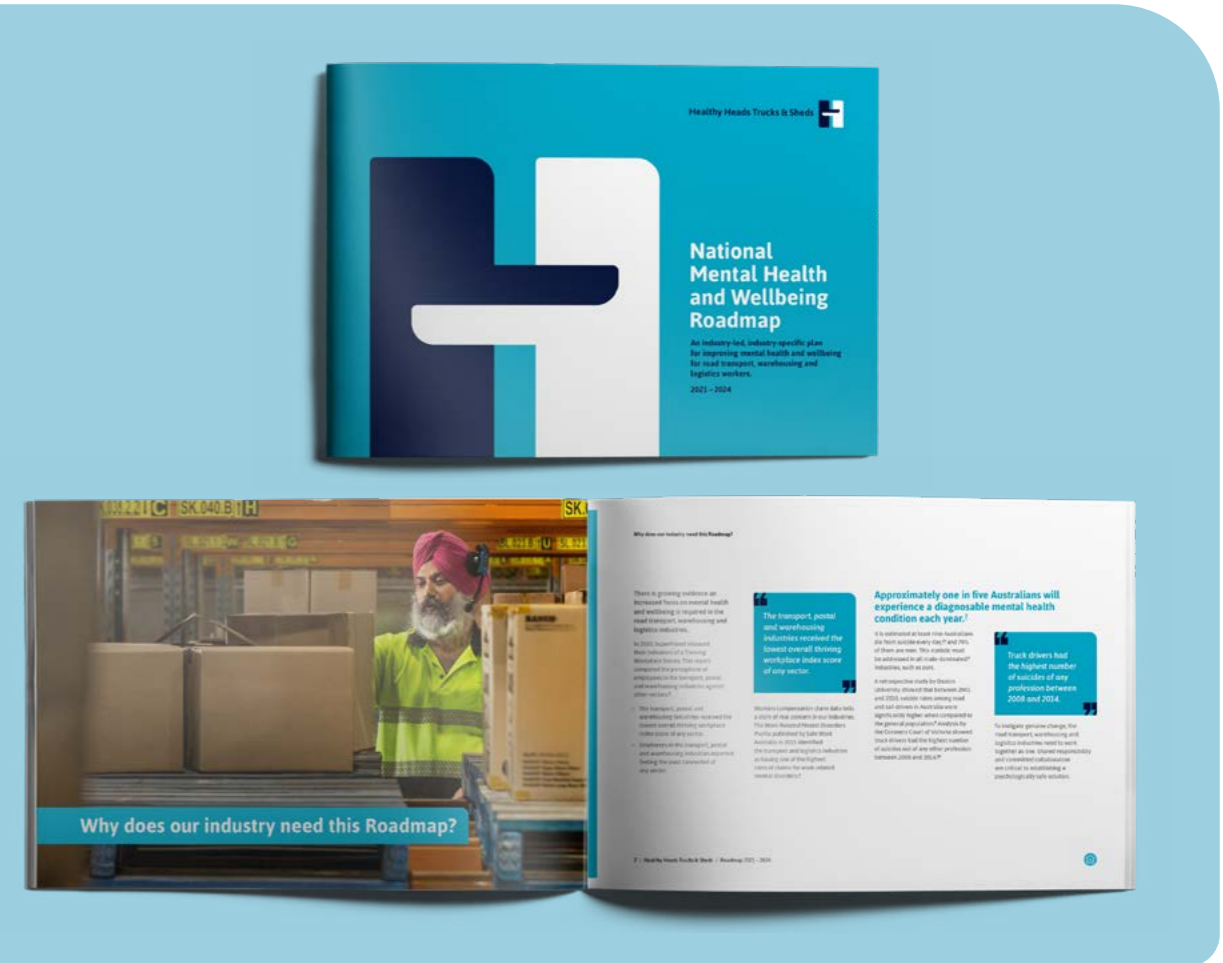
A major milestone for HHTS was the delivery of the sector's first national mental health strategy, the *Roadmap*. Launched in May 2021, one year post-establishment, the *Roadmap* set out a plan for businesses to work towards building healthier and happier working environments.

Following this, HHTS launched a Membership program, which was a pivotal step towards growing the Foundation, generating a direct link to industry and connecting with and reaching individuals and businesses with resources and information.

This included the release of *Guidelines for Mental Health and Wellbeing Strategies*, ensuring businesses had access to practical strategies that would support them in implementing the *Roadmap*. Also, *People Leader and Workforce Handbooks* offered easy-to-follow wellbeing tools and tips for leaders and individuals working on the ground.

Beyond Membership, HHTS placed immediate focus on the creation of digital pathways to improve access to industry-tailored information and resources relating to mental health, resulting in the development of the Healthy Heads App and website.

“ A major milestone for HHTS was the delivery of the sector's first national mental health strategy, the *Roadmap*. Launched in May 2021, one year post-establishment, the *Roadmap* set out a plan for businesses to work towards building healthier and happier working environments. ”



Message from the Chair & Chief Executive Officer

“ The last two years have been some of the most challenging our industry has faced. The pandemic came along and changed how we spoke, lived, worked and socialised. One constant, however, was the people behind the road transport, warehousing and logistics industries who kept Australia moving and the wheels of our economy turning, we thank them. ”



HHTS was established in response to the road transport, warehousing and postal industry receiving the lowest ‘thriving index’ score of any sector in Australia in terms of workplace mental health and wellbeing¹. The impacts of the pandemic exacerbated existing issues, adding new pressures and testing the resilience of people at all levels of the industry.

As a result, the need for HHTS became increasingly evident and it was time to put words into action through the coordination of programs, initiatives and campaigns that could support individuals and businesses alike.

Guided by our Vision, we developed a three-year business strategy, prioritising three key target ambitions: awareness, support and advocacy. In line with these target ambitions, the last 12 months have seen the delivery of a public-facing industry recognition campaign, R U OK? in Trucks & Sheds, the Road Show outreach program and the commencement of a Heavy Vehicle Rest Area research study, among many other activities.

Beyond this work program, it has been vital to continue to raise the profile of the Foundation and build trust among our target audience. Despite the pandemic presenting challenges that meant face-to-face connection was harder than ever, our Corporate Partners and Supporters have shown an incredible willingness to identify new ways to ensure mental health is at the forefront, helping us to make mental health as everyday as safety, right across our sector.

Not only this, but our Corporate Partners also contribute to the ongoing operation of HHTS, with their financial support comprising 70% of the Foundation’s revenue, a true representation of industry supporting industry.

We sincerely thank the individuals, Corporate Partners and Supporters who have joined us on the journey of establishment. Despite the challenges faced by our sector, we believe wholeheartedly that the goodwill shown by individuals and organisations right across the sector, in getting behind HHTS and participating in our programs and initiatives, leaves our industry well-placed for future prosperity.

As we look to the future, we encourage everyone in the sector to speak up on mental health, learn how to spot the signs that someone isn’t coping and understand how to offer support – we all have a role to play and collectively we can make lasting change when it comes to reducing stigma around mental health and ensuring everyone feels supported.

In line with our Mission, we will continue to work alongside the industry, to facilitate the support that is needed to ensure working environments across our industry are psychologically safe, healthy and thriving, protecting those who keep our nation moving.


Paul Graham
Chair


Naomi Frauenfelder
Chief Executive Officer

¹Superfriend, Indicators of a Thriving Workplace National Report, 2021

Our Partners & Supporters

Our Founding, Government and Corporate Partners are committed to working closely with us to meet our target ambitions and support the delivery of key projects. With us, they're working to improve mental health and wellbeing outcomes through their ongoing contributions to our industry-for-industry initiative.

Founding Partners

Driven by a common goal, to improve industry outcomes relating to mental health and wellbeing, the Founding Partners of HHTS had the foresight and vision to lead the establishment of HHTS and continue to drive strategy and guide our program of work.



Government Partner

HHTS has received strong support from the National Heavy Vehicle Regulator (NHVR) from its inception, through the organisation itself, as well as via the Heavy Vehicle Safety Initiative (HVS). HHTS greatly values this industry-regulator partnership.



Corporate Partners

Foundation

Our Foundation Partners support our work through multi-year partnerships. Their ongoing commitment enables us to broaden our reach and impact across the industry. Foundation Partners also offer extensive knowledge and guidance that supports program development.



Principal



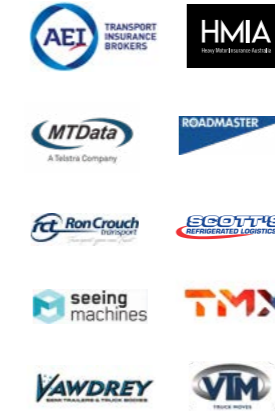
Premier



Pickles



Contributor



Supporter



Associate



We also receive support from many individuals, organisations and industry bodies from within our sector, as well as the mental health sector. These strategic partnerships play a vital role in assisting us in getting our message out, raising awareness of our resources, and supporting us in delivering on our Mission.

HHTS recognises and appreciates the support of all Corporate Partners and Supporters. We look forward to continuing to build strong and lasting relationships as we work together for the common cause of improved mental health and physical wellbeing right across our sector.

Awareness

Driving awareness and reducing stigma, while building mental health literacy through education.

Our industry is faced with a diverse set of challenges, and to achieve lasting change, it is critical that HHTS raises awareness and educates across the entire sector, a cohort spanning truck drivers and warehousing teams, supervisors and managers, office staff and all the way up to executives and leaders. To achieve this, we have placed focus on several awareness-raising initiatives, employing a multitude of channels to achieve widespread reach.



R U OK? in Trucks & Sheds

On 18 May 2022, in partnership with R U OK?, we launched and celebrated the inaugural R U OK? In Trucks & Sheds Day. A day of action to ensure people in the road transport, warehousing and logistics industries know when and how to meaningfully connect and genuinely ask “are you OK?”. The 2022 theme was *Drive Conversations*, a simple call to action to drive the conversation with workmates who might be doing it tough, helping them to feel connected and supported at work. The campaign drove an increase in digital impressions across the HHTS website and social media channels,

“ 60+ workplace events, including an estimated 20,000 attendees, nationally. ”

generating over 4,000 website landing page views, 123,000 organic social media impressions, and more than 1,000 resource downloads. Resulting in 60+ workplace events, including an estimated to 20,000 attendees, nationally.

The results of R U OK? in Trucks & Sheds exceeded projected outcomes reinforcing the need for ongoing awareness-raising activities. R U OK? in Trucks & Sheds will be an annual activity delivered to the industry by HHTS for years to come.

The Healthy Heads Road Show

In February 2022, we launched the Healthy Heads Road Show, an outreach program facilitating events and activations and creating the opportunity to reach key audiences in a face-to-face capacity. The Road Show travels in a custom-built DAF LF, provided to HHTS by Foundation Partner, PACCAR and their Dealer Industry Fund.

The purpose of these activities is to extend our reach to people who have limited access to resources and information, or have a low level of confidence when it comes to seeking support. Across 2022, HHTS has delivered 24 industry events spanning New South Wales, Queensland, South Australia and Western Australia.

As the program has evolved, it has become evident that, in an industry where loneliness and isolation are key mental health risk factors, sometimes, a friendly chat can go a long way.

24 industry events spanning NSW, QLD, SA and WA.



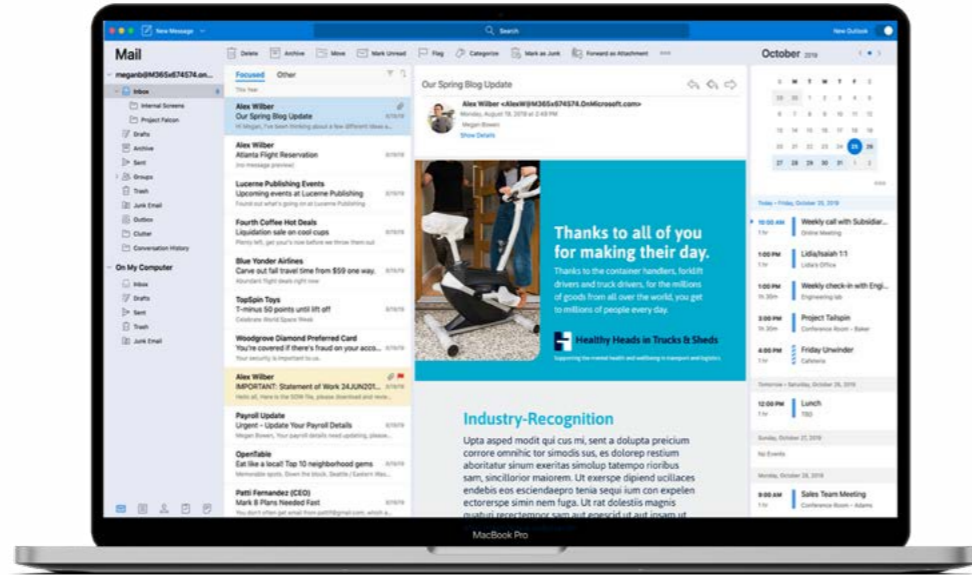
1,000+ face-to-face interactions with truck drivers, warehousing, and distribution centre staff.



Industry recognition campaign

During the global pandemic, supply chains were placed under immense pressure and our communities relied on the efforts of people fulfilling a variety of roles across road transport, warehousing and logistics. In response to this, HHTS developed a digital campaign to drive public recognition and acknowledgement of this often unseen workforce of truck drivers, warehousing and distribution centre staff, and others in the broader logistics industry. In doing so, the aim was to improve not only public perceptions of this vital workforce, but to strengthen self-esteem among those working in the sector.

The Industry-Recognition campaign ran between 1 December 2021 and 8 January 2022, with the public-facing component delivered across a mix of channels, targeting consumers who were engaging with the retail sector online. The channels strategically selected included YouTube, Facebook, and Programmatic Display & Pre-roll video. The campaign achieved 67% more impressions than the target goal, with the campaign receiving 8 million digital impressions across the abovementioned platforms. Notably, the campaign gained almost 10,000 clicks to the HHTS website. This achievement reinforces the success of the creative and messaging, as it built curiosity among the target audience and highlighted that the audience was able to resonate with the message.



EDM



Social posts

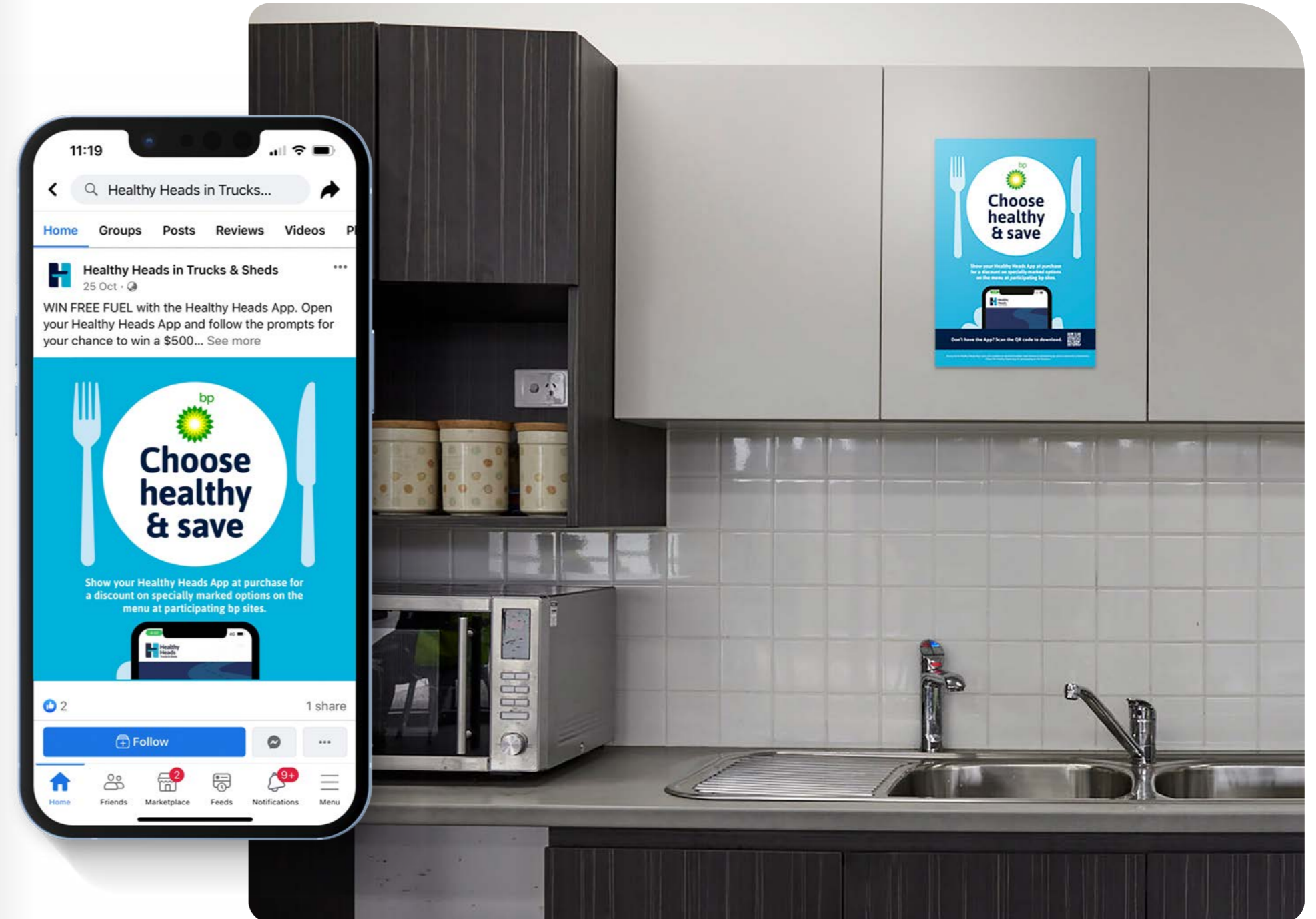


“The campaign achieved 67% more impressions than the target goal.”



Nutrition campaign

In 2022 with the support of Foundation Partner bp, HHTS launched a Nutrition Pilot Program, offering educational information and discounts on healthier meal choices through 29 service centres in the bp network nationally. This program was developed in partnership with Nutrition Australia aiming to educate, raise awareness and encourage longer term healthy eating behaviours. Nutrition Australia provided advice regarding menu items, and all meals listed for the pilot are rated as 'green' on the nutrition traffic light system. The pilot included the distribution of educational content, through a targeted Facebook campaign. This content as well as on-site posters offer hints and tips on healthier choices and why nutrition is important.



Support

Developing industry-specific resources & enabling access to support.

To benefit individuals and businesses alike, we are developing tailored, easy-to-access resources that address key risk factors present across the sector. This is a crucial step to overcoming barriers for individuals or businesses in accessing the support they need and has been a significant focus since the establishment of the Foundation. HHTS is the industry body and does not duplicate, instead partnering with leaders from the mental health and suicide prevention sector to tailor and extend existing best practice resources to the industry.



National Mental Health & Wellbeing Roadmap

Delivery of the *Roadmap* was a significant milestone for HHTS, providing businesses with strategic guidance and support for creating psychologically safe and thriving workplaces.

The *Roadmap* was developed by the HHTS Advisory Board, comprised of subject matter experts from across the industry, National Heavy Vehicle Regulator (NHVR) and the mental health sector.

The development of the *Roadmap* was achieved by drawing on:

1. The collective insights and experiences of industry representatives and subject matter experts.
2. Current research examining the risk factors for mental health and wellbeing in these industries.
3. An evidence-based framework for creating psychologically safe and thriving workplaces.

Guidelines & handbooks

In line with the *Roadmap*, HHTS created a set of guidelines as a practical resource. These include key strategic actions to help implement the *Roadmap*.

People Leader and *Workforce* Handbooks were also developed to offer practical, easy-to-follow, easy-to-action mental health and wellbeing tools and tips. The content within the handbooks has also informed the wellbeing check-in within the Healthy Heads App, as well as campaigns and other messaging.

Roadmap manual development & pilot

To support businesses to implement the *Roadmap and Guidelines*, HHTS is focusing on the creation of a manual that will enable and support businesses to implement the strategy and guidelines. The first phase of the manual development will focus on the development of foundational policies, templates and information aligned with the seven workplace strategies within the *Roadmap*.

A project working group has been established to guide the manual development. This group is representative of small, medium, and large businesses.

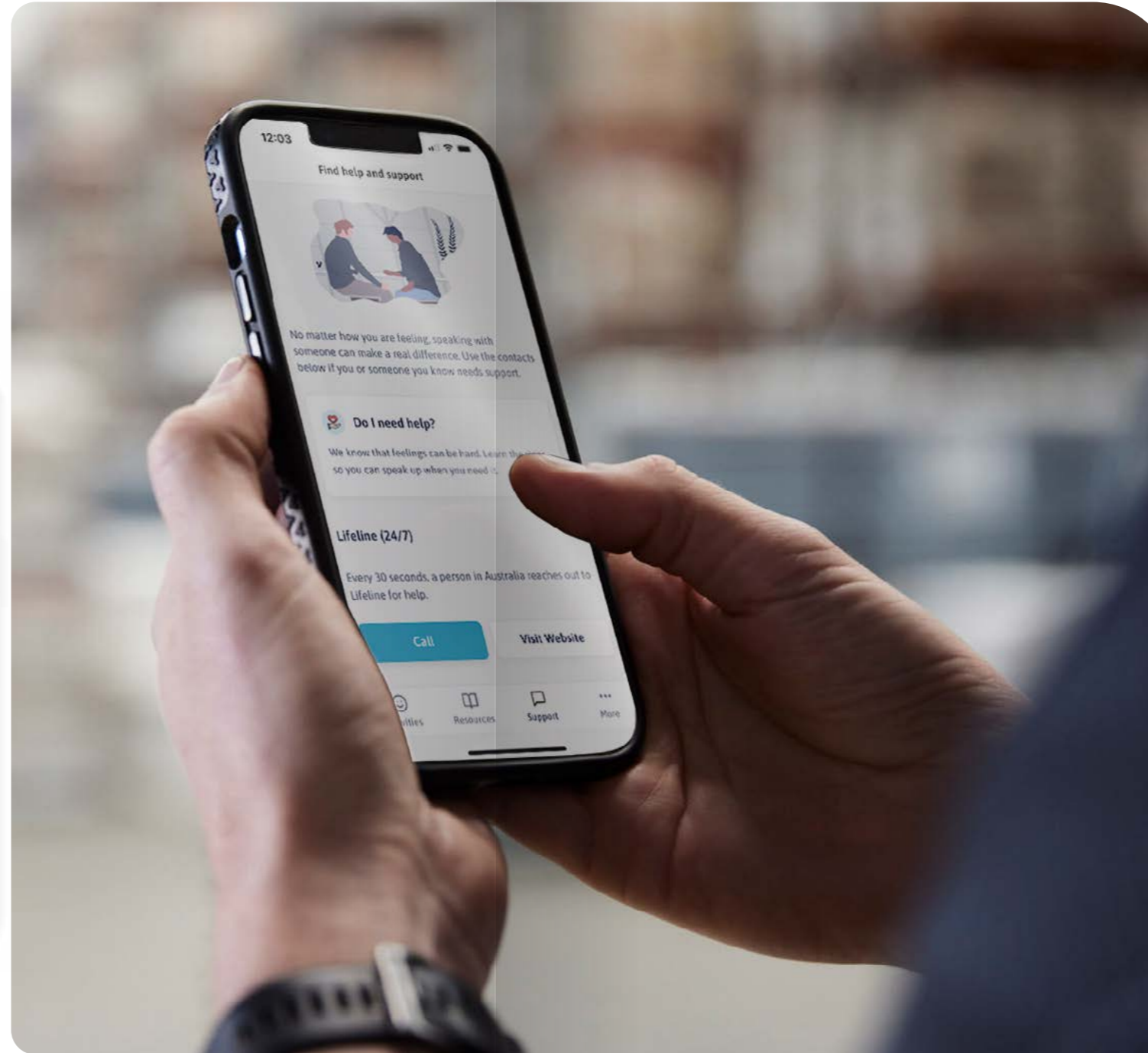
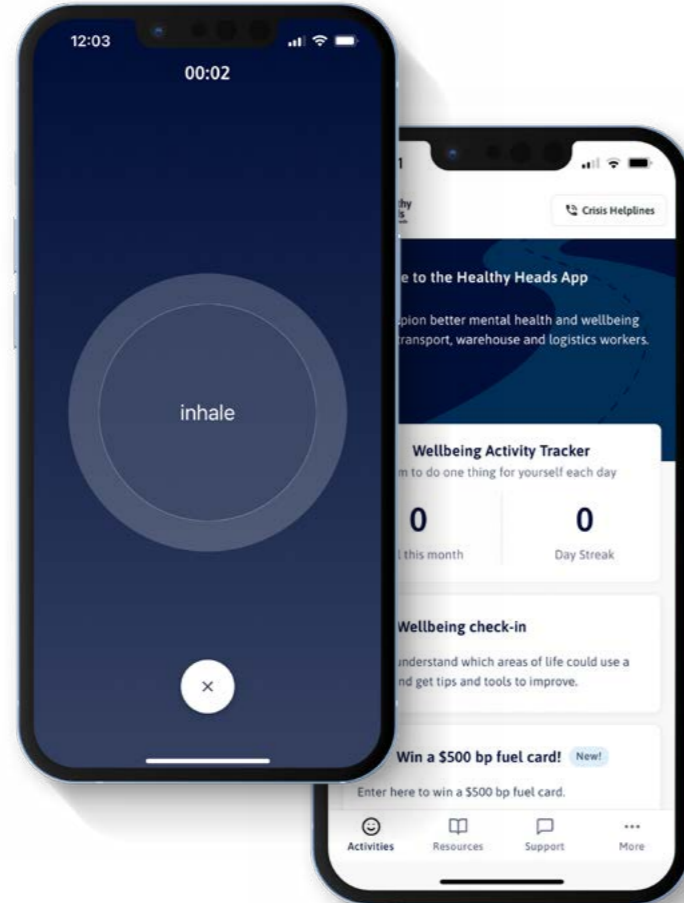


Healthy Heads App

The Healthy Heads App has been designed to support wellbeing, increase self-awareness and create greater resilience. It offers support on hand for truck drivers, warehousing and distribution centre staff, and others working in the logistics industry. It includes a holistic wellbeing check-in, stretching and exercise content, breathing exercises, and quick links to crisis support and resources.

Through our Foundation Partnership with bp, we have developed a program of work that will allow users of the App to access discounts on healthier meal choices from participating sites across Australia. This bolsters App engagement and supports a broad nutrition pilot program.

Over 3,000+ active users to date



St Kilda Football Club Partnership

At the beginning of 2022, we were fortunate to enter a Partnership with St Kilda Football Club and the Danny Frawley Centre, courtesy of Foundation Partner NTI. This opportunity allowed us to collaborate with St Kilda experts, Club Psychologist Dr Ben Robbins and sleep expert Dr Elise Facer-Childs, to deliver meaningful content on wellbeing and sleep in the form of short videos and interactive webinar sessions. Not only this, but we also developed a series of exercise routines tailored to people working in the sector.

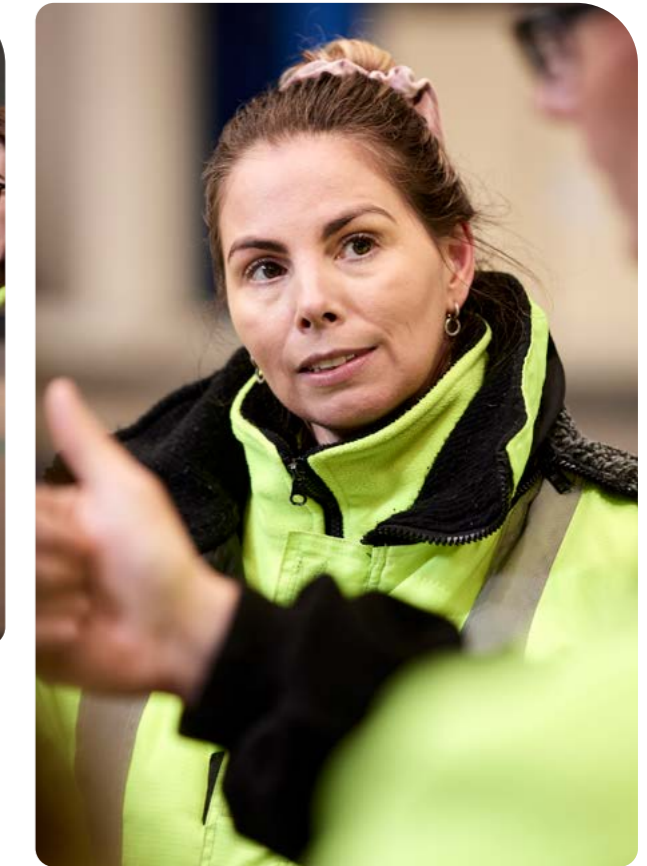
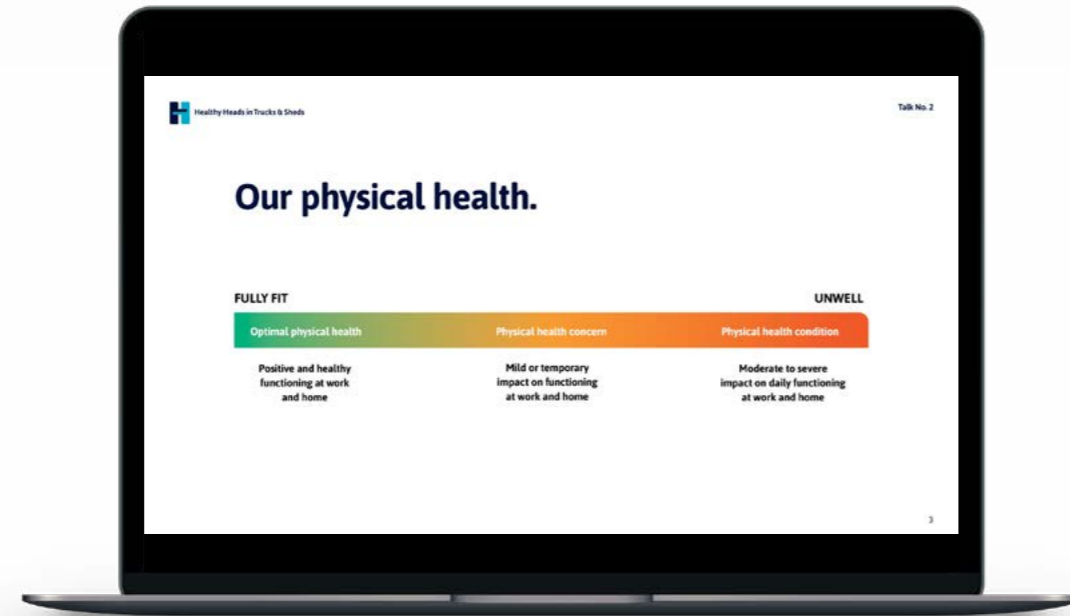
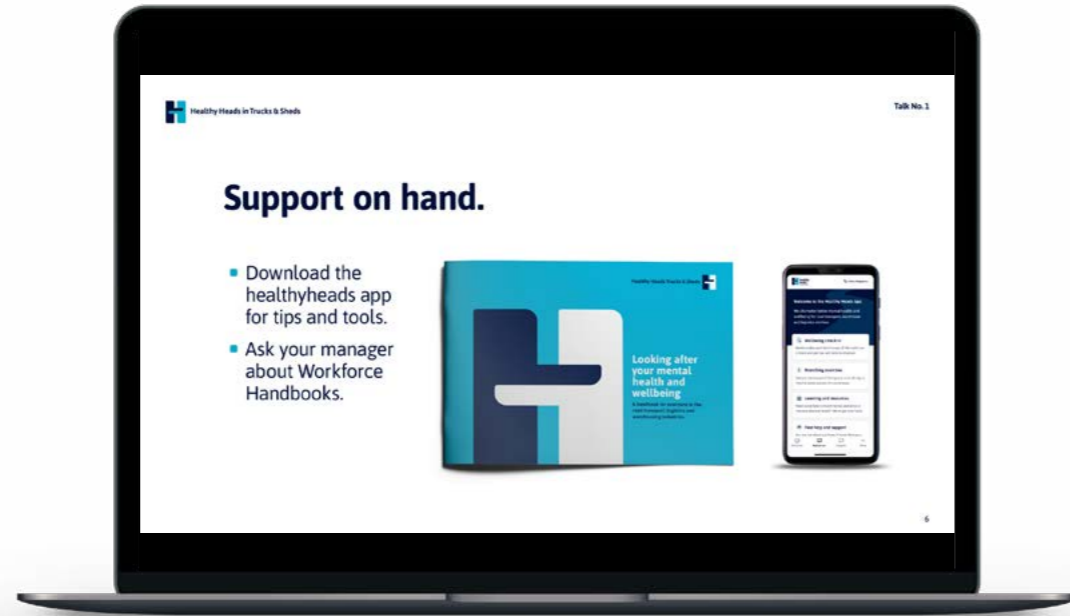
Beyond sharing information and collaboration, we were able to leverage the alignment with St Kilda Football Club to generate brand awareness, trust and reach across their audience as a Partner of the Spud's game and other activities.

Training

A core focus of HHTS has been the development and delivery of industry-tailored training courses. In line with the Roadmap, our view is that training benefits the entire industry and supports our aim to reduce stigma, expand mental health literacy, promote self-awareness and create supportive cultures. It also increases the capacity and confidence to support others, encourages help-seeking and supports early intervention. The long-term impact will be improvements in productivity and performance.

Courses delivered:

- Mental Health & Wellbeing Workplace Action Plan Workshop (APPCS)
- Black Dog Institute
 - Managing Team Wellbeing
 - Your Mental Health at Work
- Lifeline
 - Mental Health and Wellbeing in the Road Transport, Warehousing and Logistics Sector



Developed 5 online training modules, with 500 purchases to date.

Held 8 webinars, reaching a total audience of 700+ and 1 virtual event reaching an audience of over 900+ people.

Developed 2 handbooks for individuals and leaders, 20 toolbox talks.

Advocacy

Evidencing and profiling industry mental health needs, and advocating for, and recommending, solutions.

In line with the *Roadmap*, we are dedicated to coordinating a national approach to building safer, healthier and thriving working environments. To support this goal, we are working to highlight the needs of our industry and provide recommendations to governments at both state and federal levels regarding some of the most prevalent issues impacting the wellbeing of people across the sector.



“The project aims to make meaningful and long-term improvements to the lives of heavy vehicle drivers.”

Heavy vehicle rest area pilot project

In 2022, with the support of the Goodman Foundation, HHTS has completed Phase 1 of the Heavy Vehicle Rest Area (HVRA) which aims to lead systemic and significant change in the design and provision of heavy vehicle rest areas nationwide. The project aims to make meaningful and long-term improvements to the lives of heavy vehicle drivers.

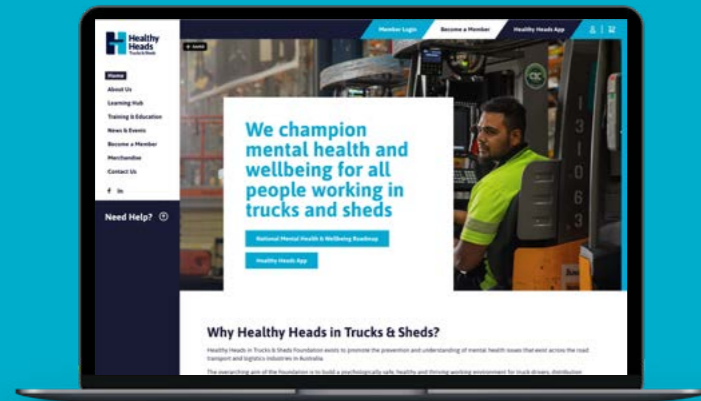
This first phase of the project centred on the completion of a study offering evidence and a proof of concept for the HVRA pilot project. One of the conclusions from this study was that the development of a HVRA strategy was an essential next step.

The project will be delivered in four phases, being:

- Phase 1** Evidence and proof of concept (complete)
- Phase 2** Develop and validate the business case
- Phase 3** Lobbying and advocacy
- Phase 4** Implementation

Events & engagement

In our first 18 months of operation, we have worked closely with industry to be present at events across the country, in person, as well as virtually, to share updates on our work, and to critically raise awareness of industry efforts to improve mental health through the Foundation.



Over 40K visits to the Healthy Heads website.

Achieved national reach across broadcast, print and online media including ABC, Prime7, Win News, The Australian Financial Review, Sydney Morning Herald, Triple M and numerous trade media.

Grew an engaged LinkedIn profile with 3,000 connections from across the sector.

Media

Jerry drove trucks for 60 years, now it's catching up with him
The Sydney Morning Herald, February 4, 2021

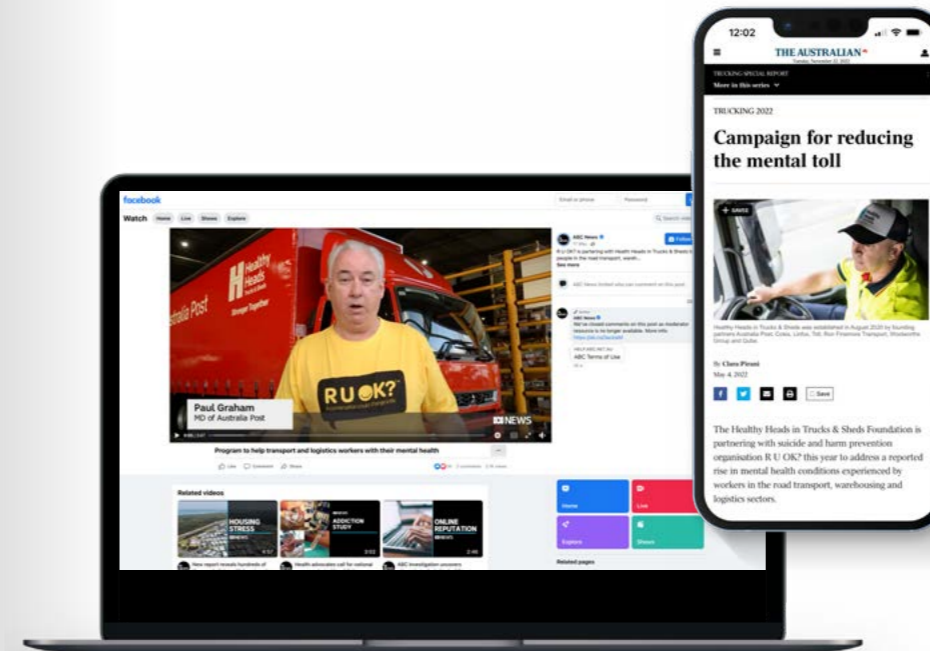
Truckies' mental health essential, says incoming Australia Post CEO
Australian Financial Review, July 14, 2021

Campaign aims to boost awareness of transport industry's vital role
Big Rigs, December 6, 2021

Campaign for reducing the mental toll
The Australian, May 4, 2022

Program to help transport and logistics workers with their mental health
ABC News, 17 May, 2022

Time to ask truckies, 'Are you OK'
LinkedIn Daily Rundown: Top Headlines by LinkedIn News Wednesday 18 May



Forums

Better Work Tasmania Networking Session
20 August 2021

Transport WHS CoRegulators Network
26 August 2021

Metcash R U OK? Event
16 September 2021

BlueScope HHTS Launch
22 September 2021

Woolworths Safety Day
17 October 2021

Australian and New Zealand Society of Occupational Medicine / Australasian Faculty of Occupational & Environmental Medicine Educational Session
25 October 2021

ANZSOM Assessing Fitness to Drive Workshop
23 March 2022

Comcare Transport Network Forum
25 May 2022

K220 Launch - PACCAR Event
3 June 2022

Webinars

Recovery Partners - Industry in Focus, Transport
29 July 2021

Driving Health Webinar #2: How the job gets done - You've gotta do what you gotta do
10 March 2022

Tenant Talks webinar - The Future of Workplace Experience in the Transport and Logistics Sector
22 March 2022

Conferences

Psychological Risk Management 2021 Conference
18 August 2021

National Bulk Tankers Association (NBTA) Panel
27 October 2021

bp DARC Conference
7-9 March 2022

2022 Critical Infrastructure Summit Virtual Conference
8 April 2022

Trucking Australia
4-6 May 2022

ALC Summit
24-25 May 2022, Sydney

Looking ahead

Looking ahead, as we continue to build the Foundation and our work program, our target ambitions of awareness, support and advocacy provide us with a clear way forward and set us on the path to fulfilling our vision.

Despite the pressure put on our industry throughout the pandemic, which exacerbated existing challenges, looking back we firmly believe that if one positive was to flow from the pandemic, it is an increased willingness to talk openly about mental health.

With industry uniting and getting on board to support the work of HHTS over the last 18 months, we have had the opportunity to continue to drive these conversations and ongoing awareness. That's something we can all be proud of.

Beyond 2022 and into 2023, there is plenty more to be done to shift the needle for our people and the future of the road transport, warehousing and logistics industries nationally. Our ongoing success relies on continued support from the industry as we coordinate and support the implementation of the *Roadmap* across businesses, deliver training courses, and look to extend our Road Show program, visiting areas in need. Advocacy will be at the front and centre of everything we do as we profile and lobby for the needs of the sector and for the people working in it.

Together we can continue to take action to protect and support the people that keep our nation moving, by building healthy, happy and thriving working environments.



“ Together we can continue to take action to protect and support the people that keep our nation moving, by building healthy, happy and thriving working environments. ”

Board of Directors

Paul Graham – Chair
Chief Executive Officer and Managing Director,
Australia Post

Mark Parry – Deputy Chair
Managing Director, Ron Finemore Transport

Alan Beacham
Managing Director, Toll

Lachlan Benson
Managing Director, Blue Arcadia

Geoff Crouch
Executive Director, Ron Crouch Transport

Belinda Flynn
General Manager, Safety, Health and Sustainability,
Qube

Jo Hammond
General Manager of Safety, Health & Wellbeing,
Supply Chain, Coles

Mark Mazurek
Chief Executive Officer, Linfox

Ben Newton
General Manager Strategy, Development & Partnerships,
Primary Connect

Paul Ryan
Chair, TEACHO Ltd

Patron

Lindsay Fox AC

Team

Naomi Frauenfelder
Chief Executive Officer

Melissa Weller
Director of Industry Relations &
Program Management

Sally Glover
National Manager,
Marketing & Campaigns

Kayla O’Brien
Project Coordinator

Advisory Board

Our Advisory Board met regularly between December 2020 and May 2022, and was critical in the establishment phase and in guiding the development of the *Roadmap* in May 2021. The ongoing support of our Advisory Board Members is invaluable and contributes to the widespread understanding of programs, training and other initiatives.

Working Groups

During our establishment, working groups were formed and continue to serve as a forum for information exchange between key industry participants and mental health subject matter experts. These groups provide advice and assistance in setting strategic priorities, as well as guidance to support the implementation of initiatives and resources that are current and relevant to the specific and emerging needs of our industry.

Training Working Group

Promotes discussion on training, supports the development of industry-tailored training and uncovers approaches to increase the capacity of the industry to build thriving working environments.

Chair: Greg Lipscombe, National Training Manager, Linfox

Wellbeing awareness & education working group

Drives improvement across areas relating to the mental and physical wellbeing of individuals working on the ground within the industry. It has a strong focus on aspects such as diet, physical health, and work design, including supporting educational tools, campaigns and resources.

Chair: Ravi Nath, Logistics Operations Manager, Viva Energy

Standards working group

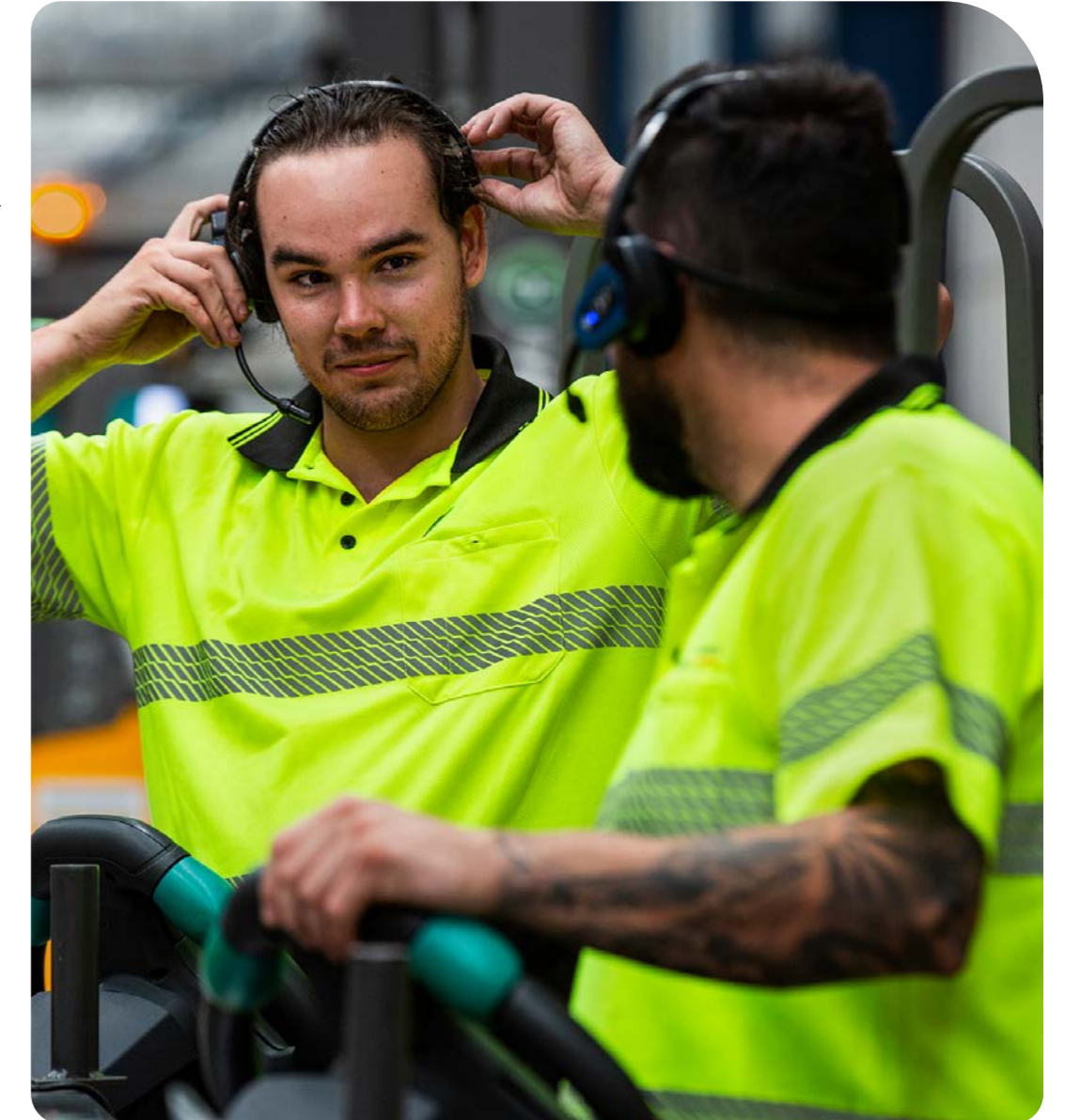
Focuses on information exchange and works to align the standards, policies, procedures, and operating practices that impact the overall mental health and wellbeing of people working in the industry.

Chair: Mark Whitby, Head of Operations, Primary Connect

Technology development committee

Provides guidance on technology and the technological tools available to the industry that can be utilised to improve processes, drive connectivity, and deliver information and tools direct to our target audience.

Chair: Ray Connell, Group Chief IT Officer, Qube





Healthy Heads in Trucks & Sheds