



# Annual Review

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2023 - 2024





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# About Us

Healthy Heads in Trucks & Sheds (Healthy Heads) is a not-for-profit charitable foundation that supports the mental health and wellbeing of people working in the transport, warehousing, and logistics industries. We were established in August 2020, by industry, for industry, to address the specific challenges relating to our sector.

## Our Mission

At Healthy Heads, we are passionate about creating psychologically safe, healthy, and thriving working environments for truck drivers, distribution centre and warehousing team members, and all logistics and supply chain staff.

## Our Vision

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



Healthy Heads has a comprehensive work program, aligned to our **three strategic pillars**, to drive tangible outcomes for the sector's workforce which are:

### **Awareness:**

- Driving awareness and reducing stigma
- Building mental health 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

## Message from the Chair & CEO



“Healthy Heads is committed to making our industry the best-ranked sector for mental health and wellbeing in Australia, but we have a way to go.”

It is hard to believe another 12 months have gone by, but what an incredible 12 months it has been for Healthy Heads, despite the continuing challenges faced by our sector.

The 2023-2024 financial year has seen the launch of our third annual R U OK? in Trucks & Sheds National Day of Action, as well as the extension of the Road Show program into the Pilbara region of Western Australia. We have continued to develop a variety of resources to ensure that people working in road transport, warehousing and logistics have their physical and psychosocial needs met. These resources include the Roadmap Planner, the delivery of a suite of free mental health training courses, and the extension of our nutrition program into sheds, increasing nutrition awareness and encouraging healthy eating behaviours.

We at Healthy Heads understand that people working in our sector are the backbone of this country and must be protected at all costs. That is why we have continued to develop key partnerships with mental health experts such as Lifeline Australia, Black Dog Institute,

AP Psychology & Consulting Services, and Mental Health First Aid Australia, who are dedicated to delivering tailored support to the sector.

As always, we must thank our new and existing Corporate Partners and Supporters for another fantastic year. Your steadfast commitment to ensuring that mental health and wellbeing remain at the forefront of our sector is invaluable, and it's important to note that nothing we've achieved at Healthy Heads over the last four years would have been possible without your support. We greatly value your input, and love having you on board. Together, we can make a lasting, robust change in the lives of those who truly need it.

As has been the case post-COVID, this year saw mental health being discussed more openly and publicly across the country. We continue to work hard to remind people working in the sector that you don't need to be an expert, a counsellor or a psychologist to check-in and have a meaningful conversation with your co-workers.

Inherent stressors in many frontline roles continue to confront workers, and permanent positive change takes time, with everyone having a role to play. To this end we continue to call on governments of all levels to get behind Healthy Heads to support us in extending our reach to the over half a million people working in our sector.

Healthy Heads is committed to making our industry the best-ranked sector for mental health and wellbeing in Australia, but we have a way to go. By ensuring that we remain committed to both understanding and combating the unique difficulties faced by people working in transport, warehousing, and logistics, Healthy Heads will turn that vision into a healthy and safe reality.

**Paul Graham**, Chair

**Naomi Frauenfelder**, Chief Executive Officer



# 2023-2024 Highlights



## Road Show

**29 events** across Australia  
**2,700 +** connections made



## Health screenings

Piloted offering **free health screenings** as part of Road Show events commenced in March 2024, with a total of **253 screenings** completed.



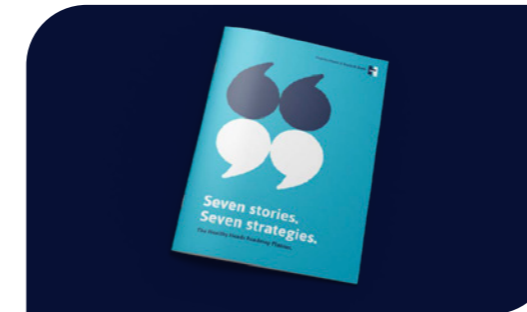
## Industry Tailored Mental Health training

Secured funding to offer **600 free mental health training places** to small to medium-sized organisations with thanks to the NHVR Heavy Vehicle Safety Initiative.



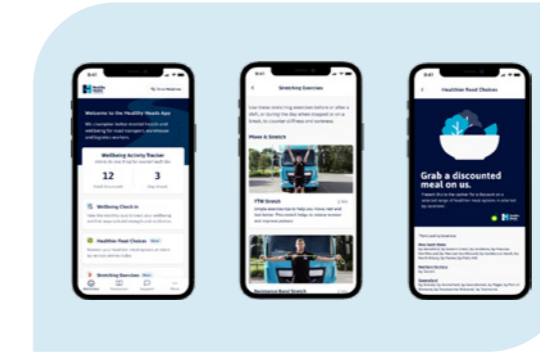
## R U OK? in Trucks & Sheds

Double the participation on previous year with **over 200 Company Champions** involved in 2024.



## Roadmap Planner

**Over 2,500** people have accessed this new resource nationwide.



## Healthy Heads App

Almost **15,000 downloads** to date.



## Industry Engagement

**29 industry specific events** attended nationwide.

## Nutrition and Wellbeing

Since September 2022, almost **30,000 bp Healthier Choices Menu** meals sold

Completion of **Be Fit Food Trial** Program

Commenced new nutrition program - **Nutrition in Sheds**

# Our Impact

Road Show

R U OK? in Trucks & Sheds 2024

Roadmap Planner

Nutrition Program

Mental Health Training

## Road Show

The Healthy Heads Road Show has completed a full national event schedule during the 2023-2024 financial year, it's busiest one to date!

The Road Show truck provided by Foundation Partner PACCAR Australia continues to be one of our most popular programs providing the opportunity for people in the sector to connect face-to-face with Healthy Heads right across the country.

From July 2023 – June 2024 Healthy Heads hosted **29 Road Show events** across NSW, SA, VIC and WA connecting with 2722 people and involving 20 organisations.

A highlight in this years schedule was the Road Show tour of WA with 11 events held in Kalgoorlie, Perth, Kewdale, Muchea, Karratha and Port Hedland. There was excitement and engagement across all events which demonstrated the importance of reaching

regional and remote locations, where truck drivers and other transport and logistics members are located. Healthy Heads is committed to extending its presence further across the country in coming years.

Healthy Heads engaged Worksite Fitness & Rehabilitation (WFR) to conduct free health screenings at Road Show events in 2024, which is proving to be a beneficial collaboration. The health screenings are proving to be very popular, and their availability is adding real value as the screenings link seamlessly into Healthy Heads team member conversations about wellbeing and the tailored resources that are available to support both their physical and mental health.

The reach and ongoing demand for the Road Show demonstrates the value of face-to-face engagement as we continue to raise awareness and reduce stigma around mental health.

**2,700+**  
Road Show connections at events

**29 events**  
held across SA, NSW, VIC, WA

**100+ connections**  
with businesses in the sector



## R U OK? in Trucks & Sheds 2024

The 2024 R U OK? in Trucks & Sheds National Day of Action was held on the 14 May 2024 with the new theme - **“Ask R U OK? No qualifications needed”**.

“Ask R U OK? – No qualifications needed” aims to break through stigma and highlight that you don’t need to be qualified counsellor to check in with a colleague or friend.

With growth in participation, this year Healthy Heads focused on supporting our network of Company Champions to lead activities within their organisations.

218 Company Champions led events across the industry to share resources, messages, and assist people who might be doing it tough, in addition to educating people on how and when to ask, ‘R U OK?’.

This year there were three case studies from individuals in different roles in the sector:

- Coles DC Manager, Vikki Venables
- Workshop Leading Hand for Truck Tech Group, Tom Burke
- Retired driver and R U OK? Ambassador, Glen Cotter

The case studies and accompanying resources remain free to download year-round to help organisations continue to share this messaging and encourage making every day R U OK? in Trucks & Sheds Day.



**218**  
R U OK? in Trucks & Sheds  
Company Champions

**118**  
businesses engaged

**45,000**  
social media reach

**2,500**  
resource downloads



## Roadmap Planner

In 2023, state and federal authorities updated WHS regulations to include codes of practice for managing the risk of psychosocial hazards in the workplace.

In response Healthy Heads developed the Roadmap Planner to aid better understanding of psychological health and safety, and to assist businesses of all sizes in transport, warehousing, and logistics to establish a Workplace Wellbeing Plan to help meet their work health and safety (WHS) duty of care to manage psychosocial hazards at work.

The Roadmap Planner is built upon the Seven Workplace Strategies outlined in the National Mental Health & Wellbeing Roadmap. By implementing these seven strategies, organisations can create their own Plan to protect and support their employees.

Drawn from real-life experiences, the stories in the Planner reveal the purpose of each workplace strategy. Each story is followed by a series of statements to consider that help identify gaps in your current approach or understanding of a strategy. Links then take you to resources to help you fill these gaps and build your own plan.

The Planner also provides example Workplace Wellbeing Plans ready to apply and customise to your own work environment or business.

The Planner can be accessed on the Healthy Heads Website: [Build a Workplace Wellbeing Plan – Healthy Heads in Trucks & Sheds](#).



**Developed in response to increasing legal obligations on employers**

**Tried and tested by 13 organisations during its development**

**7 ready to use policies**

**13 tip sheets and templates**

**3 example Workplace Wellbeing Plans**

**Has been accessed online over 2,500 times since its launch in November 2023**

# Nutrition Program

Our key nutrition program ambitions are to increase awareness of healthy eating, increase access to and the consumption of healthier options and to encourage long term healthy eating behaviour change throughout the industry.

The Healthy Heads Nutrition Program has achieved some significant outcomes in the last 12 months:

- Choose Healthy and Save menu with bp
- Nutrition in Sheds supported by Charter Hall, and
- Be Fit Food Trial

These programs and trials inform our approach and see the development of program methodologies that can be applied broadly across transport, warehousing and logistics work environments.

## Highlights:

### bp Choose Healthy and Save

In partnership with Foundation Partner bp, this program offers a Healthier Choices Menu at 31 bp Service Centre locations across the country, via the Healthy Heads App developed with input from Nutrition Australia. Discounts are applied to meals on a rotating basis.

**31 bp** locations

Almost **30,000 meals** purchased to date (since Aug 2022)

Menu developed in consultation with **Nutrition Australia**

**FREE Christmas lunch** offered on Christmas Day for those working in the industry.

## Healthier Meal Choices

save up to **\$5** on selected menu items when you show your Healthy Heads App

	Special HHTS App user price for June*		Special HHTS App user price for June*	
Poached Eggs on Toast	\$6.90	\$11.90	Salad Wrap	\$4.50 \$9.50
Grilled Chicken & Vegetables or Salad	\$16.90	\$21.90	Chicken & Salad Wrap	\$4.50 \$9.50
Grilled Fish & Vegetables or Salad	\$13.90	\$18.90	Rump Steak & Vegetables or Salad	\$29.50

\*At participating bp service centres for a limited time.

This project is an initiative of Healthy Heads in Trucks & Sheds and bp, developed in partnership with Nutrition Australia

Download the Healthy Heads App for resources to support your wellbeing.

It's free to join.



## Nutrition in Sheds

The Nutrition in Sheds initiative includes the sharing of educational information, along with the modification of on-site canteens, cafés and kiosks enabling increased access to healthier foods.

- Two warehouses launched trial nutrition programs that will reach **over 500 warehousing team members**
- Trial of the Healthy Heads **Healthier Choice badge** – making choosing healthy easier
- Program and healthier choice options **advised by Nutrition Australia**

The long-term goal of this project, and all Healthy Heads' nutrition work, is to raise the bar on access to healthier food choices across the sector and the country in truck stops, roadhouses, distribution centres and warehouses.



## Be Fit Food Trial

The Be Fit Food trial saw 8 warehousing team members and 10 heavy vehicle drivers provided with a six week supply of Be Fit Food, healthy pre-prepared meals and snacks.

The participants completed a medical test prior to and after the program. During the program participants were offered educational content and met with a dietitian for a fortnightly phone coaching session.

- **54 dietician sessions** attended by trial participants
- **1,080 healthy meals** provided to participants free of charge
- **4 recorded dietician run webinars** produced
- An **evaluation** of the program is in progress



## Mental Health Training

Free courses on offer to help keep heads healthy.



Resourcing a workplace in mental health and wellbeing training can be challenging but is critical to capacity building in the sector.

If we want people to have conversations about mental health, and to check in with a colleague who might be doing it tough, we must equip them with the knowledge, skills, resources and confidence to do so.

Healthy Heads secured funding via the National Heavy Vehicle Regulator's Heavy Vehicle Safety Initiative to offer over 600 places in free training during 2024 focusing on small to medium businesses and regional areas.

These industry-specific courses are delivered by expert organisations including Lifeline Australia, Black Dog Institute, Steering Healthy Minds, Mental Health First Aid Australia, and AP Psychology & Consulting Services.

Training course options range in length from one hour to a two-day course and are available both online and face-to-face.

*“ I've gained a better understanding of mental health and how to talk about it. ”*

Jenny Fellows  
Fellows Bulk Transport

*“ I haven't got all the answers, I don't think anyone does, but I can help point them in the right direction... I can show them... tell them who to go to get that help. ”*

Glen Gooch  
Operations Manager, Ron Finemore Transport

*“ I think everyone should do it. Having the skillset, the tools, the language... you might just save someone's life. ”*

Kellianne Johnston  
Compliance, Assurance & Development Officer, Divall's Earthmoving & Bulk Haulage

## Training Courses

**Mind Your Mates**  
Lifeline

**Managing for Team Wellbeing**  
Black Dog Institute

**Mental Health First Aid**  
Mental Health First Aid

**Accidental Counsellor**  
Lifeline

**Your Mental Health and Work**  
Black Dog Institute

**Psychological Health and Safety Action Plan Workshop**  
AP Psychology & Consulting Services

**Mental Health and Wellbeing in the Road Transport, Warehousing and Logistics Sector**  
Lifeline



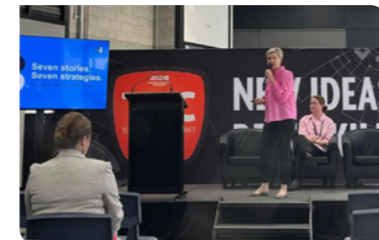
# Engagement



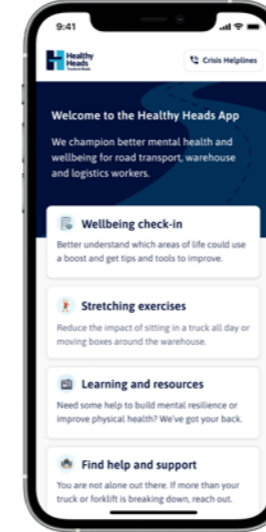
Presented at  
**29 industry events**  
(both virtually and in person)  
across Australia and New Zealand\*



Engagement with over  
**2,300 people**



\* Does not include Road Show events



## Healthy Heads App

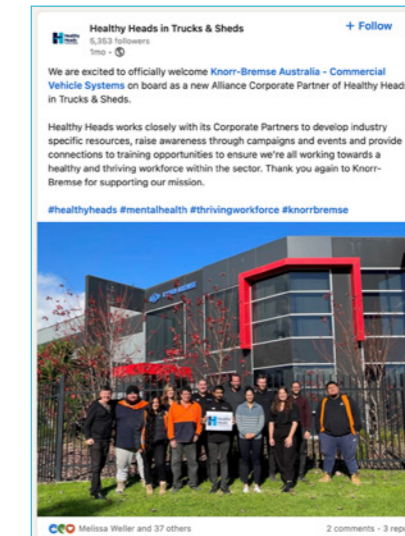
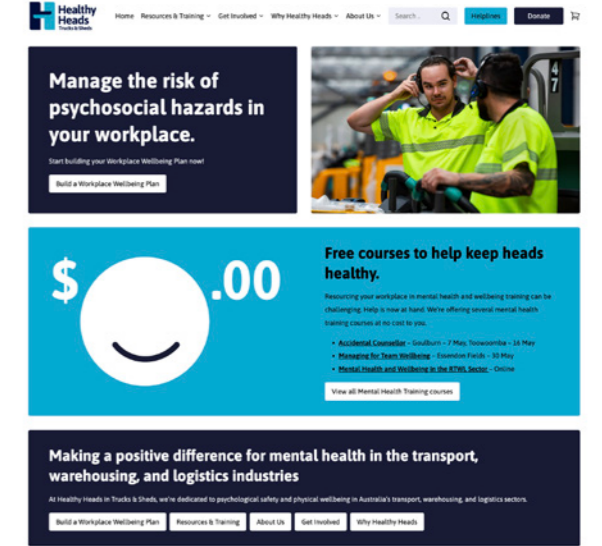
almost  
**15,000**  
downloads to date



## Website traffic

**92,234**  
page views  
**38,156**  
users

**8,537**  
downloads



## Social Media



**2,740**  
Facebook followers



**5,359**  
LinkedIn followers



**2,400 +**  
subscribe to our newsletters

# Partners & Supporters

Our 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 Healthy Heads had the foresight and vision to lead the establishment of Healthy Heads and continue to drive strategy and guide our program of work.



## Government Partner

Healthy Heads 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 (HVSII). Healthy Heads greatly values this industry-regulator partnership.



## Corporate Partners

### Foundation

- bp
- Frasers
- NTI
- PACCAR

### Principal

- AP Psychology & Consulting Services
- Boston Consulting Group
- Colin Biggers & Paisley Lawyers
- Goodman Foundation

### Premier

- Amazon
- Ampol
- BlueScope
- Centurion
- Charter Hall
- ESR
- GPT Group
- Growthpoint
- GT Insurance
- Labourforce Group
- Linde Material Handling
- Pickles
- Toyota Material Handling Australia
- Viva/Liberty
- Volvo

### Alliance

- AEI Transport Insurance Brokers
- Americold
- Dexus
- Good Year
- HMIA
- Insurance Advisernet
- Knorr-Bremse
- Lendlease
- MT Data
- Roadmaster Refrigerated Transport
- Ron Crouch Transport
- Prime Creative Media
- Team Global Express
- TMX
- Truck Tech
- Vawdrey
- Vic Truck Moves
- Wales Heavy Vehicle Repairs
- WHG
- Zurich

### Supporter

- ATT Logistics
- Beumer Group
- Bonaccord Freightlines
- Centuria
- City Holdings
- Goldstar Transport
- K&S Corporation Limited
- Lindsay Australia
- Lineage
- Logmaster
- Metcash
- Mondiale VGL
- Morgan Transport
- Ofload
- Optix
- Russell Transport
- Seeing Machines
- D&S Smith Haulage
- T-Rex Logistics
- Tytech Logistics
- Vision International

### Industry

- Australian Logistics Council
- Heavy Vehicle Industry Australia
- Transport Women Australia

**Healthy Heads recognises and appreciates the support of all Corporate Partners and our 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 across the sector.

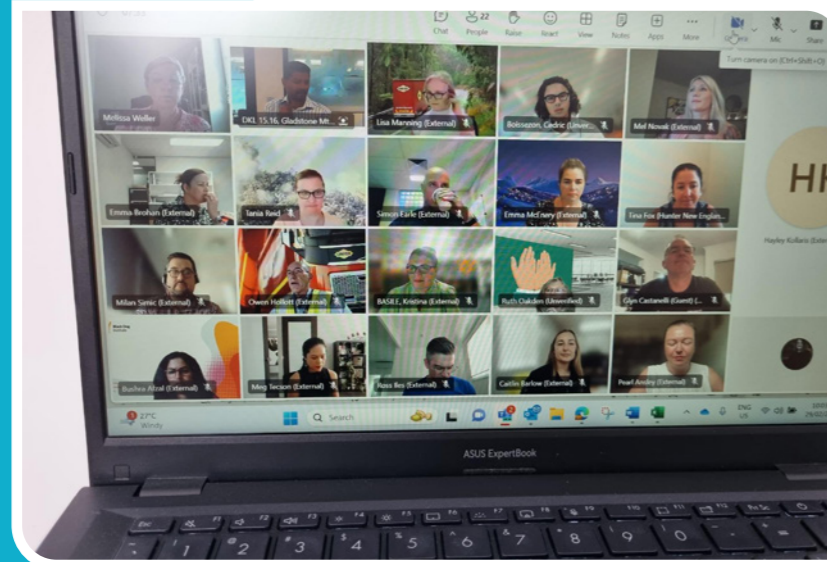
# Industry Consultation

## Healthy Heads Industry Working Group

The Healthy Heads Industry Working Group (IWG) provides a forum for information exchange between Healthy Heads, the industry, the mental health sector, and other key stakeholders.

The IWG is strategically comprised of members from a broad range of organisations, functions, and levels of seniority. The IWG includes representatives from expert mental health organisations as well as those with lived experience. This ensures a broad representation of skills, experiences and insights are offered regarding workplace mental health and physical wellbeing in the sector.

The IWG focuses on the review, initiation and development of resources, programs and projects that aim to support the psychological health and safety and broader wellbeing of people working across the road transport, warehousing and logistics industries.



# Board & Team

## 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

### Tony Clark

Chief Executive Officer - NTI Limited

### Geoff Crouch

Executive Director - Ron Crouch Transport

### Belinda Flynn

General Manager, Safety, Health and Sustainability Manager - 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

### Reini Otter

Chief Executive Officer - Frasers Property Industrial

### Paul Ryan

Chair, TEACHO Ltd - Training Education Audit Compliance Health Organisation

### Patron

### Lindsay Fox AC

## Team

### Naomi Frauenfelder

Chief Executive Officer

### Melissa Weller

Director of Industry Relations & Program Management

### Tania Reid

National Partnerships Manager

### Ben Maguire

Government Relations Advisor

### Kayla O'Brien

Manager - Programs

### Julia O'Keefe

Events Manager

### Jordan McSweeney

Communications & Marketing Coordinator



[healthyheads.org.au](http://healthyheads.org.au)