

Introducing the new *Ahead for Business* digital hub

Everymind is pleased to announce the launch of the new *Ahead for Business* digital hub which supports mentally healthy small businesses. This project has been funded by the Australian Government Department of Industry, Science, Energy and Resources.

The website has been developed with and for small business, providing tailored resources, peer support, check-ups and personalised action plans and showcasing their experiences through podcasts, videos, blogs and case studies.

What's new for you on the hub?

The new digital hub includes a range of new features and supportive functions including:

- **Interactive toolkits:** Designed with small business owners and policy makers in mind, these toolkits provide practical guidance on how to support small business owners and how small business owners can make the most of their existing networks.
- **Adverse events spotlight:** A centralised hub of support, information and resources for small business owners and those who support them to assist in navigating adverse events like COVID-19, drought and bushfires.
- **Voices and stories from small business owners:** A blog space featuring the voices and stories from small business owners across multiple settings and industries.
- **Personalised dashboard:** A secure, private portal where small business owners can save resources, results and information and track their progress over time.
- **Connect and chat online:** Access an anonymous, peer-focused online forum featuring topics and issues that matter to small business owners.
- **Directory of support:** A section which connects to service providers and organisations who provide mental health, business and industry support for small business owners.
- **Identify your stressors:** Access a range of digital tools and plans to identify personal stress points and understand current mental health and wellbeing status, including personalised resources.
- **Tailored multimedia resources:** A series of podcasts, videos and case studies designed to empower small business owners, and those who support them, to take action on their mental health and wellbeing.

Why now and why small business owners?

We know that more than 4 million people experience mental ill-health each year and almost half the population has experienced a mental illness at some time in their life. As Australia's largest employment sector, small businesses are an important setting for a focus on mental health. We also know that small business owners, have an increased risk of mental ill-health due to business stressors.

Ahead for Business has been developed to support small business owners to take action on their own mental health and wellbeing. The new digital hub has been co-designed with small business owners, using their voices and stories, and seeks to empower them to connect with others and look after themselves by accessing resources and tools that are tailored to their specific needs.

How can you support?

The new *Ahead for Business* digital hub is designed by small business, for small business to support the mental health and wellbeing of small business owners, regardless of their setting and industry. Your support in promoting the release of the new digital hub with your networks would be greatly appreciated. To assist in your online and social media activities, we have prepared a series of suggested posts and promotional images. However, please feel free to edit and use as appropriate for your business or organisation.

Helpful handles and hashtags:

Facebook	LinkedIn	Twitter
@EverymindAU	@EverymindAU	@EverymindAU
@AheadforBusinessAU	@AheadforBusinessAU	@IndustryGovAU
@IndustryGovAU	@IndustryGovAU	@business_gov_au
@business.gov.au	#SmallBiz	#SmallBiz
	#AheadForBusiness	#AheadForBusiness

Suggested supportive Facebook/LinkedIn post:

Are you a small business owner interested in how mental health and wellbeing can benefit you and your business? @EverymindAU has launched a new digital hub to support the mental health and wellbeing of small business owners and those who support them. @AheadforBusinessAU connects small business owners with practical tips, tools and resources to help them achieve a healthy mind and healthy business. To learn more, visit: www.aheadforbusiness.org.au @IndustryGovAU @business.gov.au

Suggested supportive tweets:

Post 1: *We are pleased to support #AheadForBusiness, a digital hub developed by @EverymindAU with funding from @IndustryGovAu, to help #smallbusiness owners take action on their #mentalhealth and wellbeing. Learn more: www.aheadforbusiness.org.au*

Post 2: *Are you a small business owner interested in how mental health and wellbeing can benefit you and your business? Check out the new digital hub released by @EverymindAU www.aheadforbusiness.org.au #AheadForBusiness #SmallBiz*

Post 3: *The new #AheadForBusiness digital hub for small business owners has been developed by @EverymindAU with funding by @IndustryGovAu. Visit the hub today for practical resources, tips and tools to support your mental health. Learn more: www.aheadforbusiness.org.au*

Supportive content to share on websites:

Are you a small business owner or someone that supports a small business owner, interested in how mental health and wellbeing can benefit you and your business? Ahead for Business connects you to practical resources, tips and tools that are easy to incorporate into your everyday work life and at home. For more information, visit www.aheadforbusiness.org.au

Interested in working with us?

For further information about *Ahead for Business*, please contact:

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