

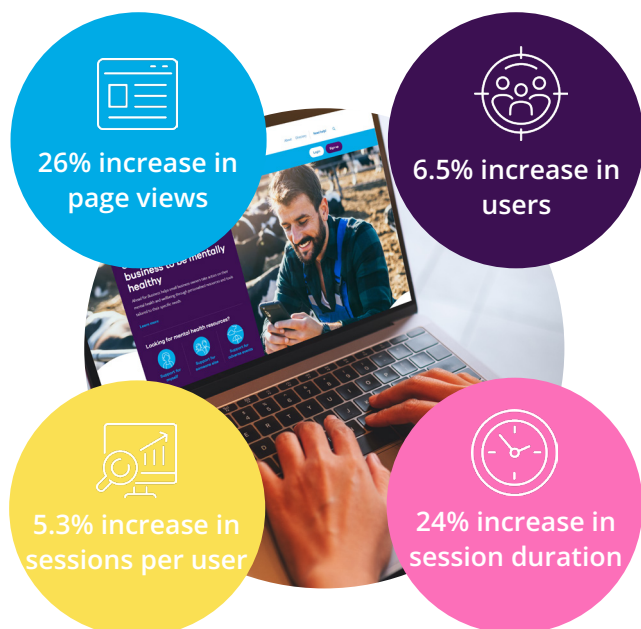
Ahead for Business summary

January – June 2023

Ahead for Business supports small business owners to take a proactive approach to their mental health and wellbeing through personalised resources and tools tailored to their specific needs.

Digital portal engagement

Engagement with the digital portal has increased since the previous six-month period. This may be attributable to new promotional methods and messaging, partnerships and collaboration with high impact stakeholders, and an increased need for resources among small business owners.



Many existing resources on the digital portal have increased in popularity throughout this period, reflecting the changing needs and preferences of small business owners. The largest increases included:

- **240.5% increase** in access to the 'Wellbeing Webinar series'
- **148.4% increase** in views of the 'Imposter syndrome' resource
- **129% increase** in views of the resource 'Building resilience with self-care.'

Check-up results

During this period, there was a **36.4% increase** in views of the check-ups.

Mental Health Check-up

133 users assessed their mental health, similar to the 137 completions in the previous period. The results were also very similar to the previous reporting period, with anxiety, depression, stress and alcohol use scoring in the moderate range, while wellbeing scored moderately high.



Business Stress Test

There was a **35% increase** in Business Stress Test completions. The top three stressors reported during this period have changed from isolation, financial stress and worry about the impact of the business on others, to:

- Not having enough time to do everything
- Being responsible for all aspects of the business
- Not having someone with the same level of responsibility to share stress with.

These stressors highlight that small business owners are currently feeling time poor due to the multiple responsibilities they are managing alone.

Business Wellbeing Online Training

Seventy-one small business owners and 41 employees signed up for Business Wellbeing Online Training during this period to learn more about their role in creating a mentally healthy small business.



Promotional activities

Social media

There was a **110% increase** in traffic directed to the digital portal, and **189% increase** to the Business Wellbeing Online Training via social media. This is likely due to the merging of the *Ahead for Business* and Everymind social media accounts during the previous reporting period, increasing both reach and engagement.

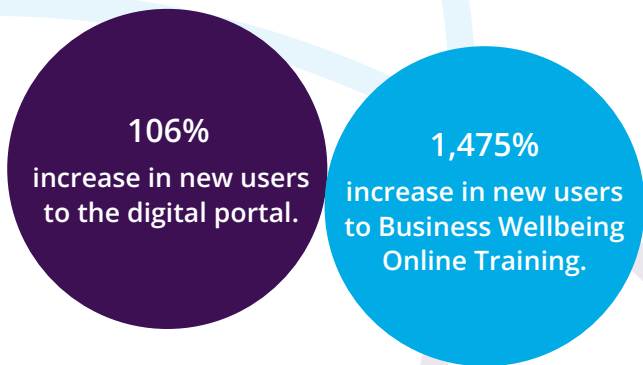


Conference attendance

Ahead for Business was promoted at the COSBOA National Small Business Summit in April. Attendance and sponsorship of this conference built awareness of the program and established connections with key stakeholders in the small business sector.

Queensland Small Business Month

In May 2023, there was a:



The *Ahead for Business* Queensland Small Business Month campaign resulted in significant increases in new users to the digital portal and Business Wellbeing Online Training. This effect remained in June, with new users only decreasing by 30% to the digital portal and 180% to the training despite promotions ending.

Stakeholder referrals

This reporting period saw a **21% increase** in traffic directed to the digital portal by stakeholder referrals. Several key stakeholders helped drive this increase including:

- The Australian Treasury
- Queensland Small Business Council
- Beyond Blue
- Chamber of Commerce and Industry Queensland
- Boroondara City Council
- Business.gov.au
- Smallbusiness.nsw.gov.au.

New resources

Two new resources were added to the digital portal during this period - 'Small Business Guides to Mentally Healthy Workplaces' and 'How to improve employee retention in small business'. The most popular resource continues to be 'Effects of floods on small business.'

Rural Agribusiness Wellbeing Plan

The research, development, and testing of a new wellbeing plan for rural agribusiness owners was conducted during this period, funded by the NSW State Insurance Regulatory Authority (SIRA). The plan addresses the unique business stressors experienced by those working in this industry and helps with reflection and goal setting to support a proactive approach to mental health and wellbeing.



News and eNewsletter

There was a **58.3% increase** in access to the 'news' page on the digital portal. The most popular news items translated relevant research, a new focus that appears valuable to small business owners. The most popular articles of interest included:

- New research: Small business and mental health through the pandemic
- New research shows effective ways to reduce burnout, stress, and fatigue
- New report finds small business owners face more mental health challenges than general population.

There were also improvements in engagement with the eNewsletter during this period, with open and click-through rates surpassing industry averages.

	Open rate	Click rate
Average rates across all industries	21.5%	2.3%
<i>Ahead for Business</i> eNewsletter	32.9%	4.3%

Most popular e-Newsletter items

- Small Business Guides to Mentally Healthy Workplaces (**6.4% click rate**)
- New research shows effective ways to reduce burnout, stress and fatigue (**5.4% click rate**)
- The future of work and workplaces: What small business owners should know (**5% click rate**).

