

# Ahead for Business summary

July - December 2022

*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.*

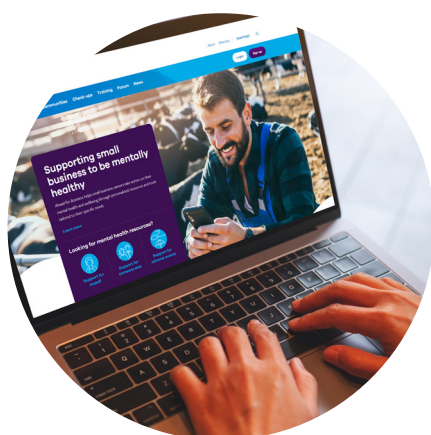
## Digital hub maintenance

Everymind is funded by the Australian Treasury to maintain the digital hub as the key feature of the *Ahead for Business* program. Priorities during this reporting period included:

- Monitoring and maintenance of the digital hub, including the Mental Health Check-up and Business Stress Test
- Expansion of Business Wellbeing Online Training as a key resource on the digital hub
- Development of eight news items and two eNews, including government promotions and other stakeholder support for small businesses
- Promoting the digital hub through social media, media relations and small business and mental health sector partnerships.

## Digital hub engagement

- The most popular resources on the digital hub were Business Wellbeing Online Training, the Mental Health Check-up and how to support your mental health and small business before, during and after flooding.
- Small business owners were referred to the *Ahead for Business* digital hub by a range of key stakeholders, including the Australian Small Business and Family Enterprise Ombudsman (106 users), Business Victoria (80 users), Business Queensland (71 users), business.gov.au (51 users), Service NSW (30 users) and the Australian Securities and Investments Commission (28 users).



## Ahead for Business digital hub analytics

July - December 2022

- 15,819 pageviews
- 7,584 visits
- 6,161 new visitors (9%)
- 613 returning visitors
- 2.09 pages per visit
- 01:26 average time on page

*This data does not include Business Wellbeing Online Training analytics.*

**Traffic sources**  
2,855 organic search  
2,452 direct  
816 referral  
167 social  
32 other

## Digital hub check-ups

The check-ups are among the most popular resources on the digital hub. They allow small business owners to self-assess their wellbeing and provide personalised resource recommendations based on their responses.

### Mental Health Check-up

- 137 users assessed their mental health during this period.
- There were slight increases in the average scores for anxiety (4.11%), depression (4.70%), and stress (5.14%), as well as a slight decrease in wellbeing (1.86%) compared to the previous six-month period. Nonetheless, the average score for each scale sat within the moderate range.



### Business Stress Test

- The Business Stress Test was completed 65 times during this period. During this time, the top three stressors were:
  - Not having enough time to do everything
  - Demands of work interfering with home life
  - Being responsible for all aspects of the business.
- The average score of every business stressor assessed was higher than in the previous six-month period. The most significant increases were for:
  - Feeling alone or isolated in day-to-day work (6.51% increase)
  - Financial stress (5.69% increase)
  - Worry about the impact on others connected to my business (4.25% increase).



## Business Wellbeing Online Training

- Business Wellbeing Online Training, available at [businesswellbeing.org.au](http://businesswellbeing.org.au), was the most frequently accessed *Ahead for Business* resource during this period.
- The training was updated in October 2022 to include a new employee training pathway and new content for small business owners.

### Business Wellbeing Online Training analytics

July - December 2022



- 7,246 pageviews
  - 1,878 visits
  - 1,476 new visitors
  - 128 returning visitors (8%)
  - 3.86 pages per visit
  - 03:12 average time on page
- Traffic sources
- 1,179 direct
  - 205 referral
  - 57 social
  - 30 organic
  - 22 email

127

new enrolments in Business Wellbeing Online Training, a 505% increase from the six months prior. Included 92 business owners and 35 employees.

Increase likely due to enhancements and significant promotion throughout NSW Small Business Month in November 2022.

## News and eNewsletter

- Eight news items and two eNews (one per quarter) were released during this period.
- The most popular news on the *Ahead for Business* digital hub featured our Business Wellbeing Online Training, Everymind's *Children in Mind* program for family day care, and how to overcome holiday stress.
- *Ahead for Business* eNews had a high engagement, with an average open rate 32% higher than Campaign Monitor's 2022 benchmarking for non-profit emails.

The most popular eNews content included Business Victoria's business planning tool, Business Wellbeing Online Training and Worksafe Victoria's Workwell Toolkit.



## Promotion of the digital hub

Social media is a crucial promotional tool to reach and engage small business owners where they are.

In September 2022, the *Ahead for Business* social media channels were merged with Everymind accounts to increase reach and engagement with small business owners. The merge resulted in an increase in reach and engagement through Facebook (1,143% and 1,350%), and an increase in reach and engagement through LinkedIn (166% and 21%).

## Amplification of government updates

- *Ahead for Business* provides small business owners with government updates about mental health and the small business sector. A total of 10 government updates were included in news, eNews and resources, and promoted on Everymind social media accounts.
- Government updates included information about support payments for adverse events such as COVID-19 or flooding, business mentoring and business planning tools.

## Additional priorities

In addition to Treasury-funded priorities, Everymind is investing in the growth of the program through:

- Expanding critical resources based on research findings, such as the Business Wellbeing Online Training new learning pathway for employees, and co-designing a wellbeing plan for rural agribusiness owners funded by the NSW State Insurance Authority
- Improvements to the digital hub to increase engagement and encourage repeat visits from users, such as updating language and displaying check-up results based on user feedback.

## Partnership opportunities to tailor support



Everymind research shows that some small business communities face unique stressors based on location and industry. Everymind is seeking additional funding for the *Ahead for Business* program for:

- Community engagement and implementation of *Ahead for Business* in specific geographic locations and industries
- Tailored training and resources to address unique business stressors of specific small business populations
- Development of bespoke wellbeing plans tailored to the needs of particular industries and locations
- Creation of Business Wellbeing Online Training custom learning pathways for populations relevant to small business (e.g. specific industries, family and friends).