# Ahead for Business

# Supporting Small Business Wellbeing in Your Community:

## Toolkit for the *Ahead for Business* Roll Out Guide

EVERYMIND

**Australian Government**
**The Treasury**

# Scoping template

## Get a clear picture of your small business community.

**Who are my small business community and where do they access support?**

| Scoping questions | Information on your community |
|---|---|
| *How many people are in your community?*<br>*What are the demographics?*<br>*Check the Australian Bureau of Statistics to find out.* | |
| *What are the top three industries in your community?*<br>*How many small businesses are in your area?*<br>*What sectors are the small businesses working in?* | |
| *What local business initiatives exist in your community?*<br>*What networking groups exist for entrepreneurs or small business owners?* | |
| *What events or activities are provided for small business owners?*<br>*Identify any Chambers of Commerce, business hubs*<br>*or co-working spaces that hold workshops or networking events in your area.* | |
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# Small Business Community Log

## Keep a record of the players in your small business community.

**Who are my small business community stakeholders?**

| Organisation/Business name | Sector | Contact name and position | Contact details | Level of interest in further involvement | Notes |
|---|---|---|---|---|---|
| E.g. Gosford Chamber of Commerce | Community | John Smith, Chair | johnsmith@chamber.com | Happy to promote activities and events in monthly newsletter | Shared activities on social media |
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# Existing mental health supports and gaps

## List activities happening in your community, and identify outstanding needs.

**Answer the scoping questions to identify where support could be targeted in your community.**

| Scoping questions | Information on your community |
|---|---|
| Are there any mental health initiatives for small business owners in your community? *Identify any national or local groups providing support or fundraising activities e.g. RU OK or Mental Health First Aid.* | |
| Where are the gaps in your community? *E.g. There are no known mental health supports for small business in my area.* | |
| Where are the needs in your community? *E.g. There is a high number of small businesses in my area and recent adverse events suggests a need for support.* | |
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# Network map

**Create a comprehensive map of your small business landscape**

**Federal Government – National Peak Bodies**

**State Government**

**State Peak Bodies**

**Business Chambers**

**Local Council**

**Health Providers and Community Services**

**Media**

**Intermediaries**

**Business Networks**

**Coworking spaces**

**Small Business Owners**

# Introduction email template

**Use this template to introduce yourself to stakeholders**

**Email Subject:**

*Ahead for Business* is here to support small business owners in {location name} with their mental health and wellbeing

**Email text:**

Dear {insert stakeholder/organisation name},

I am emailing to introduce myself and the Ahead for Business program. The Ahead for Business program supports those working in small business to take action on their mental health and wellbeing through a digital hub available at aheadforbusiness.org.au which provides:

- tailored resources
- peer support through an online social forum
- mental health and business stressor check-ups, and
- voices and stories of small business owners

It's free and accessible for anyone, please feel welcome to check it out.

The *Ahead for Business* project is being run in {insert your location} with the aims of:

- Understanding the current needs and offerings of mental health support in {your location}
- Presenting the Ahead for Business digital hub, including all of its features that small business people can use to support their wellbeing.
- Connecting with other local small business people to share supports and tips on how to improve mental health and wellbeing for all.

Do you have any time over the next two weeks to have a phone chat about the project and to discuss any opportunities where we may work together?

Is there anyone else you think may be interested or open to conversations with us?

I look forward to hearing from you at your earliest convenience.

Kind regards,

{Your name and contact details}

# Terms of Reference template

## Use this template to form your Implementation Group

*Ahead for Business* is a prevention focussed e-mental health and community empowerment project that aims to improve mental health and wellbeing for Australian small business owners, their employees and families, with a primary focus on the owner.

The implementation group is being established to support the success of the *Ahead for Business* project.

The goals of the *Ahead for Business* project are to:

1. Show increased self-confidence and preparedness to take action to improve wellbeing by small business owners
2. Have increased knowledge of mental ill-health and wellbeing as it relates to small business owners and their business
3. Increase community capability to support small business owners
4. Better understand the drivers of mental ill-health and reduced wellbeing for small business owners (business, individual and structural)

### Role of the Implementation Group

The role of the implementation group is to provide high level advice to support the success of the *Ahead for Business* project. The group's primary areas of focus will be:

1. Advice related to the major aspects of the project, including planning, community empowerment
2. Advise on how best to engage with and provide meaningful value to individuals, communities and organisations
3. Advice related to connecting effectively with the wider mental health and small business sectors
4. Support in promoting the project through professional, organisational and social media channels
5. Help the project team to identify potential barriers to the success of the above and strategies to address these

### Role of Members

The implementation group will be comprised of a small, diverse group of people involved in small business in the site. Membership may be expanded past the initial group as required. Members will be people with experience in:

1. Small business
2. Lived experience of mental ill-health or mental health problems
3. Community engagement
4. Mental health and wellbeing

### Expectations

As Implementation Group members, it would be expected that you:

1. Be available for media interviews on specific commentary topics
2. Be available or willing to present/speak on topics related to the project
3. Share and support *Ahead for Business* communications through your networks

### Term of the Reference Group

Unless otherwise communicated, the Implementation Group will end its role at the end of the project period.

# Events plan

**Work out what type of events are needed in your community.**

| Activity | Purpose | Delivery | Date | Notes |
|---|---|---|---|---|
| Network meetings | Connect with stakeholders such as business networking groups, Chambers of Commerce. To connect with community and understand their needs. | In person Online By phone | | |
| Focus groups | Gain insights and knowledge into community needs, existing supports and people's stories. This could be done at a meeting of the implementation group. | In person Online By phone | | |
| Mental health and wellbeing workshop | Present information about mental health to small business owners. | In person Online | | |
| *Ahead for Business* demonstration | Give a demonstration of the *Ahead for Business* website, its resources and tools (e.g. wellbeing plan, mental health check-up). Can be delivered with a workshop. | In person Online | | |
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## Flyer template

**Use this text as a template for flyers to promote your events**

## Do you own a small business?

## Would you like to learn how to take action to improve your mental health and wellbeing?

**We know that small business owners have an increased risk of mental ill-health due to the unique stressors they face.**

As Australia's largest employment sector, small businesses are an important setting for a focus on mental health.

The *Ahead for Business* digital hub supports mentally healthy small businesses through individually tailored information and resources; peer to peer engagement; personalised check-ups and action plans; industry links and connections, and a national strategy designed to support small business owners in every setting.

The *Ahead for Business* project is being run in {insert your location}.

You are invited to learn more at {insert your event details}

To attend, register before {insert date and details for RSVP}

{insert your/your organisation's contact details}

{insert your logo and logos for event partners}

Find out more at aheadforbusiness.org.au

# Event checklist

| Items | Tick as completed |
|---|---|
| Check COVID-19 safety protocols in your area and make sure your event is compliant | |
| Venue and event time confirmed | |
| Book and confirm catering if needed | |
| Check equipment (e.g. laptop, projector) is in working order. Bring chargers and extension cords if needed. | |
| Check WiFi access at the venue or organise internet access | |
| Prepare banners, flyers and promotional material | |
| Save Powerpoint presentation on USB stick | |
| Make a registration list for guests to sign in | |
| Make name badges for guests and bring spare pens | |
| If the event is a workshop bring evaluation surveys | |
| Bring your business card | |
| Prepare paper and pens for an icebreaker activity where guests will answer: "what does mental health mean to you?" | |
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# Feedback survey

1. What session did you attend? ...........................................................................

2. What gender do you identify with?

   ☐ Female        ☐ Male        ☐ Self-described ...............................................

   ☐ Prefer not to answer

3. What is your age? ........................................... Years

4. Please provide your postcode (for your business) ...............................

5. What industry do you work in? .....................................................................

   ...........................................................................................................................

## Satisfaction

What was your main takeaway from this event?

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7. Would you recommend this event to someone else?

   ☐ Yes        ☐ No        Please explain further: ..................................

   ...........................................................................................................................

8. Overall, were you satisfied with this event? (*please circle*)

   **Very satisfied**        **Satisfied**        **Neutral**        **Dissatisfied**        **Very dissatisfied**

   Please explain further: ....................................................................................

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## Knowledge

9. Do you believe that this event has helped increase your knowledge of mental health and wellbeing?

   Please explain further: ..........................................................................

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## Capacity

10. Do you believe that after attending this event you have increased capacity to embed wellbeing practices into your <u>personal life</u>?

    ☐ Yes        ☐ No

    If yes, please specify how: ......................................................................

    ...........................................................................................................................

    ...........................................................................................................................

    ...........................................................................................................................

11. Do you believe that after attending this event you have increased capacity to embed wellbeing practices into your <u>business</u>?

    ☐ Yes        ☐ No

    If yes, please specify how: ......................................................................

    ...........................................................................................................................

    ...........................................................................................................................

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12. Please provide feedback on the following aspects of the event:

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| The presenter was engaging | | | | | |
| The presenter was knowledgeable | | | | | |
| The presenter was organised | | | | | |
| The content was relevant to me | | | | | |
| The content was basic | | | | | |
| The content fit my needs | | | | | |
| The workshop increased my knowledge | | | | | |
| The workshop was logically organised | | | | | |
| The workshop was a good length | | | | | |

13. What time would you prefer the workshop to be held?

☐ Before work　　☐ After work　　☐ During work hours　　☐ Weekend

14. Please provide any further comments, feedback or suggestions in relation to your experience of the wellbeing workshop:

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# Record of feedback

| Event name and date | Mains survey findings | Other feedback received | Follow-up actions |
|---|---|---|---|
| E.g. Mental Health and Wellbeing Workshop. Gosford Neighbourhood Centre, June 25. | Total surveys: 17<br>Satisfaction with event 10 very satisfied (58%)<br>6 satisfied (35%)<br>1 neutral (6%) | Email from Joanne Jones to say that her Women in Business network are interested in hosting a workshop | Follow up with Women in Business network |
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