

National Workplace Initiative – The Blueprint for Mentally Healthy Workplaces

Communications pack

We are very grateful for your collaboration in promoting the Blueprint for Mentally Healthy Workplaces and encouraging organisations and individuals to provide feedback.

The Blueprint is being released in mid-September and feedback on Release 1 will be open until Friday 26 November.

Please find below information and assets on how to promote and support the Blueprint's release to build and maintain momentum.

Pack of materials:

Please note, currently [this link](#) includes all materials:

< DOWNLOAD DIGITAL ASSETS HERE >

- Presentation pack and presenter's briefing
- Social media assets
- Key messages / talking points
- Suggested newsletter text
- Blueprint digital version
- Foundations of mentally healthy work pull-out

How you can promote the Blueprint and engagement

1. Share the Blueprint with your members/networks and encourage people to provide feedback.
2. Give presentations on the Blueprint to encourage people to engage and have a say in future versions.
3. Promote the Blueprint engagement in your social media channels.
4. Promote the Blueprint engagement in your member communications and newsletters.

Further information

For additional information or resources to promote the Blueprint, contact the National Workplace Initiative team on nwi@mentalhealthcommission.gov.au or call 0405 420 336.

For media inquiries, please contact media@mentalhealthcommission.gov.au or call 0418 810 239.

Key messages / talking points

Australia's approach to mentally healthy workplaces:

- The National Mental Health Commission and the Mentally Healthy Workplace Alliance have released the Blueprint for Mentally Healthy Workplaces. This aims to define a nationally consistent approach to creating mentally healthy workplaces.

- The Blueprint for Mentally Healthy Workplaces has been developed through extensive consultation with organisations and business, unions, workplace health and mental health services and experts, government agencies and people with lived experience of mental ill health and suicide.
- The Blueprint for Mentally Healthy Workplaces sets out a vision for mentally healthy workplaces that can be shared by organisations of all sizes and industries.
- The Blueprint defines the core principles and focus areas for creating environments that protect, respond, and promote to support mental health.
- The Blueprint recognises that in addition to action within workplaces, action is also required from industries, policy makers, researchers and service providers supporting organisations and businesses. These larger-scale initiatives can provide tailored supports, focus on key industry needs and provide expert advice.

Mentally healthy workplaces are on the agenda:

- Organisations and businesses are increasingly interested in mentally healthy workplaces but are unsure what action to take.
- Workplaces can be a source of comfort, helping people through life's challenges. But workplaces can also negatively impact our mental health, such as through exposure to bullying, harassment or unreasonable demands.
- Investment in mentally healthy workplaces provides returns including increased engagement, loyalty and productivity. It can also help organisations attract and retain talented and skilled people.
- Mentally healthy workplace initiatives can also reduce injuries and the costs associated with sick leave, compensation claims and time away from work.

Engaging to co-design future versions:

- The National Workplace Initiative is encouraging organisations and businesses, workers and their representatives, experts and other stakeholders to give their feedback on the Blueprint to help inform future versions.
- The Blueprint is a living document that will be updated as our understanding of mentally healthy workplaces evolves.

Notes for editors:

1. The Blueprint for Mentally Healthy Workplaces has been produced as part of the National Workplace Initiative. This is an \$11.5 million investment by the Commonwealth Government in creating a nationally consistent approach to mentally healthy workplaces in Australia.
2. The National Workplace Initiative is a collaborative project of the Mentally Healthy Workplace Alliance, a group of national organisations representing business, union, mental health, workplace health and government sectors. The contract for the project is held and managed by the National Mental Health Commission, which is also a member of the Mentally Healthy Workplace Alliance.

Suggested newsletter / member communications text

The following text can be modified and used in newsletters and other communications with your members and stakeholder organisations.

National vision for mentally healthy workplaces

<YOUR ORGANISATION> is pleased to support the Blueprint for Mentally Healthy Workplaces, which has been released by the National Mental Health Commission.

The Blueprint for Mentally Healthy Workplaces aims to define a vision of mentally healthy workplaces that can be shared by all organisations and businesses across Australia.

It also defines the core principles and focus areas for creating environments that protect, respond, and promote to support mental health at work.

The Blueprint recognises that every workplace and industry have unique needs. It creates a foundation that can be tailored for specific workplace or industry contexts.

The Blueprint has been developed as part of the National Workplace Initiative, which aims to create a nationally consistent approach to mentally healthy workplaces.

<YOUR ORGANISATION> recognises the importance of organisations taking proactive steps to create mentally healthy workplaces. We encourage you to engage with the Blueprint and provide feedback on how future versions can be improved.

The National Workplace Initiative wants to understand which elements of the Blueprint are working well, and where it can be updated or improved.

Feedback can be provided at the National Workplace Initiative's engagement hub ([LINK](#)) or emailed to nwi@mentalhealthcommission.gov.au

Feedback on Release 1 will be open until Friday 26 November.