



# Industry-led initiatives: Plan on a Page tool

Series on industry initiatives supporting  
mentally healthy workplaces

Paper 3



**Australian Government**  
**National Mental Health Commission**

# Industry-led initiatives: Plan on a page

This template aims to step you through some areas others have found helpful in setting up an industry-led initiative to support mental health at work.



Setting up an industry-led approach can be quite similar to setting up a business or service. It is important to think through what need(s) your initiative addresses, who your audience is, how your approach is different to what is already available and how it will operate.

We recommend reading Industry-led initiatives: *Creating a collaborative: How to build an industry-led initiative* and *Stories from the field: Case studies of pioneering industry action*, which is also part of this series. These guides provide more detail about how others have approached mental health challenges in their industry.

## How to use this template:

- Print or download this template to guide some early thinking about what your industry-led initiative could look like or where an existing approach could be strengthened.
- Test your assumptions in each area of the template. For instance, how are people reacting to your ideas about what to include in your initiative? It is easier to refine your approach early before you invest too much time or money. Pilot test approaches and refine ideas before rolling-out at scale.
- Engage others to create a “by us, for us” approach. Experts can contribute important technical knowledge, but people in your industry also have important insights about what they need and what will work for them.
- Use and promote approaches with research support. And evaluate your approach to understand how it is working and what impact it is having.
- We suggest you work through the areas in the template in the following order: Vision & need; Key audiences & collaborators; The industry edge; The unique approach; Timing & tactics; Required resources; Governance & operations; Evaluation; Engagement and reach.

This template is adapted from [Lean Canvas](#) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License. The structure of the Lean Canvas template is retained with changes made to category headings to reflect lessons learnt from other industry-led initiatives.

## Read more in this series



Paper 1

**Creating a collaborative:  
How to build an  
industry-led initiative**

Paper 2

**Stories from the field:  
Case studies of pioneering  
industry action**



[\*\*Click here to read the other  
papers in this series\*\*](#)

[\*\*Click here to learn more about  
the National Workplace Initiative\*\*](#)

## Vision and need

- ◆ What is the “why” driving our approach?
- ◆ What do mentally healthy workplaces look like in our industry?
- ◆ What are we doing well to create mentally healthy workplaces and where are there gaps?
- ◆ What data and stories do we have to show this need?
- ◆ What are the relevant regulatory frameworks we must work within and comply with?

### Existing initiatives

- ◆ What programs and supports are already available?
- ◆ Where are there gaps in existing supports?
- ◆ What is working, and not?

## Timing and tactics

- ◆ What are the key activities required to create and deliver our approach?
- ◆ How should we order activities to ensure our timing is right?
- ◆ Are activities ongoing, or time-limited?

## Evaluation

- ◆ How are we going to evaluate the impact of our approach?
- ◆ How will evaluation help us refine our approach?
- ◆ Who needs to see the outcomes from our approach?

## The unique approach

- ◆ How are we going to address the key needs identified?
- ◆ What is unique about our approach? How is it different from what already exists?
- ◆ What resources, products, services or supports will we offer?
- ◆ How will approaches vary across different audiences?

### Test and learn activities

- ◆ How are we going to pilot our approach?
- ◆ What would make us confident our initiative is ready to roll-out industry-wide?

## The industry edge

- ◆ How does an industry-led approach create a unique advantage?
- ◆ What is our collective impact opportunity?
- ◆ Where are there opportunities to pool resources / insights?

## Engagement and reach

- ◆ How are we going to reach people in the industry?
- ◆ What existing channels can we leverage?
- ◆ Who are the key influencers in our industry?

## Key audiences & collaborators

- ◆ Who are the key people we are trying to reach?
- ◆ Who needs to be involved in designing our approach?
- ◆ What are the needs, barriers and behaviours of our key audiences?
- ◆ How do our different audiences interact?

### Champions for change

- ◆ Who is already an active supporter of mental health in our industry?
- ◆ How can we leverage great work already happening?

## Required resources

- ◆ What expertise and experience do you need in creation and delivery of your initiative?
- ◆ What financial resources do you need to set up and run your initiative?
- ◆ Which resources already exist that you could leverage?

## Governance & operations

- ◆ What governance does our approach need? Who is accountable for your initiative?
- ◆ How is our approach financially sustainable?
- ◆ What is your structure for membership or involvement?
- ◆ Have we involved people at all levels of the industry (workers, not just managers)

Vision and need

Timing and tactics

The unique approach

The industry edge

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Evaluation

Test and learn activities

Engagement and reach

Champions for change

Required resources

Governance & operations

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