



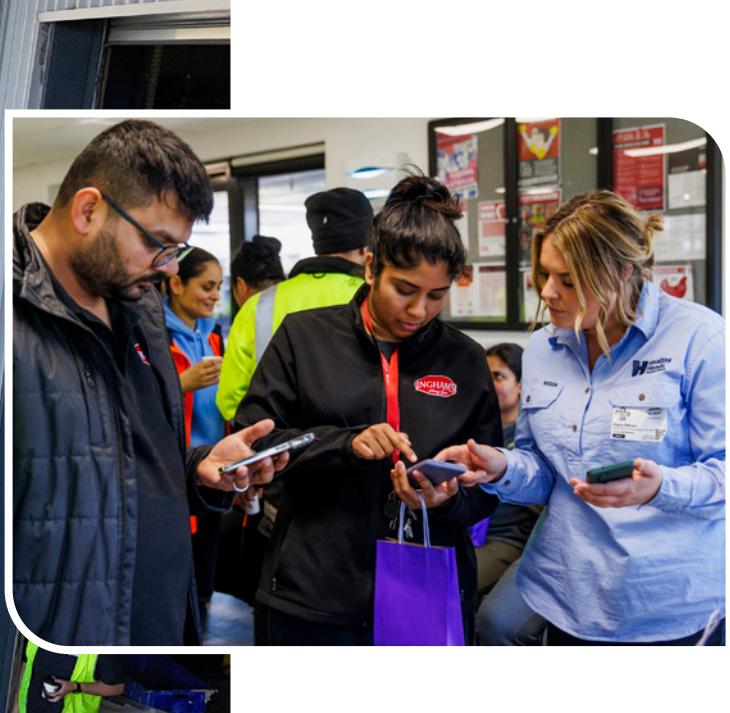
**Healthy  
Heads**  
Trucks & Sheds

# Annual Review

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2024 - 2025





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# About Us

Healthy Heads in Trucks & Sheds (Healthy Heads) is a registered not-for-profit foundation that supports the mental health and physical wellbeing of people working in the transport, warehousing, and logistics industries. Officially established in August 2020, we were created by industry, for industry, to address the unique mental and physical health challenges faced by our sector.

## Our Mission

The mission of Healthy Heads is to provide everyone in the transport and logistics industries with what they need to support their mental health and physical wellbeing, and to ensure these needs are recognised as being vital to support a thriving workforce into tomorrow.

## Our Approach

Our approach includes educational programs, support resources, and industry-specific wellness initiatives. By providing these tailored tools and fostering a community of support, we aim to transform the sector into a healthier workplace for all, in which every individual can thrive.





Healthy Heads delivers a comprehensive work program, guided by **three strategic pillars**, to achieve meaningful outcomes for the transport and logistics workforce. These pillars are:

#### **Awareness:**

- Driving awareness and reducing stigma
- Building mental health literacy through education

#### **Support:**

- Developing industry-specific resources
- Enabling access to support

#### **Advocacy:**

- Evidencing and profiling industry mental health needs
- Advocating for and recommending solutions

# Message from the Chair & CEO



“ The past 12 months have been a significant and transformative period for Healthy Heads in Trucks & Sheds (Healthy Heads), and we are proud to reflect on the many positive strides we have made throughout the 2024–2025 financial year. ”

A proud highlight was the donation of a brand-new Kenworth T410SAR, courtesy of PACCAR Australia. Officially unveiled at the 2025 Brisbane Truck Show, the new Kenworth (fondly nicknamed Kenny by the team) joins our existing DAF and serves as a travelling billboard and outreach tool for mental health awareness. Kenny will help expand our reach nationwide, engaging thousands more across the transport, warehousing, and logistics industries.

Another milestone was the launch of the *How Ya Travellin’?* podcast, designed to support the mental wellbeing of those working in our industry. Hosted by well-known actor and comedian Shane Jacobson, the series highlights real, down-to-earth conversations with everyday employees, experts, and special guests, who share relatable stories, useful tips, and simple strategies for looking after mental health and physical wellbeing. Since launching in May, the podcast has amassed over 5,000 downloads and our download numbers for the first seven days put us in the top 10% performing podcasts worldwide, illustrating the value and importance of sharing stories among industry.

Our resource offering grew significantly this year. To promote healthy eating and lifestyle choices, we released new nutrition posters, checklists, infographics, recipes, and social media tiles. In addition, our Recovery after Trauma guide and tip sheets were developed to support individuals who might be exposed to potentially traumatic events while doing their jobs.

We were pleased to strengthen our partnerships with leading mental health organisations Lifeline Australia, Black Dog Institute, AP Psychology & Consulting Services, and Mental Health First Aid Australia. These collaborations helped Healthy Heads to deliver 37 tailored training courses to over 600 employees in 2024–2025, equipping them with vital mental health knowledge.

To build on this momentum, we focused on empowering staff to engage in meaningful check-ins with colleagues, reminding everyone that you don’t need to be a mental health expert, counsellor, or psychologist to start an important conversation. To get the message across, this was made the central theme of R U OK? in Trucks & Sheds 2025.

As we reflect on this year and the progress made over the past five, we'd like to extend our sincere thanks to our Corporate Partners and Supporters, both new and long-standing. Your steadfast commitment to mental health in our sector is crucial to our success. Simply put, our accomplishments would not be possible without your support.

While frontline roles in our sector come with daily pressures, Healthy Heads is proof that meaningful and lasting change can be achieved through persistence, collaboration, and shared responsibility.

We recognise there's still much to be done to help our industry build resilience and foster a culture where mental health and wellbeing are openly discussed every day. With your continued support, we're confident we can make that vision a reality.



Paul Graham, Chair



Naomi Frauenfelder, CEO



# 2024-2025 Highlights



## Road Show

45 events across Australia.

2870 connections made.



## Health screenings

555 health screenings at Road Show events.



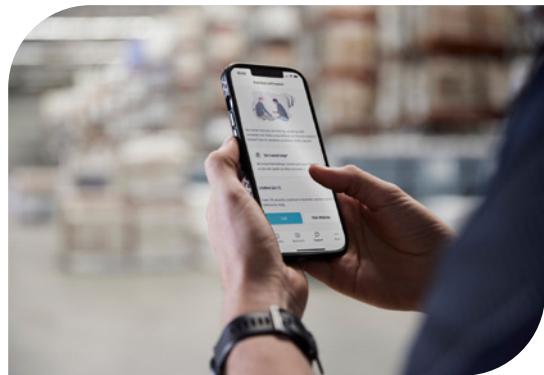
## R U OK? in Trucks & Sheds

224 company champions.



## Trauma Support Resources

178 downloads to date.



## Healthy Heads App

20,365 downloads to date.



## Industry Engagement

31 industry specific events attended nationwide.



## Nutrition and Wellbeing

Over 44,000 bp healthier choices menu meals sold since program inception.

Released new suite of nutrition resources.



## Industry Tailored Mental Health training

600 people received industry-specific mental health training, funded by the NHVR Heavy Vehicle Safety Initiative.



## Roadmap Planner

2,669 people have accessed this resource online.



## How Ya Travellin'? Podcast

Released 8-episode podcast hosted by Shane Jacobson.

5,251 downloads

3,586 unique listeners

# Our Impact

## Psychological Health and Safety

### Road Show

### R U OK? in Trucks & Sheds 2025

### Nutrition Resources

### Trauma Support Resources

### Mental Health Training

### How Ya Travellin' Podcast

### Kenny

## Psychological Health and Safety

In 2023, new codes of practice for managing psychosocial hazards at work came into effect in Australia. In response, Healthy Heads developed the *Roadmap Planner* to support businesses in transport, warehousing, and logistics in understanding psychological health and safety, and meeting their WHS duty of care.

Based on the Seven Workplace Strategies from the *National Mental Health & Wellbeing Roadmap*, the Planner helps organisations build a tailored Workplace Wellbeing Plan to protect and support their people.

Featuring real-life stories that illustrate each strategy, the Planner includes reflection prompts to identify gaps and direct links to resources for improvement. It also offers ready-to-use example plans that can be customised to suit your workplace.

- Developed in response to **increasing legal obligations on employers**
- **7 ready to use policies**
- **13 tip sheets and templates**
- **3 example Workplace Wellbeing Plans**
- **Has been accessed online over 2634 times** since its launch in November 2023



# Road Show

During the 2024-2025 financial year, Healthy Heads delivered its most extensive national Road Show schedule to date

The Road Show truck, generously provided by Foundation Partner PACCAR Australia, remains one of Healthy Heads' most impactful initiatives, offering a unique opportunity for individuals across the transport and logistics sector to connect with our team in person, right across the country.

Between 1 July 2024 and 30 June 2025, Healthy Heads hosted 45 Road Show events across Victoria, New South Wales, Queensland, the Northern Territory, and Western Australia. These events engaged 2,870 individuals and involved partnerships with 30+ organisations.

A standout moment of this year's program was traveling to the Pilbara and the Northern Territory to engage with individuals living in remote and isolated communities. This allowed us not only to connect them with available support services, but also to provide vital health checks.

As part of this year's events, Healthy Heads once again partnered with various leaders in workplace wellbeing, who delivered free health screenings at selected Road Show stops. These ongoing collaborations continue to enhance the impact of the program, with screenings proving highly popular among attendees. These services provide a natural gateway for team members to engage in meaningful conversations about physical and mental wellbeing, helping to connect individuals with tailored information and resources.

The strong participation and continued demand for the Road Show to be onsite underscores the value of face-to-face engagement in breaking down stigma and promoting mental health awareness within the transport and logistics sector. As a result, Healthy Heads remains deeply committed to growing its national reach and strengthening its presence across communities through in-person initiatives like the Road Show for many years to come.

**7,552+**  
**Road Show connections at events**  
(since inception in 2022)

**126 events**  
**held across SA, NSW, VIC, WA, NT & QLD**  
(since inception in 2022)

**51+ connections**  
**with businesses in the sector**



# R U OK? in Trucks & Sheds 2025

The fourth annual R U OK? in Trucks & Sheds National Day of Action was held on 6 May 2025 with the theme, “Ask R U OK? - No qualifications needed”.

The “Ask R U OK? – No qualifications needed” theme was continued from 2024 to enforce that you don’t need to be a qualified counsellor to check in with a colleague or friend and to support people in industry to know when and how to meaningfully connect with their workmates and ask “are you ok?”.

With increased participation across the sector, Healthy Heads placed a strong focus this year on empowering our network of Company Champions to take the lead in promoting mental health within their organisations.

A total of 224 Company Champions facilitated events across the industry, helping to share resources, amplify key messages, support colleagues facing challenges, and educate teams on how and when to ask, “R U OK?”

This year, there were three case studies from individuals, all with different roles in the sector:

1. **Ian “Eno” Taylor**, a veteran truck driver.
2. **Sarah Chapman**, a Distribution Centre Manager at Linfox.
3. **Shane Pendergast**, Service & National Training Manager at Air Brake Systems.

The case studies and supporting resources are available year-round as free downloads, enabling organisations to continue promoting the message and encouraging a culture where every day is R U OK? in Trucks & Sheds Day.



**224**

**R U OK? in Trucks & Sheds Company Champions**

**136**

**businesses engaged**

**30,744**

**social media reach**

**2,002**

**resource downloads**



# Nutrition Resources

Our nutrition program aims to educate, raise awareness, and empower individuals across our sector to make nutritious food and drink choices, both for themselves and their workplaces.

Key initiatives include:

- **bp's Healthier Choices** freshly cooked menu, available 24 hours a day at 32 bp sites, featuring meals rated green in line with the Victorian Government's Healthy Choices food and drink classification guide.
- **Nutrition in Sheds**, a pilot program designed to improve access to healthy food options and boost nutrition awareness in warehouse and distribution centre environments.
- **The Be Fit Food trial**, which provided evidence that a dietitian-led meal program can help truck drivers and warehouse staff achieve health goals and enhance their overall quality of life.

In addition, Healthy Heads has developed a series of informative posters focused on nutrition, along with four healthy, delicious, and easy-to-make recipes. These resources are designed to support healthier eating habits in everyday work environments and make nutritious choices more accessible.

**Pick Me Up Snacks**

**Swap This for That**

**Lunchbox**

**Frittata to go**

**Lentil Bolognese**

# Trauma Support Resources

People working in transport, warehousing, and logistics are sometimes exposed to potentially traumatic events, such as motor vehicle accidents, near misses or workplace incidents.

It's normal to experience strong emotional responses like fear, sadness, guilt, anger, or grief in the aftermath. While these feelings often ease over time with the support of family and friends, for some, the impact can be longer lasting and affect their mental health and wellbeing.

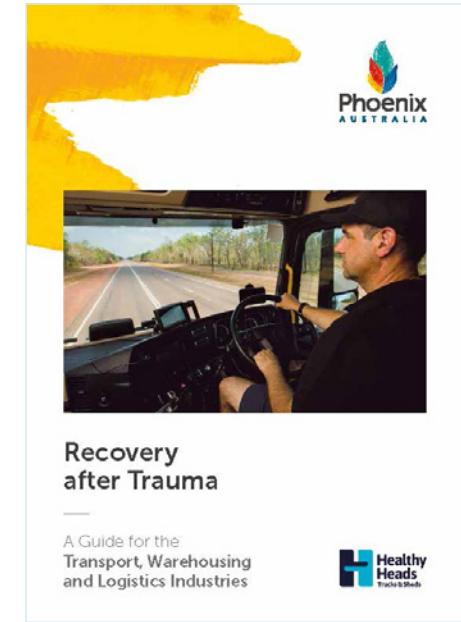
To support recovery, Healthy Heads has partnered with Phoenix Australia – Centre for Posttraumatic Mental Health – to develop a suite of resources under the Recovery after Trauma initiative. Generously funded by Foundation Partner NTI, these resources explain common reactions to trauma and offer practical, evidence-informed strategies to support recovery in the days and weeks that follow. They also help individuals recognise signs of ongoing distress and understand the effective treatments available, so they know when and where to seek professional support.

## Resources available include:

**Recovery after Trauma** - a detailed guide for people who have experienced a potentially traumatic event, including those who may be noticing lasting impacts.

**Recovery after Trauma – Glovebox Guide** - a quick reference guide that provides key information and tips about looking after yourself after a traumatic event, including when and where to seek help.

**Fact Sheets** - three short handouts that provide key information for the person who experienced the traumatic event, as well as the friends, family, colleagues, and workplaces that support them.



The image shows the front cover of the 'Recovery after Trauma' resource. It features a yellow and white abstract brushstroke design at the top. The Phoenix Australia logo is in the top right corner. Below the logo is a photograph of a truck driver in the cab, looking out at a road through the windshield. The title 'Recovery after Trauma' is in bold letters, followed by 'A Guide for the Transport, Warehousing and Logistics Industries'. The Healthy Heads logo is in the bottom right corner.



# Mental Health Training

Through partnerships with leading mental health organisations along with strong industry collaboration, Healthy Heads has provided accessible, flexible, and effective training to support mental health awareness, early intervention, and help-seeking behaviours.

Funded by the National Heavy Vehicle Regulator's Heavy Vehicle Safety Initiative, our 2024/25 training delivery program set ambitious participant targets and has successfully met those goals, training over 600 people across the industry. This targeted program also identified sustained and growing demand for mental health training across the industry. Importantly, the program has served as a catalyst for ongoing training uptake, with several organisations choosing to invest further in mental health courses for their employees.

Comprehensive data collected throughout the program has provided valuable insights into participation patterns and learning outcomes. Participant feedback gained consistently shows self-reported skill development, increased awareness, and personal growth in understanding mental health and wellbeing. Individuals reported feeling better equipped to recognise and manage their own mental health, support others, and contribute to healthier workplace environments.

The successful delivery of this program represents a meaningful contribution to improving individual mental health and wellbeing, workplace psychological health and safety, and industry resilience.

## Training Courses

- Accidental Counsellor – Lifeline Australia
- Managing for Team Wellbeing – Black Dog Institute
- Mental Health First Aid – Steering Healthy Minds
- Mental Health and Wellbeing in the Road Transport, Warehousing & Logistics Sector – Lifeline Australia
- Mind Your Mates – Lifeline Australia
- Psychological Health and Safety Action Plan Workshop – AP Psychology & Consulting Services
- Your Mental Health at Work – Black Dog Institute



**“** You don't have to have a degree or be a psychologist. Doing the little things over time and really checking in with people. We've all got a role to play, and something as small as starting a conversation can be a key piece that changes someone's mindset. **”**

Luke Morton  
Operations Manager,  
Ron Finemore Transport



**602** people



**37** courses

**“** Mental health awareness doesn't stop when you leave the office or site. I've used things from that training in my personal life. There have been friends or relatives that have had issues and I've been able to spot that hopefully early enough on and say, have you thought about doing this, about contacting this organisation. **”**

Steve West  
Senior Project Manager, IT - Toll Group

# How Ya Travellin'? Podcast

How Ya Travellin'? with Shane Jacobson is a new podcast brought to you by Healthy Heads.

It's designed to support the mental health and wellbeing of those working in Australia's transport, warehousing, and logistics sector. Whether behind the wheel, on the floor of a distribution centre, or managing the flow of goods, this podcast is here to provide support to those who need it most, whenever and wherever it suits them best.

Hosted by Australian actor and comedian Shane Jacobson, the series delivers real, down-to-earth conversations that reflect the unique experiences and challenges of life in the industry. Shane chats with everyday workers, experts, and special guests about the ups, downs, and everything in between, offering relatable stories, useful insights, and simple ways people can look after their mental and physical wellbeing.

From long hauls and late nights to tough days and tough conversations, How Ya Travellin'? reminds us that taking care of ourselves isn't a luxury - it's an essential part of the journey.

Available now on the Healthy Heads App, Apple Podcasts, Podbean, Spotify, Amazon Music, iHeartRadio, PlayerFM, Podchaser and BoomPlay.

Shane Jacobson asks

# HOW YA, Travellin'?

A podcast for truckies by truckies

HOW YA TRAVELLIN'?

Healthy Heads Trucks & Sheds

**Episode 1:** HOW YA, Travellin'? with Eno Taylor

**Episode 2:** HOW YA, Travellin'? with CJ

**Episode 3:** HOW YA, Travellin'? with Heather Jones

**Episode 4:** HOW YA, Travellin'? with Rick Dani

**Episode 5:** HOW YA, Travellin'?

**Episode 6:** HOW YA, Travellin'?

**Episode 7:** HOW YA, Travellin'?

**Episode 8:** HOW YA, Travellin'?

## Kenny

With the generous support of PACCAR Australia, Healthy Heads was provided with a custom-built DAF LF truck three years ago, enabling the foundation to travel to remote areas, connect directly with those on the frontline, and deliver vital mental health resources as part of our Road Show initiative.

Building on this success, PACCAR Australia has now donated a second vehicle, a new Kenworth T410SAR, to further strengthen our mission. Designed to serve as a mobile billboard, this truck will travel to events across the country, raising awareness about Healthy Heads and the free, industry-tailored wellbeing resources we offer those in need of mental health support.

Affectionately named 'Kenny' by the Healthy Heads Team, the new Kenworth was officially unveiled at the 2025 Brisbane Truck Show. Since the launch of the Road Show, Healthy Heads has delivered more than 100 events with the original DAF truck. With Kenny now joining the fleet, we're excited to expand our reach and support even more people across the transport, warehousing, and logistics industries.



# Engagement



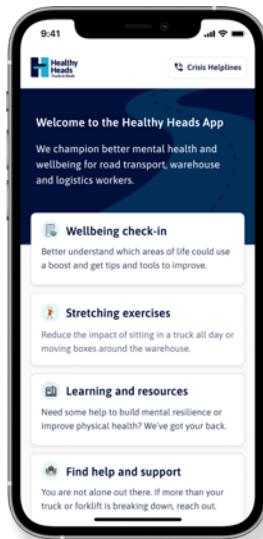
Presented at  
**30+ industry events**



Engagement with over  
**75,050 people**



**Brisbane Truck Show**  
**54,790** attendees  
over the 4 days

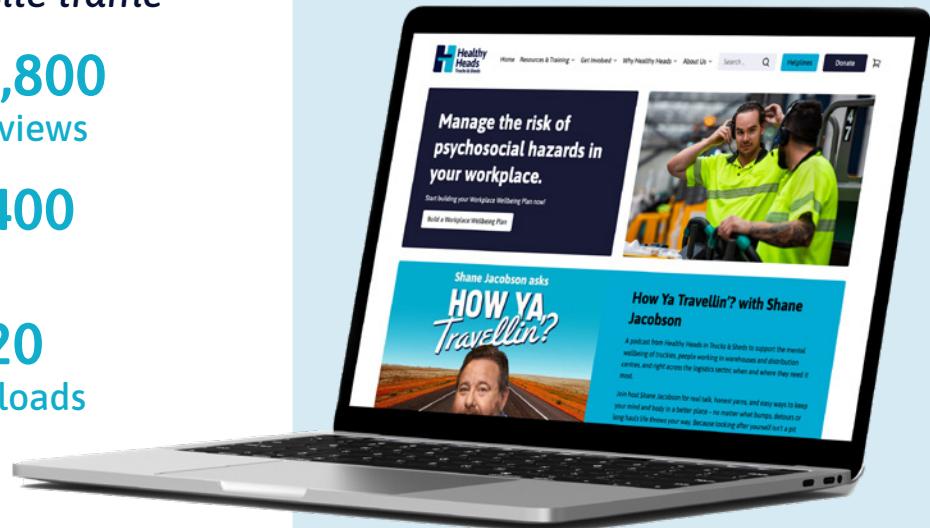


## Healthy Heads App

**20,365**  
downloads to date

## Website traffic

**112,800**  
page views  
**56,400**  
users



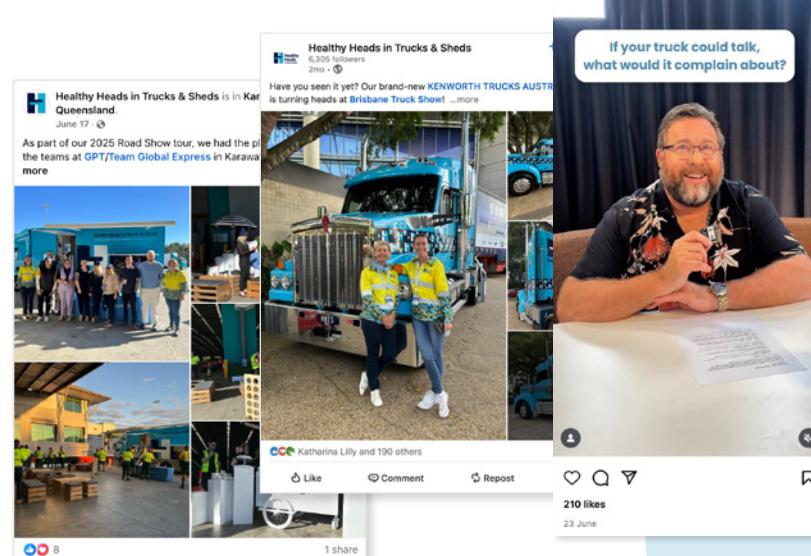
## Social Media

 **3,169**  
Facebook followers

 **6,326**  
LinkedIn followers

 **405**  
Instagram followers

 **2,327**  
email subscribers



# Partners & Supporters

We are committed to building strong, mutually beneficial partnerships with organisations that share our dedication to making a meaningful impact on the lives of those working in road transport, warehousing, and logistics. With us, they're working to improve mental health and wellbeing outcomes through their ongoing contributions to our industry-for-industry initiative.

## Founding Partners

Driven by a common goal to improve industry outcomes relating to mental health and wellbeing, the Founding Partners of Healthy Heads in Trucks & Sheds had the foresight and vision to lead the establishment of the foundation. Today, they continue to drive strategy and guide our program of work.



## Government Partner

Healthy Heads has received strong support from the National Heavy Vehicle Regulator (NHVR) from its inception via the Heavy Vehicle Safety Initiative (HVS). Healthy Heads continues to greatly value this industry-regulator partnership.



# Corporate Partners

## Foundation

- bp Australia
- Frasers Property Industrial
- National Transport Insurance
- PACCAR Australia

## Principal

- AP Psychology & Consulting Services
- Colin Biggers & Paisley Lawyers
- Goodman Foundation
- L.E.K Consulting

## Premier

- Amazon
- Ampol
- BlueScope
- Centurion
- Charter Hall
- ESR
- Geotab
- GPT Group
- GT Insurance
- Labourforce Group
- Linde Material Handling
- Pickles
- Stockland
- Toyota Material Handling
- Viva/Liberty
- Volvo

## Alliance

- AEI
- Americold
- Booth Transport
- CEVA Logistics
- Dexus
- Directed Technologies
- Growth Point Properties Australia
- HMIA
- JOST
- Knorr-Bremse
- Lendlease
- MT Data
- Multispare Truck Parts
- Oz Truckers
- PFD Food Services
- Prime Creative Media
- Roadmaster Refrigerated Transport
- Ron Crouch Transport
- Team Global Express
- TMX
- Truck Tech
- Vawdrey Semi Trailers
- Visy Logistics
- Victorian Truck Moves
- Wales Heavy Vehicle Repairs
- WHG
- Zurich

## Supporter

- Airtec Corporation
- ATT Logistics
- Beumer Group
- Centuria
- City
- Eather Group
- FTI Group
- Goldstar Transport
- K&S Corporation Limited
- Lindsay Australia
- Lineage
- Logmaster
- Metcash
- Mondiale VGL
- Morgan Transport Group
- Ofload
- Optix
- RiskPro
- Seeing Machines
- Tytec Logistics
- Vision International
- WFR

## Industry

- Australian Logistics Council
- Heavy Vehicle Industry Australia
- Transport Women Australia

**Healthy Heads recognises and appreciates the support of all Partners and our supporters.**

We look forward to continuing to build strong and lasting relationships as we work together for the common cause of improving both mental health and physical wellbeing across our sector.

# Board & Team

## Board of Directors

### **Paul Graham – Chair**

Chief Executive Officer and Managing Director  
- Australia Post

### **Mark Parry – Deputy Chair**

Independent Director

### **Geoff Crouch**

Executive Director - Ron Crouch Transport

### **James Dixon**

Chief Executive Officer - Ron Finemore  
Transport

### **Belinda Flynn**

General Manager, Safety, Health and  
Sustainability Manager - Qube

### **Janelle Greene**

Chief Executive Officer - NTI

### **Jo Hammond**

General Manager of Safety, Health &  
Wellbeing, Supply Chain - Coles

### **Mark Mazurek**

Chief Executive Officer - Linfox Australia  
and New Zealand

### **Ben Newton**

General Manager Strategy, Development  
& Partnerships - Primary Connect

### **Reini Otter**

Chief Executive Officer - Frasers Property  
Industrial

### **Paul Ryan**

Chair, TEACHO Ltd - Training Education  
Audit Compliance Health Organisation

### **Nick Vrckovski**

President - Retail & Consumer Toll Group

### **Patron**

### **Lindsay Fox AC**

## Team

### **Naomi Frauenfelder**

Chief Executive Officer

### **Melissa Weller**

Director of Industry Relations & Program  
Management

### **Ben Maguire AM**

Director Corporate Affairs

### **Kayla O'Brien**

Manager - Programs

### **Julia O'Keefe**

Events Manager

### **Jordan McSweeney**

Communications & Marketing Coordinator

### **Sally Hemmings**

Operations Support





[healthyheads.org.au](http://healthyheads.org.au)