



Live Well, Build Well  
Waihanga Ora

# Opportunity to Become a Cornerstone Partner of Live Well Build Well

Join us in leading the change towards  
mental fitness in the residential  
construction industry.



# Why Live Well Build Well?

There is a rapidly growing interest in mental well-being at work. We believe there is a need to talk about mental wellbeing positively and create social networks that spread positive ideas and behaviours to increase mental fitness in the residential construction sector. Mental fitness is good for overall health and business success.



The legal entity for Live Well Build Well, and processor of any payments, is the Mental Health Foundation of New Zealand (MHF). Registered Charity CC11140. For more information on the MHF go to <https://mentalhealth.org.nz/about>.



# Why this programme?

## Improve Wellbeing

The programme focuses on enhancing construction workers' physical, mental, and emotional wellbeing through a holistic approach to health and wellness.

## Increase Productivity

By addressing the needs of workers, the programme aims to boost productivity, reduce absenteeism and risk of accident and injuries as well as improve job satisfaction on construction sites.

## Strengthen Community

The programme fosters a sense of community among construction workers, promoting social connections and supporting each other's personal and professional development.

## Scalable Impact

The programme is designed to be replicated and adapted to different construction companies and regions, ensuring a widespread and lasting impact on the industry.

# LWBW's Unique Approach

## Tradie-led

Our programs are led by tradies, for tradies

## Mental fitness

We focus on mind skills to boost mental and physical health. Our focus is on prevention of illness and takes a strengths based approach.

## Online resources

Video and digital resources where tradies share what works for them. Facebook, Instagram, and YouTube

## Flexible delivery

Our programs are delivered flexibly to meet the needs of busy tradies.

# What is Live Well Build Well (LWBW)



## Strength-based programme

LWBW is a strength-based programme that has been trialed in the residential construction sector for almost three years.



## Systemic culture change

The goal is systemic culture change in the sector towards increasing the value of psychosocial health (mental fitness). It provides the resources and social incentives for builders, tradies and industry organisations to change.



## Social learning strategies

LWBW uses evidence-based social learning strategies to reach builders and tradies. This includes leveraging social contagion through stories and peer-to-peer sharing to increase expectations of good psychosocial wellbeing on the job, what that looks like, and how to talk about it to change attitudes and expectations in the sector.



## Bottom-up approach

The power to change is given to builders and tradies themselves so they can lead culture change from the bottom up, in their own way. This approach is well suited to an industry dominated by small businesses that do not have larger organisational support and resources for training and complex processes and procedures.

Therefore, the main goal of LWBW is not to simply provide 'mental health' information to the sector but to build social connections and opportunities, sharing and spreading behaviours that are already working.

*Making mental fitness a normal thing to talk about and to include in the working day planning.*

# What does LWBW do?

## Builder Interviews

Interviews builders and tradies on what works for their wellbeing (100 interviews since 2023) and spreads these stories on social media.



## Toolbox Talks

Provides toolbox talks and other presentations to gathering of builders and tradies (77 since 2023 reaching in person approximately 5700 workers). A brief story about each of these events is posted to social media to maximise industry reach.



## Media Production

Produces media for the sector on practical applications of mental fitness (28 article in trade magazines so far)



## Social Media Engagement

Engages with Builders and Tradies through social media. 15000 Linked-In followers. 1808 Instagram followers, 373 Facebook followers



## Resource Development

Produces resources aimed at micro/small business that outline good work/life design to maintain psychosocial wellbeing.





# What does LWBW do cont...



## Expert Guidance

Provides psychological expertise from academic experts in wellbeing that can relate to this audience (eg Dr Grant Schofield's weekly mental fitness boosts)



## Sector Partnerships

Works in partnership with other sector programmes that apply similar principles (eg Work Should Not Hurt).



## Annual Research

Conducts annual research of a national representative sample (n= approx 1000) of residential builders about their wellbeing (using validated psychometrics) and their engagement with LWBW.



## Industry Collaboration

Builds collaborative relationships with commercial and professional organisations in the sector (over 100 meetings commercial and professional-body leaders so far on how they can apply Live Well Build Well)

*Creating a bottom-up demand and expectation for workers to feel well in their work.*



## About Us

# A little bit about who we are.

Our team is made up of leaders with many years experience in the construction industry, mental health, sports and fitness, injury prevention and social change programmes.

Live Well Build Well is informed by evidence, specifically the award-winning Farmstrong programme.  
[www.farmstrong.org.nz](http://www.farmstrong.org.nz).

Farmstrong started nearly 10 years ago and has been successful in showing improvements in farmers' mental fitness and well-being and how this leads to a reduction in injury and accidents.

The Live Well Build Well Team is applying the Farmstrong methodology and broader evidence on mental health and fitness to gain similar beneficial results.



Find out what  
works for you  
then **lock it in.**

**Sam Whitelock**  
FARMSTRONG AMBASSADOR

[farmstrong.co.nz](http://farmstrong.co.nz)





# Management and Advisory Team



**Hugh Norriss**

Positive Mental Health and Wellbeing Programme Expert.



**Rafael Caso**

Construction Health and Safety Expert and Live Well Build Well Project Lead.



**Dr Grant Schofield**

Human Performance Expert and Researcher



**Lisa Byrnes**

Digital Marketing Manager

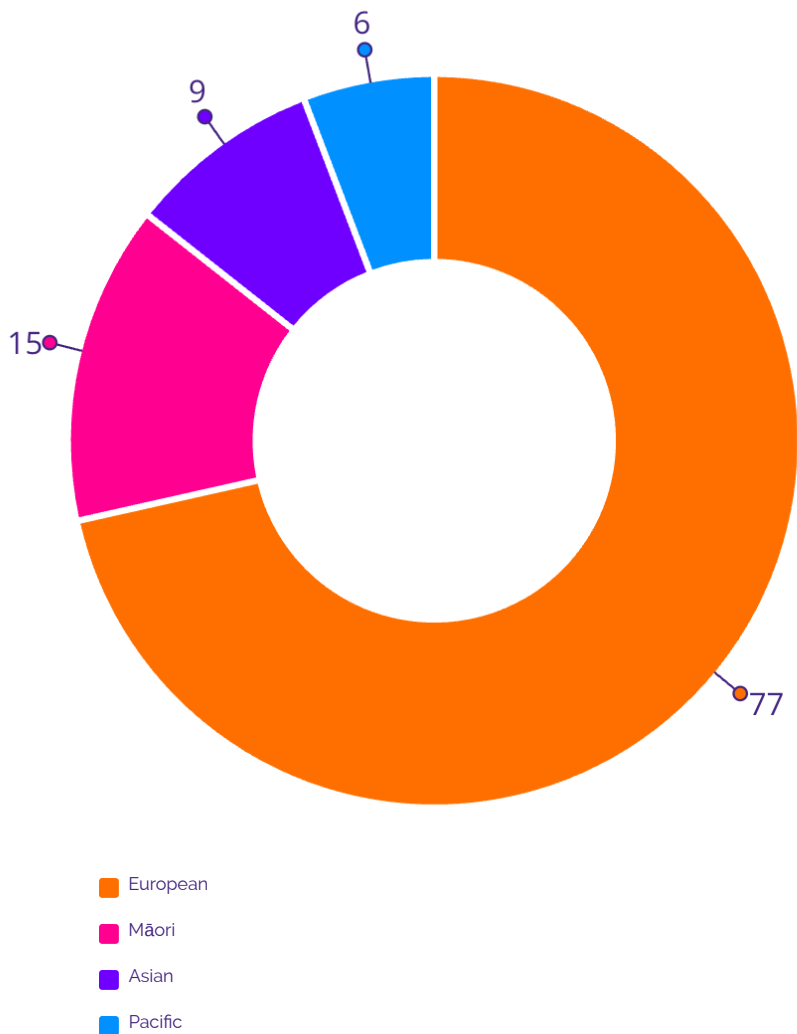
# Industry Demographics and Numbers

The cohort/target audience are working in the following areas (using the standard classification codes)

House construction	Plumbing services	Painting and decorating services
Residential building construction (not elsewhere classified)	Electrical services (including telecommunication services within buildings)	Glazing services
Land development and subdivision	Building installation services (not elsewhere classified)	Landscape construction services
Site preparation services	Plastering and ceiling services	Construction services (not elsewhere classified)
Bricklaying services	Carpentry services	Building completion services - all trades subcontracted
Structural steel erection services	Tiling and carpeting services	



# Industry Demographics and Numbers



In 2023, the combined number of people employed in these subsectors combined was approximately 166,000.

- 86% were male.
- 15% were Māori,
- 6% are Pacific,
- 9% Asian
- 77% European.

87% of businesses were self-employed, micro, or small. 36% were self-employed. The target audience therefore is made up predominantly of a male, small business demographic, with strategies required to reach minority groups women, Māori, Pacific, and Asian.

***Communicating with the industry through the social identity of being a builder/tradie.***

# Building Collaborative Relationships

## **Partnership Approach**

Working with aligned organisations



## **Resource Sharing**

Efficiency through collaboration



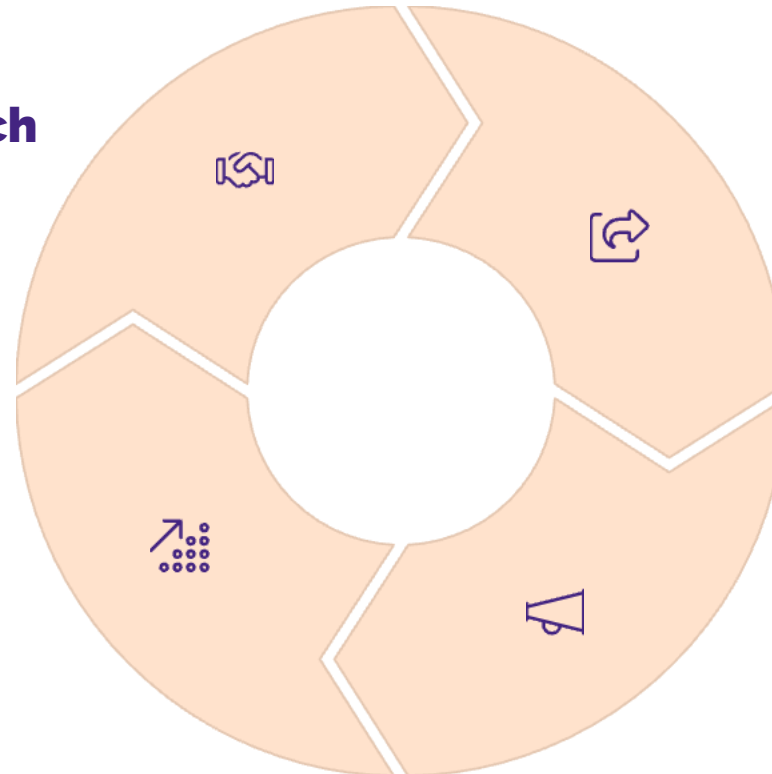
## **Collective Impact**

Achieving greater results together



## **Communication Channels**

Leveraging industry networks



The ethos of LWBW is to work collaboratively with mental fitness supporters, supportive sector leaders and enthusiasts across the sector, to maximise communication channels and make most efficient use of industry resources.

# WELLBEING IN RESIDENTIAL CONSTRUCTION

Measuring & improving the wellbeing of construction workers

August 2024

Mental Health Foundation  
mauri tū, mauri ora

Live Well, Build Well  
Whānanga Ora

© Ipsos | Construction Wellbeing | August 2024



Find the 2023 and 2024 surveys here:  
<https://livewellbuildwell.com/research/>

This nationwide survey provides critical insights into the wellbeing trends of builders and tradies, helping shape future initiatives.



## Identify year-to-year trends

The data collected helps us track changes in mental fitness across the industry over time.



## Understand what is important to builders and tradies

Insights help us develop targeted resources that address real needs.

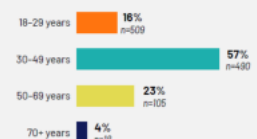


## Inform builders and tradies on how they are doing as an industry

Providing benchmarks helps individuals understand their own wellbeing in context.

### Sample information (1)

#### Age group



#### Gender



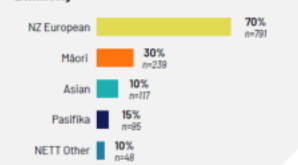
#### Construction type



#### Role



#### Ethnicity



#### Region





# Our Story so far in numbers...

## we're just getting started

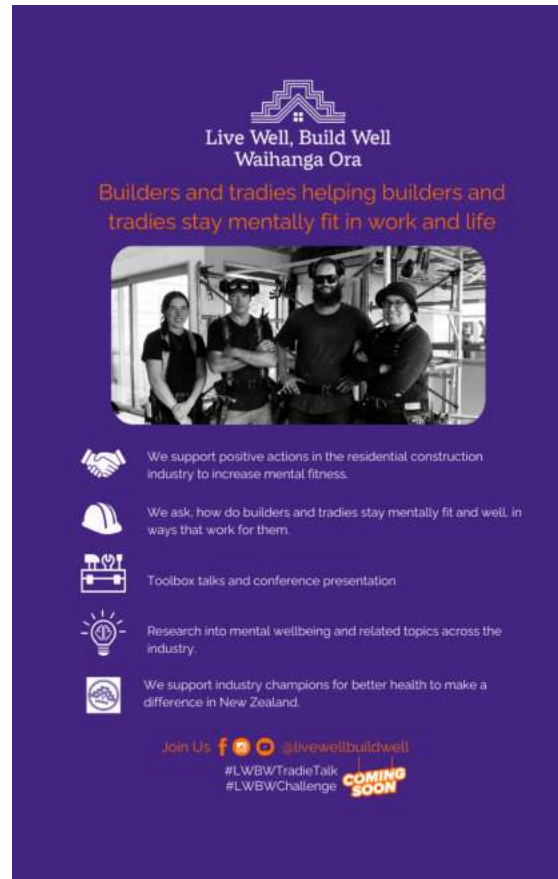


Years since launch	2
Social Impressions YTD 2024	533,297
ToolBox Talks	41 ( 4,000 attendees)
Engagement Rate	2.6% ( average industry less than 1%)
Research Projects	3
Video Views	89,826
Stakeholder Meetings	120
Learning Module Videos	42

# Examples of Marketing Initiatives



#LWBWChallenge



ToolBox Talks

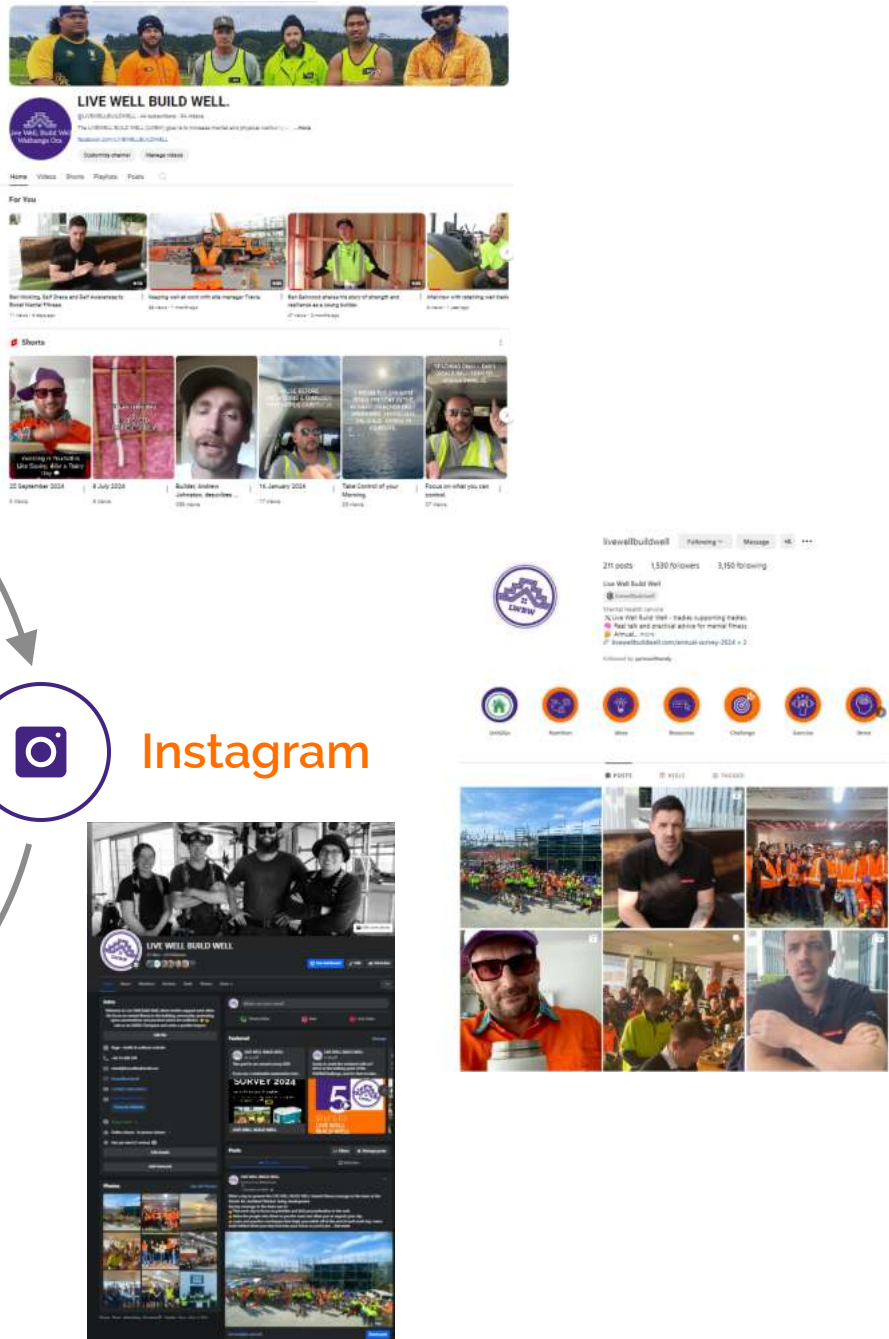
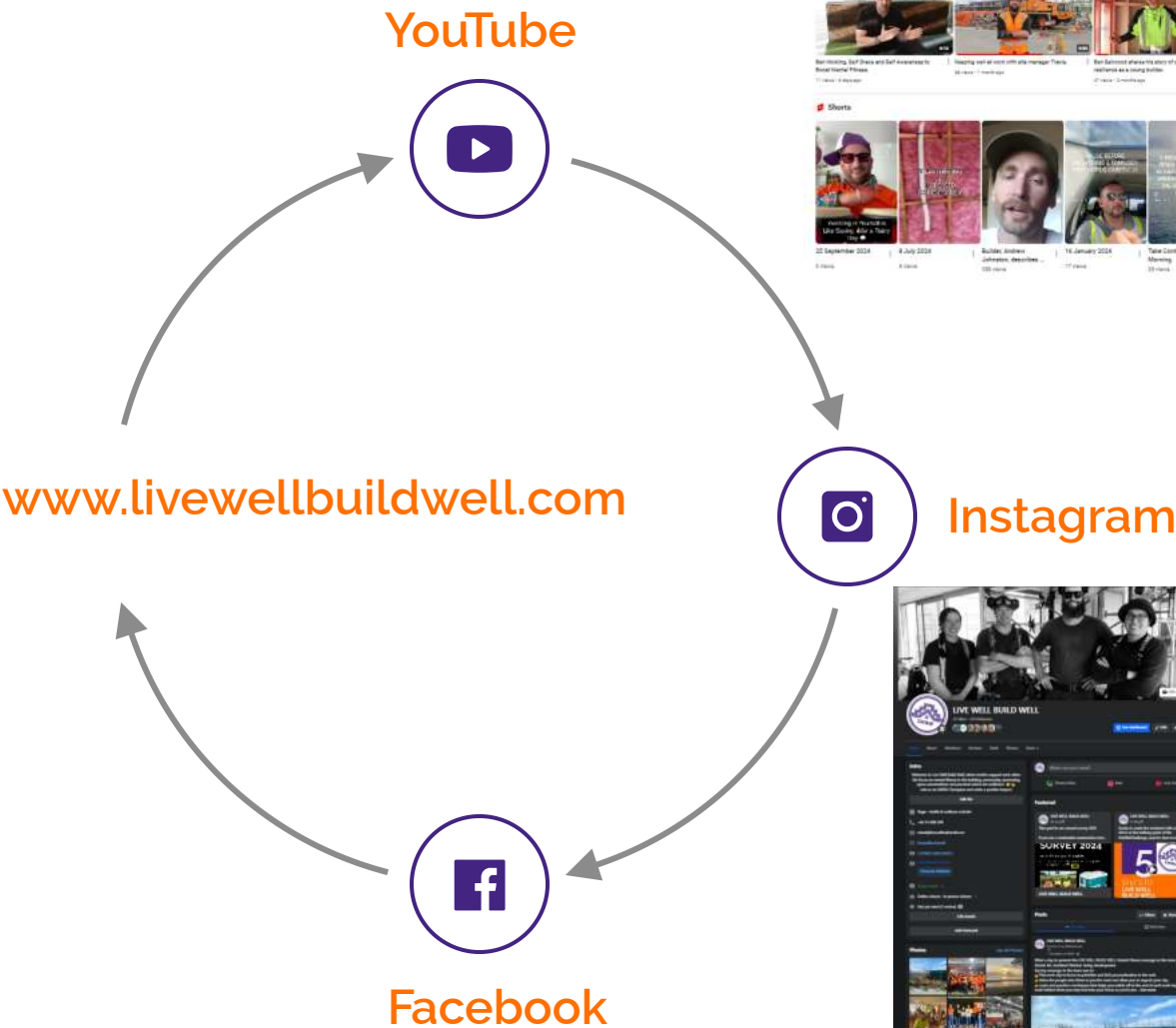


Good Work Design



Unit2Go Auction  
Breakfast TV

# @LIVEWELLBUILDWELL





Website



- **Steady Traffic:**

The website has welcomed **2.7K new users** in 2024, mainly driven by direct visits and organic social engagement.

- **LWBW Challenge:**

Our 2024 social campaign drove traffic, becoming the second-highest landing page, next to the home page, showing invested interest and industry participation.

- **Newsletter:**

Our newsletter, Be Your Best Self, with **187 subscribers**, boasts an impressive **45% open rate** and a **14% click-through rate (CTR)**. This far exceeds industry averages, where the average open rate is around **21%**, and the CTR is **2.5%**

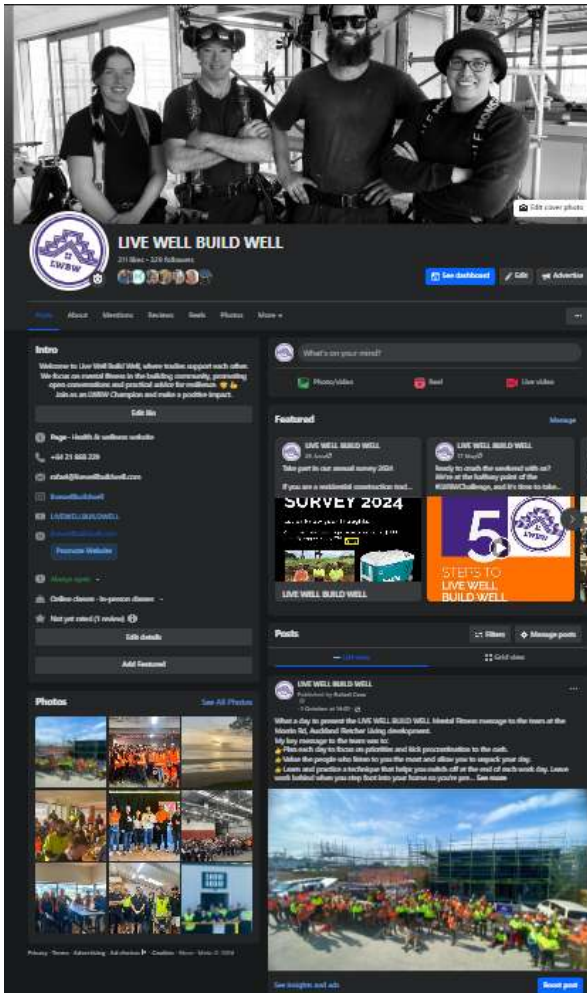
2.7K

NEW USERS

45%

NEWSLETTER OPEN RATE

Facebook



- **Reach:**

Facebook generated **443,232 impressions** in 2024, making it one of our strongest platforms for reaching tradies and builders across New Zealand.

- **Engagement:**

The **4,565 engagements** on our posts demonstrate how builders actively participate in conversations about LWBW mental fitness.

- **Video Views:**

**45,830 views** on Facebook show video content's effectiveness in sharing practical mental fitness resources.

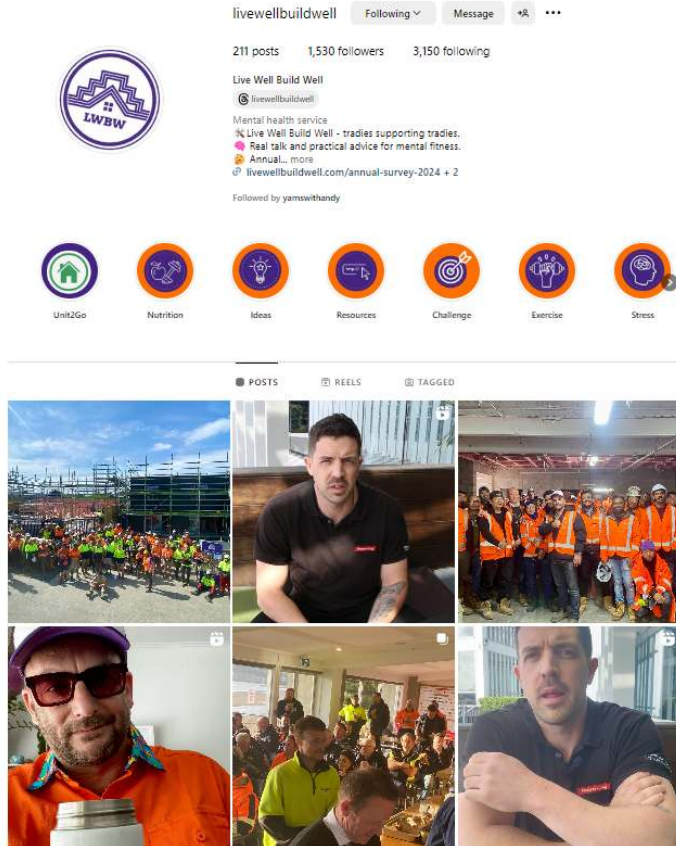
**443,322**

IMPRESSIONS

**45,830**

VIDEO VIEWS

Instagram



- **Engagement 2.6%:**  
The Instagram audience is highly interactive, reflecting their interest in LWBW mental fitness content.

- **Audience Growth:**  
Instagram has seen a **net increase of 853 followers** this year, indicating growing community support for our vision.

- **Reel Views:**  
Our Instagram videos have attracted **43,996 views**, delivering impactful, practical advice and promoting mental resilience and fitness.

**1,533**  
FOLLOWERS

**2.6%**  
ENGAGEMENT RATE



YouTube



LIVE WELL BUILD WELL.

@LIVEWELLBUILDWELL · 44 subscribers · 24 videos

The LIVEWELL BUILD WELL (LWBW) goal is to increase mental and physical wellbeing in the construction industry. [facebook.com/LIVEWELLBUILDWELL](https://www.facebook.com/LIVEWELLBUILDWELL)

[Customize channel](#) [Manage videos](#)

[Home](#) [Videos](#) [Shorts](#) [Playlists](#) [Posts](#) [Search](#)

For You



Shorts



- **Views:**  
Our YouTube channel recorded **4.5K views**, reflecting consistent audience interest in longer-form mental fitness content.

- **Click-Through:**  
With a **1.6% click-through rate**, our video thumbnails attract views, showing the relevance of our content to the construction audience.

- **Average Watch Time:**  
The **average view duration of 1:41 minutes** highlights the sustained interest in our practical advice and mental fitness strategies.

48.1K

IMPRESSIONS

4.5K

VIDEO VIEWS

## Tool Box Talks



- **Practical, On-Site Mental Fitness Training:**

These sessions provide tools to manage stress and pressure, helping workers enhance their mental resilience and productivity in real-world construction environments.

- **Tailored to Industry Needs:**

Each Toolbox Talk is tailored specifically to the challenges faced by the residential construction sector. From managing work-life balance to handling job site stressors, the talks offer relatable and actionable advice that workers can immediately apply to improve their wellbeing.

- **Big Impact:**

Toolbox Talks are designed to fit within the typical workday, requiring only a short time commitment but delivering long-term benefits. These quick, focused sessions act like "small mental fitness investments," contributing to a healthier, more engaged, and safer workforce.

**14,673K**

LINKEDIN FOLLOWERS

**41**

TOOLBOX TALKS

**260,320**

ARTICLES MEDIA REACH



# LiveWellBuildWell Champion Program

Developing leadership and advocacy for mental fitness in the New Zealand residential construction industry.





# Champion Program Overview

In contrast, the Champion Program is an exclusive, invitation-only initiative designed to create leaders, or "Champions," who have engaged with LIVEWELLBUILDWELL and motivated to advocate for mental and physical wellness in their workplaces.

Candidates are selected based on their demonstrated commitment to mental fitness, leadership potential, and influence within their peer communities. All candidates will also have been interviewed by Program Lead Rafael Caso.





# Onboarding Process

1

## Initial Communication

Upon acceptance of the invitation, Champions receive a welcome email outlining the program details and initial steps.

2

## Welcome Pack

A comprehensive onboarding pack is provided, which includes program expectations, resources for advocacy, guidelines for engagement, and promotional materials.

3

## Orientation Session

New Champions participate in an orientation session hosted by LWBW to introduce them to the program's goals, the resources available, and how they can effectively perform their roles. This is available as a video.

# Roles and Responsibilities



## Advocacy and Awareness

Champions are expected to promote mental fitness within their networks, sharing resources, and knowledge gained from LWBW.



## Community Engagement

Engage with peers to foster a supportive environment, including giving toolbox talks and participating in discussions.



## Feedback Provision

Champions are encouraged to provide continuous feedback on the program, helping LWBW to refine and enhance the initiative.





# Support and Development

## Continuous Learning

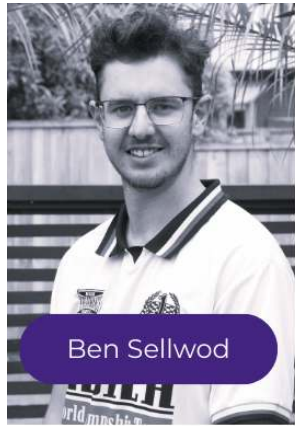
Champions have access to ongoing training modules and resources to keep them updated on best practices in mental health advocacy.

## Regular Check-Ins

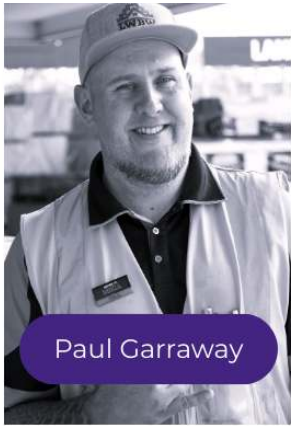
Scheduled meetings with LWBW leadership to discuss progress, challenges, and opportunities for further engagement.

## Event Participation

Champions may be invited to represent LWBW at various events, enhancing their visibility and the reach of their advocacy efforts.



Ben Sellwod



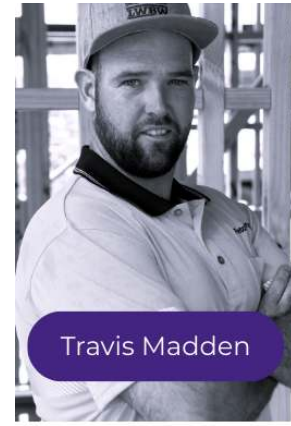
Paul Garraway



Jennifer Parker



Reuben Jane



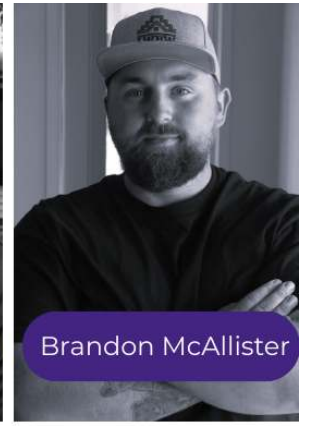
Travis Madden



Tuhi Mueller



Richie Retimana



Brandon McAllister



BE YOUR  
BEST  
SELF

LWBW  
CHAMPIONS  
2025



BE YOUR  
BEST  
SELF

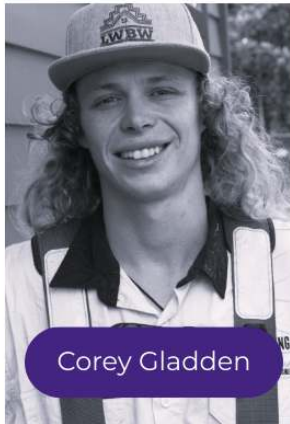
LWBW  
CHAMPIONS  
2025



Aaron Nagle



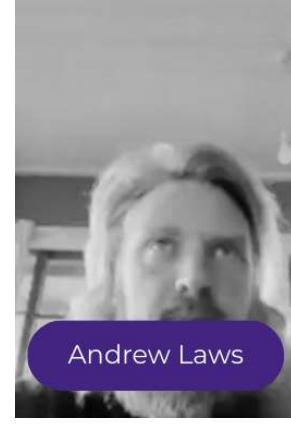
Nerissa Ross



Corey Gladden



Ben Hickling



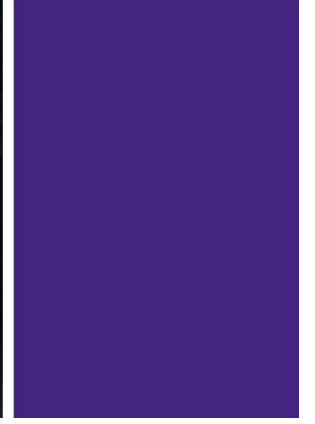
Andrew Laws



Jonny Champan



Jessica Packe







# What people are saying



I think you delivered such a great message which resonated really well with all the contractors. I had a good chat with most of the team today and they felt you delivered your message well and was a great tool box.



**Travis**  
Fletcher Living

Thanks for your participation this morning at our Subbie breakfast. For what it's worth, we thought you smashed it. Please let us know how we can continue to support the LWBW cause.



**Brad**  
GJ Gradner

It was great to get the subcontractors involved with sharing what they do to 'top up their wellbeing bank account' and invest in their health and wellbeing outside of work. Rafael managed to engage with the audience, keeping it short and sweet which is always valued when time is of the essence



**Samantha**  
Health and Safety Advisor

Really love your project and what you're doing! I studied a year of psychology recently and my partner is a psychologist, so we love anything that promotes wellbeing and positive mental health!



**Marc**  
Bitpocket

Love the content and the impact you are making on the industry. Yea I'm happy to help u where ever possible mate.



**Andrew**  
The Wandering Chippy

Way to go Live Well Build Well-you have been from one end of the motu to the other spreading the word-A tradies health is their #1 tool!



**Chris**  
Work Should Not Hurt

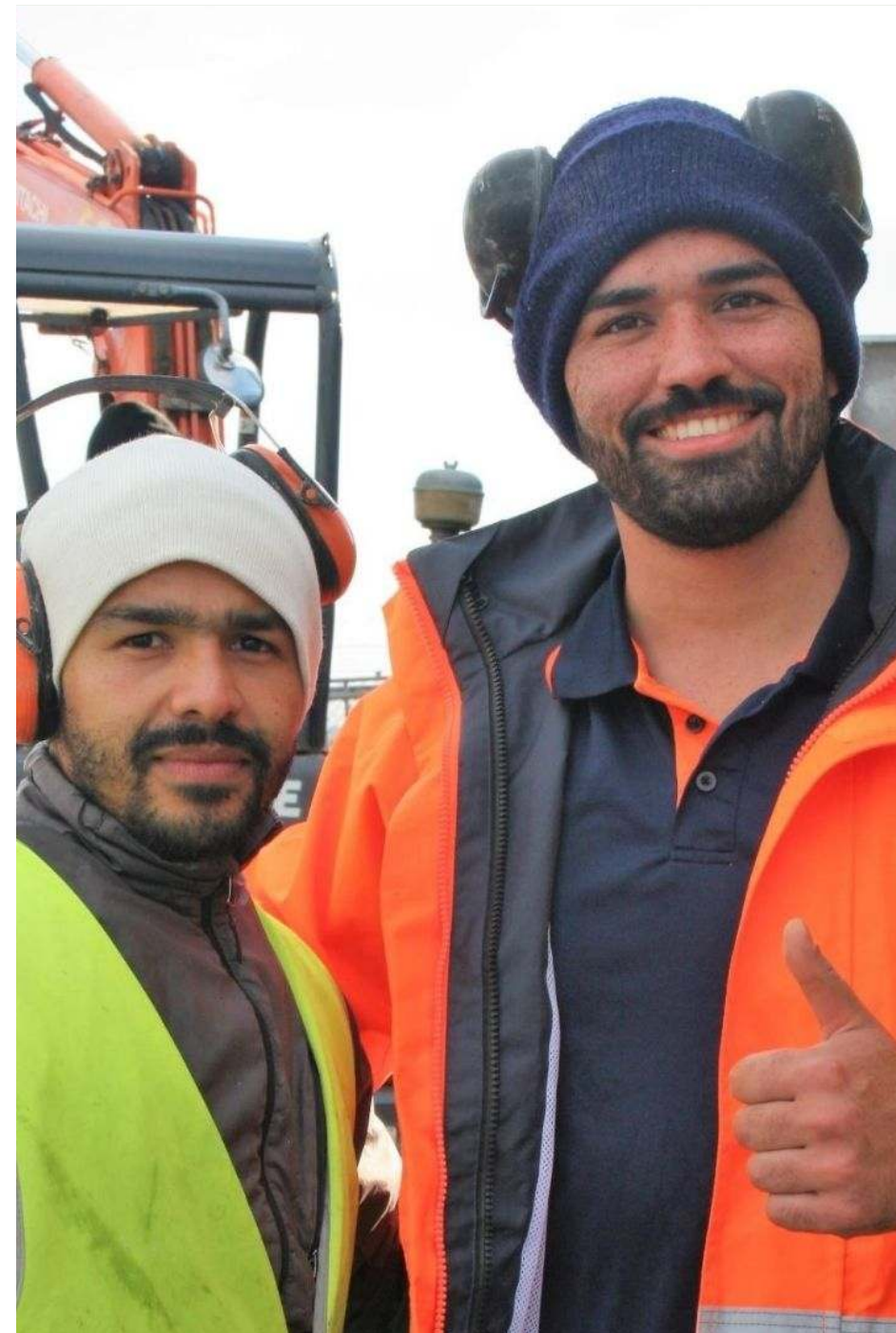
## The Opportunity

# Let's work collaboratively.

We are looking for cornerstone partners who want to be industry leaders and invest in the social change we are helping to create around mental fitness.

The industry has the opportunity to advance this programme in partnership with current participants and with inspired leadership from the wider sector.

**The programme is starting its third year of a three-year injury prevention grant funded by ACC.**







# Thank You

I look forward to discussing further.



**RAFAEL CASO**

PROJECT LEAD

LIVE WELL BUILD WELL



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