



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 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.

What we do

Our programme is very practical and aims to pass on the mental fitness skills that can help builders and tradies become more successful in their work and manage the stresses and pressures of the workplace and life in general. We have three main approaches:



Sharing Success

Get tradies and builders to share their pride in their work and the positive things they do to live good lives and be mentally fit.



Expert Guidance

Back this up with the latest evidence based mental fitness and resilience skills from experts that the industry can relate to.



Measuring Impact

We measure our results through feedback and industry-wide surveys.

We promote mental fitness like a bank account, encouraging small, regular 'investments' in wellbeing to build a 'mental resource' for tough times.

How we work



Communicate

We communicate with the people in the industry in a way that is relevant for them. We ask rather than tell.



Engage

We find out what works for builders and tradies and then help champions on the ground to spread the ideas and skills for better mental health.



Partnership

Committed to working in partnership with the industry, we draw on what is already working rather than reinventing the wheel. We partner with the CHASNZ Work Should Not Hurt programme.

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.

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



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

Governance Team

The programme governance is being expanded to include greater diversity and industry representation during 2025



Gerard Vaughan

Programme Leader of Farmstrong and Expert in Social Good Programmes



Shaun Robinson

Chief Executive Mental Health Foundation of New Zealand



Francois Barton

Executive Director of the Business Leaders Health and Safety Forum.



Chris Polazcuk

Programme Lead *Work Should Not Hurt* (a CHASNZ initiative)

Cornerstone Partnership Benefits

Networking and Engagement

Gain access to a targeted audience of industry professionals, homeowners, and community leaders at our premier events and networking sessions.

Thought Leadership

Showcase your expertise through speaking opportunities, workshops, and panel discussions at LiveWellBuildWell events.

Community Impact

Demonstrate your commitment to sustainable living and building practices, enhancing your brand's reputation and social responsibility.

Customised Sponsorship Packages

Collaborate with us to create a tailored sponsorship package that aligns with your marketing objectives and budget.

Our Story so far in numbers...

we're just getting started

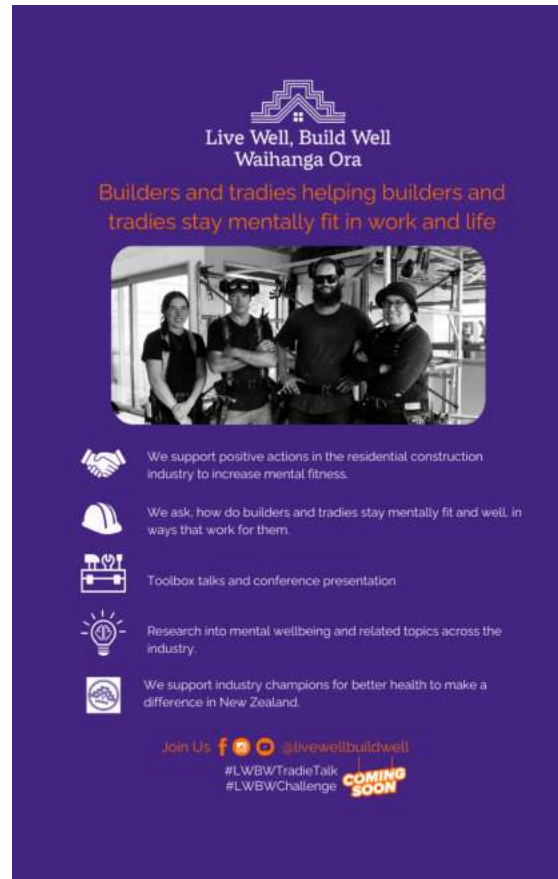


Years since launch	2
Social Impressions YTD 2024	533,297
ToolBox Talks	41 (4,000 attendees)
Engagement Rate	2.6% (average industry less than 1%)
Research Projects	3
Video Views	89,826
Stakeholder Meetings	120
Learning Module Videos	42

Examples of Marketing Initiatives



#LWBWChallenge



ToolBox Talks

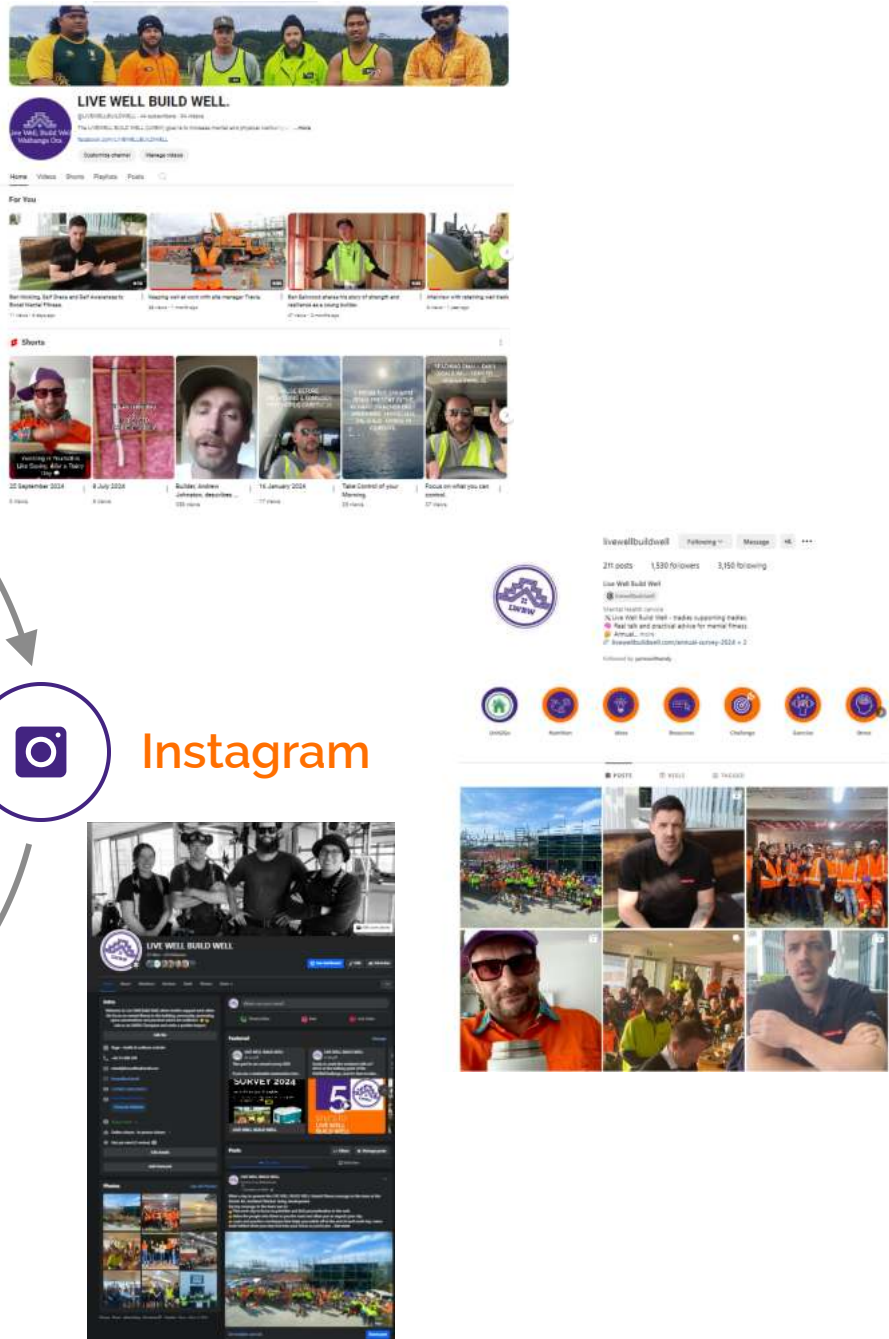
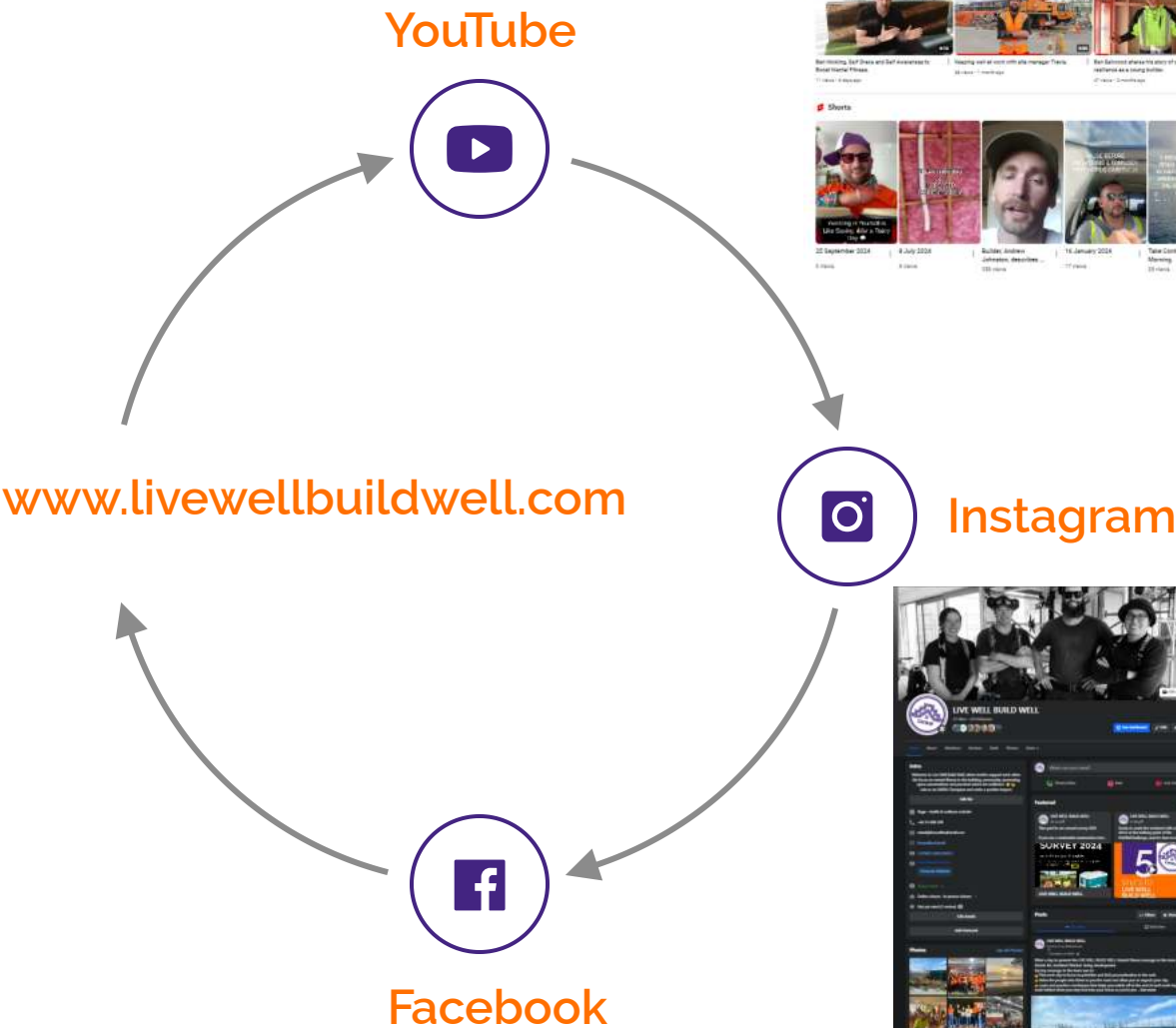


Good Work Design



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%**

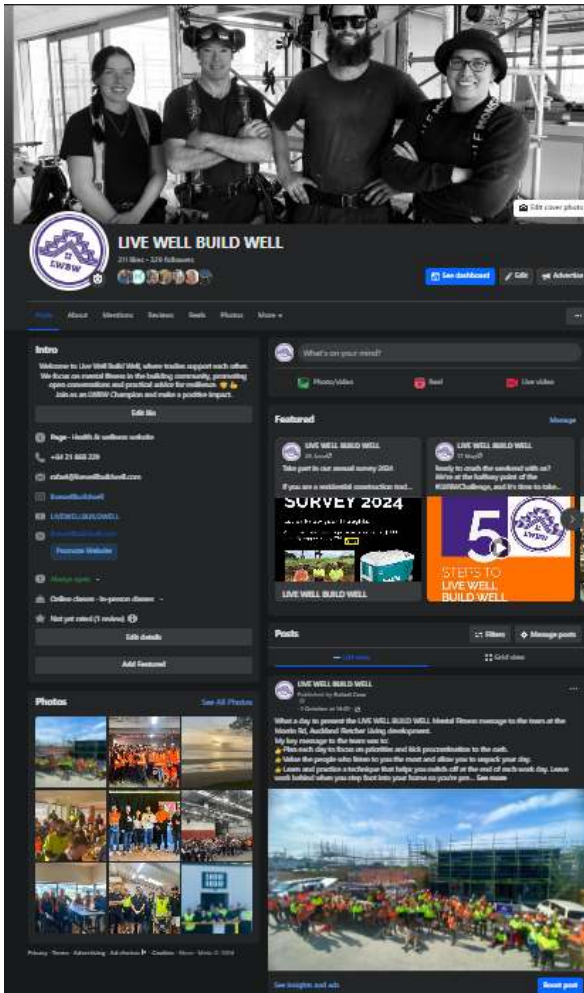
2.7K

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.

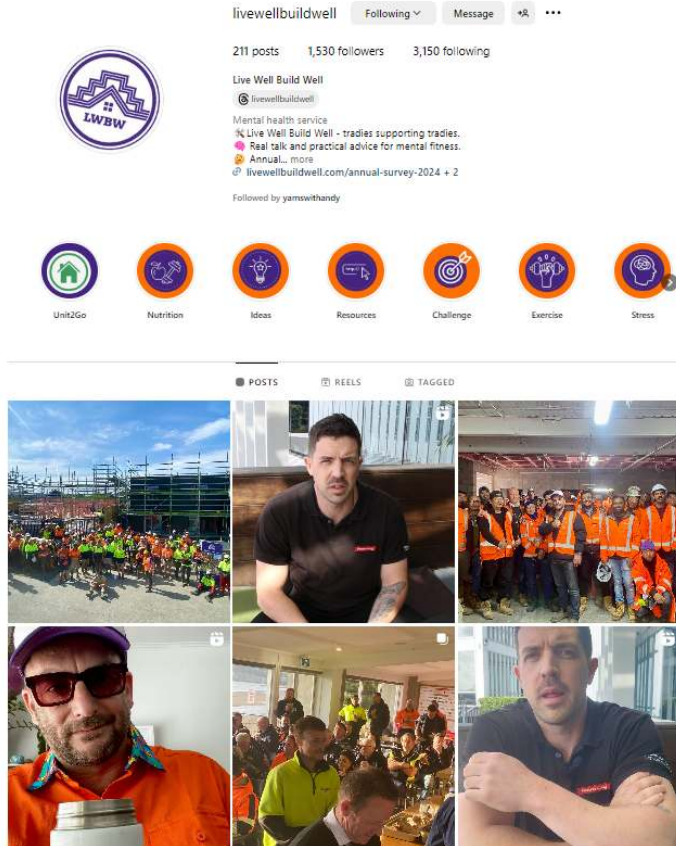
443,322

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

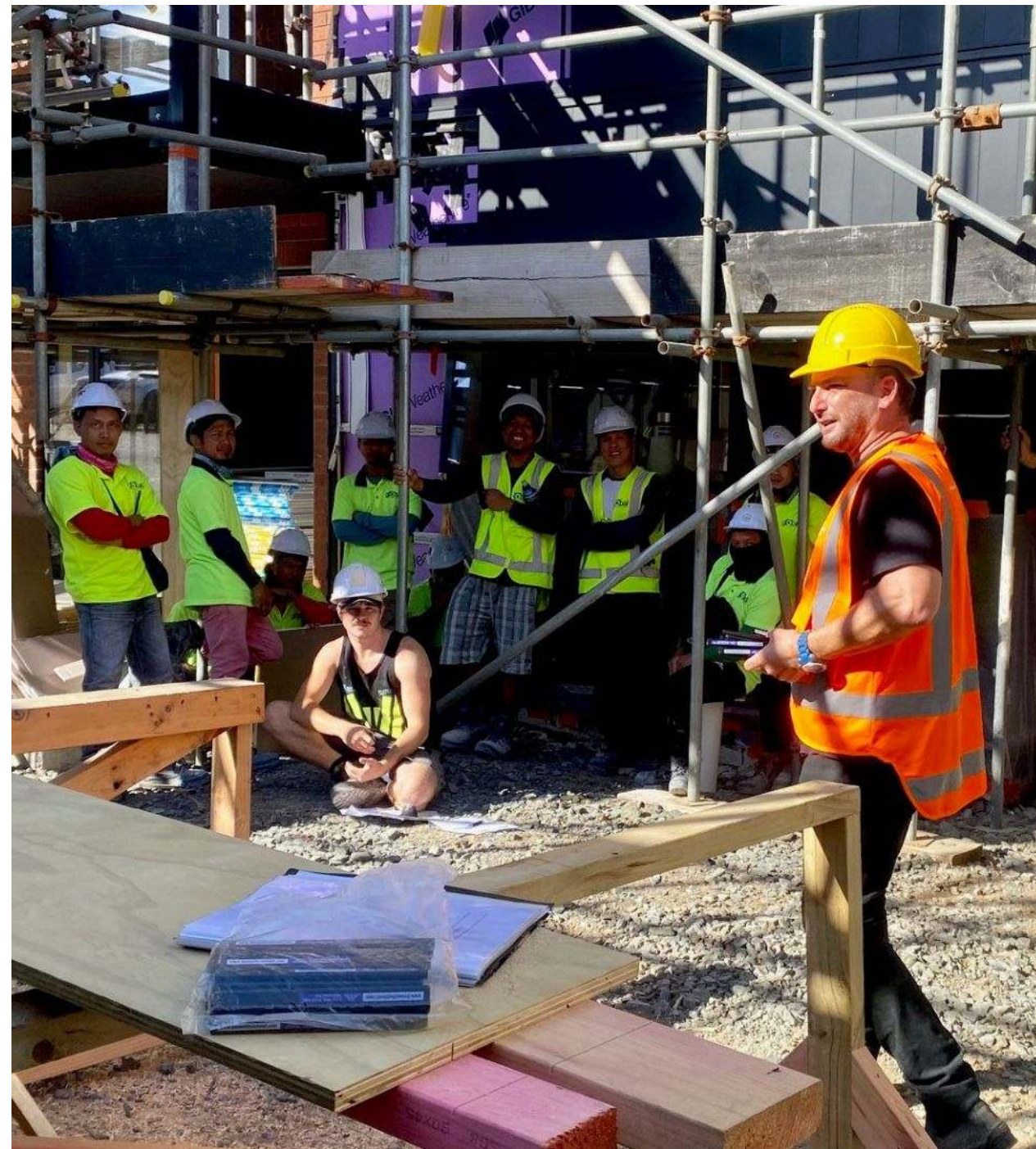
TOOLBOX TALKS

260,320

ARTICLES MEDIA REACH

LEAD THE CHANGE IN MENTAL FITNESS

Your Guide to becoming a Live Well Build Well Cornerstone Partner.



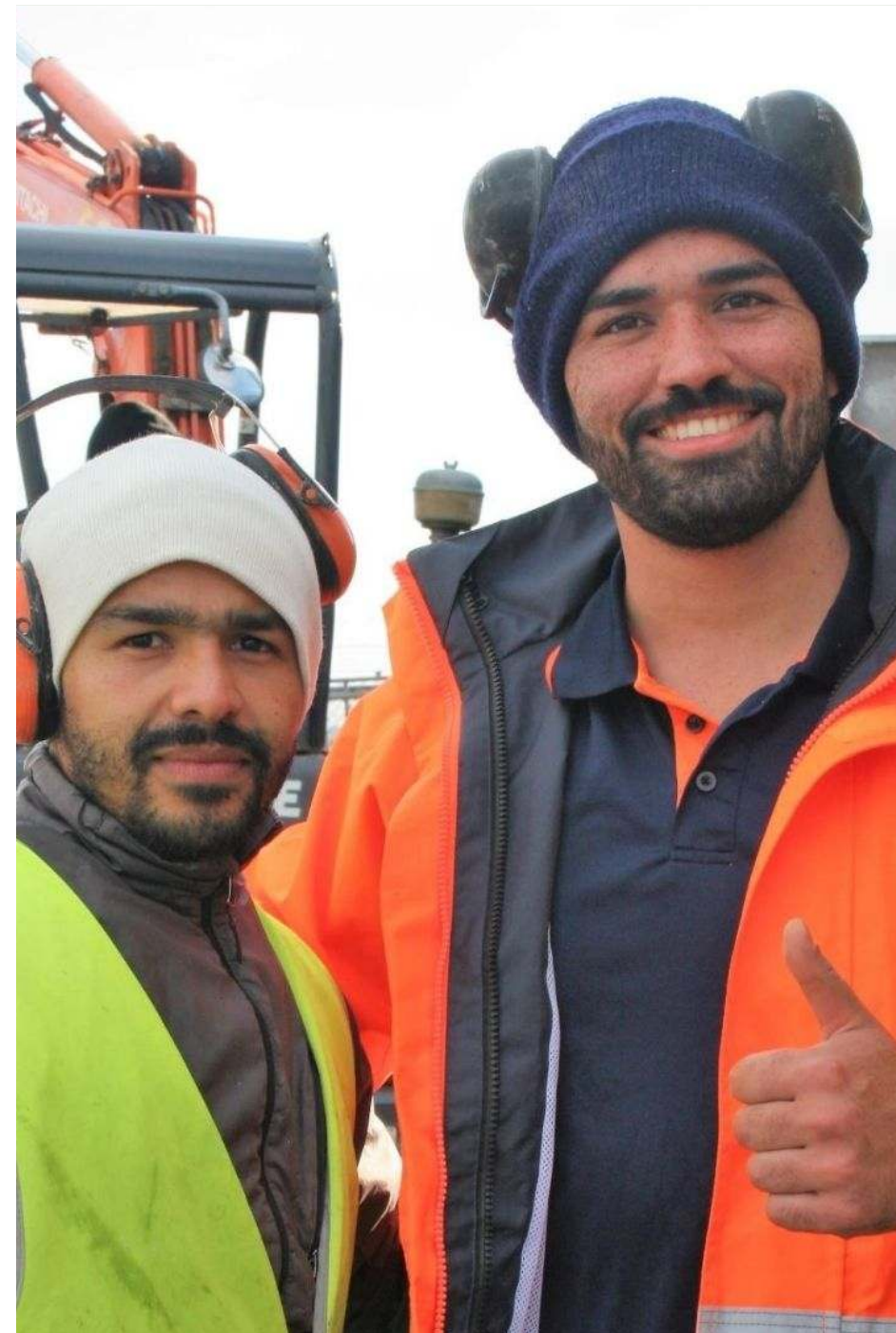
The Opportunity

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.



About Live Well Build Well

Live Well Build Well (LWBW) is a mental fitness and wellbeing programme designed to support New Zealand's residential construction sector.

Our mission is to equip tradies and builders with practical mental fitness skills, reduce workplace injuries, increase productivity, and enhance worker satisfaction.

LWBW fosters a positive, strength-based approach to mental fitness, helping construction professionals build resilience and find success in their work and personal lives.

WHY PARTNER WITH LIVE WELL BUILD WELL?

- **Support Industry Leadership:** Show your commitment to promoting mental fitness and healthy workplaces in the construction industry.
- **Boost Productivity & Safety:** Mental fitness directly impacts safety, injury reduction, and job performance
- **Enhance Brand Reputation:** Align your business with positive social change in the construction sector, strengthening your brand's identity and community presence.
- **Become a Visible Champion:** Gain exclusive branding opportunities and participate in LWBW initiatives, from Toolbox Talks to industry-wide campaigns.



Foundation Partner

Investment \$100,000 + per annum

In recognition of your support:

- **Brand Alignment & Endorsement:**

Prominent use of the LWBW logo across all your promotional materials, recognizing your company as a Foundation Partner..

- **Visibility & Recognition:**

Priority logo placement on the LWBW website, social media, and all event materials as a foundation partner.

- **Toolbox Talks:**

Four national mental fitness and wellbeing workshops to your staff, clients, and partners.

- **Champion Mentorship:**

Mentor key staff through LWBW's online Champion Module, developing in-house leaders focused on mental resilience.

- **Social Media Content:**

Monthly social media post around key content collaboration themes that can be shared on your social outposts as well as promoted by LWBW.

Partner highlight icon and content on Instagram

- **Exclusive Content Creation:**

In-depth interviews with your staff to share their mental fitness journeys, featured across LWBW's digital networks.

- **Thought Leadership Opportunities:**

Feature your executives as guest speakers at LWBW events and industry conferences.

- **Networking:**

Access to LWBW-exclusive events, allowing you to connect with other industry leaders and partners.

- **Custom Reporting:**

Receive detailed annual reports outlining the impact of your partnership, including engagement metrics and social outcomes.

Premium Partner

Investment \$50,000 + per annum

In recognition of your support:

- **Brand Endorsement:**

Use the LWBW logo on your company's promotional materials, recognising your commitment to mental fitness.

- **Enhanced Visibility:**

Your logo will appear on the LWBW website, social media and newsletters,

- **Toolbox Talks:**

Toolbox Talks in Auckland region focusing on mental fitness strategies for your staff and partners.

- **Staff Mentorship:**

Select staff can participate in the online Champion Module, developing skills to promote mental resilience.

- **Content Collaboration:**

Interviews with up to 3 key staff to share their experiences will be shared via LWBW's social media platforms.

- **Event Invitations:**

Invitations to workshops, seminars, and networking sessions with other Premium Partners.

- **Marketing Exposure:**

Inclusion in LWBW marketing campaigns that showcase your role in promoting mental wellbeing in the industry.

- **Social Media Content:**

Gain exposure through up to 6 social media posts per year featuring your partnership with LWBW.

Growth Partner

Investment \$25,000 + per annum

In recognition of your support:

- **Brand Recognition:**

Use of the LWBW logo on your digital assets (website and social media only) as an official Partner

- **Visibility:**

Your logo will appear on the LWBW website, newsletters,

- **Toolbox Talks:**

Auckland Toolbox Talk provided to your staff, focusing on introducing mental fitness concepts.

- **Social Media Features:**

Gain exposure through up to 4 social media posts per year featuring your partnership with LWBW.

- **Event Invitations:**

Invitations to select workshops, seminars, and networking sessions with other LWBW Partners.

Additional Opportunities

Investment to be negotiated/per opportunity

- **Event Sponsorship**

Be the lead sponsor for major LWBW events, gaining exclusive recognition and engagement opportunities.

- **Research Collaboration:**

Collaborate on industry research around mental fitness, contributing to impactful studies that will benefit the sector.

- **Custom Impact Reports:**

Tailored reports that track the benefits of your sponsorship on productivity, mental wellbeing, and safety outcomes.



UTE Sponsorship Opportunity

UTE Sponsorship Opportunity for Live Well Build Well (LWBW)

Live Well Build Well (LWBW) is excited to offer a unique sponsorship opportunity to align your brand with our mission of improving mental fitness in the residential construction industry.

This opportunity revolves around sponsoring a branded UTE that will be driven by our Project Lead, Rafael Caso, as he travels across New Zealand to deliver Toolbox Talks and engage with industry leaders, tradies, and builders.

- **Vehicle**

4WD GLX Auto 2.4 Double Cab

- **Lease Term**

24 months

- **Annual Sponsorship**

\$35,000 (minimum 2 year commitment)

- **Additional Lease Features:**

Servicing, maintenance, replacement tyres, RUC management, 24/7 driver assistance, fuel card management

In recognition of your support:

- **Full Vehicle Branding:**

Your company's logo and branding will be prominently displayed on the UTE, transforming it into a moving billboard as Rafael drives to Toolbox Talks, industry events, and meetings across New Zealand.

The UTE will be visible to thousands of people on-site and on the road, giving your brand exposure in key industry regions.

- **Custom Content Creation:**

LWBW will create content featuring your branded UTE in use at Toolbox Talks and other events. This includes professional photography, video content, and interviews highlighting your company's sponsorship.

Regular posts on LWBW's Facebook, Instagram, and LinkedIn showcasing the UTE at key industry locations and events, tagged with your company's handles for additional reach.

- **Brand Integration into Toolbox Talks:**

As Rafael Caso delivers mental fitness talks to tradies and builders, your sponsorship will be mentioned as a key partner in promoting wellbeing within the construction sector. This will give your brand credibility and association with an important cause that resonates with the industry.

Recognition in Talks: Your sponsorship mentioned in all LWBW Toolbox Talks as part of our introduction, ensuring your brand is associated with mental health advocacy and worker safety.

Branded Materials: Company logo featured on supporting materials, such as slide decks, brochures, and handouts given to construction workers at these sessions.

Join Us in Leading the Way

Partnering with Live Well Build Well means becoming a leader in positive social change for the construction industry. By investing in mental fitness and wellbeing, you'll contribute to a safer, more productive, and happier workforce.





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



Thank You

I look forward to discussing further.



RAFAEL CASO

PROJECT LEAD

LIVE WELL BUILD WELL



-  021-868-229
-  rafael@livewellbuildwell.com
-  www.livewellbuildwell.com
-    @livewellbuildwell

Appendix

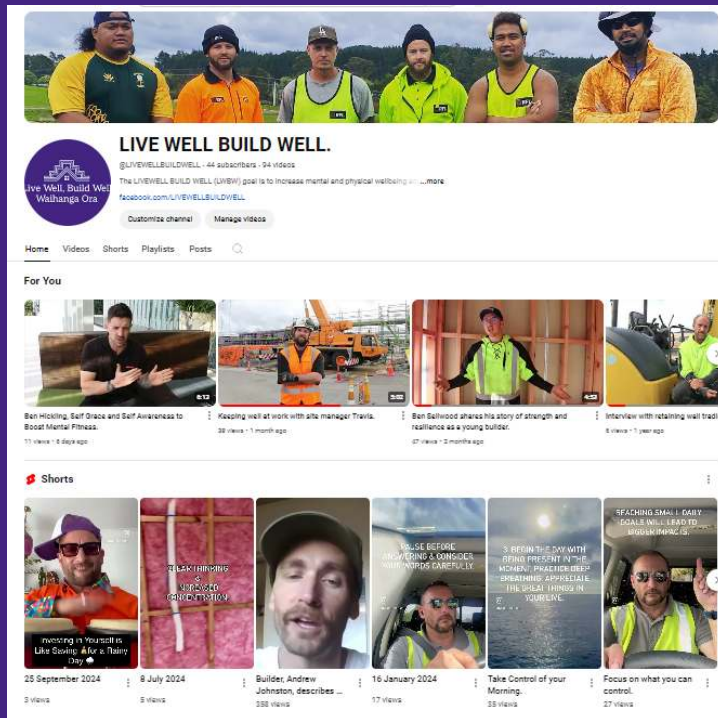
Additional Sponsor Options

Ways to partner with LiveWellBuildWell

Sponsor episode of The Raf Chat

The very popular YouTube series The Raf Chat is a key foundation where Programme Lead Rafael Caso interviews tradies about tactics that have worked for them when facing life's challenges.

The opportunity is for exclusive sponsorship of one week of The Raf Chat.



Brand Visibility: Logo and brand mention in all promotional marketing for that episode and during the session.



Thought Leadership: Association with key mental fitness tactics and conversations with tradies.



\$1,000 per "The Raf Chat"

Ways to partner with LiveWellBuildWell

Mental Fitness Toolbox Toolkit Handout Sponsor

As Rafael Caso delivers mental fitness talks to tradies and builders, your sponsorship will be mentioned as a key partner in promoting wellbeing within the construction sector. This will give your brand credibility and association with an important cause that resonates with the industry.

Sponsor's logo on all toolkit materials (both digital and physical). Acknowledgement as a sponsor in all promotional campaigns for the toolkit. Mention of the sponsor in related social media and email communications.



Long-Term Exposure: Toolkit will be distributed and referred to repeatedly by construction workers.



\$5,000 (printing materials included)



Value Alignment: Associate your brand with practical, mental fitness focused resources that are distributed at the Toolbox Talks.

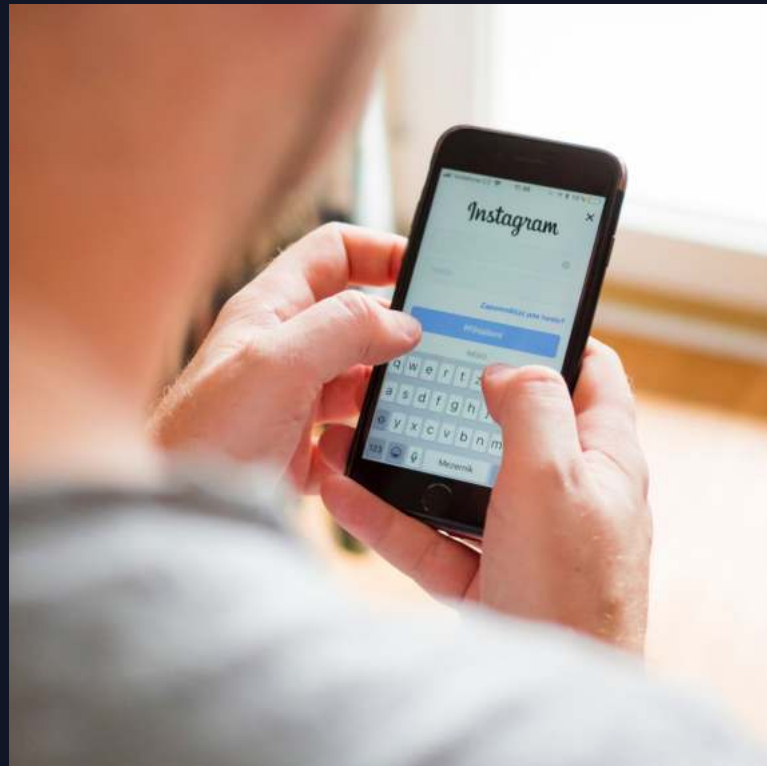


Widespread Reach: Toolkits will be distributed at each Toolbox Talk that Raf gives increasing visibility

Ways to partner with LiveWellBuildWell

Social Media Content Series Sponsorship

Sponsors can choose themed content aligned with key messaging pillars of **LiveWellBuildWell**. Each post within a series offers an opportunity to reach targeted workers and stakeholders through engaging, shareable content. Pricing is based on post format and engagement features.



Brand Amplification: Partner logos and messages are featured prominently, enhancing brand visibility through sponsored and shareable content.



Standard Sponsored Post (\$750 per post)

Sponsor's logo featured within the post visuals.

Mentions in post captions with a branded call-to-action (e.g., "Brought to you by [Sponsor], promoting mental fitness in the workplace").

1–2 branded hashtags relevant to the sponsor's mission and campaign theme.



Increased Following: Engaging content drives interaction, helping the sponsor grow their social media presence and build credibility.



Branded Story Series (\$1,500 for a 3-post series)

Three sequential sponsored posts as part of a short story or challenge series.

Sponsor's logo prominently displayed on each post and in all story summaries.

Highlighted branded call-to-action driving engagement, with sponsored tags.

Social media story highlights for increased visibility.

Ways to partner with LiveWellBuildWell

Custom Co-Branded Merchandise

Physical Brand Exposure: Merchandise -water bottles, journals, stress balls, hats and t-shirts.



Direct Tradie Engagement:
Workers will associate the sponsor with practical, useful items they interact with regularly.



Durable Branding:
Co-branded merchandise provides lasting, physical reminders of your partnership.



Budget (\$2,500 - \$7,500) subject to items and cost of production