The feedback session of the Healthy Worker Initiative Stakeholder Forum held on 17 April 2013 was very fruitful as delegates enthusiastically participated in identifying the opportunities and challenges of the NSW Healthy Workers Initiative (HWI). A list of organisations which were represented at the Forum is on the following page.

In summary, key areas of opportunity were identified as: collaboration, research and innovation, increased business productivity and linkages to other programs. Key areas of challenge were viewed as being: engagement of workers and organisations, diversity within industry, and creating culture change and sustainability of programs.

The detailed feedback provided at the Forum will be carefully considered and explored during future consultations with key stakeholders. Feedback from key stakeholders will continue to be used by the NSW Government to guide the future planning, implementation and evaluation of the HWI.

Opportunities

A common theme expressed by Forum participants was the opportunity the HWI presents for collaboration between the private sector, not-for-profit sector, peak bodies, unions and the public sector. The Initiative was also seen as an opportunity to gain greater knowledge of the workplace as a setting for effective and innovative health promotion and an opportunity to make linkages to other programs such as the Get Healthy Information and Coaching Service.

Some participants perceived the implementation of the HWI as an opportunity to improve productivity and business gains and reduce absenteeism, presenteeism and compensation claims. Additionally, the HWI was seen as an opportunity to assist organisations to gain a clearer picture of the health of their workers and to promote workplace health promotion as part of their core business.

Challenges

The majority of the participant feedback was in relation to the challenge of effectively engaging workers in the HWI and keeping those who do get involved motivated. Participants also identified a key challenge to be convincing organisations of the value of implementing and sustaining the HWI. This was identified as being of particular challenge when considered in the context of organisational restructures and the diversity of industry in terms of structure, size and worker mobility. Changing entrenched cultures, attitudes and values to support sustainable healthy worker initiatives was also seen as a major challenge.
List of organisations represented at the 17 April 2013 Stakeholder Forum

**NSW Government**
- Central Coast Local Health District
- Western Sydney Local Health District
- Multicultural Health Communication Service
- NSW Office of Preventive Health
- NSW Ministry of Health
- Cancer Institute NSW
- Mental Health Commission
- WorkCover NSW
- Roads and Maritime Services NSW

**Business stakeholders**
- Local Government Association
- TNT
- Australian Manufacturers Workers Union (AMWU)
- Australian Road Transport Industrial Organisation
- NSW Business Chamber
- Toll IPEC
- Unions NSW
- NSW Minerals Council

**Health related non-government organisations**
- Heart Foundation, NSW Branch
- Cancer Council NSW
- Smokefree Australia
- Australian Diabetes Council
- ASH Australia
- Hello Sunday Morning

**Universities and Research Groups**
- Physical Activity, Nutrition and Obesity Research Group Sydney (PANORG), School of Public Health, Sydney University
- Workplace Research Centre, University of Sydney
- Sydney Business School, University of Wollongong

**Other health related stakeholders**
- Australian Medicare Local Alliance
- WentWest Limited
- Healthy Living Network
- Royal Australian College of General Practitioners
- Health and Productivity Institute of Australia