**Business case template**

A business case is the rationale for improving work health and wellbeing in your organisation.  
It is a good way to encourage management buy in. Managers are more likely to make a long-term commitment to work health and wellbeing if they understand how it supports their business goals and objectives. A business case should link to your organisation’s goals and values and include benefits and recommendations.

The **key motivators reporting tool** can assist in recording high level information you may want to collect and report to management.

# **How to use this template**

1. Enter information from data you have collected from the **healthy workplaces survey**, other questionnaires or discussions.
2. The grey coloured boxes provide suggestions for information you may like to include.
3. When writing your business case use language that is easily understood and simple

**Note: This template can be branded and changed to cater for the individual needs of your organisation**

Refer to the **work health and wellbeing toolkit** for tools and resources.

**Work health and wellbeing business case**

## **Worksite:**

## **Date:**

## **Purpose:**

This business case identifies the benefits of addressing work health and wellbeing, the factors to consider and proposed recommendations.

## **Rationale:**

To ensure the economic viability of the business and productivity of workers, it makes good business sense to invest in work health and wellbeing.

The work people do can positively or negatively affect the likelihood of a person developing an injury or illness. A comprehensive work health and wellbeing strategy needs to address all aspects of work:

* **Work organisation** – this includes systems, policies, procedures and processes, the physical and mental demands of the work, and the organisational context.
* **Physical environment** – the plant, equipment and materials used and the vehicles, buildings and structures where the work is carried out.
* **Workers** – the worker’s physical, emotional and mental capacities and behaviours.

Chronic disease rates are expected to increase significantly in the next 10 years impacting on workers and workplace productivity1. The Business Council of Australia has estimated that if chronic diseases were eliminated, workforce productivity could increase by 10 per cent. It is estimated that $2.3 billion could be saved through the reduction of modifiable chronic disease risk factors and improved workforce participation and productivity2.

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| The prospects of long term investment in work health and wellbeing5,6 | |
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| Healthy and safe workplaces have:   * less workplace injuries and accidents * less workers compensation claims * less worker turnover * increased worker morale and engagement. | **Healthy workers are:**   * more productive * more engaged in their work * have less sick leave * have greater energy and concentration   are three times more likely to identify their workplace as an above average performer. |

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| Reasons for investing in work health and wellbeing |
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**The workforce**

Insert information about your organisation’s demographics.

*Refer to healthy workplaces survey*

* Has your organisation grown in the past 12 months, do you predict it to grow larger?
* Do you have an ageing workforce or young workers? Do you have remote workers?

**Key business motivators**

Provide supporting evidence to outline the goal of your work health and wellbeing strategy and align it with your organisation/workplace’s motivators or priorities.

*Refer to key motivators reporting tool*

Some examples may include:

* To reduce workers’ compensation premiums. Note: you can visit [Calculating premium guide](file:///C:\Users\Abbottax\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\20OXINFS\1.2.%09https:\www.worksafe.qld.gov.au\__data\assets\pdf_file\0011\45956\Calculating-premium-employer-guide.pdf) to understand how WorkCover Queensland/insurance premiums are calculated.
* To reduce injury rates, report existing rates and key performance indicators (i.e. lead indicators).
* To improve worker retention: identify existing turnover rates and highlight the cost of workers turnover and cost of recruitment; gain an understanding about the reasons workers are leaving the organisation (i.e. exit surveys/interviews).

**Links to current practices and systems**

Provide an overview of how addressing work health and wellbeing relates to the vision, mission, business plan, policies or other strategic priorities of the workplace.

*Refer to healthy workplaces and healthy workers survey*

* Insert relevant information about the gaps identified in the healthy workplaces survey.
* Insert any relevant facts and figures about the work health risks to workers in your workplace.
* *Information may be sourced from* health risk assessments, worker surveys, focus groups, and/or human resource reports.
* Compare your workplace results to industry data on the [Worksafe website](https://www.worksafe.qld.gov.au/injury-prevention-safety/health-and-wellbeing-at-work/industry-focus).

Provide an overview of the benefits to the workplace that may be achieved by improving health and wellbeing.

* Use the [workplace health savings calculator](http://www.healthyworkers.gov.au/internet/hwi/publishing.nsf/Content/roi-example) or the [return on investment calculator](https://www.worksafe.qld.gov.au/forms-and-resources/tools/workplace-health-and-safety-queensland/return-on-investment-calculator) to estimate the amount of savings the business could expect.

Visit [research to support business case for work health](https://www.worksafe.qld.gov.au/injury-prevention-safety/health-and-wellbeing-at-work/benefits) for further statistics and articles that can support your business case.

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| Recommendations |
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The following is provided as an example.

It is recommended that the senior management team endorse the proposal which identifies the steps required to deliver an effective work health and wellbeing strategy.

*The human resources branch/occupational health and safety branch will:*

1. Identify and consult with management and workers on key work health and wellbeing priorities.
2. Action any gaps identified from conducting the **healthy workplaces survey**.
3. Identify potential resources required.
4. Develop an action and evaluation plan based on workplace priorities and worker needs.
5. Embed reporting into existing systems.
6. Present the proposed action plan for management endorsement.

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| **Proposed by:** | | **Endorsed by:** | |
| Signature: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | Signature: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Date: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | Date: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Name: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | Name: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Position: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | Position: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

## **References**

1. Queensland Health. The health of Queenslanders 2018. Report of the Chief Health Officer Queensland. Queensland Government. Brisbane 2018.
2. Willcox, S. (2014). Chronic diseases in Australia: The case for changing course, Australian Health Policy Collaboration Issues Paper No. 2014-02. Melbourne: Australian Health Policy Collaboration.
3. Australian Institute of Health and Welfare 2012. Risk factors contributing to chronic disease. Cat. No. PHE 157. Canberra: AIHW.
4. Australian Institute of Health and Welfare 2010. Risk factors and participation in work.   
   Cat. no. PHE 122. Canberra: AIHW.
5. Medibank Private. The health of Australia’s workforce, Medibank Private (AUST); 2005.
6. Chia S E, Wah L J, Khim J S, Yoong J, Lim R B T, Seng C K. A study on the comprehensive and integrated workplace safety and health services in Singapore. Journal of Occupational & Environmental Medicine 2015; 57(9):958–964.