

EVENT ORGANISER'S KIT

including:

- mini-grant initiative guidelines
- information pack for event organisers



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The Mental Health Week Committee of Tasmania would like to acknowledge the Queensland State Planning Committee for permission to use the Queensland Mental Health Week logo and adapt material from the Queensland Mental Health Week Event Organisers Kit.

Mental Health Week 2009

Mental Health Week in 2009 will commence on Sunday 4 October and run through to Saturday 10 October, which is also World Mental Health Day.

The theme for Mental Health Week in 2009 is:

***Mental Health: Let's make a difference...
Understand, Support & Act.***

Mental Health Week is an annual national event which aims to engage communities in activities which:

1. Promote good mental health.
2. Raise awareness and understanding of the needs, experiences and issues concerning people with a mental illness.

The **objectives** of Mental Health Week in Tasmania are to:

- Increase mental health literacy.
- Decrease the stigma surrounding mental illness.
- Increase help-seeking or preventative behaviours.
- Celebrate the achievements of mental health consumers.
- Develop public and stakeholder awareness of the range of services available.

Background

Following an evaluation of Mental Health Week in 2008, it was considered that there was a more effective and efficient model for delivering Mental Health Week in 2009.

It was decided that a model was needed that would streamline the administration, reduce key person dependency, promote more professional events and event marketing and result in better health promotion outcomes.

The Mental Health Council of Tasmania and Mental Health Services met in January 2009 to determine an alternative approach to the coordination of Mental Health Week and the administration of funding to support and market events held during the week.

Under the new model, Mental Health Services has appointed a steering committee which consists of a representative from the Mental Health Council of Tasmania, a consumer representative, a carer representative and two representatives from Mental Health Services.

The Committee is inviting organisations to submit proposals for funding for events or activities that will be delivered as part of Mental Health Week in 2009.

Mental Health Week Committee

The Mental Health Week Committee comprises the following five representatives:

- Anne Kerr, Mental Health and Statewide Services representative (Chair)
- Jane Austin, Mental Health and Statewide Services representative
- Michelle Swallow, Mental Health Council of Tasmania representative
- Sean Robinson, consumer representative
- Tessa Way, carer representative

Role of the Mental Health Week Committee

The Committee will fund a range of quality events that deliver on the objectives outlined above and foster the capacity of the community sector to deliver successful health promotion events and activities.

The Committee will be responsible for allocating the funding for Mental Health Week against the objectives above but the accountability for the delivery of events will be that of the organisations who receive funding.

The Committee will:

- Develop the theme for Mental Health Week 2009.
- Communicate and liaise with the mental health sector around the delivery of Mental Health Week 2009.
- Develop and administer the Mental Health Week 2009 funding proposal guidelines.
- Assess funding applications against the objectives of Mental Health Week.

- Promote the launch of Mental Health Week in the north of the state – the launch event could either ‘piggy back’ on a suitable event in the north of the State or Mental Health Services may conduct a separate launch event.
- Provide advice through the Chair to successful funding applicants as required.
- Hold a health promotion workshop with the community sector to launch the funding proposal process.
- Develop marketing materials for Mental Health Week that will include web pages, a poster, Mental Health Week program and television commercials.
- Coordinate advertorials in regional daily newspapers.

Funding Guidelines - Mini-Grant Initiative

1. Community Sector Organisations with an interest in mental health in Tasmania are eligible to apply for funding.
2. Government and private organisations who wish to apply for funding should do so in partnership with a Community Sector Organisation.
3. The overall funding pool is \$20,000 and the funding process is a competitive one.
4. Applicants can apply for grants of between \$1,000 and \$5,000.
5. Applications will be short-listed by the Committee against the objectives for Mental Health Week and on the basis of their written proposal.
6. Consideration will be given to equitable distribution of funds across the regions.
7. The Mental Health Week Committee will have the discretion to approach applicants to offer part funding of their event in the case that applications of high merit exceed the funds available.
8. Successful applicants will be required to provide evidence of appropriate acquittal of the funding.
9. Successful applicants will nominate one key

contact from their event to liaise with the Chair in relation to all marketing and communication matters.

10. Successful applicants will be required to develop a risk management plan which should be submitted to the Committee two weeks prior to Mental Health Week.
11. Successful applicants will be required to evaluate their event and provide a brief summary of the evaluation to the Committee within two months of Mental Health Week.
12. Organisations who are not successful in their funding proposal will be notified in writing and a debriefing session will be available.
13. Applications for funding open on the 17 March 2009 and close on the 9 April 2009.
14. Successful applicants will be notified by the 20 April, 2009.

How to Write and Submit your Proposal

A written proposal should be received by the Committee **no later than 5pm on Thursday 9 April, 2009.**

Please complete the proposal template attached to this kit and briefly address all the questions.

Please submit your proposal by the **9 April 2009** to:

Mental Health Week Committee
Mental Health Services
PO Box 96
Moonah TAS 7009
Email: mhadmin@dhhs.tas.gov.au

Further enquiries should be directed to Anne Kerr or Jane Austin on (03) 6230 7809 or email: mhadmin@dhhs.tas.gov.au

Mental Health Week Logo

The Mental Health Week Logo for 2009 was developed by the State Planning Committee for Mental Health Week in Queensland. With their kind permission, it is also the logo for Mental Health Week in Tasmania in 2009.

The logo will be available for download from the Mental Health Week website at: www.dhhs.tas.gov.au/mentalhealth

You can also request a copy of the logo from: anne.kerr@dhhs.tas.gov.au

The Mental Health Week logo should appear on all event marketing collateral.



If your event receives funding through the Mental Health Week Committee, you will also be required to display the State Government logo which can also be downloaded from the internet or requested by emailing: anne.kerr@dhhs.tas.gov.au



Official State Launch

Each year the official launch of Mental Health Week is rotated around the state. In 2009, the launch is due to be held in the north of Tasmania. If possible, the launch will be held at an existing event that is taking place in the north. Alternatively, a separate event will be organised by Mental Health Services.

Mental Health Week Event Marketing & Communication

The Mental Health Committee will oversight the following marketing and communication activities which will be undertaken by Mental Health Services to support Mental Health Week:

- 1. WEBPAGES:** Develop webpages with information about Mental Health Week and an electronic calendar. Any organisation that holds an event as part of Mental Health Week (whether or not they receive funding from Mental Health Services), will be able to list the event on the website.
- 2. PROGRAM:** Printed hard copies of the Mental Health Week Program will be distributed to event organisers prior to the event and electronic copies will be distributed widely.
- 3. TELEVISION COMMERCIALS:** Television advertisements will be developed to promote Mental Health Week.
- 4. POSTER:** Hard copies of posters advertising Mental Health Week and containing a mental health promotion message will be printed and distributed.
- 5. ADVERTORIALS:** The Committee will also coordinate advertorials in regional newspapers to support publication of the Mental Health Week program.
- 6. LAUNCH:** The Committee will oversight the launch event and issue a media release about the launch of Mental Health Week.

Individual event promotion, marketing and communication activities additional to the above will be the responsibility of individual event organisers.

See the following section for some tips for promoting your event.

Promoting Your Event

You've decided what you're going to do and you've got the details organised. Now you need to let people know about it!

Register your event as part of the Mental Health Week events calendar on the Mental Health Week website at www.dhhs.tas.gov.au/mentalhealth as early as possible.

Organise flyers for your event that can be distributed in hard copy and electronically.

Distribute your flyers to local schools, libraries, shopping centres, churches, neighbourhood centres.

Send out invitations to special guests at least two weeks in advance.

Ask your local schools and other community groups to include mention of your event in their newsletters to parents.

Send a community announcement to your local radio station.

Some local newspapers also run community announcements for free.

The announcement should be approximately 100 words long and include details of your event such as time, date, venue and cost.

One week before, send your local newspaper, radio and television a media alert.

A couple of days before your event, phone your local newspaper, radio and television station and remind them of your event.

Early on the day of your event, send your local newspaper, radio and television a media release.

Follow up with a phone call during the day.

Register your event online in Tasmania's event calendar: <http://events.dtpa.tas.gov.au>

Finding Sponsors

Successful funding applicants will be asked to disclose to the committee a list of the sponsors that they wish to approach. This is to ensure that multiple organisations are not approaching the one sponsor as this could jeopardise everyone's sponsorship success into the future!

Targeting potential sponsors:

A lot of requests come through to businesses for assistance. So what makes your event/project important for consideration?

What does the business get out of it?

When approaching a potential sponsor, consider:

- What can you offer?
- What type of sponsorship is needed: e.g. cash, goods, services, catering etc.?
- Is the sponsor compatible with your organisation and goals?
- Will there be a conflict of interest between what you expect and the sponsor expects?
- Will there be a conflict of interest between the sponsors if there is more than one?

Find out about your sponsor:

You need to find out the name of the person who makes the decision about sponsorship and address your submission directly to that person.

Find out about the types of events that the organisation tends to sponsor and the types of benefits they are looking for.

Approaching sponsors:

Get the proposal written and submitted early. Present the proposal in a professional way. Well written, typed and set out.

Include in your submission:

- Full details of the event
- Names of any other sponsors
- Evidence of what you have achieved before
- Copies of newspaper clippings, photos
- Relevant information about what you want, e.g. cash, in-kind or a mix
- Potential sponsorship benefits
- A contact name, address and telephone number

What the sponsor will expect:

The sponsor will expect sponsorship benefits which could include some or all of the following: naming rights, signage, advertising, presentation of prize, speaking opportunities and the opportunity to distribute promotional material.

What next:

Follow up your submission with a phone call a few days later. Get their commitment to you in writing.

Be clear about what you are getting/have to do and any conditions the sponsor may have e.g. logo on posters.

Success!

You have been granted sponsorship, now you will need to:

- Encourage sponsor loyalty - sponsors make a difference, but they also need a return for their sponsorship fee
- Event updates for the sponsor in the lead up to the event
- Details of your sponsor to be included in advertising and media releases
- Sponsor to receive copies of promotional materials
- 'Plug' your sponsor whenever possible
- Invite the sponsor to the event/project
- Give them an official role
- Keep promises
- After the event send a letter of appreciation, photos, copies of news items and a report of event outcomes

Working with the Media

News media get approaches from hundreds of people every day, wanting their story told.

Ninety per cent are considered interesting but ignored.

Having one or more of the following elements will improve your chances of gaining media coverage:

- Is it current, happening now? (don't wait until after the event to tell your local media)
- Keep your message brief
- Make it stand out (use the logo)

- A few paragraphs that outline the what, where, when, how and why of what you are doing is enough to draw their attention, but keep it brief.
- Mention any local dignitaries or special guest speakers
- Is it happening locally?
- Is there something new or different being announced - a new activity?
- Does it appeal to a wide number of people?
- Is it rare or out-of-the-ordinary?

The media spokesperson

Appoint a spokesperson from within your organisation to talk to the media. Find someone who will be able to clearly and confidently express your message and be available to answer media enquiries.

The media is also likely to be interested in the human interest angle and consumer stories.

Key messages

Be clear on what your key messages are and have some useful statistics and facts to back up your main message. Practice delivering the message clearly and succinctly.

Timing

You're not likely to attract a television news crew or a newspaper photographer in the late afternoon unless what's happening is exceptional.

If you are relying on weekly or bi-weekly newspapers for coverage, check their deadlines and alter your release of information to fit their needs.

Know also what competing events are happening in your community that may detract from you getting publicity. You can check the Events Tasmania website at: <http://events.dtpa.tas.gov.au>

Letting the media know

Prepare a media alert. This is like an invitation for the media to attend. It provides an outline of what will happen, when, where and why. Focus on the elements that are most likely to attract them.

Send it to the newsroom one or at most two days before. Phone the day before as a reminder, just like any invitation. Don't be disappointed if not all media can attend.

Photo Opportunities

Anything novel or unusual - a special guest, a consumer prepared to talk about their experiences, an unusual event - is more likely to attract the press photographers and television film crews.

Create some interesting visual images to attract the attention of the media.

To whom do I send the information?

For print media, send one copy to the main editorial or news email contact at the organisation or directly to the Health Reporter.

For television and radio send copy to the main editorial email copy directly to the Health Reporter if you have a contact here.

With newspapers and radio also send a copy to the programmer of community service announcements.

If in doubt, contact the organisation and ask for contact details of relevant people.

Writing a media release

- Write 'MEDIA RELEASE' in big letters at the top of the page.
- Write the headline above the content.
- Clearly provide the name of the group, an address, and a contact number/email.
- Write the date in the top right hand corner of the media release.
- Keep the content short and concise.
- Include all important details (what, who, why, when and where).
- Break up the information with one or two quotes. (Use quotes from one of the spokespeople in your group to give a more personal touch to the release).
- Use active not passive speech, e.g. 'The cat bit the man', not 'The man was bitten by the cat'.
- Avoid hackneyed phrases like 'John Howard concluded' or 'John Howard explained'. A simple 'said' is enough.
- Be alert to possible defamation, contempt or other legal implications. If in doubt leave it out.
- Minimise use of adjectives and adverbs – they can often look hysterical or melodramatic.
- Make the tone of the release reasonable and considered.
- Attach additional information about the group and/or issue (only if necessary).
- Proofread the media release carefully, and double

check that the names and contact numbers are correct.

- At the end of the story, include a spokesperson's contact name and details. (If the media release has the desired effect, the spokesperson may be called on for an interview).
- Finish the release with the word 'ENDS'

Follow up

It pays to follow up. Call and find out who the information was sent to, then fax/post your release at least ten days before the events.

Ring the next day to check that the appropriate person has the information.

Quite often releases go astray in busy offices, or are considered uninteresting and go in the bin.

Often you will be told the appropriate person has not seen the information, thus giving you the opportunity to send the release to someone who is now expecting it.

Risk management

Organisations who are successful in receiving funding will be asked to formulate a risk management plan. A risk management plan is a simple document that demonstrates that you have considered all possible risks and identified strategies to mitigate or manage them. Risks are usually related to:

- crowd management and control
- security
- noise
- drug and alcohol abuse
- emergency procedures
- incident register
- health and safety
- lighting
- dangerous driving
- traffic and parking management
- road closures
- offensive behaviour
- waste, storage and removal
- toilet facilities
- general law and order
- catering supplies

Proposal Template

Contact Details

Organisation:

Contact Person:

Address:

Email:

Phone:

Funding Amount Requested: \$

Brief description of the proposed event or promotional activity:

What specific audiences will your event or promotional activity target?

How many people do you expect to be involved in delivering, attending or participating in your event or promotional activity?

Briefly describe how your event or activity will deliver on some or all of the Mental Health Week objectives (see page 1 of the Event Organiser's Kit):

Do you have any evidence to support the effectiveness of your event or activity in achieving health promotion benefits (eg., evaluations of similar events)? If so, briefly outline the evidence.

Briefly describe how you will promote your event or promotional activity.

How will you evaluate your event or promotional activity?

How will you be involving consumers and carers in your event or promotional activity?

If applicable, what is the proposed venue for your event?

Will your activities at this venue be covered by public liability insurance? YES/NO

Please submit your proposal by the **9 April 2009** to:

**Mental Health Week Committee
Mental Health Services
PO Box 96
Moonah TAS 7009
Email: mhadmin@dhhs.tas.gov.au**

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