

TIP SHEET

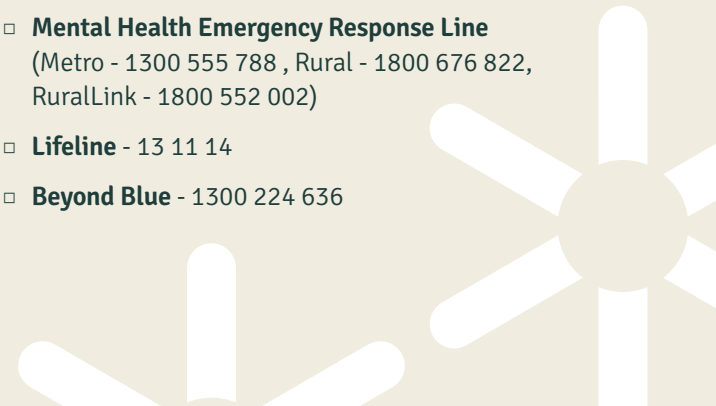
Mental health and wellbeing event tips

Initiatives that raise awareness of mental health and wellbeing may have a positive impact on people's mental health and wellbeing, reduce stigma, and encourage help seeking behaviours.

Implementing events and initiatives in your club may help provide a positive impact on member's mental health and wellbeing.

The purpose of this Mental Health and Wellbeing Event Suggestions Tipsheet is to provide some examples of mental health initiatives that clubs may wish to implement.

Event Tips

- Mental health and wellbeing initiatives do not have to cost money or take up too much time to be highly effective at creating a culture of support and inclusivity.
 - Incentivise participation through a competition, prizes, acknowledgements, and awards promoted online.
 - Be alcohol free. Steer away from using alcohol as prizes and run an event where alcohol is not expected.
 - Decide early what type of event you are going to run and communicate as soon as possible to give members plenty of notice so that they can prepare.
 - Link an event with existing resources and external organisations, charities, local businesses and local governments. Local organisations may be available to provide sponsorship, resources or grants.
 - Invite the wider community outside of current membership. This can help support the wider community and also encourage local businesses and organisations to get involved, support and sponsor. It is also a great way to raise a club's profile by promoting an inclusive environment that will attract new members.
 - One-off events are useful for sponsorship or starting a conversation but should be supported with more substance – follow up presentations, contacts and links with a call to action or practical skills (e.g training or knowledge of resources and links), are advised. Use the event to launch an action or initiative that will run all season long.
 - Ensure that resources and support are visible and left behind after any event so that people can access them later in private. Use Country Football WA Posters or put information in booklets/programs or club newsletters.
 - Celebrate the good work being done in your sport by promoting successful initiatives and resources available via social media and any other channels available. Collect feedback and review the success of initiatives to improve on any future plans.
 - Share and promote wellbeing.countryfootballwa.com.au/ and always provide links to mental health services in any communications regarding mental health and wellbeing such as:
 - **Mental Health Emergency Response Line** (Metro - 1300 555 788 , Rural - 1800 676 822, RuralLink - 1800 552 002)
 - **Lifeline** - 13 11 14
 - **Beyond Blue** - 1300 224 636
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Example Actions

Check out 12 mental health and wellbeing awareness events, initiatives and actions that you could select from to implement at your club or sporting group!

1 Host a TMH BBQ

Organize a Mental Health Awareness BBQ event where members can gather in a supportive atmosphere. Provide opportunities for open discussions about mental health and wellbeing while enjoying food and camaraderie. Consider incorporating interactive activities or inviting guest speakers to share insights on mental health awareness. This event aims to foster a sense of community and encourage conversations around mental health support and resources.

2 Encourage Member Activities

Encourage a member catch up where clubs host a member get together after training or a club round. This can be a meal, coffee, quiz night or any other way to bring the community together. The theme of the event can vary but may be something along the lines of:

- Checking in with a teammate to start a conversation about mental health.
- Bringing the sporting community together.
- Encouraging asking for help and where to go for support.

3 Fundraising

Fundraise for an external mental health charity, cause or initiative for your club or sporting group such as paying for guest presenters, training for members or equipment branded with mental health messaging. Collect donations or a percentage of food sales to be donated to a local mental health charity or use for the club. Invite mental health charities and organisations to come to a sporting event to receive the donation and/or visit to provide a talk to members and have representatives, stalls or resources available at events.

4 Demonstrate Supporting Others

Show solidarity for mental health causes with a club photo and social media posts of support. This could include a group photo after a game with everyone dressing to a theme (think funky socks or a specific colour), videos of members promising to be a listening ear to anyone at the club, and posts highlighting any initiatives or resources available within the club.

5 Create a Lasting Monument

Use monuments such as artwork or visual reminder of the club's commitment to mental health issues. Initiatives such as the [Blue Tree Project](#) can be engaged, or the club can create their own project. Including members in the design or build process is a great way to get buy in. This can be something small, portable and temporary, or large and permanent depending on facilities. Be creative and celebrate and promote successful initiatives within your community.

The [Assessment Criteria for External Mental Health Programs and Service Providers](#) is a tool available to help decide whether an organisation is suitable to engage.



6 Guest Speakers

Guest speaker/visit from mental health experts or organisations can help provide more in-depth information and support. Invite a safe, evidenced-based and professional organisation to talk to members or present at any event you run.

Always ensure that mental health links to professionals are available and the purpose/messaging of the safe space is clear. You don't want people expecting to get professional advice if it is not available.

Example Actions (continued)

7 Mental Health Spaces

Wellbeing events/groups outside of your scheduled sport are a way to bring new members, include members unable to physically participate, and encourage getting together outside of your normal competition. Examples could be fitness/bootcamp sessions, yoga and stretching, a walking group, coffee catch up, wellbeing or fundraising committee. Bring a wellbeing focus by providing resources, encouraging inclusion and support internally, or inviting guest organisations to support or present.

8 Community Service

Giving back to the community is a way for your club or sporting group to come together to support a mental health and wellbeing organisation, or provide a positive outcome for the community. Members could come together to clean up an area, build something or volunteer for a community event. This is a great way to provide an act of service, bring your community together and raise awareness or fundraise. Give it a mental health lens by linking to an existing, or your own mental health initiative, and provide mental health messaging with any promotion.

9 Identify Mental Health Champions

Spotlight the Mental Health Champion(s) so members with mental health and wellbeing questions know who to contact.

10 Mental Health Training

Mental Health Training is provided by a range of group at various costs including some listed on the [True Sport - Community links](#). Your club or sporting group may choose key members to upskill to help support the rest of the community and build on their knowledge and skills as a Mental Health Champion.

11 Mental Health Champion Networking

Mental Health Champion networking is a way for your Mental Health Champion(s) to engage with other Mental Health Champions from within or outside of your sport. This is a great opportunity to brainstorm, network and share success stories and initiatives across the community – and take some learnings away to bring back into your club or sporting group. Contact Country Football WA to join this network.

12 Leading the Change

Share a leadership communication piece featuring a brief message from the Chair, President, or a well-known personality highlighting the important role of the club in fostering mental health and wellbeing. Communicate the purpose behind this initiative and empower members by outlining actionable steps they can take to contribute to this cause. Encourage a culture of openness, support, and proactive engagement in mental health initiatives throughout the club.

Top Tips



Hold an event where alcohol is not expected and avoid providing alcohol as prizes or thank you gifts. Research shows that there is a link between alcohol consumption and reduced mental health and wellbeing.

For more information visit <https://alcoholthinkagain.com.au>.



Do what is within your club's capability and capacity. Just one small thing can make a big difference!



While bringing the community together is a great outcome, it can be strengthened by providing mental health resources as well as links to services should someone want more information or support.

At all events, The Mental Health Coordinator or appropriate leader should as a minimum:

- Welcome everyone.
- Explain why they are hosting the event (e.g. highlighting the importance of mental health and wellbeing to the club).
- How the club or sporting group plans to support members' mental health (e.g. who to contact, resources available, events to be hosted, or initiatives at the club or sporting group).
- Provide links and contact details to a few mental health services such as Lifeline, Beyond Blue or others that you can find on the [WA Footy Wellbeing Hub](#) along with any mental health communication, event, or initiative.

In an Emergency Dial 000

For support call Lifeline 13 11 14

or visit thinkmentalhealthwa.com.au for more information

