



**Awareness**



**Belonging**



**Connection**



Queensland  
**Mental Health**  
Week

# 2022 EVENT STARTER KIT

*Funded by*



Queensland  
**Mental Health**  
Commission

*Coordinated by*



**CHECKUP**



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## ACKNOWLEDGEMENT OF COUNTRY

CheckUP and the Queensland Mental Health Commission pay respect to Aboriginal and Torres Strait Islander Elders, past, present and future. We also acknowledge the important role played by Aboriginal and Torres Strait Islanders as the First Peoples, their traditions, cultures and customs across Queensland.

## DISCLAIMER

This kit along with links, references and templates is intended as a supportive guide only and is not intended to be a complete or comprehensive guide to the coordination and delivery of your event. Please keep in mind that policies, protocols, legal information, supporting documents, links and contact details provided in this document are liable to change.

You must exercise your own skill and care in the development, preparation and rollout of your event and carefully evaluate the source, accuracy, currency, completeness and relevance of the information provided in this guide in application to your planning. You must also ensure that you seek professional advice as appropriate to you.

## FEATURED ARTWORK

Informing the visual identity for Queensland Mental Health Week in 2022 is the artwork 'Stronger connection creates strong health' (pictured below) by proud Mayi woman Leah Cummins.



Elements of the artwork are used throughout this kit.

## CONTACT INFORMATION

Funded by the Queensland Mental Health Commission, Queensland Mental Health Week is coordinated by CheckUP and delivered by a strong cross-sector collaboration. For any enquiries, please contact CheckUP via the details below.

 [info@qldmentalhealthweek.org.au](mailto:info@qldmentalhealthweek.org.au)

 07 3105 8300

 [qldmentalhealthweek.org.au](http://qldmentalhealthweek.org.au)

 @MentalHealthWeek

 @QldMentalHealthWeek

 @MHWeek

 #QMHW



# FOREWORD

## QUEENSLAND MENTAL HEALTH COMMISSIONER

Thank you for supporting Queensland Mental Health Week (QMHW). Each year QMHW provides an opportunity to shine a spotlight on positive mental health and wellbeing across all communities.

I encourage everyone to join the celebration from 8 to 16 October 2022 and embrace this year's theme of 'Awareness, Belonging and Connection'.

Holding a QMHW event is a great way to encourage awareness of mental health in your workplace, school, or community. It can also decrease the stigma of mental ill-health and provide important information on improving and maintaining positive mental health and wellbeing.

Mental health and wellbeing starts with communities looking out for each other. Year after year we have seen QMHW events bring communities together, bolster a sense of belonging and help generate connections and conversations. My thanks go to the many people and organisations behind these events and their ongoing commitment to creating mentally healthier communities.



I would also like to acknowledge the contribution of the mental health and community sectors and the wonderfully dedicated staff who have supported Queenslanders through a challenging couple of years. I encourage you to reach out to mental health services in your local area to see how they would like to be involved in your activities or have their services promoted to your event attendees.

There are plenty of other ideas within this kit to get you started with your event planning and promotions.

Again, thank you for taking the time to mark this important week. Every conversation on mental health matters, and a small chat can go a long way in connecting someone to the care and support they need.

Ivan Frkovic  
Queensland Mental Health Commissioner



Queensland  
Mental Health  
Commission



# ABOUT QUEENSLAND MENTAL HEALTH WEEK

Queensland Mental Health Week (QMHW) is an annual awareness initiative that promotes individual and community mental health and wellbeing, boosts awareness of mental illness, and celebrates the contribution of the mental health and community sectors.

QMHW encourages all of us to think about our mental health and wellbeing, regardless of whether we may have a lived experience of mental illness or not, and encourages help seeking behaviours, when needed. It provides a chance to promote activities and ideas that can have a positive impact on our daily lives and the lives of others.

Each year, people across Queensland come together during QMHW through local events, conversations and activities. In 2022, QMHW will be held from Saturday 8 October to Sunday 16 October, encompassing World Mental Health Day on Monday 10 October.

This kit is designed to provide inspiration and activities to help bring QMHW to life in your workplace, school, community or home.

## THE THEME

The new theme for QMHW in 2022 is 'Awareness, Belonging, Connection', reflecting the important factors that help people maintain positive mental health and wellbeing. It is all about connecting with the people in our lives and creating space for conversations about mental health and wellbeing.

- **Awareness** is about understanding the things we need to maintain and boost our mental wellbeing, and knowing when we need to reach out for help and where to get it.
- **Belonging** is about looking out for each other, ensuring we feel safe and supported, and understanding that however we feel, we're not alone, and that there are others going through the same thing.
- **Connection** is about our relationships with our friends, families, and those that we care about, as well as the groups, clubs, and networks around us that we rely on to help keep us happy and healthy, wherever we live, work, or play.



Awareness



Belonging



Connection



Can you incorporate the theme into your event planning? What does awareness mean to you? What does belonging mean to you? What does connection mean to you?

# WAYS TO GET INVOLVED

## HOST AN EVENT

Hosting an event or activity for QMHW is a great way to encourage awareness of mental health and wellbeing in your community, school or workplace. It can decrease stigma, and empower people to seek help, for themselves or others. It can also give people from your community the awareness to consider mental health as something that they can work on. QMHW events can be educational, fun, creative, innovative and/or interesting.

## SUPPORT AN EVENT

Last year, over 370 registered events were held as part of QMHW. Many of these were organised by community groups and not-for-profits. If you are looking to make a difference, you could find an event near you and offer your help as a volunteer.

You can also show your support and connect with others in your community by making time to attend an event. Last year there were plenty of both public in-person and online events being held and we expect to once again see many opportunities for people to get involved in the week.

## RAISE AWARENESS, REACH OUT AND CONNECT

People power makes QMHW happen each year, so we'd love your support in spreading the word about the week! Together we can increase awareness about the importance of maintaining our mental health and ensuring people know what help-seeking avenues are available.

Reaching out to friends, family or workmates is something we can all do. We will also have social media shareables available if you want to start a conversation online.



## ENGAGE IN ACTIVITIES THAT BOOST YOUR MENTAL WELLBEING

Taking some 'me time' helps strengthen our mental wellbeing, lifts our mood, improves our relationships and helps us deal with difficult situations. When we look after our mental wellbeing, we are better able to cope with the everyday stresses of life, realise our abilities, participate in the community and work productively.

The six different areas (or building blocks) of mental wellbeing are 'Get healthy', 'Keep learning', 'Show kindness', 'Connect more', 'Take notice', and 'Embrace nature'.



For more information on the building blocks of mental wellbeing and to discover wellbeing activities and ideas, visit the Dear Mind' campaign website — [qld.gov.au/mentalwellbeing](http://qld.gov.au/mentalwellbeing)



# BRAINSTORMING IDEAS

Decided to host an event to mark QMHW? You are amazing!

We have outlined a number of prompts below to help you brainstorm ideas and hopefully help make the planning process easier.

## DEFINE YOUR 'WHY?'

One of the first steps is to think about why you are holding an event and what goals you hope to achieve. These might include the below.

- Promoting activities that enhance mental, physical, social and spiritual wellbeing in your community.
- Providing more information about mental health and wellbeing and/or mental health services that are available in your local area.
- Making or improving connections in the community.
- Reducing stigma associated with mental illness..
- Encouraging self-care and help seeking.

## IDENTIFY YOUR AUDIENCE

Your event goals will greatly influence this element!

Your event can be open to everyone in the community or you may choose to involve a specific group, such as your workplace or community group, or a small group of friends and family. Your event could also involve a particular demographic or locality.

If you're part of a group with unique challenges that may impact mental health, you could consider having an event within that community. A sense of belonging is great for our mental health.

You should also consider if you want the event to be public or private. You can register your event on the QMHW website in either case!

## BRAINSTORM AND RESEARCH

Once you have a clear idea of what your event is about, and who you want to target, you can start thinking about the activities you want to include and how to make it a reality.

You can look up different individual and/or group brainstorming techniques to help come up with fantastic out-of-the-box solutions!

Below are a few prompts that may be useful.

- How can you best reach your audience? Do people come together over food? Music? Maybe you can combine a few approaches to reach more people.
- Are there other services or organisations in your area that work with similar people, or are great at running one of the activities you want to include? Could you host an event together?
- Identify your challenges – Think about what might hinder the success of your event. This can be broad – stigma, discrimination – or specific – lack of appropriate venue in your area, communication challenges – or anything in between.
- What is your budget? What activities and resources will this need to cover?
- Are there any state or local government requirements for the type of event you want to host?

See our Event Planning Checklist on page 15 for more prompts.



# EVENT AND ACTIVITY EXAMPLES

## Host it your way!

There are countless events and activities you could hold for QMHW, so we absolutely encourage you to participate in a way that is meaningful and achievable for you and your communities. Think big or small.

In the past, some events have focused on reaching the general public while others targeted a specific audience, such as those living with a mental illness, Culturally & Linguistically Diverse (CALD) communities, Aboriginal and Torres Strait Islander communities, or LGBTQIA+ community members. Other organisations focused their event around their community setting. For example, workplaces, universities, schools and youth centres. Many events have centred around talks from people with lived experience and mental health professionals, musical entertainment, dance performances, art therapy workshops, weaving and yarnning circles.

We have compiled a few ideas based on the building blocks of wellbeing and past events to help spark your creativity!

## GET HEALTHY

Taking good care of your body is one of the most important things you can do to improve your mental wellbeing, so if you're going to have food at your event, try to include some healthy choices such as **fruit platters**.

You could also incorporate physical activity, such as a '**Step Challenge**' where participants track their steps with an iPhone or pedometer, and log it every day during QMHW. Alternatively, you could hold a **walk, run, cycle, swim, meditation** or **yoga** session. In the past, there have been **multi-day yoga and wellness retreats!**

## KEEP LEARNING

Keeping our minds engaged with new ideas and experiences is an important for mental wellbeing, so why not hold an activity that promotes learning? You could increase public knowledge and awareness with a **seminar** or **expo** to help people learn more about mental health and wellbeing. **Presentations, panel discussions**, and similar events can be done as pre-recordings or live online with interactive elements! By adding a virtual element you may be able to extend your audience base too.

If you're looking for an easy to implement learning activity, why not try a **book club** or create a **library exchange?**

You could also get people together to create something new, with an **art or craft workshop** or a **cooking class**. These can be done in-person or online!

To get people moving, as well as challenging their minds, you could host an '**Amazing Race**' themed event, bringing everyone together after the clues have been solved to celebrate and chat.

## EMBRACE NATURE

Spending time in nature has big benefits for our mental wellbeing and there are plenty of ways to enjoy nature! You could organise a **guided walk in local bushland, nature photography session, picnic in the park, community gardening day, sunrise kayaking session, camping trip** or an **outdoor exercise class**.

## SHOW KINDNESS

Unlock a boost of happiness by being kind to yourself and those around you by centering your event around an act of giving or gratitude! You could organise a **charity drive** or a **litter pick-up** at your local beach or park.

The past couple of years with COVID-19 has been especially tough for those who live in aged care homes and were locked down for long periods, so to lift residents' spirits you could organise a **letter-writing campaign** or give the gift of music by **organising a performance** if you're musically talented

Workplaces could commit to end all meetings for the week with '**proud and thankfuls**' where each person nominates one person they are thankful for, and why. You may be surprised what a difference this can make to teamwork and connection!

Workplaces could also show their support for employees' other family – their pets. Hosting a **bring your pet to work day** allows for employees to enjoy each other's pets and could help reduce stress.

## CONNECT

Feeling connected to people, groups, country and culture plays an important part in our mental wellbeing. You could organise a **board games or trivia night** with your friends, or a **community meet-up** centred around a hobby or a demographic you fit into. In the past, there have been QMHW events held especially for parents to connect and learn about how to carve out time for self-care, as well as sessions for cancer patients to meet each other and discuss mental wellbeing.

**Chalk art** can be used to decorate places where drawing is allowed in the community. Inspiring messages can be left for others to see as they pass by.

Workplaces could organise a **morning tea** with time for activities or a **lunch and learn session** where everyone brings in a traditional meal from their culture or ancestor's country of origin to enjoy over discussion after a presentation.

Schools could get their students to **interview a family member** and learn about their cultural heritage and genealogy, and/or what mental and this year's theme for QMHW means to them.

## TAKE NOTICE

By directing our attention to what is happening in the present, we are less likely to focus on worrying about things from the past, or things that might happen in the future, so why not incorporate a mindfulness activity into your event? You could take everyone through a **deep breathing exercise**, print out **mindfulness colouring** sheets, or engage in **stargazing**.

You could also host a **mental health hour**, similar to Earth Hour, where the event is held for a specific time and everyone takes part in a pre-set activity, such as lighting a candle or listening to a favourite song. By organising an activity that multiple people to do at once in solidarity can help create a sense of belonging.



# PLANNING

Once you have made the decision to host an event, and come up with your idea, it becomes time to plan and promote! There is a handy planning checklist on page 15.

## CONSIDER ASSEMBLING A TEAM AND SEEKING SUPPORT

Many hands make light work, so if you haven't invited people to join your organising team to help you come up with ideas and hold a great event, now is the time. You'll never know who'll say yes unless you ask.

If you need a lot of people power, put out a call for volunteer. You can spread the word via your networks and social media, plus if you're a not-for-profit you can advertise for free on Seek Volunteer.

In terms of funding for your event, you could seek sponsorship or prizes from businesses whose values align with promoting mental health and wellbeing. You could also partner with another organisation to spread costs and increase your impact.



## COMMUNICATING ABOUT MENTAL ILL-HEALTH

The way mental ill-health is communicated about or portrayed can greatly influence help-seeking behaviour and the prevalence of stigma. We encourage all QMHW event organisers to carefully consider how they discuss mental illness and utilise the Mindframe guidelines at [www.mindframe.org.au](http://www.mindframe.org.au) to ensure safe and inclusive language is used when forming event messaging.

## QMHW RESOURCES AND MERCHANDISE

Each year there are a range of QMHW resources available for download from the QMHW website, including an editable poster and social media sharables.

These can be very useful for promotions!

A range of merchandise will also be available for purchase closer to the date, including green awareness pins, t-shirts and caps.



8-16 October 2022



## MARKETING MATERIALS

If your organisation is planning to create marketing collateral you can utilise the 2022 QMHW logo if you commit to registering your event on the QMHW website. There is both a version that includes the theme 'Awareness, Belonging, Connection' (pictured below) and a more general QMHW logo.

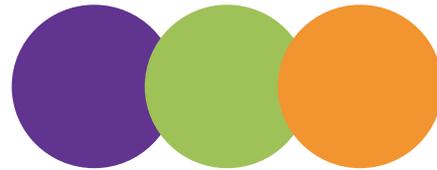
Visit the QMHW Resources page to download logos, icons and posters (available June).

### Brand colour palette

We encourage you to utilise purple and green in your marketing materials as they are the official colours of QMHW. Orange has also used as an icon colour.

If you would like to use the colour scheme you can see the HEX colours on the right.

- Purple for positivity, empowerment, belonging, bravery, and encouragement of creativity
- Green for balance, harmony, personal development, self-acceptance, compassion for self and others, renewal, love of nature, and a love of family, friends, pets, and home



#613490    #9EC257    #F29430

### Lock up logo with theme

When using the logos, we ask that you do so in an unaltered format that is not distorted/skewed or framed in any way.



**8–16 October 2022**



### Fonts in use

These fonts have been selected specifically for the QMHW brand.

**Aa**

**Raleway Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
W XYZabcdefghijklmnopqrstuvwxyz  
vwxyz1234567890!@#%&'()**

**Aa**

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
W XYZabcdefghijklmnopqrstuvwxyz  
vwxyz1234567890!@#%&'()

## PROMOTIONS

It's important to think about how you're going to promote your event or activity, especially if you want to hold a large public event.

### REGISTER YOUR EVENT

By registering your event on the QMHW website ([click here](#)), your event or activity will be officially counted as part of QMHW. You can choose whether you list your event as public (open to everyone) or private (which won't display its location).

Having your event registered is especially fantastic for public events, as it is a useful tool for promotion. Not only will people be able to find it when searching for events on the website, but by registering you will receive access to the QMHW logo for usage.



## **SEND INVITATIONS**

If you have a mailing list, send out emails periodically leading up to the event. There may also be specific people you wish to invite from government or business. Securing 'special guests' can also be a great way to give weight and credibility to your event.

## **USE YOUR NETWORKS**

Consider asking local schools, councils, community organisations, and businesses to help promote your event through their channels. Local Councillors and Members of Parliament will sometimes also make mention of local activities in their communications to their constituents.

## **ADVERTISE**

Your place of employment, the local library, cafés, shops, and community noticeboards are great places to advertise your event. Make sure to promote your event on relevant online event directories too! You could send an email pitch to those that do special features articles on events.

## **SPREAD THE WORD ON SOCIAL MEDIA**

Use the power of social media to get the message out about your event. You could even run a social media contest with a prize to generate lots of hype and buzz around your event.

## **HANG BANNER SIGNS**

Print banners and put them up in high-traffic areas in the area where the event will be held

## **OFFER DISCOUNTED TICKETS**

If you are holding a paid event, the most effective discount trick is to offer early bird rates.

## **CHANGE YOUR EMAIL SIGNATURE**

If you email lots of people every day, be sure to change your email signature to one which promotes your event.

## **PHONE**

If you've noticed that a few of your targeted attendees still have not registered for your event, why not give them a call? You'll find it's a relatively time-intensive but effective way of securing a few more attendees.

## **ATTENDEE REFERRALS**

Why not reach out to your existing attendees and incentivise them to promote the event on your behalf? Word of mouth is a consistently powerful marketing tactic.

## **CROSS PROMOTE ON OTHER'S PLATFORMS**

You could share information about your event at other events prior to yours. You could also get in touch with podcast hosts and bloggers relevant to your event and ask to be featured.

## LOCAL MEDIA

Gaining media coverage is a fantastic way of promoting your event, as well as promoting positive mental health and reducing the stigma surrounding mental illness.

Even if you are holding a private event, you may still wish to tell the media about it beforehand so that a journalist can attend part of the event and publish or broadcast a story afterwards.

Remember, media outlets are always looking for stories, so make it easy for them and you'll increase your chances of spreading the word. Below are some tips for working with media and on page 12 is an example media release.

- Have an angle. Give some prior thought to what's newsworthy or unique about your event. Your local media are employed to cover interesting news, not provide free advertising. You could follow both a human interest and a local angle, relating the event to social issues or to how 'awareness raising' can help the community. Perhaps you've found a local celebrity to speak or had a very successful event the year before.
- Have a clear call to action. Are you trying to get people to attend an event? Or are you trying to get people to donate items?
- Be prepared. Have a media release ready before you contact a journalist, so you can send it straight away if they're interested.
- Visuals count. Newspapers and websites love photos, so if you supply an image or give them a great idea for a photo and make yourself available for it, you will greatly increase your chances of coverage. If you have hosted the event before it's a great idea to supply a high-resolution image (in jpeg format) along with your media release. When it comes to pitching for TV, make it easy for the journalist or producer to say yes by suggesting a few different visuals they could use in relation to the story.
- Target your pitch. How you go about finding journalists will depend on which media outlets you are targeting. As well as media outlets in your geographic area, you can try targeting specialist media outlets that cover topics related to your event or workplace. Media outlets will often have contact details on their website and social media pages. You can research the contact details of journalists online (Twitter is a useful source) or ring up media outlets to ask for contact details.
- Help journalists help others. Assist journalists in providing help-seeking information by including at least one source of counselling or support service related to your audience or event and directing them to [mindframe.org.au](http://mindframe.org.au) for information on safe media reporting.

## MEDIA RELEASE WRITING TIPS

Below are a few extra tips for writing your media release.

- Be careful with your spelling and grammar. If this isn't an area where you excel, it's a good idea to have another person proof read your media release before it goes out.
- Keep it short and use exciting language (without over-hyping your story). Journalists are often busy and see loads of media releases, so you want to make it as easy as possible for them to understand why your event is newsworthy.
- Use quotes from a spokesperson. Remember to ask them why they think the event is going to be great, or why they encourage people to attend!
- Try to keep your language simple.





To get you started, [here](#) is a step-by-step guide from Queensland Health on how to write a media release.

## SAMPLE MEDIA RELEASE

Media release  
Insert date]

### **[Insert headline – keep it short and simple, you want it to be attention grabbing and ideally less than 7 words]**

[Insert a one or two line summary on your own event that is catchy and engaging. Remember to cover 'who, what, when, where, and why' of your event].

[Insert event name] will be one of a wide variety of events held around the state as part of Queensland Mental Health Week from 8-16 October 2022.

Mental health issues affect more than one in five Australians every year, so Queensland Mental Health Week provides an important opportunity for people to think about the ways in which we can enhance our social and emotional wellbeing by building our personal resilience and support networks.

The 2022 theme 'Awareness, Belonging, Connection' reflects the important factors that help people maintain positive mental health and wellbeing.

[You may like to include a quote or sentence about how the event relates to the theme.]

[Insert a 1-4 line quote about the event. Consider why the event is being held, what you hope to see come out of the event or some points of interest about the event.]

[Include any additional quote(s) and information relevant to your event, including information on how to register if it's a public event.]

Funded by the Queensland Mental Health Commission, Queensland Mental Health Week is coordinated by CheckUP and delivered by a strong cross-sector collaboration.

For more information on Queensland Mental Health Week and links to mental health support services, visit [qldmentalhealthweek.org.au](http://qldmentalhealthweek.org.au).

For 24/7 crisis support, call Lifeline on 13 11 14, or the Suicide Call Back Service on 1300 659 467. In an emergency, call 000.

**- ENDS -**

### **Event contact details**

[Include information about when media contacts will be available for interview.]

Name: [contact person]

Phone: [contact phone number]

Email: [contact email]

Event website or social address: [include link here]

### **Safe media reporting**

Visit the Mindframe website at [mindframe.org.au](http://mindframe.org.au) for advice on how to support safe media reporting.



# LOOK AFTER YOURSELF AND OTHERS

QMHW is a time when people are prompted to find out more about mental health and seek help for problems they may be facing. Below are some tips that you might find useful if someone approaches you for help at your event or during the planning stages.

## GET PREPARED

For many people, reaching out to seek help can be a huge barrier to overcome, so be ready to act if someone approaches you. Ask directly if they need to talk to someone, encourage the person to seek help, and give them information about where they can find help..

If you work for a mental health organisation or are a mental health professional, you will have experience in responding to enquiries about mental illness. Otherwise, it can be useful to have some information prepared that you can pass on to people who have questions you don't have answers to.

It is a good idea to organise leaflets and information packs from local mental health and wellness providers and services that you want to hand out at your event early, especially in case there are lengthy postage timeframes or you need to organise printing yourself.

## PRACTICE RESPECTFUL COMMUNICATION

If someone starts talking with you about a mental health challenge, they trust you to be understanding and non-judgemental. While it can be helpful to share your own experiences, try to avoid making comparisons and respect that everyone is entitled to determine their own course of action.

Sometimes people just want to be heard.

## KNOW YOUR BOUNDARIES AND THAT OF YOUR TEAM

Before the event talk to all staff and volunteers asking them to think about their boundaries and encourage them to look out for one another. You could consider the following questions as prompts:

- What do you feel confident talking about?
- What are your competencies?
- What might you need more information or support with?
- How can you direct people to support resources or services?
- When might you need to refer someone to another source of assistance?

Don't forget to check-in with your team during and after the event too.



## SUPPORT SERVICES

It's important to include relevant helplines and websites where applicable to start people on the right track when seeking help. Below is a list of helplines. You can visit the 'Find Help' tab on the QMHW website for a more extensive range of links to mental health services and resources.

### Lifeline

13 11 14 | [www.lifeline.org.au](http://www.lifeline.org.au)

### beyondblue

1300 22 4636 | [www.beyondblue.org.au](http://www.beyondblue.org.au)

### SANE Australia helpline

1800 18 SANE (7263) | [www.sane.org](http://www.sane.org)

### Suicide Call Back Service

1300 659 467 | [www.suicidecallbackservice.org.au](http://www.suicidecallbackservice.org.au)

### MensLine Australia

1300 78 99 78 | [www.mensline.org.au](http://www.mensline.org.au)

### Kids Helpline

1800 55 1800 (27/7 crisis support) | [www.kidshelp.com.au](http://www.kidshelp.com.au)

### headspace

1800 650 890 | [www.headspace.org.au](http://www.headspace.org.au)

### Veterans and Veterans Families Counselling Service

1800 011 046 [www.vvcs.gov.au](http://www.vvcs.gov.au)

### Butterfly Foundation

1800 33 4673 | [www.butterflyfoundation.org.au](http://www.butterflyfoundation.org.au)

### QLife

1800 184 527 | [www.qlife.org.au](http://www.qlife.org.au)

## PHOTOGRAPHY

It's a great idea to have someone assigned to taking photos at the event.

If you are taking photographs of people at your event and you intend to publish or use these photographs, either electronically or in print, you should get consent from the people in the photograph. Likewise, if you use existing photographs of people as part of your event, e.g. in publications, brochures or posters etc, you will need to get their consent. If you are working with people who are under 18, you will need parental or guardian consent to post or display images/video of children.

If you are taking photographs of large groups of people attending your event, for example crowds attending a conference, it may not be possible to get consent from every person in the photograph. You should post a notice of filming and photography at the event indicating that photographs may be taken and give people the option of not being photographed.

Make sure to tag the QMHW social accounts if you are comfortable in having any event promotions/event photos shared. You can also email event photos to [info@qldmentalhealthweek.org.au](mailto:info@qldmentalhealthweek.org.au) if your event participants have signed photography release forms

## EVENT EVALUATIONS

Evaluating your QMHW event can help you measure your success and plan future events. It can be useful to know how you plan on evaluating the event, before you hold it. Think about the following questions: "How will we know that our event is successful?" and "How can we measure these outcomes?"

You could gain feedback from event attendees by distributing a survey. You may also obtain useful feedback on your event by surveying those who have helped you organise the event. It is a great idea to bring everyone together at the end of the event to talk about how it went and share any lessons learnt. This would also be a good time to congratulate the team and thank them for their efforts.

# EVENT PLANNING CHECKLIST

You can use this checklist to assist in planning your QMHW event. It might not include all the specific elements of your event, or it may include too many, especially if you are hosting a small event.

To ensure that Queensland continues to have a COVID Safe Future, it is important for those delivering events to understand and adhere to any restrictions on businesses, activities and undertakings operating in Queensland. The COVID-19 website has the most up to date information including the road map, Public Health Directions and information for COVID Safe Events in Queensland. To view the Public Health Directions and information for COVID Safe Events, visit [www.covid19.qld.gov.au](http://www.covid19.qld.gov.au) or call 134 COVID (134 268).

- Set a date
- Prepare an event budget
- Develop an event planning timeline
- Create risk management and COVID-19 safety plans
- Book venue / meeting room
- Develop toilets, cleaning and maintenance plan and book portable toilets and cleaners, as necessary
- Inform local government of event and gain approvals
- Organise staff and/or volunteers to assist
- Design plan of venue/event site
- Design traffic and parking plan - make sure to send any applications for road closures early
- Identify potential sponsors and/or exhibitors and approach them early with a strong proposal
- Order equipment i.e. stage, PA, generators, etc.
- Book entertainment /MC and apply for noise permit

- Consider crowd control and cash security
- Book first aid officer/s
- Book food vendors / catering and book any permits
- Consider signage, disabled parking, pedestrian access, marshals, entry/exits, lighting, road closures
- Organise awards/certificates and decorations

## MARKETING AND PROMOTIONS

- Develop marketing/communication plan
- Design promotional materials
- Register event on QMHW website and submit event information to local events calendars
- Distribute posters/emails/other communications
- Schedule social media posts
- Prepare and distribute a media release

## THE DAY BEFORE

- Gather staff/volunteers for briefing
- Distribute a final run sheet outlining event timings, responsibilities and contact details
- Review chain of command in case of an emergency
- Contact media (if attending)
- Get your gear packed and ready to go, charging your camera and printing out photography release forms
- If you have early access to the venue you can start the set up and place signage

## DURING AND AFTER THE EVENT

- Do final tests and checks, including run-throughs with facilitators and presenters
- Ensure sponsors and key partners are met and greeted appropriately
- Share mental health support service information
- Remove all equipment and rubbish
- Hold a debrief session
- Send thank you email
- Ask for feedback from participants