



Sponsorship Opportunity



Boyup Brook CoMHAAT

Contact

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Introduction

The Boyup Brook Community Mental Health Action Team (CoMHAT) was built out of a need in the region to help to build a resilient and connected community and improve the wellbeing of people within the Shire of Boyup Brook.

Founded in 2016, our non-profit organisation aims to build resilience, improve wellbeing, reduce the harms associated with alcohol and other drug (AOD) use, and create localised and accessible support pathways for mental health support. We do this by:

- Actively supporting partnerships between community and service providers to identify and address local issues.
- Coordinating, implementing and evaluating an evidence-based, whole of community approach in a timely and appropriate manner.

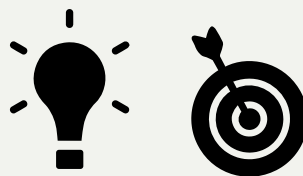
Our activities include raising awareness of mental health and wellness through education programs and community events and by providing tools, resources and support. We strive for engagement, empowerment and education, and have been finalists in several WA community and mental health awards.

Our practical approach focuses on the whole community and provides meaningful connections, initiatives and projects to address what the community themselves have identified as key priorities. As part of this, we developed a Community Wellness Plan (CWP) in 2019 which identifies key priorities for mental health and seeks to reduce the harms associated with alcohol/drug use, build resilience and improve wellbeing across the community. Importantly, the CWP outlines practical, on-ground action plans for each key priority which can be achieved with the support of CoMHAT's extensive support and stakeholder network. We have recently reviewed our plan, collected new data and created new priorities for 2024-2026 based on community and local sector driven data. Our priorities for this current plan are detailed on the next page.

A review every three years ensures the Plan remains relevant and appropriate to the community's needs.



Our Mission & Vision



Our purpose is to develop a community culture that has a proactive & supportive approach to Mental Health and Wellbeing.

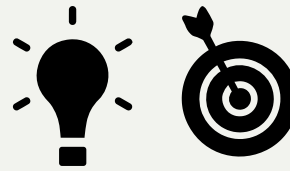
Our Priorities: CoMHAT have worked with the WA Mental Health Commission in the past and community stakeholders to write a Community Wellbeing Plan with 4 key outcomes:

1. Improve and enhance mental health and wellbeing across our community through targeted approaches
2. Improve mental health and wellbeing outcomes to identified target groups
3. Build awareness through education & intervention regarding alcohol and other drugs (currently an Local Drug Action Team)
4. Improve community connection and a sense of belonging

OUR CURRENT PRIORITIES FOR 2024-2026 based on extensive local and sector data collection are:

PRIORITY AREAS			
1. MENTAL HEALTH PRIORITY Improved Access to Support Services & Supporting Those Who Support Other	2. TARGET GROUP PRIORITY Bring improved mental health outcomes to men & Aged Population	3. ALCOHOL & OTHER DRUG PRIORITY Improve AOD outcomes through education & promote healthy drinking environments across the Boyup Brook COMMUNITY	4. BELONGING & CONNECTION PRIORITY Build tolerance and inclusivity within boyup brook in order to foster a welcoming community environment
KEY OBJECTIVES			
1.1 Improve access to mental health support services in Boyup Brook	2.1 Seek feedback from target groups about support needed	3.1 Identify & Deliver AOD education programmes	4.1 Boost Cultural awareness & acceptance
1.2 Increase community member ability to support others	2.2 Engage & deliver Targeted Mens & Farmer initiatives to support men's mental health	3.2 Work with local sport clubs and associations to encourage healthy drinking environments	4.2 Embed inclusivity into events by making events appealing to a wider range of demographics
1.3 Continue to share information, education and resources around mental health & wellbeing support	2.3 Increase Aged Population engagement in community events	3.3 Identify & Promote local AOD Support Services	4.3 Increase education and awareness around tolerance and diversity
	2.4 Implement support strategies to boost positive mental health & wellbeing in Aged population	3.4 Develop inclusion of healthy AOD practices at all CoMHAT Events	4.4 Boost welcoming and including nature of Boyup Brook
BOYUP BROOK CoMHAT			

Who We Help



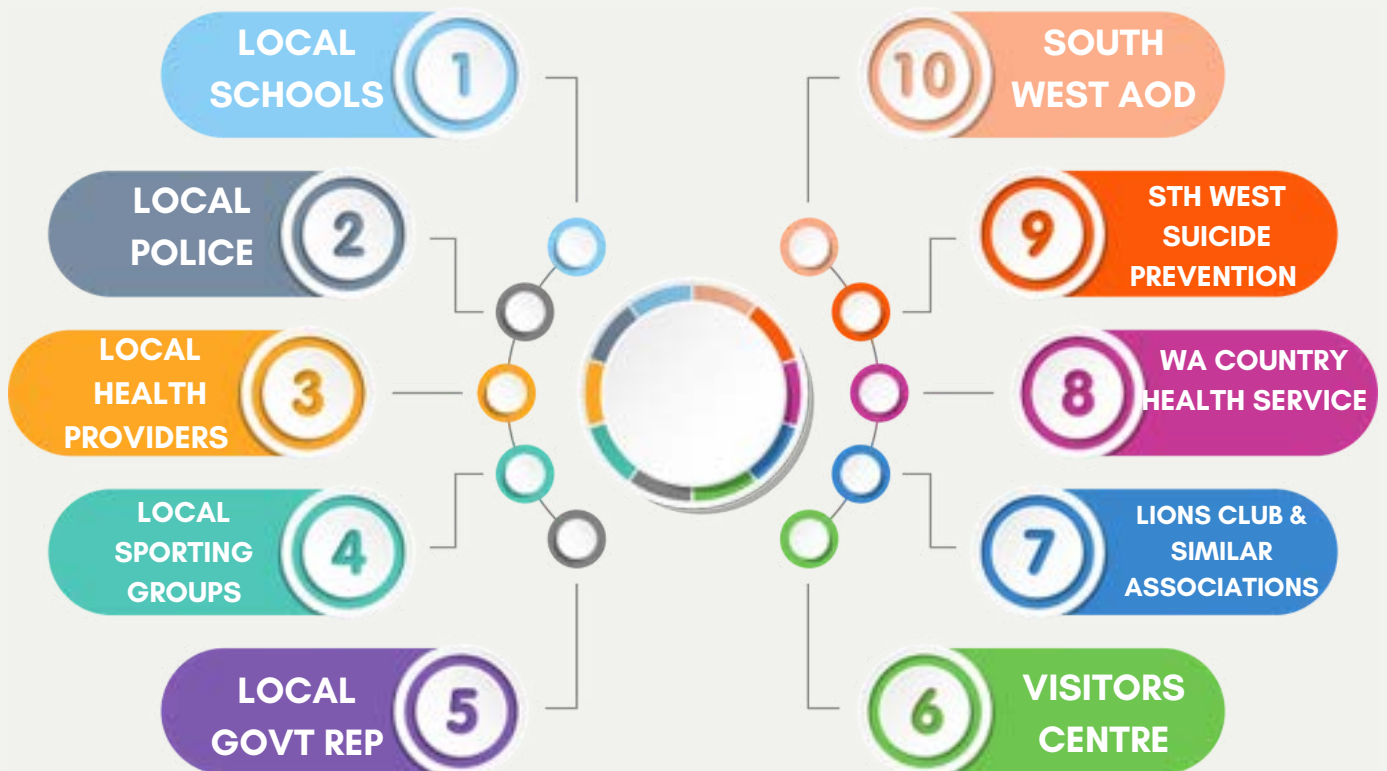
CoMHAT engage and work closely with key stakeholders from across the mental health sector to deliver intentional collaboration to address the issue of siloed approaches to mental health care and to initiate on-ground change.

We have three priority demographics within the community that we are currently focusing on in our 2024-2026 plan:

- Rural men
- Rural youth
- Community engagement/senior citizens.

Although the focus of our key programs are on these three core groups, CoMHAT's initiatives also benefit the wider communities we work with, and our projects have resulted in positive impacts across the Blackwood Warren region.

SOME OF OUR KEY PARTNERS include:



Our Impact



CoMHAT provides practical and relevant mental health support, education and awareness to our rural communities, including regular community events and workshops, a Youth Zone program, an annual Wellness Festival, Mental Health courses & training and a mountain bike program.

CoMHAT has made a measurable impact in Boyup Brook and the wider Warren Blackwood region, making positive changes to key issues that were identified by the community themselves. This has increased engagement and trust, building good momentum on which to continue our work.

In recent years, we have:



Our Impact



WORKSHOPS & EVENTS DELIVERED

- MENTAL HEALTH WEEK EVENTS
- YOUTH MENTAL HEALTH FIRST AID
- CONVERSATIONS ABOUT SUICIDE
- TOMORROW MAN/WOMAN (COMMUNITY & SCHOOL)
- YOUTH FORUM
- UPSKILLING WORKSHOPS EG. PHOTO STORIES, FINANCIAL BASICS
- MOUNTAIN BIKE SESSIONS & TRACK DEVELOPMENT
- MENTAL HEALTH & AOD COMMUNICATION CAMPAIGNS
- MENS MENTAL HEALTH EVENTS IN PARTNERSHIP WITH KAI FELLA FOUNDATION, RURAL AID & REGIONAL MENS HEALTH

INITIAL WELLBEING PLAN PRIORITIES

- Improving Community connection & Engagement
- Build awareness of mental health, suicide prevention and AOD strategies
- Improve access to a variety of mental health services

CURRENT WELLBEING PLAN PRIORITIES

- Improved access to support services & supporting those who support others
- Deliver improved outcomes to men & aged population (target demographics)
- Improve AOD outcomes through education & encourage health drinking environments
- Build tolerance & inclusivity in order to foster a welcoming community environment



What Comes Next—And How YOU Can Help!

Our Upcoming Goals

CoMHAT's goal is to be able to provide our range of successful, community based programs on a consistent basis. Your support will help erase the uncertainty of future funding, allowing our Team to focus on powering on-ground positive change for the mental health of our Blackwood communities.

Sponsorship funds will be used to deliver the various CoMHAT programs including, but not limited to:

Our Projects and Programs

Youth Zone Program

The resilience of our rural youth is of utmost importance to our community's future. In the last year, CoMHAT has worked hard with local youth, sponsors, the Shire of Boyup Brook and our community to redevelop much needed facilities for our local youth. We have successfully installed a Youth Zone Building in the Boyup Brook sporting precinct. Works that are required to complete the redevelopment project include access ramps, storage racking, landscaping & signage. These final touches will ensure that the entire Youth Zone is completed and functioning, and a welcoming space for the young people of the community.

CoMHAT's Youth Zone Program has been running since 2020 as a drop-in space for the youth of Boyup Brook and surrounding areas, providing safe and supervised opportunities for young people to socialise and learn. Activities/workshops and unstructured gatherings help relieve boredom, increase social connectedness, improve mental wellbeing and provide diversionary activities to reduce the misuse of alcohol/drugs among young people. CoMHAT sponsorship will ensure the continued delivery of the Youth Zone program, with two sessions per week facilitated by our Youth Officer.



What Comes Next—And How YOU Can Help!

Mountain Bike Sessions

In 2021, CoMHAT secured funding to purchase 20 mountain bikes and accompanying safety equipment to help us engage and connect with at-risk youth in the Boyup Brook and surrounding rural areas. With a strong focus on proactive and preventative strategies to engage all youth in positive outcomes, the Mountain Bike program gives participants opportunities to access recreational and support activities to help build their personal resilience and promote community engagement. The Program provides skills workshops for all abilities, bike maintenance and day ride sessions and helps to engage our local youth and help them keep engaged in their local community, therefore reducing the impact of AOD on our younger generation.

Rural Men's Resilience Project

Addressing the key issue of mental health for our rural men and teen boys in the Boyup Brook region and surrounds, this project delivers events designed to engage and support our rural blokes. It helps build a more resilient rural community, with improved capacity to deal with future challenges such as natural disasters and pandemics. Based on successful delivery of events in the past, this project fosters better support and engagement of rural men and reduced social isolation in our community. This is particularly important given recent suicide and mental health statistics around men and struggles currently being faced in Rural WA and farming communities.

Community Engagement

CoMHAT's community engagement program includes our annual Wellness Festival; regular workshops around mental health first aid, cultural education and resilience building; and monthly mental health bulletins on social and local media formats. Your sponsorship will ensure that we continue to proactively promote and raise awareness about mental health and wellbeing in our rural community.



Why Be a Sponsor?

“Make a transformative contribution by sponsoring one of our existing programs”

CoMHAT receives incredible support from large and small businesses in and around the Blackwood Warren Region, as well as further afield. Businesses and non-profits partner with us to raise their visibility and support the future of rural communities.

Join us in helping to foster proactive community mental health.

Brand Visibility

Recognition of your community support and sponsorship has the power to build positive brand association. Your logo will be proudly displayed across CoMHAT's wide and varied network reach, providing recognition of your leadership and support for community-led mental health initiatives. This includes printed and social media, merchandise, and events, ensuring maximum exposure and recognition. Major sponsors will have logo recognition on our Youth Zone precinct building in Boyup Brook.

Your sponsorship will open opportunities to connect with our target demographics and wider network. We have an extensive network of stakeholders and connections within the expanding mental health industry. Our events often include collaborations with other industries and support groups and we look forward to facilitating introductions as well as creating opportunities for engagement between you and our amazing community.

Community Engagement

We look forward to inviting your team to get on-ground at our events. Our strong community connections and focus ensures great opportunities for you to build strong community engagement. Events vary from forums and conferences through to workshops and meetings. Your organisation will be recognised for your leadership and support for community-led Mental Health initiatives.

Lead Generation

We understand the importance of increased traction and market visibility for your organisation through associated promotion. Sponsors will have access to generalised data sets and results from our programs, and will have the opportunity to provide input into targeted questions in our annual community survey.

Develop your Mental Health Culture

Platinum sponsors will receive a complementary workplace audit to help you adapt the CoMHAT 'Framework for Change' to your organisation, identifying key priorities and actions to help you foster a supportive mental health culture in your workplace.

Contacts

Ready to explore a partnership with CoMHAT?

PLEASE LOOK AT OPTIONS BELOW FOR SPONSORSHIP LEVELS

(All support is welcomed whether big or small)

Please contact Chair Renee Knapp on 0416 156 404 or email secretary@comhat.com.au if you are interested in supporting CoMHAT through sponsorship.

We look forward to discussing sponsorship opportunities with you and how we can tailor them to suit your organisation.



SPONSORSHIP PACKAGE OPTIONS



Individual sponsorship packages can be tailored to suit.

Platinum Sponsorship Package



- Complimentary Workshop/presentation at your organisation to foster/develop a positive Mental Health & Wellbeing Culture - tailored to your needs (delivered by Renee Knapp, award winning presenter)
- Opportunity to provide plaque in a standard size to be displayed at CoMHAT building site
- Opportunity to present a brief speech at the Annual Mental Health Week event
- Social media acknowledgement - Individual Post
- Opportunity for prime booth location at CoMHAT events
- Advertising banner & link to website on CoMHAT website
- Corporate logo on our website as platinum sponsors & on all major advertising materials
- Verbal acknowledgement of sponsorship at key community events
- Invitation to events & Annual Sponsor Event
- Copy of Annual report
- Invitation to engage with CoMHAT in data collection in order to identify priorities
- Acknowledgement of major sponsorship in media releases
- Opportunity to display banners/posters/signage at CoMHAT events
- Merchandise Bundle

\$15 000

Gold Sponsorship Package



- Social media acknowledgement - Individual Post
- Opportunity for prime booth location at CoMHAT events
- Advertising banner & link to website on CoMHAT website
- Corporate logo on our website as Gold sponsors & on all major advertising materials
- Acknowledgement of major sponsorship in media releases
- Opportunity to display banners/posters/signage at CoMHAT events
- Invitation to engage with CoMHAT in data collection in order to identify priorities
- Verbal acknowledgement of sponsorship at key community events
- Invitation to events & Annual Sponsor Event
- Copy of Annual report
- 2 CoMHAT Hats

\$10 000



SPONSORSHIP PACKAGE OPTIONS



Individual sponsorship packages can be tailored to suit.

Silver Sponsorship Package



- Social media acknowledgement – Group Post
- Recognised on CoMHAT Website as Silver Sponsors
- Acknowledgement of major sponsorship in media releases
- Opportunity to display banners/posters/signage at CoMHAT events
- Invitation to engage with CoMHAT in data collection in order to identify priorities
- Verbal acknowledgement of sponsorship at key community events
- Invitation to events & Annual Sponsor Event
- Copy of Annual report
- 1 CoMHAT Hat

\$5000

Bronze Sponsorship Package



- Social media acknowledgement – Group Post
- Recognised on CoMHAT Website as Bronze Sponsors
- Verbal acknowledgement of sponsorship at key community events
- Invitation to events & Annual Sponsor Event
- Copy of Annual report

\$2500

Supporter Package



- Recognised on CoMHAT website as supporter
- Invitation to events & Annual Sponsor Event
- Copy of Annual report

In kind/Up to \$2000 donations

