

EQUALLY WELL FORUM SPONSORSHIP PROPOSAL



2024 EQUALLYWELL
FORUM
Embedding Lived Experience

27-28 May 2024
Storey Hall, RMIT, Melbourne



ABOUT US

Equally Well Australia is committed to a goal of improving the physical health of Australian's living with mental illness through a collective effort to address the disparities and challenges within the Australian healthcare system. With a steadfast dedication to promoting mental and physical health equity, Equally Well Australia seeks to reshape the narrative surrounding equal health-care.

As a collaborative initiative, Equally Well Australia brings together diverse stakeholders, including healthcare professionals, policy-makers, advocacy groups, and individuals with lived experiences (both consumers and carers). The organization envisions a healthcare landscape where every Australian, irrespective of background or circumstance, has equal access to high-quality mental and physical

health services.

Through innovative programs, strategic partnerships, and evidence-based practices, Equally Well Australia strives to dismantle barriers to healthcare, challenge stigma, and foster a culture of inclusivity.

*Create love stories,
not heroes and villains.*

Taimi Allan, Mental Health
Commissioner for SA





OUR FORUM

The Equally Well Forum brings together a broad array of people from across the mental health sector to share innovative projects and research from Australia and overseas; people with lived experience, academics, health leaders, clinicians, policy officers and advocates. The event also offers workshops for skill development and networking opportunities to identify

areas for collaboration.

Your sponsorship will ensure this national event is accessible by everyone as a free event.

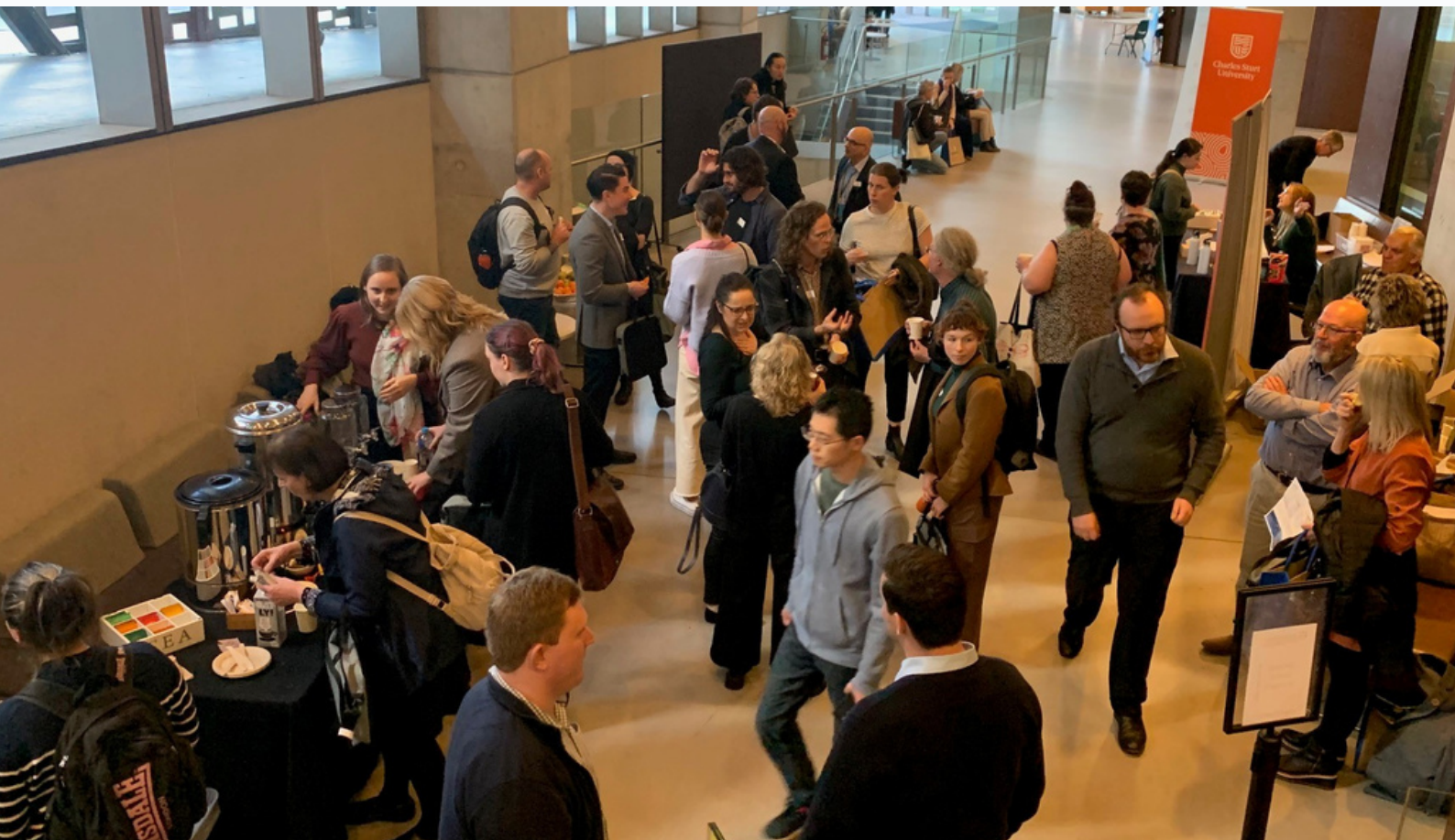
The forum program has been designed to support and encourage participation from the participants, so they drive and inform the discussion in all sessions. This includes the panel discussions and

workshop sessions on both days. The outcomes of the workshops will be brought back to the main group for further discussion and integration into a Forum Communique for release and publication along with potential post event webinars.

Lived Experience experts will lead the conversation in a forum open to clinicians, researchers, advocates, educators, service providers, policy makers and anyone keen to share strategies and case studies about:

- Positive actions taking place to improve physical health outcomes for people in the mental health system
- Barriers and challenges that prevent advancement of physical health needs for people living with mental health challenges
- Insights and opportunities to take the Equally Well movement forward in achieving its aim of closing the life expectancy gap for people living with mental illness.

The 2024 Equally Well Forum is an in-person only event.



EVENT DETAILS

27 May 2024	Forum Opening - First day Forum Networking Function
28 May 2023	Forum - Second day
Location	Storey Hall, RMIT, Melbourne

HIGHLIGHTS

During the 2024 Forum we will be hosting a number of events to celebrate work being undertaken by Equally Well and our partners;

- **Equally Well Achievement Awards** - these awards are an opportunity to recognise projects and activities being undertaken by organisations or individuals who are making an impact in improving the physical health outcomes of people living with mental illness.
- Launch of the **Equally Well Consumer Resource** - a co-designed resource to support consumers to navigate the health system.

ATTENDANCE

Registrations closed at 286 in-person attendees and 147 virtual attendees for our 2023 event. Of the 286 in-person attendees 202 registered to attend the evening networking function. Registered in-person delegates were from across all 7 of Australia’s states and territories as well as New Zealand.

The website analytics showed our 147 virtual registrations, over the duration of the event, translated into 331 users accessing the virtual hub. In addition to this, 764 users accessed the Equally Well website.

We conducted a survey, almost a third of the attendees responded. This is a breakdown of the profile of our event attendees.

Lived experience of my own mental ill-health and recovery (consumer)	28.41%
Lived experience of supporting someone with mental ill-health and recovery (carer)	3.41%
Health care professional	30.68%
Representing an educational organisation	3.41%
Representing a national organisation	5.68%
Representing a government agency	14.77%
Representing a not-for-profit / non-profit / community-managed organisation	5.68%
Representing a Primary Health Network	6.82%
Other professional body or organisation	1.14%

MARKETING OPPORTUNITIES



NETWORKING

Our participants love to be social and all networking events are free. Meet and mingle at our networking events, make connections about your organisation and explore new opportunities for collaboration.



SOCIAL MEDIA

Participants at our 2023 event created 38.5 million impressions tagging #EquallyWellAu23, resulting in a huge reach over our 3 day event.



PROMOTIONS

An Event correspondent will cover all the key presentations and discussions during the Forum and produce daily Forum Updates to be shared on the Equally Well News Blog page and our social media channels and our regular email newsletter distributed to over 700 subscribers. We encourage our participants to share the event through their supporter networks as well.

SPONSORSHIP OPPORTUNITIES



Platinum Sponsorship \$15,000 (1 available)

- Naming rights to the networking function
- Short address at the networking function
- Branding on the “Sponsors Banner” displayed through out the event and networking function
- Branding on the Forum website with link to your website
- Branding on all Forum official material, including program, emails, newsletters, social media promotion, flyers and media releases
- Branding on Forum PowerPoint holding slide
- Branding in book of proceedings
- Acknowledgment in the book of proceedings
- Event promotional stand

A proportion of all sponsorships will go towards supporting people with a lived experience (consumers and carers) to attend the event.

*Promotional stands to be organised and staffed by sponsoring organisations.



Executive Sponsorship \$10,000

- Branding on the “Sponsors Banner” displayed through out the event and networking function
- Branding on the Forum website with link to your website
- Branding on all Forum official material, including program, emails, newsletters, social media promotion, flyers and media releases
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Supporting Sponsorship \$5,000

- Branding on the “Sponsors Banner” displayed through out the event and networking function
- Branding on the Forum website with link to your website
- Branding on Forum PowerPoint holding slide
- Branding in book of proceedings
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Contributing Sponsorship \$3,000

- Branding on the “Sponsors Banner” displayed through out the event and networking function
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- Acknowledgment in the book of proceedings

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THANK YOU

For further information on
sponsorship opportunities
please contact:

Lee Cobb

Equally Well Project Director

0491 638 537

lcobb@csu.edu.au