



# Queensland Mental Health Week

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# About the initiative

- Queensland Mental Health Week (QMHW) is an annual awareness initiative that promotes mental health and wellbeing, increases awareness of mental illness, and celebrates the contribution of the mental health and community sectors.
- Funded by the Queensland Mental Health Commission, the week is coordinated by CheckUP and delivered through strong cross-sector collaboration.
- Each year, people across Queensland come together during QMHW through hundreds of local events, conversations and activities.
- In 2023, the week will be held from Saturday 7 October to Sunday 15 October, inclusive of World Mental Health Day on Tuesday 10 October.



## 7–15 October 2023



Awareness



Belonging



Connection



CHECKUP

# Theme

- The theme for Queensland Mental Health Week (QMHW) in 2023 is 'Awareness, Belonging, Connection', reflecting the important factors that help people maintain positive 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



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# Visual identity

- Informing the visual identity for Queensland Mental Health Week, along with icons related to the theme, is the artwork 'Stronger connection creates strong health' by proud Mayi woman Leah Cummins.
- The painting is Leah's interpretation of the theme 'Awareness, Belonging, Connection' and tells a story of connecting to a healthier life, "back to the ways of our ancestors", and the important role country and community play in people's social and emotional wellbeing.
- This artwork has been used as the basis for resources created in 2023.



# Resources

- There are resources available to download from our website including an event starter kit, editable poster, bunting, brochure, email signature, and many more.
- We have a range of social media tiles that you can use when posting about the week. Use the hashtag #QMHW when posting on social media to join the conversation!
- In collaboration with Twinkl we have a range of school resources available.
- We have a healthy catering for events resource from Mood Food.
- We also have a selection of translated posters available.

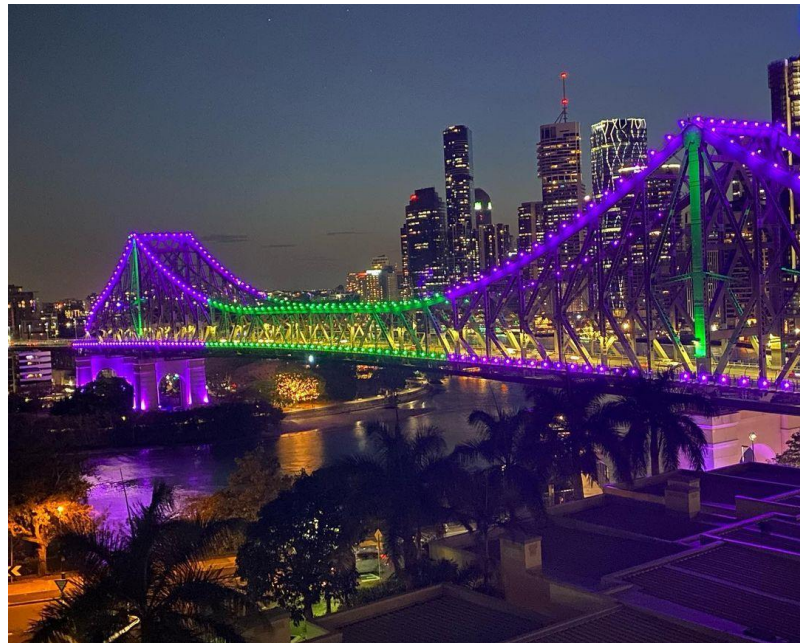


**7-15 October 2023**



# Light Ups

- Councils and organisations across the state are getting behind the week by lighting up landmarks purple and green to help raise awareness.
- In Brisbane, Suncorp Stadium, The Story Bridge and Victoria Bridge are among the landmarks set to light up.
- There will also be a change to the fig tree lights in Bundaberg, the Riverbank Heritage Façade Lighting in Rockhampton, the Queensland Country Bank Stadium in Townsville, and lots more.





# Merchandise

- QMHW merchandise is available in the form of ribbons and t-shirts to help start conversations and stamp out stigma.
- There are packs of awareness lapel ribbons still available for purchase from the QMHW website.
- There was a range of t-shirts and homewares featuring the visual identity and theme available through a third-party print-on-demand company. The deadline for these being produced in time for QMHW has been reached but look out for people wearing QMHW T-Shirts.



# Grants program

- As part of QMHW, CheckUP coordinate the Community Events Grants Program on behalf of QMHC.
- The grant program supports Queensland Mental Health Week events that raise awareness of mental health, increase understanding of mental illness, and reduce stigma.
- Communities from Stanthorpe to Quilpie and all the way up to Badu Island will benefit from \$130,000 grant funding for Queensland Mental Health Week 2023.
- Media release with full list of successful applicants available now on our website.
- We received 261 eligible applications this year – an increase of 100 from last year.
- Of these, 157 applications have been granted funding compared to 117 last year.
- There was an increase in the number of applications from every region in Queensland.





# Grants program – applications by region

Region	2023 applications	2022 applications	2021 applications
Far North Queensland	35	12	11
North Queensland	19	14	9
Mackay Region	8	4	11
Central Queensland	18	5	
Wide Bay-Burnett	17	12	5
Sunshine Coast Region	22	9	5
Greater Brisbane Region	93	78	42
South West Queensland	24	13	5
Gold Coast Region / Scenic Rim	35	15	19



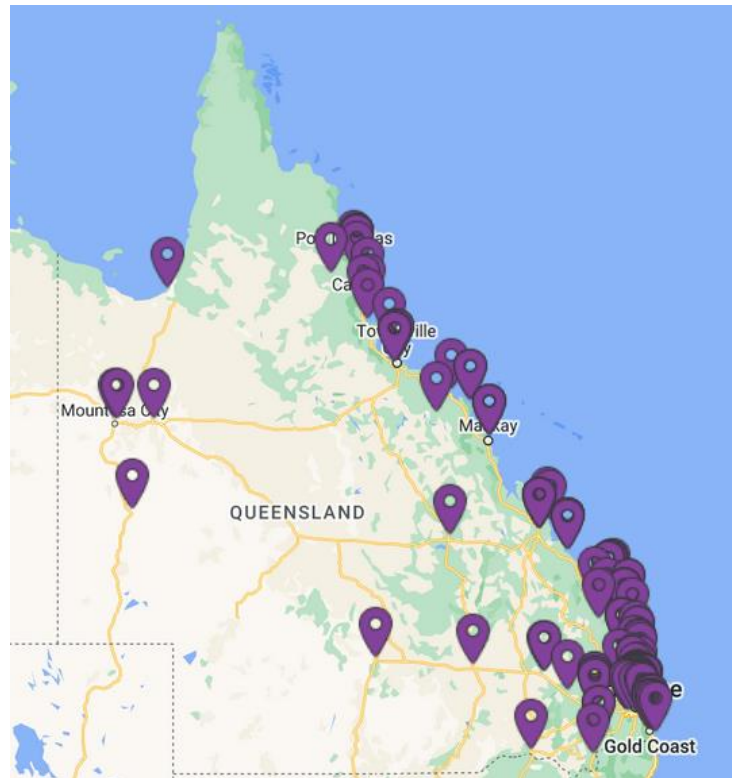
# Sponsorships

- Thanks to the generous support of Alex Surf Club, who came on as a prize sponsor this year, we have been able to run an early bird event registration giveaway.
- Thank you to HESTA for their generous support. HESTA have also joined us as a prize sponsor, which will enable us to run a social media competition during the week.



# Get involved – host an event

- It's not too late to get involved by hosting a QMHW event.
- There are a range of ideas available in our Event Starter Kit on the QMHW website.
- Events can be public or private. We encourage workplaces to get involved by having a morning tea or other workplace event.
- Make sure to register your support on the QMHW website – so you get a place on the map!



# Get involved – support or attend an event

- Over 250 events have already been registered on the QMHW website!
- You can show your support for these events and connect with others in your community by attending. You could also offer your help as a volunteer.
- The map of QMHW events is available at <https://www.qldmentalhealthweek.org.au/events/>
- Some key events will be covered in this presentation, but we encourage you to visit our website and have a look at events around you.



# Key event – Walk for Awareness

- Organised by the Mental Awareness Foundation, the Walk for Awareness will be held on Sunday 8 October 2023.
- Join the biggest walk for mental health – 9kms around the Brisbane River or participate virtually and walk from anywhere!
- The walk begins at Captain Burke park. Arrive from 7:00am, walk starts at 8:30am. Wheelchair and pet-friendly.



# Key event – Recovered Futures Art Exhibition

- The Recovered Futures Art Exhibition is on from Friday 6 to Thursday 12 October 2023 in Brisbane's bustling city centre – King George Square.
- A major event during QMHW, the iconic exhibition showcases 270 artworks by artists with lived mental health experience.
- Entry is free and all artwork is for sale.





# Key event – Out From The Mist

- **Out From The Mist** is an international photography, short film and music competition. It is a major QMHW event hosted by MIFA.
- The competition raises awareness of mental illness by helping to break down the stigma associated with it.
- The Awards Night will be held at the Judith Wright Arts Centre on October 10 to celebrate exceptional works, announce winners and raise awareness of mental illness.
- Images, short films and music submitted for the competition will be on display during QMHW at the Judith Wright Arts Centre.



# Key event – QMHW Achievement Awards

- The Queensland Mental Health Week Achievement Awards are an important part of QMHW to recognise and celebrate the achievements of individuals, groups and organisations working to reduce stigma and empower those living with mental illness.
- The Awards are hosted by Open Minds.
- The 2023 Awards will be presented at a ceremony at Victoria Park in Brisbane on Friday 13th October 2023.
- Tickets for the Awards ceremony are available on the Open Minds website.



# Key event – World Mental Health Day Breakfast Seminar

- Join Workplace Health and Safety Queensland for their World Mental Health Day Breakfast Seminar on October 10 at Victoria Park.
- Led by Queensland's Mental Health Ambassador, Hayley Lewis, the seminar features **keynote presentations** on implementing strategies for promoting positive mental health and proactive management of mental health in the workplace.
- Register online to attend.



# Key event – WorkSafe Queensland Livestreams

- In addition to their breakfast, Workplace Health and Safety Queensland will be hosting a series of livestreams on workplace mental health.
- There will be livestreams on October 9, 11, 12 and 13.
- The sessions are free and you can register online to attend.



# 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!
- We have some resources you can take with you to disperse amongst your communities.
- If you do post on social media about QMHW, please tag us in the posts and use #QMHW.
- Reaching out to friends, family or workmates is something we can all do.
- Take time to engage in activities that boost your mental health and wellbeing during the week.



# Get in touch

- [www.qldmentalhealthweek.org.au](http://www.qldmentalhealthweek.org.au)
- [info@qldmentalhealthweek.org.au](mailto:info@qldmentalhealthweek.org.au)
- Follow us on social media
- Facebook: @MentalHealthWeek
- Instagram: @qldmentalhealthweek
- Subscribe to our newsletter:  
<https://www.qldmentalhealthweek.org.au/subscribe/>
- Come and have a chat



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# CHECKUP

## Contact Us

*Together we can create healthier communities!*

[www.checkup.org.au](http://www.checkup.org.au) | 07 3105 8300 | [info@checkup.org.au](mailto:info@checkup.org.au)

