

2020 Men's Mental Health & Teenage Drug Use Information Nights

Rural and Regional NSW & QLD

Information and How-To manual

Purpose of the Event

A night of fun, information and education – meet a legend in a relaxed environment, bring the town together, learn about men's mental health, be provided with the tools to identify and address teenage drug usage (optional), and address long term recovery in remote and rural communities.

The testimonials below from community hosts, NFPs, health care professionals, speakers and sporting legends show that over the past 5 years (40+ events) we've made an important, and tangible, difference to communities across Australia. Something we'd be honoured to do for your community.

Please read on and if you have any questions, throw them at our punching bag! JK – mobile 0410 248 587.

Sporting Legend Hosts

All the Legends below will speak about their sporting careers as well as their own struggles with mental health.

- **Tommy Raudonikis** – Rugby League Icon (yes, he's back after overcoming cancer for the 3rd time!)
- **Wendell Sailor** – Dual International
- **Dick Johnson** – Motorsport Icon
- **Mike Whitney** – TV Personality and Cricket Legend
- **Sam Kekovich** – TV Personality (Lambassador) and AFL Legend
- **Rodney Hogg** – Cricket Legend
- **Malcolm Johnston** – Horse Racing Legendary Jockey
- **Greg Ritchie** – Cricket Legend
- **Trevor Gillmeister** – Rugby League Legend
- **Petero Civoniceva** - Rugby League Legend
- **Doug Walters** – Cricket Icon
- **Brett Finch** – Rugby League Legend
- **Greg Chappell** – Cricket Legend
- **Merv Hughes** – Cricket Icon
- **Jeff Thomson** - Cricket Legend
- **David Campese** - Rugby Icon
- **Steven Bradbury** – Our First Winter Gold Medalist
- **Richie Callander** – Racing Identity
- **Billy Moore** – Rugby League Legend
- **Glenn Lazarus** – Rugby League Legend
- **John Platten** – AFL Legend

FYI – you get a say in who comes to your community so please advise your top 3 choices in order of preference

(Name of town or NFP) proudly presents:

MEN'S MENTAL HEALTH & TEENAGE DRUG USE

INFORMATION NIGHT with (Legends name)



Note: Poster for each show will have only pic of legend attending

Come and meet an Australian Sporting Legend, enjoy a free meal & hear about how our health care professionals can help with men's mental health and provide you with the tools to identify and address teenage drug use.



**HOSTED
BY JK**

HEALTH CARE SPEAKERS:

- 1.
- 2.
- 3.

When: Friday 15th April, 2020
6:00pm Start

Where: Location
Address

Contact: Name / Number

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 **K FACTOR**
Speakers & Events

Testimonials

To whom it may concern,

In 2014 a friend and I attended a very informative and interesting talk in Warialda about mental health. The talk was well worth listening to but only four people turned up to hear what the presenter had to say. A little while after this I had two friends pass away with prostate cancer. These two events got me thinking. Why are men so casual about health issues and how can we get them to take an interest in their everyday health?

At about this time I went to the Bowling Club at a little town called Croppa Creek to hear two of Australia's greatest cricketers Allan Border and Rodney Hogg speak at a sporting function presented by Justin Karcher and his K Faktor group. The place was packed with about 120 people which was amazing considering the town only has about 30 living in it.

An idea came into my head, what if we joined these two issues together; get a sport star to attract a crowd and then get some people in health to speak to them. I put the proposal to Justin, and although he was a little bit apprehensive at the start, he eventually said he was game to try a different challenge. So, with the help of the Warialda Hospital, who not only supplied financial support, but also supplied staff to help we ran the event. This is how the first Warialda's Men's Health Night came about.

On the evening of the 24 April 2015 Justin bought Mike Whitney, former Test cricketer and TV presenter all the way to the Warialda Showground where 150 people heard him speak. Before he spoke though, we had three other guest speakers; one talking about mental health, one talking about general health and one from Ambulance NSW. There was also a mini health Expo with people from many and varied health institutions. The people loved the night, especially Mike's very candid speech about everything from Don Bradman to his very successful Sydney Weekender television show. Not only that, the next day, which was Anzac Day they both turned up for the Dawn Service. Finally, to top everything off, the following Monday a whole lot of the town's menfolk went to see the doctor for a check-up.

Since then, with the help of Justin, we have had another four very successful events with guest speakers Tom Raudonikis, Wendall Sailor, Brett Kenny and Dick Johnson attracting an average crowd of about 190 people. We have also raised over \$12000 for a local charity. None of this would be possible without the help of a lot of voluntary groups like Rotary and Lions, along with health institutions including Hunter New England Health via the Warialda Hospital and Healthwise, however the constant factor keeping it all together has been Justin Karcher and his K Faktor group.

*Finally, if anyone is thinking of using Justin for events like ours, I highly recommend him as he does an outstanding job. **David Conway - Chairman Warialda Hospital Health Committee / Captain Kurrajong Bushfire Brigade***

I have previously done 8 events with Legends (Petero Civoniceva & Wendell Sailor) which were a huge success. Rural communities rarely, if ever, get to see or meet these sorts of stars and they loved it. In my extensive experience with rural people, they are hesitant to come to events that focus on mental health but they came to these to meet the stars. The legends were very entertaining; both funny and serious as they took the crowd on their life journey.

Justin Karcher was able to really drive the night with his ability to put the crowd at ease, make them laugh, and ask probing questions of the legends. Justin made the crowd feel like they were having a one-on-one chat with the star.

*The people I spoke to afterwards were just so thrilled they got to meet these stars and they were blown away by their raw honesty when speaking about their own struggles with mental health. It made the events so relatable for everyone and certainly helped to start conversations and breakdown the stigma around mental health. **Mary O'Brien – Are You Bugged Mate?***

To whom it may concern,

I've worked with Justin Karcher (JK) for close to 20 years now. When he approached me in 2016 with the idea of a 2200km round trip through regional and rural NSW to speak at Men's Mental Health events I embraced the idea. When he suggested we (myself and partner Trish) should travel with his family (wife, 3 year old and 1 year old) in the one vehicle, I thought he was taking the mickey. He wasn't! Never one to turn down a challenge, off we went. It was a wonderful 6 days on the road visiting some memorable towns and people along the way. The evening events for Men's Mental Health were extremely well attended and received by the communities we visited. As someone who has recently overcome cancer for the third time I felt a real bond with the communities we shared the evening events with. The healthcare professionals were a fountain of knowledge and overall the experience was one I am very glad I accepted. In fact, I'd do it again! **Tom Raudonikis – Rugby League Icon**

To whom it may concern,

In 2019 I went on a road show tour with Justin Karcher to the New England region to speak at Men's Health evenings. Part of the tour included visiting a regional school and aged care facility to make sure we had the opportunity to speak with as many people as possible. My wife Jillie and I both enjoyed the time on the road meeting and speaking with our rural and regional fellow Aussie's. The evening events were very well put together, not only did I enjoy them for their entertainment and educational value but obtained a sense of pride in helping these communities' band together to address and overcome issues surrounding Men's Mental Health. I look forward to assisting in this same capacity in the future. **Dick Johnson – Motorsport Icon**

To whom it may concern,

Over the past few years I've been to Tamworth, Canberra, Warialda, Wee Waa, Delungra, Tenterfield, Warra and Guyra with Justin Karcher (JK) for Men's Mental Health events. As an ambassador with RU OK? I really enjoy getting away from the big smoke and helping regional and rural communities. All the events have been put together very well, I've learnt a lot and met some wonderful and motivational people along the way. As a lad from a small town I think it's vitally important to get back into rural communities and help in any way I can. I look forward to visiting more communities, working with JK, and the hero's that are the healthcare professionals in these regions. **Wendell Sailor – Dual International**

During my cricket career and my job as the host Sydney Weekender I've had the opportunity to travel extensively around my home state of New South Wales and parts of Australia. This has given me the chance to meet a lot of people. A lot of people who live in the bush. The rural life is not an easy one most of the time but bush folk are tough, resilient and humble! Just lovely generous people! I went to Warialda 5 years ago with Justin to do a Men's Night! The night was organised by local legends David and Christine, one a town hero, the other a registered nurse. We had a fantastic night! Food (a lot), drink, plenty of laughs and a lot of stories. There was a lot of people there! I reckon over a hundred. The numbers surprised everyone! Most blokes had come to something like this for the first time and spoken about their problems for the first time. Family, marriage, kids, money, pressure, suicide, depression and mental health. Five years down the track 270 turned up at the last one last year!! With JK I've been to Mernda, Port Macquarie, Greta-Branxton, Muswellbrook, Singleton, Malanda, Lemon Tree and Wagga Wagga. People are so happy to see you and have a yarn! I've heard all the stories and some are great. Some are really sad! There is a lot of work to be done!! **Mike Whitney – Cricket Legend & TV Personality**

Where does the Money Come From?

If your group needs to apply for grant funding and is not eligible for the NSDP grant through the AMSA there are many other options open to your community. Such as:

- Club Grants NSW
- Empower our Community
- Community Futures
- Liquor & Gaming
- Thriving QLD Communities
- FRRR
- Rotary
- Red Cross
- Freemasons HHP (Hand Heart Pocket) in QLD

If you need help with preparing, writing and submitting a grant application, just ask! We recommend Natalie (aka grant guru) as she will identify the most suitable grant for your community and write the application with a little help from you regards local knowledge. Her fee will be anywhere from only \$70-\$140, a subsidised rate to assist your group gain the maximum grant possible to make this extremely worthwhile event a reality.

What's Required of your Town?

A desire to want to put on a great event and be the eyes, ears and hands on the ground to make it work. We'll be in constant contact to guide you all the way.

Event Itinerary (for dinner events)

- 6:30pm: Welcome, explanation of nights format & showbag, thank you's by JK the MC
- 6:45pm: Meal served and cleared OR Buffet OR serve yourself
- 7:30pm: JK the MC introduces and welcomes to stage health professional speakers
- Topics will be decided by each community based upon their most important needs but choices include: Spanner in the Works; Teenage Drug Use; Men's Mental Health; Men's General Health; Men's Health Below the Belt; Personal Accounts of Hardship
- 8:00pm: Tea/Coffee/Cake and/or Beer!
- 8:30pm: Legend speaks on own or interviewed by JK the MC
- 9:00pm: 3 health professional speakers invited back to stage to be seated between Legend and JK. Open to floor with questions – JK and Legend will kick off proceedings with the curly ones we all know need to be asked but people too scared to do so. Should loosen up the audience to join in and create cross-banter on stage
- 9:20pm: JK thanks Legend and 3 health pros + draws raffle/door prizes/auctions donated piece (any money raised on the night must be left with a local cause)
- 9:30pm: JK thanks all sponsors and speakers to wrap up formalities (this leaves a good hour for people to mix and mingle with the health pro's and of course get selfies and autographs with the Legend
- 10:30pm: Depart venue

Note: JK will be providing the door prizes and a very special limited edition signed and framed memorabilia item you can choose to raffle, auction or just give away as a door prize.

JK will also be supplying the PA, projector, laptop and all needed to facilitate the stage performances.

The Financials

Per show based upon tours of 4 shows (Thursday + Friday + Saturday nights, Sunday lunch)

Figures exclude GST

Description	Actual	Market	Notes
Legend and JK	\$4,600	\$9,000	includes all travel & accom
Grant Application	\$140	\$350	
Accom for 3-4 speakers	\$500	\$500	
Breakfast for 3-4 speakers	\$100	\$100	Legend and JK covered above
PA, Projector, Laptop etc	\$0	\$500	Provided by JK FOC
Local Marketing + Set up	\$0	\$1,500	NFP/venue get to keep bar sales as will have RSAs
Venue Hire	\$0	\$600	FOC as fundraising on night /bar sales stay in town
Meal-Food cost \$6.50 for 150	\$1,000	\$2,500	can get roast+3 veg at Gold Coast RSLs for \$8!
Travel reimburse 3-4 speakers	\$500	\$500	
Meal allowance 3-4 speakers	\$250	\$250	
Show/Info bag paraphernalia	\$0	\$300	
Show bag itself	\$0	\$450	Will find sponsors
Meal service/cooking staff etc	\$0	\$500	4 pax @ \$30 per hour over 4 hours - provided by NFP
Courtesy Bus	\$500	\$1,200	allowance for fuel/driver
Totals	\$7,590	\$18,250	

Host town NFP to cover cost of grant application to have some ownership in the event.

Grant amount applied for will be based upon how much of the \$7590 is required.

Step-by-Step 6 Weeks out Check-Off List

Please refer back to this step-by-step guide to make sure you've crossed all the T's and dotted the I's to ensure a successful event. Includes instruction on venue and meal prep, courtesy bus, where to put up flyers, designated callers, promotion and planning.

6 weeks from Event Day

- Finalise menu – BBQ self-serve V plated meal dropped V BYO nibbles
- Finalise event poster details
- Hold a steering committee meeting to allocate duties going forward
- Check to see if local health care professionals wish to speak on the night and inform JK
- Begin advertising – flyers, notice boards, clubs, direct mail, email, newspaper, telephone
- Advertise internally at the event venue – welcome signs, toilets, bar, notice board, PA addresses

5 Weeks from Event Day

- If the event is at a sporting club, begin advertising at the home games
- Identify VIPs to attract/invite to the event and possibly sit them with the Legend
- Just because you have a famous person coming to your town doesn't mean people know or are willing to come and see them – promote, promote, promote, call, call, call!
- The most common thing we hear when a venue has a small turn out is – "It wasn't advertised"

4 Weeks from Event Day

- Notify prominent businesspeople in your area – they may come in handy during the auction! (If you're raising funds at the event)
- Follow up steering committee meeting to gauge numbers expected

3 Weeks from Event Day

- Are attendance numbers expected healthy? If not, do you need to distribute more flyers etc
- Speak to JK about arranging a local radio interview with the Legend to promote the event – FOC of course!

2 Weeks from Event Day

- Finalise decorations or theme for the event venue
- Allocate event day tasks to the steering committee – door and raffle prize ticket allocation (note JK will be providing the door prizes and a very special limited edition signed and framed memorabilia item you can choose to raffle, auction or just give away as a door prize), raffle ticket sales, bar work, food service, bus
- How are you going to collect money from raffle ticket buyers? How about the successful bidder in the auction? Can you process bank cards/visas through the venues EFTPOS machines? Do you need to bring your own portable terminal? JK has one if this helps
- During the event can you run a loop presentation through a projector of all the sponsors logo's?

1 Week from Event Day

- Celebrity Legend radio interview – we facilitate interviews with the legend/speakers/entertainers or MC to ensure your audience gets a taste of what's to come!
- Is there a local person of prominence who wishes to speak on the night? Please advise JK
- Finalise seating arrangements – VIP tables? Theatre set up?
- Promote, Promote, Promote!
- Run sheet/itinerary all finalized? JK to sort, but do you need to supply him with a list of people to thank?
- Design and print table toppers/menus etc if required

Event Day

- Is the venue set for the correct number of patrons?
- Audio and video equipment tested and working – JK to sort
- Do the Legend or speakers need transport from the airport?
- Auction and raffle prizes displayed in prominent positions
- Last minute attendees catered for?
- Do you have your next/another event advertised at all tables? You could begin selling/promoting it now!
- Make sure the door prize is displayed at the entry to the auditorium/venue
- Thank your committee, sponsors, club members, speakers and guests – publicly!

Follow Up & Results

We, like you, want to make sure the event achieves its aim. That aim being to get more men in to see their local GP to have a full check (body and mind) and a good chat about how things are going at work and home.

Over the past 5 years, we've received feedback from town GPs that there has been an increase of approximately 30% in appointments booked by local men in the weeks following our events, with a 60% average increase in referrals to mental health specialists. Something we are all very proud of.

In addition to getting blokes to visit the GP, we've had feedback that not only is the community still speaking about the night many years later but have found the event a real catalyst to getting numerous community groups kick-started, reinvigorated and motivated to rally behind common goals that benefit their town.

Another aim is to equip parents/grandparents of teens with the tools to identify and address the topic of drugs in their homes or communities. This is hard to measure but feedback is of vital importance. We'd love to hear if parents are connecting with their kids.

Finally, the event is a great opportunity for the community to get together, meet a sporting hero, enjoy a fun and educational evening (or Sunday arvo), and support each other. Please do not hesitate to contact us with any feedback from the event.

Lets Get Started!

If you'd like to dive right in or have any questions please call the man behind the idea. He'll be your point of contact right up until the day, and at the event!

Justin Karcher | ceo & founder | The K Faktor Speakers & Events

Mobile: 0410 248 587

e: justin@thekfaktor.com

Est. 1999, The K Faktor has promoted more than **1800+ celebrity shows/bookings/events** across Australia, the UK & Asia guiding grass roots clubs & charities to **raise in excess of \$25m**

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