



# Mental Health Awareness Month 2024

Join Us In October



# About Us



*Let's make  
sure Mental  
Health is on the  
Menu!*

**We strive to improve lives and normalise conversations around mental health for those working in WA's hospitality industry. We contribute to the community by caring for the industry, providing educational training, and building camaraderie amongst hospitality workers.**

Although rewarding, working in a service-focused business can be isolating, unsociable, high-pressure and extremely competitive.

Mental health is emerging as a major challenge for hospitality businesses with 80% of workers reporting they are suffering from symptoms including anxiety, depression, stress and addiction.

Industry survey results show that labour shortages, particularly pronounced in Western Australia, are exacerbating mental health concerns (AHA WA 2023). 63% of respondents identify mental health and stress as significant concerns.

Coffee shops, cafes, restaurants, bars, pubs hotels and taverns are an essential part of our communities and play a critical role in maintaining social cohesion and engagement.

These hospitality venues have always been a place where people gathered together to share stories and find solace in difficult times.

These are tough times for an industry that would ordinarily help to boost morale when people need it most.

We know, that a **healthy hospitality Is a healthy community.**



How can you get involved? It's easy!

# CALLING ALL HOSPITALITY VENUES!

## How it Works

Throughout Mental Health Month, venues across WA will unite to drive donations towards Healthy Mind Menu Inc.


As a venue partner, you can make a difference by pledging a portion of sales from a specific product during mental health month. For example, you can donate \$1 from every pint of Pale Ale or \$5 from every chicken parmigiana sold. We encourage you to have fun and get creative with the naming, marketing, and delivery of your Mental Health Month offering. In the past, venues have even created exclusive signature cocktails, tacos, and lunch specials.

By partnering with us, you'll receive a mental health awareness package, including venue posters, brochures, and staff resources. We'll also design co-branded material to promote your deal to customers on both your channels and ours.

## Complimentary Wellbeing Workshop for Your Team!

Venues that fundraise more than \$3,000 during Mental Health Awareness Month will receive a complimentary Mental Health Wellbeing Workshop.

The Workshop will be conducted at your venue and tailored to meet the needs of your team. Our experienced facilitators will deliver an interactive session focused on promoting mental health, building resilience, and fostering a supportive work environment. This workshop provides valuable insights, practical strategies, and actionable tools that can be implemented within your team to enhance overall wellbeing.



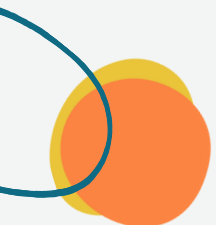
# Your Impact

## Australia's First-Ever Toolkit for Promoting Mental Health & Wellbeing for Hospitality.

The funds you contribute will be directed towards the creation of Australia's first-ever Mental Health Toolkit for the Hospitality industry.

This guide is designed to address mental health and wellbeing challenges directly within the workforce, establishing best practices for support and resilience.

Over the past two years, our venue partners have diligently fundraised, enabling us to collaborate with ECU on vital research completed and published in 2023. This partnership also initiates the development phase of the ECU x HMM Online Leadership Training course, tailored specifically for Hospitality workers.





**HEALTHY  
MIND  
MENU**

**HEALTHY MIND MENU INC.**

IARN: A1025980H

ABN 15 123 649 416

An association incorporated under the Associations Incorporation Act 2015 (WA)

www.healthymindmenu.au

# Become a HMM Fundraising Partner Mental Health Month **Collaboration Agreement**

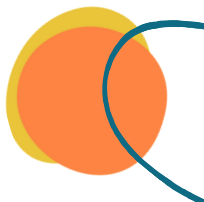
This letter sets out the terms of the agreement between Healthy Mind Menu Inc. (Charity) and \_\_\_\_\_ (Hospitality Partner. *This must be the name of a legal entity, such as XXX Pty Ltd, or sole proprietor*), under which the Hospitality Partner will raise funds on behalf of the Charity during Mental Health Month 2023, from October 1 - October 31 (Promotion Period).

1. The Charity authorises the Hospitality Partner to collect for the Charity under Licence No. CC22672. This authority is valid for the Promotion Period.
2. The Hospitality Partner agrees to set aside a portion of each participating sale that it makes, to be donated by the Hospitality Partner to the Charity. For the avoidance of doubt, the promotion does not include the collecting of donations from the public on behalf of the Charity.
3. The Hospitality Partner is permitted to use the logos and other material provided by the Charity during the Promotion Period for the purposes of the promotion.
4. For the purposes of ensuring compliance with any applicable laws, the Hospitality Partner will seek the Charity's approval for any written materials or marketing collateral used to promote the promotion and the manner in which the Charity's logos and other material provided by the Charity may be used.
5. Within 14 days after the expiry of the Promotion Period, the Hospitality Partner will provide the Charity with a report of the promotion, including the total funds raised for the Charity, and pay that amount to the Charity as a donation.
6. Within 14 days after receipt of the donation, the Charity will issue a donation receipt to the Hospitality Partner.

Please confirm your agreement to the terms set out in this letter by signing and returning a copy to [coordinator@healthymindmenu.org.au](mailto:coordinator@healthymindmenu.org.au)

Yours sincerely,

Chairperson - Healthy Mind Menu Inc.



The Hospitality Partner agrees to the terms set out in this letter.

Signature: .....Name & Position: ..... Date: / /2024

*Healthy Mind Menu Inc. is a health promotion charity registered with the Australian Charities and Not-for-profits Commission and endorsed by the ATO as a deductible gift recipient, and is the holder of Licence No. CC22672 under the Charitable Collections Act 1946 (WA).*