



Starter Pack Partnership Opportunities

 healthymindmenu.au

 Back of House, Front of Mind Podcast

 @healthymindmenu



Supporting Mentally Healthy Hospitality Venues Across WA

Healthy Mind Menu Starter Packs are designed to place practical mental health tools directly into hospitality workplaces. Each pack includes posters, checklists, conversation guides, support cards, and campaign resources that help venues start real wellbeing conversations and meet psychosocial safety obligations.

We invite organisations to partner with us in two simple ways:

- Option 1: Starter Pack Sponsorship
- Option 2: In-Kind Starter Pack Partnership



Option 1: Starter Pack Sponsorship

\$2,500 per 100 Starter Packs

This option supports the production, co-branding and free distribution of Healthy Mind Menu Starter Packs to hospitality venues.

Your Sponsorship Supports

- Printing of posters, guides and support cards
- Campaign materials and wellbeing resources
- Digital toolkit access for venues
- Distribution to hospitality workplaces across WA or state of your choice

Your Brand Receives

- Logo placement on selected printed materials
- Acknowledgement on the Healthy Mind Menu website and social media
- Recognition as a Mental Health in Hospitality Supporter
- Inclusion in relevant campaign communications
- A post-campaign impact summary showing reach and engagement

This option is ideal for:

- Brands wanting visible social impact
- Corporates seeking ESG activation
- Councils and peak bodies funding venue wellbeing
- Hospitality suppliers supporting the trade



Option 2: In-Kind Starter Pack Partnership

No financial contribution required

Instead of funding production, partners can contribute through distribution, materials, services or infrastructure. You may choose one or combine multiple:

In-Kind Contribution Options

- Distribute Starter Packs to your network of venues, members or partners
- Insert branded materials or wellbeing tools into packs (flyers, quick guides, products, stationery, staff resources, etc.)
- Provide printing, design or packaging support
- Promote through your newsletters, LMS, conferences or CRM systems

In-Kind Partners Receive

- Recognition as an official Healthy Mind Menu In-Kind Partner
- Logo placement on relevant campaign materials
- Public acknowledgement through HMM communications
- Industry visibility through meaningful, practical impact



What's Inside Every Starter Pack

Each pack includes:

- “Mental Health Is on the Menu” posters
- Manager and team wellbeing checklists
- Conversation support cards + wellbeing stickers
- Crisis and emergency support information
- Access to free digital employer tools and templates

Why Starter Pack Partners Matter

Your support directly enables us to:

- Reach more venues across Australia
- Reduce barriers to early mental health intervention
- Strengthen staff safety and retention
- Support leaders to meet psychosocial WHS duties
- Keep wellbeing tools free and accessible for small venues

Next Steps

We'd love to tailor a Starter Pack partnership that aligns with your organisation's goals, audience, and impact priorities.

coordinator@healthymindmenu.org.au

www.healthymindmenu.org.au

