



Starter Pack Partnership Opportunities

 healthymindmenu.au

 Back of House, Front of Mind Podcast

 @healthymindmenu





Put Practical Mental Health Tools Into WA Hospitality Venues

The *Healthy Mind Menu Starter Pack* equips hospitality workplaces with ready-to-use resources that spark real wellbeing conversations and support psychosocial safety compliance.

Posters. Checklists. Conversation guides. Support cards. Campaign resources. Everything venues need to start.

You can help us place these packs into venues across Western Australia through:

- Starter Pack Sponsorship
- In-Kind Starter Pack Partnership





Starter Pack Sponsorship

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 Australia 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

National Starter Pack Sponsor

\$25,000

Funds the production and free distribution of 1,000 Healthy Mind Menu Starter Packs to hospitality venues across Australia or a nominated region.

Local Starter Pack Sponsor

\$7,500

Supports the production and targeted distribution of 250 Healthy Mind Menu Starter Packs within a specific region or hospitality network.





In-Kind Starter Pack Partnership

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

