



Get Talkin' Tour Club Toolkit Terrigal Rugby Club, 22 July 2019

Overview

Thank you for hosting a stage of the 2019 Get Talkin' Tour.

Rugby as a sport is in a unique position to champion wellbeing and address some of the stigma associated with mental health and wellbeing. Rugby brings families and communities together through social inclusion and a sense of connection. This provides a powerful environment for coming together to talk things out and to provide care and support.

NSW Rugby's official charity and social impact program, the NSW Positive Rugby Foundation and youth mental health organisation, batyr are delighted to be bringing their mental health education program called the Get Talkin' Tour to Terrigal Rugby Club on 22 July.

The Get Talkin' Tour is part of the NSW Positive Rugby Foundation's three-year plan with batyr to tackle the stigma surrounding mental health and to empower its local rugby communities to take care of their mental wellbeing, particularly in drought affected communities.

Get Talkin' will give members of your community the tools and skills to look out for their own wellbeing. It's also a great event for your rugby community to come together and feel welcome and supported.

Last year's inaugural Get Talkin' Tour visited 10 regional NSW towns and resulted in the training of more than 150 community volunteers. Your support of the 2019 Tour will help us equip even more people with the skills to speak safely about mental health.

Club support

We recognise your ability to influence all sections of your community and we welcome the opportunity to work with you to raise awareness of your Get Talkin' Tour.

To ensure your event is widely attended by your community, we've prepared this toolkit to make it easy for you to promote the Tour within your local area.

This toolkit includes a variety of assets that we would like you to use across your website, social media or within the local community to promote your stop on the Tour.

Get Talkin' Tour format

There are two activities on the Get Talkin' Tour we need your help to promote, which are listed below.

In addition to the two activities, everyone is invited to attend a free BBQ at the conclusion of the ambassador training.

Activity	Time	What?	Suitable for...
Skills and drills	5:30pm-6:30pm	<ul style="list-style-type: none">▪ Hands on training for coaches and players▪ High performance coaching and training drills	<ul style="list-style-type: none">▪ Senior players▪ Local coaches
Ambassador training	6:30pm-8:00pm	<ul style="list-style-type: none">▪ Batyr workshop on mental health education and tools and resources for the local community	<ul style="list-style-type: none">▪ Senior players▪ Local coaches▪ Club administrators and leaders

Collecting RSVPs to your event

The Tour format offers something for everyone within your rugby community and it is important that participants register their attendance via the [batyr website](#). The assets we've prepared will direct people to the RSVP page.

Get Talkin' Tour Activation Schedule – Central Coast

Tour Date: 22 July 2019

Location: Terrigal Rugby Club

Date	Campaign Milestone	Activity
W/c 8 July	Club pre-promotion	Promote your Get Talkin' event by connecting with your networks using the supplied assets.
W/c 15 July	Pre-publicity	BTB will work with your Club to seek promotion of your event in the local media to encourage people to attend.
23 July	Post event	BTB will work with your Club to seek coverage of your event to celebrate the success and outcomes.

Publicity Support

NSW Rugby has engaged Beyond The Break Consulting to support you with your local area marketing needs.

Please contact our team if you have any questions and if you have any contacts with local media that we can assist with.

Contacts

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Get Talkin' Tour Assets

Our assets will make it easy for you to promote your event locally and we encourage your club to make use of them during the Club pre-promotion phase. For maximum cut-through we recommend spreading the activation out across the week!

Social media graphic

Pair the social media graphic with post copy (see below) on your social media pages to encourage people to register their attendance.



Click on the graphic to [download the PNG file.](#)

Facebook event

Share your Facebook event post and encourage people to register their attendance.



Click on the graphic to [access the listing.](#)

A4 Flyer

Use the flyer to promote Ambassador Training

1. electronically – distribute the flyer amongst your networks via email
2. print the flyers and post them on community noticeboards and encourage local businesses to promote in their shopfront or at prominent locations.



Click on the graphic to [download the PDF](#).

4. Get Talkin' promotional video

Download the video and pair it with post copy (see below) on your social media pages.



Click on the graphic to [access the MP4 file](#).

Post Copy

The below post copy can be used across your channels in conjunction with the assets.

Key messages

One-liner	It's time to Get Talkin'. Come along to the Terrigal Rugby Club on 22 July for a social evening of skills & drills, training and a free BBQ. Everyone is invited but please register by clicking on the link: http://bit.ly/GTT19CentralCoast
Short blurb	We're bringing the Central Coast rugby community together to start important conversations and promote positive wellbeing. Come to the Get Talkin' Tour at Terrigal Rugby Club on 22 July for a social evening of skills & drills, training and a free BBQ. Everyone is invited but please register by clicking on the link. http://bit.ly/GTT19CentralCoast .
Paragraph	We're bringing the Central Coast rugby community together to start important conversations and promote positive wellbeing. Come to the Get Talkin' Tour at Terrigal Rugby Club on 22 July for a social evening of skills & drills, training and a free BBQ.

Join batyr, NSW Positive Rugby Foundation, and the NSW Waratahs for this fun community gathering. Everyone is invited but please register by clicking on this link. <http://bit.ly/GTT19CentralCoast>

The Get Talkin' Tour will provide you with the tools and skills to look out for your own wellbeing and that of your mates. It's an evening designed to bring our community together to deliver mental health education and positive coaching sessions.

Line up for the evening:

5.30pm – 6.30pm - Coach & Player Development

6.30pm - 8pm - Mental Health Ambassador Training

8pm - BBQ & chin wags

Absolutely everyone is welcome to come along and Get Talkin'!

The 2019 Get Talkin' Tour is coming to our club thanks to the generous support of Macquarie Group, the NSW Country Positive Rugby Foundation and the Nick Tooth Foundation.

Delivery Partners and Supporters

For your information, the Get Talkin' Tour is delivered as a result of funds raised through NSW Rugby's official charity and social impact program, the NSW Positive Rugby Foundation, <http://www.nswwaratahs.com.au/foundation> as well as donations from the Macquarie Group, the NSW Country Positive Rugby Foundation and Nick Tooth Foundation.

The Get Talkin' Tour is brought to you by



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