

Step 4 – Sporting Duo Q&A

Review copy

Please note if question numbers appear to skip it is because some questions have additional questions depending on your answer.

About your organisation

Please complete this Q&A and press 'submit' on OR BEFORE Monday 23 October 2017 midday (Australian Eastern Standard Time). Note that questions marked with an * must be answered.

1. The name of your Organisation (avoid acronyms)

2. Your Organisation's Website Address *

3. Your full name (person completing this)

4. Are you National or State based? If State based, please indicate which state/s. *

- National
- State based
- Other

5. In one paragraph (under 50 words) please describe in plain English specifically what you do. Avoid generic terms like 'programs & services' and jargon *

6. Are you an Australian registered charity or Not for Profit organisation with DGR-1 status? *

- Yes
- No

7. Please provide the age breakdown (by percentage) of the Australian population that your organisation serves:

Under 18 *

18 - 25 *

25 - 45 *

45 - 65 *

65 and over *

Other (please explain)

8. Detail the approximate number of Australians that you reach through your programs, services or campaigns in the area of mental health (e.g. 5,000, 20,000, ...)

About the program or campaign for investment

9. We would like to allocate a sizeable portion of our investment to a program or campaign that meets our brief - that is, to reach a large audience with behaviour-changing messages that could save lives. Please state the NAME of the program/campaign: *

Is this a new or existing program? *

- Existing
 New

10. Provide a succinct summary of what the program/campaign is, using plain English and avoiding jargon. Does the program currently have a website? *

- Yes
 No

Describe anticipated details of your new campaign

Timing (e.g. what months does it run]

Intended geographic reach of the campaign

Primary mechanism for reaching Australians Why will it appeal to men over 18? *

13. Describe how you might utilise the digital marketing expertise of my client's staff – describe at least two meaningful opportunities that you could offer in Melbourne, that are connected to this program (eg skilled volunteering)

14. Describe at least two meaningful staff volunteering opportunities that you could offer in Melbourne, that are connected to this program (eg unskilled

Other Funding

16. How much of your funding (expressed as a %) came from Government in financial year 2016/17? *

17. Please list any corporate or brands that are publicly aligned to the program described above

Alignment with sporting duo

18. Your CEO & Board have approved in principle, a publicly promoted alignment with an online wagering company. *

- Yes
- Not yet
- No

19. Your CEO & Board have approved in principle, a publicly promoted alignment with a National sporting code *

- Yes
- Not yet
- No

Knowing what our Duo are offering in terms of marketing & promotional assets, digital expertise and tools and significant reach to families and men, tell us how you think this partnership could potentially transform your program/campaign over a 3-5-year timeline *

Final word and Questions

22. Is there anything else that is critical for you to tell us? Or any questions that you have for us?

Contact Details

Your email address *

Your job title

HQ location of your organisation *

- NSW
- VIC
- QLD
- SA
- WA
- TAS
- ACT
- NT

Your organisation's phone number (without spaces) *

Your mobile number (without spaces) *

Your organisation's Facebook page url

Please enter the full URL including http:// or https://

Your organisation's Twitter handle