

Sponsorship prospectus

Safe Work Month

1 – 31 October 2021

Mental Health
Week
9-17 October 2021



Sponsorship opportunities

Safe Work Month and Mental Health Week are held nationally each October, to raise community and industry awareness about the importance of work health and safety and mental health, and contribute to the building of skills, knowledge and capability of professionals involved in work health and safety and return to work.

This year's events feature high profile speakers, mental health, safety and return to work experts and opportunities for your business to receive exposure to workers and employers from a range of industries throughout Queensland.

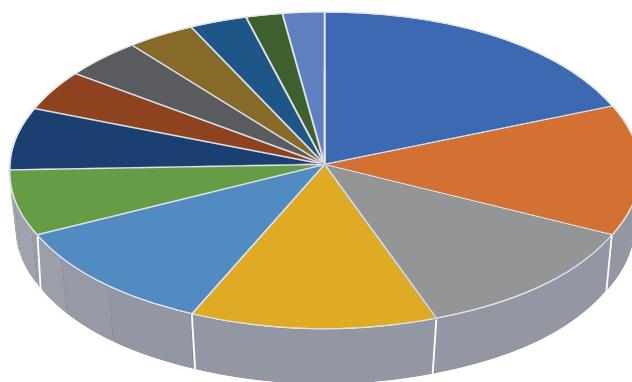
In 2019 around 6000 delegates attended a Safe Work Month event, 480 attendees at the Mental Health Forum and last year there were nearly 15,000 delegates who registered for our free online Safe Work Month and Mental Health Week events.

In 2021 all events are being held online to allow for ongoing COVID restrictions across Queensland and Australia which impact venues, speakers and travel. Livestreaming the events gives certainty they will go ahead as planned and ensures we keep everyone safe. All events provide an excellent opportunity for your organisation to receive brand exposure through a variety of communication channels and presence in an online exhibition space at the Injury Prevention and Return to Work Conference.

This year we expect a wide range of delegates to attend Safe Work Month and Mental Health Week events. They'll be ready to learn about creating healthier and safer workplaces and best practice return to work and come from a variety of industries and professions including educators, health providers, rehabilitation workers, claims consultants, safety advisors and representatives, executives and management, workers, local and state government staff and organisations providing products and services to the work health and safety, and rehab and return to work industries.

With limited sponsorship and exhibitor opportunities available this year, get in quick to secure an opportunity that suits your organisation and show your commitment to work health and safety, mental health and rehabilitation and return to work.

Tap into one of the many industries attending the events on offer.



Health care and social assistance	Construction	Education and training
Public administration and safety	Manufacturing	Mining
Transport, postal and warehousing	Financial and insurance services	Retail
Electricity, gas, water and waste services	Professional scientific and technical services	Agriculture, forestry and fishing
Administrative and support services		

Sponsorship marketing and communication plan

Safe Work Month and Mental Health Week activities will be marketed using the following platforms:

- WorkSafe website
- social media
- online communication to subscribers
- media
- state, local, and federal government communication partners
- other major Office of Industrial Relations events leading up to Safe Work Month and Mental Health Week.

The extent of marketing and communication including sponsorship recognition will be dependent on opportunities specific to each Safe Work Month and Mental Health Week event and level of investment by the sponsor. All benefits will commence upon receipt of signed sponsorship agreement and full payment.

Safe Work and Mental Health Week sponsorship overview

1 October	Safe Work Month Launch <ul style="list-style-type: none">• Event sponsor \$3300 (<i>GST inclusive</i>)
11 October	Mental Health Forum <ul style="list-style-type: none">• Event sponsor \$3300 (<i>GST inclusive</i>)
19 October	Injury Prevention and Return to Work Conference <ul style="list-style-type: none">• Event sponsor \$3300 (<i>GST inclusive</i>)• Online exhibitor \$550 (<i>GST inclusive</i>)
6, 12 and 20 October	Safe Work Month Short Talks <ul style="list-style-type: none">• Event sponsor \$3300 (<i>GST inclusive</i>)
26 October	Safe Work Month Breakfast Forum <ul style="list-style-type: none">• Event sponsor \$3300 (<i>GST inclusive</i>)

Safe Work Month sponsorship opportunities

Safe Work Month Launch

Date: Friday, 1 October 2021

Time: 9:00am – 10:30am

Event format: Online

Ticket price: Free

Be part of the Safe Work Month official launch in Queensland by becoming the event sponsor.

Join us on Friday 1 October for the online launch of Safe Work Month. Viewers will find out:

- how a healthy diet can keep you full and energised for your workday as well as providing you with many long-term health benefits
- tips to make your home electrically safe to help protect your family and loved ones
- how other businesses have made positive health and safety improvements at their workplace.

Sponsorship package

Safe Work Month Launch event sponsor \$3300 (GST inclusive)

Benefits prefixed with * are subject to timeframes.

Sponsorship benefits (*subject to timeframes)
Online banner in the Safe Work Month Launch event portal. • Please supply a banner image in jpeg format, 870px (w) x 155px (h) by 24 September 2021.
Listing in online exhibition portal at Injury Prevention and Return to Work Conference (logo, company overview, five downloadable resources).
Recognition on the WorkSafe website (event page), linking to organisation's website (please supply logo on transparent background in .jpg format).
*Recognition in subscription emails promoting the launch event.
Recognition on Workplace Health and Safety Queensland social media platform.
*Recognition by the MC at launch event.
Recognition on PowerPoint presentation screen used for the Safe Work Month Launch.
30 second online advertisement played during the online program (to be provided by the sponsor). Please provide this by 24 September 2021 in a video format. (Note tips for advertisements on page 9).
6 x tickets to the Safe Work Month Short Talks (in any combination across the three events, valued at \$33pp).
3 x tickets to the Injury Prevention and Return to Work Conference (valued at \$220pp).
Opportunity to use the event branding including the Queensland Government Coat of Arms with the title 'Proud sponsor of Safe Work Month 2021' on marketing material (image supplied by Office of Industrial Relations for use during 2021).

Safe Work Month Short Talks

Dates: 6, 12 and 20 October 2021

Time: Various

Event format: Online

Ticket price: \$33pp (GST inclusive)

Showcasing work health, safety and return to work issues relevant to you.

Attendees will hear from work health and safety specialists on:

- The evolving role of safety leaders
- Design for workplace diversity
- The changing workforce under COVID-19

Sponsoring our Safe Work Month Short Talks is a great way to extend your brand reach, with health, safety and return to work professionals from across Queensland and Australia.

Sponsorship package

Safe Work Month Short Talks event sponsor \$3300 (GST inclusive)

Benefits prefixed with * are subject to timeframes.

Sponsorship benefits (*subject to timelines)
Online banner in the Safe Work Month Short Talks portal. • Please supply a banner image in jpeg format, 870px (w) x 155px (h), by 24 September 2021.
Listing in online Injury Prevention and Return to Work Conference exhibition portal (logo, company overview, five downloadable resources).
Recognition on the WorkSafe website (event page), linking to organisation's website (please supply logo on transparent background in .jpg format).
Recognition on the Workplace Health and Safety Queensland social media platform.
Recognition by the MC during Safe Work Month Short Talks.
Recognition on PowerPoint presentation used for Safe Work Month Short Talks.
6 x tickets to the Safe Work Month Short Talks (in any combination of the three online events, valued at \$33pp).
3 x tickets to the Injury Prevention and Return to Work Conference (valued at \$22opp).
30 second online advertisement played during the online program (to be provided by the sponsor). Please provide this by 24 September 2021 in a video format. (Note tips for advertisements on page 9).
Quarter page advertisement in the Mental Health Forum delegate booklet (to be supplied by sponsor by 24 September 2021). • 180mm wide x 64mm high • Provide advertisement as a high-resolution PDF. • Photos or images should be 300dpi (high resolution).
Opportunity to use event branding including the Queensland Government Coat of Arms with the title 'Proud sponsor of Safe Work Month 2021' on marketing material (image supplied by Office of Industrial Relations for use during 2021).
*Recognition in subscription emails promoting the Safe Work Month Short Talks.

Mental Health Forum

Date: Monday, 11 October 2021

Time: 8:00am – 4:45pm

Event format: Online

Ticket price: \$165pp (GST inclusive)

Mental Health Week, celebrated annually in October, promotes the importance of mental health and wellbeing, and aims to reduce the stigma associated with mental illness.

This forum is an opportunity to hear from industry experts on how to prevent psychological injuries, intervene early, support recovery and promote mentally healthy workplaces.

Sponsorship packages

Mental Health Forum event sponsor \$3300 (GST inclusive)

Benefits prefixed with * are subject to timeframes.

Sponsorship benefits (*subject to timelines)
Online banner in the Mental Health Forum event portal.
<ul style="list-style-type: none">Please supply a banner image in jpeg format, 870px (w) x 155px (h), by 24 September 2021.
30 second online advertisement played during the online program (to be provided by the sponsor). Please provide this by 24 September 2021 in a video format. (Note tips for advertisements on page 9).
Recognition on the WorkSafe website and Mental Health Forum event website, linking to organisations website (please supply logo on transparent background in .jpg format).
*Recognition in Mental Health Forum promotional emails.
Recognition on the Workplace Health and Safety Queensland social media platform.
Recognition by MC at the Mental Health Forum.
Recognition on PowerPoint presentation used for the Mental Health Forum.
Recognition in Mental Health Forum delegate booklet.
Full A4 page advertisement in the Mental Health Forum delegate booklet (to be supplied by sponsor by 24 September 2021). <ul style="list-style-type: none">210x297mm plus 3mm bleed all aroundProvide advertisement as a high-resolution PDF.Photos or images should be 300dpi (high resolution).
10 x online tickets to the Mental Health Forum (valued at \$165pp).
3 x online tickets to the Injury Prevention and Return to Work Conference (valued at \$220pp).
6 x online tickets to the Safe Work Month Short Talks (in any combination of the three online events, valued at \$33pp)
Listing in the online Injury Prevention and Return to Work exhibition portal (logo, company overview, five downloadable resources).
Opportunity to use event branding including the Queensland Government Coat of Arms with the title ‘Proud sponsor of the 2021 Mental Health Forum’ on marketing material (image supplied by Office of Industrial Relations for use during 2021).

Injury Prevention and Return to Work Conference

Date: Tuesday, 19 October 2021

Time: 8:30am – 5:00pm

Event format: Online

Ticket price: \$22opp (GST inclusive)

The Injury Prevention and Return to Work Conference will feature a return to work stream and an injury prevention stream. The conference will focus on innovation, culture and good work design and address the needs of those working on the frontline of work health and safety and rehabilitation and return to work.

Sponsorship packages

Event sponsor \$3300 (GST inclusive)

Exhibitor \$550 (GST inclusive)

Benefits prefixed with * are subject to timeframes.

Sponsorship benefits (*subject to timelines)	Event	Exhibitor
Online banner in the Injury Prevention and Return to Work online event portal. <ul style="list-style-type: none">Please supply a banner image in jpeg format, 870px (w) x 155px (h), by 24 September 2021.	✓	
Listing in the online Injury Prevention and Return to Work Conference exhibition portal (logo, company overview, five downloadable resources).	✓	✓
Recognition on the WorkSafe website and Injury Prevention and Return to Work Conference event website, linking to organisations website (please supply logo on transparent background in .jpg format).	✓	✓
*Recognition in subscription emails promoting the Injury Prevention and Return to Work Conference.	✓	
Recognition on the Workplace Health and Safety Queensland social media platform.	✓	
Recognition by MC at Injury Prevention and Return to Work Conference.	✓	
Recognition on PowerPoint presentation used for Injury Prevention and Return to Work Conference.	✓	
Recognition in Injury Prevention and Return to Work Conference delegate booklet.	✓	✓
Full A4 advertisement in Injury Prevention and Return to Work Conference delegate booklet (to be supplied by sponsor by 24 September 2021). <ul style="list-style-type: none">210x297mm plus 3mm bleed all around.Provide advertisement as a high-resolution PDF.	✓	
30 second online advertisement played during the online program (to be provided by sponsor). Please provide this by 24 September 2021 in a video format. (Note tips for advertisements on page 9).	✓	
Recommend a speaker for future events (at the discretion of OIR based on suitability against organisational criteria. Does not guarantee speaker will be selected).	✓	
6 x tickets to the Safe Work Month Short Talks (in any combination across the three events, valued at \$33pp).	✓	
Tickets to the Injury Prevention and Return to Work Conference (valued at \$22opp).	8 tickets	2 tickets
2 x tickets to the Safe Work Month Breakfast Forum (valued at \$99pp).	✓	
Opportunity to use event branding including the Queensland Government Coat of Arms with the title 'Proud sponsor of Safe Work Month 2021' on marketing material (image supplied by Office of Industrial Relations for use during 2021).	✓	

Safe Work Month Breakfast Forum

Date: Tuesday 26 October 2021

Time: 7.15am - 11:25am

Event format: Online

Ticket price: \$99pp (GST inclusive)

The Breakfast Forum will feature:

- Industry experts advising on:
 - good work design
 - the human cost of not speaking up
 - managing psychosocial risk
- Safety Advocate, Robyn Neilson.

Sponsorship package

Safe Work Month Breakfast Forum event sponsor \$3300 (GST inclusive)

Benefits prefixed with * are subject to timeframes.

Sponsorship benefits (*subject to timelines)

Recognition on the WorkSafe website (event page), linking to organisations website (please supply logo on transparent background in .jpg format).

Online banner in the Safe Work Month Breakfast Forum online event portal.

- Please supply a banner image in jpeg format, 870px (w) x 155px (h), by 24 September 2021.

Listing in the online Injury Prevention and Return to Work Conference exhibition portal (logo, company overview, five downloadable resources).

*Recognition in subscription emails promoting the Safe Work Month Breakfast Forum.

Recognition on the Workplace Health and Safety Queensland social media platform.

Recognition by MC at Safe Work Month Breakfast Forum.

Recognition on PowerPoint presentation used for Safe Work Month Breakfast Forum.

Recognition in Safe Work Month Breakfast Forum delegate booklet.

- Please supply logo as a vector file, either in .ai or .eps formats by 24 September 2021.

Full A4 page advertisement in delegate booklet, to be provided by sponsor by 24 September 2021.

- Provide advertisement as a high-resolution PDF (210x297mm plus 3mm bleed all around).

4 x tickets to the Safe Work Month Short Talks (in any combination across the three events, valued at \$33pp).

3 x tickets to the Injury Prevention and Return to Work Conference (valued at \$22opp).

8 x tickets to the Safe Work Month Breakfast Forum (valued at \$99pp).

30 second online advertisement played during the online program (to be provided by sponsor by 24 September 2021 in a video format). (Note tips for advertisements on page 9).

Opportunity to use campaign branding including the Queensland Government Coat of Arms with the title 'Proud sponsor of Safe Work Month 2021' on marketing material (image supplied by Office of Industrial Relations for use during 2021).

Become a Safe Work Month or Mental Health Week sponsor

[Register your interest](#) at WorkSafe.qld.gov.au if you'd like to become a Safe Work Month or Mental Health Week sponsor.

Once you've registered your interest, further information will be sent to you about your sponsorship.

More information

E: events@oir.qld.gov.au

T: (07) 3406 9741

Tips for making a video

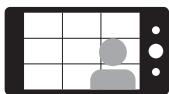
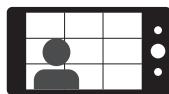
- Your video must be filmed in landscape—we may ask for the footage to be reshot if provided in portrait.



- Make sure the lighting is not behind the person speaking as this creates a silhouette. Light should always be directed on where you want your audience to look.
- Check the angle the lens is pointing. Try not to have the lens pointing/filming upwards, from underneath

the speaker. It is best to be at the eye level of the speaker, or slightly above.

- The speaker does not always need to be in the middle of the shot. You can create depth by placing the speaker to one side of the shot.



- Make sure the speaker introduces themselves at the start of the clip e.g. "Hi, I'm XX, from XX. We're excited to sponsor the [event name] because #####!"
- Video should be no longer than 30 seconds.
- An OIR representative will be in contact to provide guidance.