



Photo Credit: WinkiPoP Media

Right Time, Right Place



Acknowledgement

We acknowledge Aboriginal and Torres Strait Islander people as Australia's First Nations people and the Traditional Custodians whose cultures and customs have nurtured and continue to nurture this land, since the Dreamtime. We pay our respects to the local Wadawurrung people, their Elders, past, present, and emerging.

The Leaders for Geelong Program is made possible through the support of our generous Program Partners and Scholarship Providers

Government Partner



Major Partner



Partners



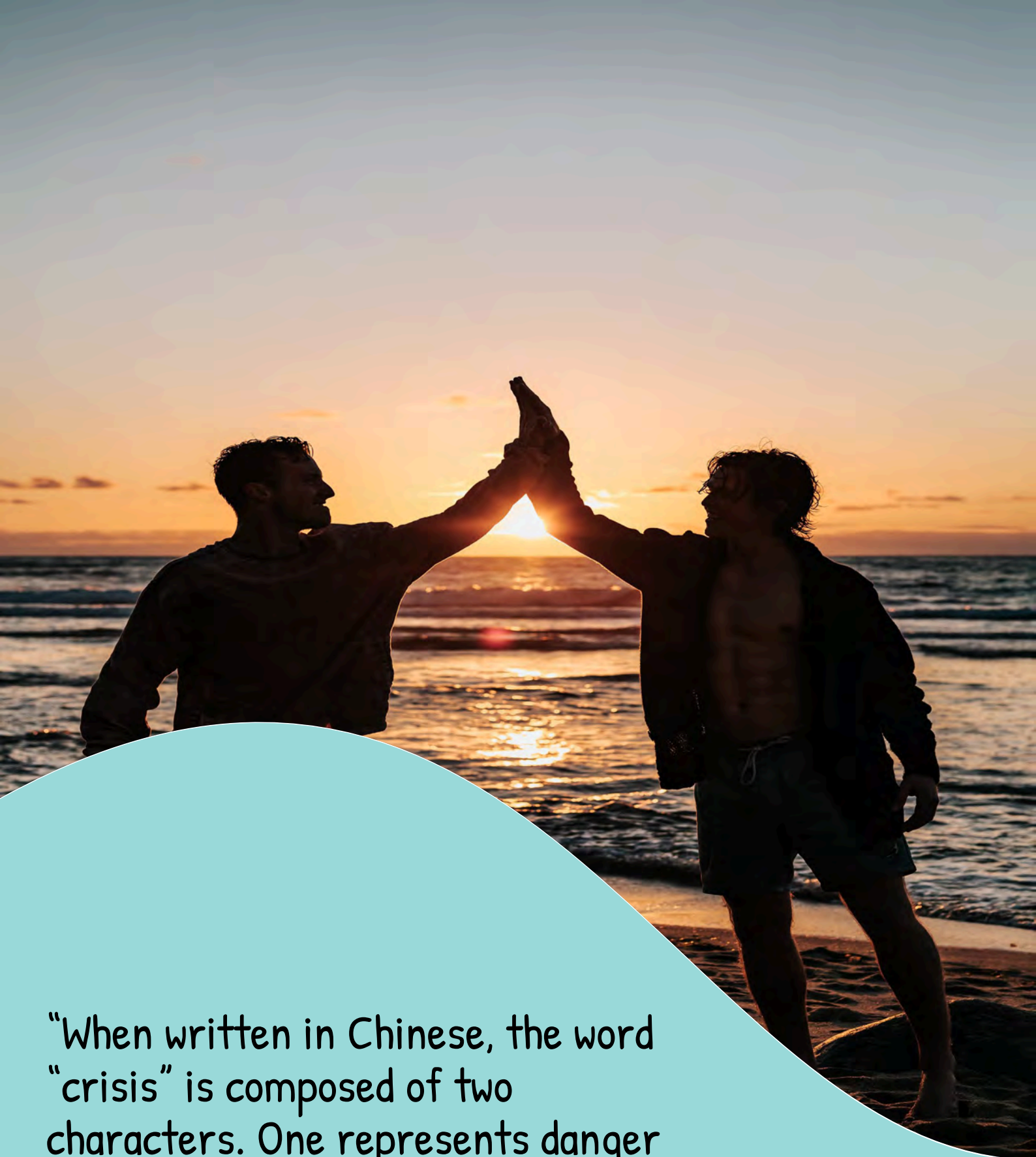
Scholarships & Grants





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“When written in Chinese, the word “crisis” is composed of two characters. One represents danger and the other represents opportunity.”

- John F. Kennedy



Executive Summary

In late 2020, after enduring COVID lockdowns, BATForce and Give Where You Live Foundation learnt that many community agencies close over the festive season, coincidentally exactly when the need for crisis support is substantially high.

In response, the Give Where You Live Foundation funded BATForce to develop a regional Holiday Help campaign, which provided contacts for accessible crisis support, for distribution via social media. With minimal funding, the social media campaigns were shared widely, and the accompanying posters were distributed throughout the Geelong region.

Post campaign an analysis of social media analytics articulated that a total of 38,739 individuals were reached, with an average of 75% of users being predominantly female. This analysis highlighted the necessity for crisis support material to reach a male audience, in the right place and at the right time.

The Leaders for Geelong Project Team strongly support the approach of BATForce to target men aged 25 – 60 years of age across the community. Furthermore, based on professional and lived experience, the Project Team proposed that post-crisis and community connections point be included within the community toolkit to cover a holistic approach for the users of the resource.



Message from Sponsor

BATForce has spent the last two years working with a broad community of agencies through the CO+CHAT model to develop resources for the region. During this time the Holiday Help resource which morphed into the Quick Help Guide was developed.

Every project has to begin with a 'why'. For BATForce a number of the messages we were receiving re the resource were from Parents and Grandparents who were struggling in their own lives, or struggling to gain support for Families. For BATForce who have a core vision of strengthening the eco systems that Young People exist within , this meant the project was a no brainer, so we jumped in.

Over the two year period we have been using the campaign it became evident it required two things:

1. A back end which pointed users to broader support information
2. A communications plan that enabled us to better reach cohorts that appeared to be missing in our analytics, for this project it meant Men 25-55 years.

The Leaders for Geelong Project answered the call and have supported the beginning of the development of a support board which will make up the back end of both the Holiday Help and the Quick Help Guide. The will also provide BATForce with a communication plan that will enable us to target our reach better. The timing has been great as this will be ready right in time for the Christmas holidays.

The Leaders group have done some evidenced based research of their own, as they have moved in and out of WFH and office based work, a number of members of the group have endured COVID and the challenges that come with what 2022 has produced .

BATForce and the CO+CHAT group look forward to taking this project forward and would like the thank both the Committee for Geelong and the Leaders Program for helping this continue to be a community driven and solution focused project.

Team Introduction

Andy Bugeja
Plumbing Teacher, The Gordon



Andy is a enthusiastic and passionate plumbing teacher delivering high level trades training to a diverse cohort in the Vocational Education Training sector. Formally Andy owned and operated a small plumbing business in the Geelong region and it is through this experience combined with his committed and positive approach to teaching and learning that Andy continually challenges the status quo of trades training. Andy enacts his strong personal values and takes his responsibility in being a role model to his students seriously.

Casey Buttler
Operations Manager, GMHBA



Casey is a passionate People Leader with over 14 years experience in customer service. The Not For Profit sector that Casey works within aligns well with her values and provides her with opportunities to be able to support the Geelong community. Casey does this not only through the service her team provide but through initiatives like the Loaned Exec program, P-Tech youth mentoring and now, Leaders for Geelong, as well as contributing to the development of new leaders. Casey's lived experience through crisis and supporting those experiencing crisis makes this project very close to her heart and one that she is proud to have contributed to.

Chris Oppert
Director of Sector Programs, National Disability Insurance Agency



Chris is a passionate and driven leader with experience working across the public and not for profit sector . He has worked in multiple states and territories and is proud now to call Geelong home. Chris is working for the National Disability Insurance Agency here in Geelong, leading a team responsible for overseeing a national after hours crisis service and multiple projects promoting innovation across the NDIS sector. Chris is a member of the Victorian State Emergency Service (VICSES) and also enjoys being an active member of the Geelong music scene.

Team Introduction

Emma Whitelaw

Business Partner Performance and Change, Golden Plains Shire Council



Emma is people focused professional with notable capabilities in communication, analytical problem solving, change management leadership and organisational collaboration. Emma strives for high levels of productivity and organisational performance while balancing strong leadership qualities to foster a positive workplace culture to support continuous growth. Emma prides herself in promoting united working environments, allowing for organisational requirements and common business goals to be delivered. Emma illustrates substantial knowledge and experience within the local government sector and proudly calls the greater Geelong region home, after relocating from northwestern Victoria in 2019.

Jodie Hajduk

Site Manager of Disability Employment Services, MatchWorks / genU



Jodie has over 10 years' experience in Disability Employment Services and is passionate about leading her team to deliver a quality service to those individuals that require tailored supports to assist them with finding, managing, and sustaining meaningful employment. Jodie's key focuses are to connect and collaborate with local community partners to assist participants with local interventions and supports. Jodie has a passion to drive and deliver great workplace cultures and continues to support inclusiveness within the workplace, supported by the organization she works for whose values are aligned to hers. Jodie has lived in Geelong region her entire life and has a genuine understanding of the trials and tribulations of the 3214 postcode, having lived and worked in this area for over 30 years.

Tania Christoffelsz

Portfolio Director – Finance Business Partners, National Disability Insurance Agency



Tania is a CPA with over 20 years finance experience in both corporate and government Agencies. Tania is passionate about finance, enjoys understanding the drivers of the business through analytics and influence on strategic planning and modelling. Tania believes her purpose is to help her team and deliver successful engagement and outcomes for the business, while keeping the participant at the forefront of decision making. Tania is passionate about Geelong and cares for the community and the place we all love to live in. Having lived, schooled and worked in Geelong, I have a sense of wanting to also give back to the community to invest in for the future.



Our Project Purpose

The Right Time, Right Place Community Toolkit will be a guide for crisis, post-crisis and holistic support services and resources throughout the greater Geelong community. Through a community awareness and engagement campaign, available crisis, post-crisis, and holistic support materials available for people within the greater Geelong region, with a targeted launch for men aged 25 – 60 years.

The Right Time, Right Place Community Toolkit will be support material that guides a person to self-improvement, personal growth, and connection to one's community and is designed to target men who have experienced a crisis or a significant change of circumstance and need support.



Project Approach

Our project approach was based on a customer centric need based community requirement, where we researched to help identify where the people may need support in areas of crisis of the holiday season.

Operational Approach

- Weekly Project Team Meeting – a way for us to connect, share progress, discuss issues and work on solutions
- Monthly Progress Report – actioned each month, identifying what we have done, what we are doing and if there are any identified risks
- Monthly Mentor check ins – allowing our mentor to assist with advising and sharing experiences whilst concentrating on how the project is progressing
- Monthly champion check ins – a monthly discussion to inform BATForce and champion of actions taken and how we endeavor to progress forward
- Project progress board – a visual document which states tasks, responsibilities, action items and timelines
- Ongoing research to identify supports for the Right Place, Right Time Community Toolkit
- Networking and forming relationships with stakeholders to grow connections in supporting our project vision
- Research to identify right social media resources to communicate and launch , in right place and right time community resource.
- Research into marketing material to promote the BATForce and the Right place, right time community toolkit.
- Research to propose social media campaign over the holiday period.



Project Timeline



March

Project appointed

April to May

Collaboration with project sponsor to determine deliverables and outcomes to define project scope

June

Literature review of current support resources with the greater Geelong region completed

July

Support board developed in alignment with resources identified during literature review

August to September

Communication and launch plan completed

October

Project launch and handover



Project Deliverables

Right place, Right time project deliverables were:

- Community toolkit for Greater Geelong Community focusing on men aged 24-60 experiencing a crisis or significant change in circumstances
- Engagement strategy to connect community resources withing the Geelong Community
- Innovative Communication plan
- Launch proposal including marketing propositions

The project scope was identified in responding to a previous holiday campaign launch, that targeted crisis supports in the region. The campaign recognised an identifiable gap in the targets. The project recognised that the audience target response were notably women. The campaign was to also have reached crisis support had also to reach notably men aged 24-60.

In delivering a holistic approach that recognised men aged 24 to 60 required support services at a point of crisis or a significant change of circumstance and need support. Where family members acknowledge that the men in their lives may require assistance.

In communicating the support services available and where and when these can be accessed, the notably right place and right time was noted.



Project Deliverables

In identifying crisis and significant change services that project team worked through to identify support categories as:

- Urgent crisis support
- Where do I start
- Health & wellbeing
- Personal care & hygiene
- Managing grief
- Food relief & nutrition
- Alcohol, frugs gambling & addiction
- Money & legal
- Housing homelessness & accommodation
- Navigating relationships & parenting
- Work & career
- Inclusive communities
- Getting into the greater Geelong community.

Each support category has identified local Geelong organizations with links to contact numbers and details. Accompanied with podcasts and Ted talks .

The project team recognizes that the tool kit can continuously be updated with new resources to support the people in the Geelong region dealing with crisis and significant change.

In communicating the support services available and where and when these can be accessed, the notably right place and right time was noted.



“Leadership is ultimately about creating a way for people to make something extraordinary to happen”.

- Alan Keith



Project Challenges

One of the challenges in our region isn't a lack of crisis and post crisis support services, in fact, there are so many support services that a challenge is knowing where to start and which service is best suited to you.

There is no single point resource to help navigate the plethora of support services, therefore the need for the development and distribution of this toolkit arose.

Identifying which support services to promote within the resource was also a challenge, being mindful not to present as aligned to any particular political or religious cohorts

Scope creep was another challenge the group faced, "crisis" is so multifaceted that we found ourselves like mechanics, lifting the hood to address one issue and finding so many more. Being the empaths we are, we wanted to address every type of crisis we could imagine and go really large, however, capacity and budget brought us back down to earth and we had to remind ourselves of our original brief, getting crisis support resources into the hands of men ages between 21-65 at the times they need it.

Starting a project with a group of strangers with varying levels of project experience was at times a challenge but we are really proud of how we have leveraged one another's strengths and worked together as a team.



Project Opportunities

The Right place, Right time project has led to key connection points between key stakeholders being BATForce, Leaders for Geelong, Sponsors and Geelong community groups. This project will lead opportunities for key connections points to be further engaged as part of the ongoing work through the BATForce as well as the opportunity for Geelong community groups to interface directly with the community toolkit.

The potential for ongoing marketing campaigns to promote the tool kit and available crisis support services in the Geelong community. Allowing for communication of to be within the holiday season as well as promoted throughout the year.

The opportunity for the project toolkit to be directly connected to other possible crisis support services both in Geelong and the broader state services. The community toolkit will allow for broader services to be connected allowing for a broader reach of the Geelong community to help assist neighborhoods outside of Geelong.



Key Learnings

Crisis support campaigning and delivering of a community toolkit to support the Geelong community in times right place and right place, have been a major accomplishment for the project team. The project team wish to acknowledge the opportunity that they have had and hope that the contribution they have made helps the Geelong region and the people through crisis or significant change.

The project team have been passionate in the contribution they have provided to the project given their lived in experience with family, friends and community to support the great cause. The diversity of the project group and the different skills and experience made for easy collaboration design creation and growth of ideas.

We are extremely proud in our project and look forward to seeing the project operational in the community of Geelong.

We wish to acknowledge the support from the Committee of Geelong (especially Catherine Bell), our project sponsor and our project mentor.

We also wish to acknowledge our own organizations for providing us with the opportunity to contribution to the project in helping our local community for such a great cause.



EXIT
ONLY

THORNE
LOCKER & STORAGE

1 2



Recommendations

- BATForce continues to host and promote the Right Time Right Place resource on their website as part of their Quick Help Guide, especially during times that people may be more likely to need help. This would be over the holiday periods or times of significant change, such as when the COVID-19 pandemic began
- BATForce can promote the Right Time Right Place resource across their social media accounts, and encourage sharing to personal and professional networks of their followers.
- BATForce engages with men aged between 25 and 60 in the Geelong region to test and validate how the Right Time Right Place resource would be of assistance. This could include focus groups, surveys or individual interviews or feedback from men or their friends, families and peers.
- Furthermore, during this testing and validation activity, BATForce could also consider if there is alternate publication methods other than Trello to share the Right Time Right Place resource.
- The 2023 Leaders for Geelong Leadership team consider as a project opportunity for expanding on resources and support for men aged 25-60 in the Geelong region.



Conclusion

We hope that through campaigning the support services and planting the seeds of change, that this will provide the toolkit needed to assist at a time of crisis or support.

Providing crisis support through the holiday period and ensuring that this is reaching the right place at the right time is instrumental in supporting the Geelong community.

Providing crisis support through the holiday period and ensuring that this is reaching the right place at the right time is instrumental in supporting the Geelong community.



Appendix

- Presentation to Leaders of Geelong
- Communication plan
- Marketing plan
- Toolkit page





Meet the Team



Tanya



Jodie



Emma



Andy



Casey



Chris



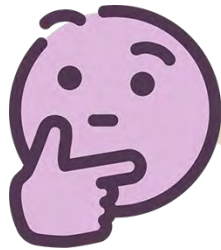


- **People Reached:** 38,739
- **Reactions :** 585
- **Shares:** 187
- **Post Clicks:** 1,457
- **Engagements:** 2,042
- **Direct Message:** 18

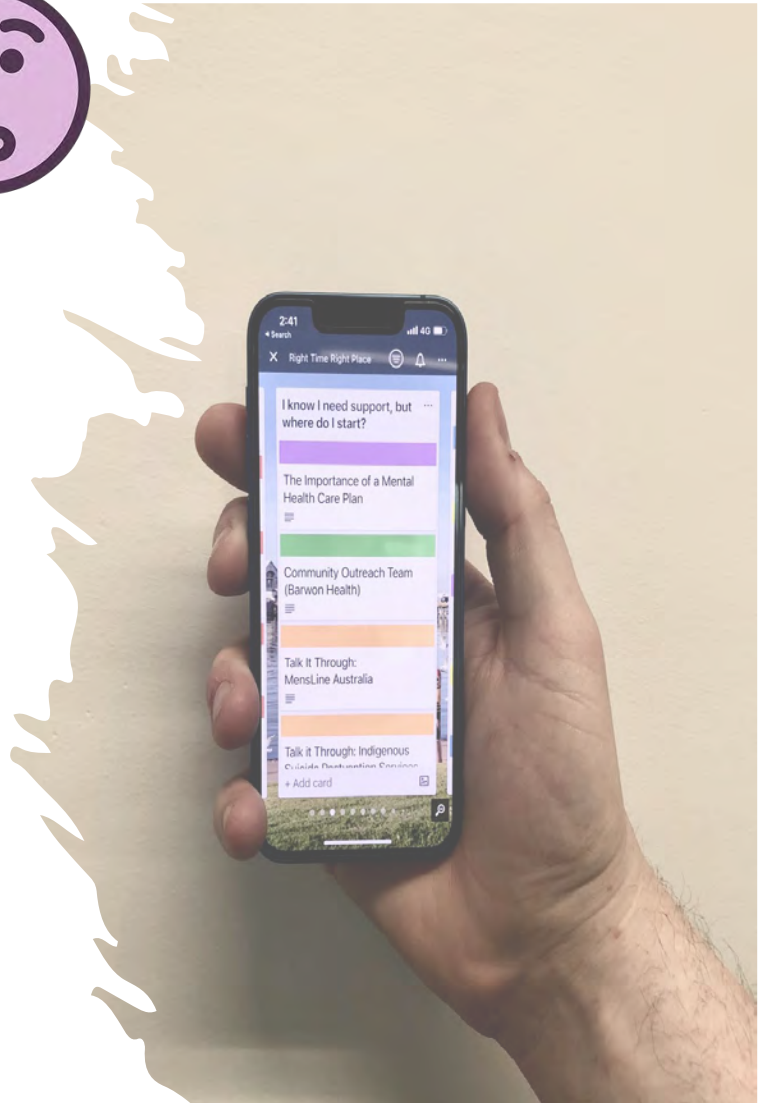


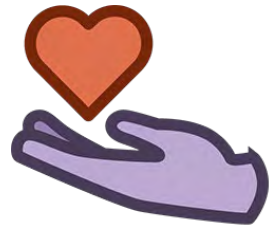
**... but only a quarter
of these people were
identified as men
aged 25-60**

Right Time, Right Place.



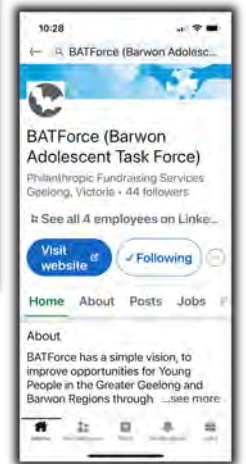
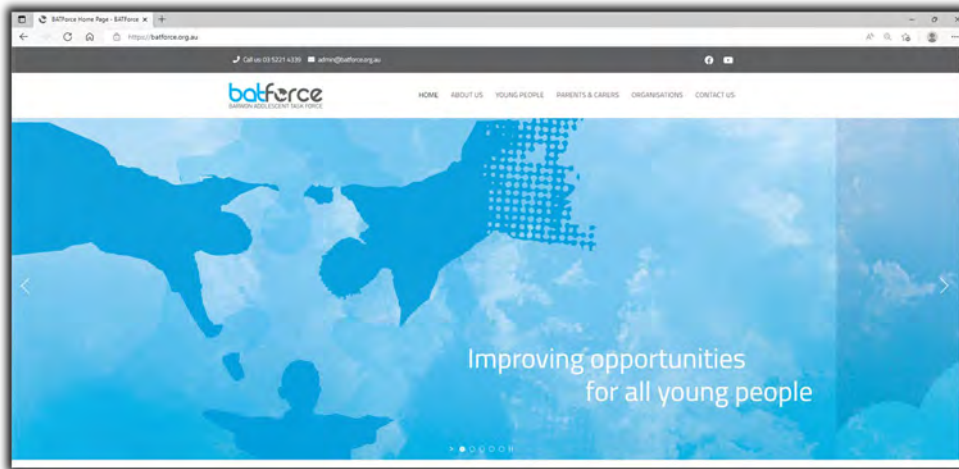
There to help
men across the
Geelong
community.





**“If you hate your
life,
life is impossible to
live”.**

Eddie Jaku



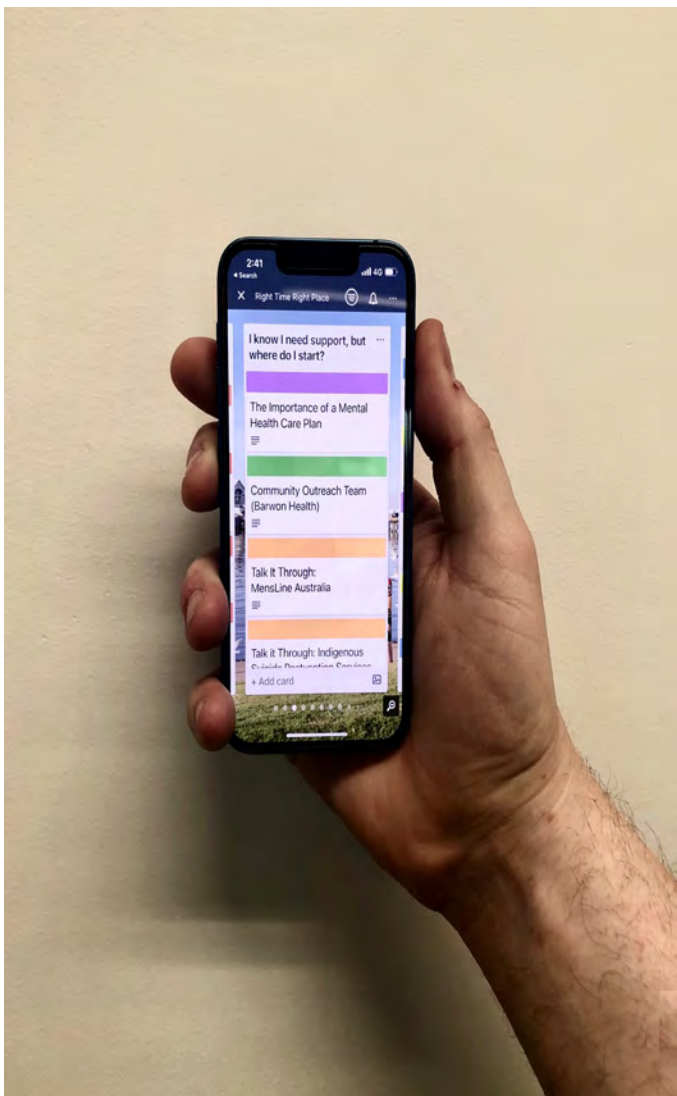
Follow, Share, Like...



**This is
only the
beginning.**



Tool Kit Launch



Communications and Launch Plan

RIGHT TIME, RIGHT PLACE

BATForce and Leaders for Geelong Project Team

Key Contacts

Organisation	Name and title
Barwon Adolescent Taskforce	Leigh Bartlett, Executive Officer
Barwon Adolescent Taskforce	Kylie Fox, School Focused Youth Services Coordinator & Communications
Leaders for Geelong Project Team	Andy Bugeja, Casey Buttler, Tania Christoffelsz, Jodie Hajduk, Chris Oppert, Emma Whitelaw

Project Outline

Barwon Adolescent Taskforce (BATForce) is partnering with the Committee for Geelong's 2022 leadership program to deliver a project for the greater Geelong community.

BATForce works to improve the opportunities for young people by working with and providing support to the eco-systems that young people exist within. BATForce is an alliance of organisations in the G21 region with a stake in the provision of services with and for young people.

One of the key initiatives delivered by BATForce across the Geelong region is the **Quick Help Guide**. This is a high impact resource that lists key services and organisations across the Geelong region for people to access in times of need. It includes details for housing, food relief, mental health support and many other essential services for all people in the Greater Geelong region.

Over the December 2021 and January 2022 holiday period, BATForce identified that while there was significant usage and access of the **Quick Help Guide** resource, there was a poor representation of men aged between 25 and 60 utilising the resource.

BATForce worked closely with the Committee for Geelong to sponsor a project that would further promote the **Quick Help Guide** across Geelong, while also developing an additional resource that specifically targeted men aged 25-60 in the Greater Geelong region.

The project **Right Time, Right Place** will design and deliver a community resource that provides guidance for men aged 25 – 60 that have experienced a crisis or a significant change of circumstance and need support. This resource will work in alignment with the **Quick Help Guide** developed by BATForce.

The **Right Time, Right Place** resource is a holistic approach to self-improvement, personal growth and connection to one’s community. Depending on the situation, it encourages resilience, education, support and provide direction allowing members of our community to learn new skills and strategies to become the best version of themselves.

The project will be developed and maintained on the platform Trello. The Trello will then form a toolkit which will be published and hosted on BATForce’s website working in alignment BATForce’s **Quick Help Guide**. The developed communications and launch plan will help to ensure that the resource reaches the intended male audience, in the *right place* and at the *right time*.

Communications Objectives

Objective 1: Ensure service support networks and connection points are accurately captured within the Right Time, Right Place toolkit. Whilst ensuring that the toolkit is published as a community support guide for men experiencing a crisis’ or a significant change of circumstances and need support.

Objective 2: Ensure that the greater Geelong community are aware of the Quick Help Guide and the Right Time, Right Place toolkit and has the knowledge and ability to access it especially during the holiday period commencing in December 2022.

Objective 3: Ensure all stakeholders of the project (BATForce and Leaders for Geelong) are aware of the project, including key deliverables, progress, and outcomes.

Communications Activities

Activities to meet Objective 1: Ensure service support networks and connection points are accurately captured within the Right Time, Right Place toolkit. Whilst ensuring that the toolkit is published as a community support guide for men experiencing a crisis’ or a significant change of circumstances and need support include:		
Activity	Responsibility and action	Time
Exploration and inclusion of relevant services within the greater Geelong region and list on the Right Time, Right Place Trello board.	Members of the Right Time, Right Place Project Team and validated by BatForce.	June 2022
Exploration and inclusion of relevant support resources outside of the greater Geelong region and list on the Right Time, Right Place Trello board.	Members of the Right Time, Right Place Project Team and validated by BatForce.	June 2022
Promotion of the Quick help Guide, including the Right Time Right place resource	Project Team to write to selected organisations to inform them about the Quick	September 2022

within the greater Geelong community.	Help Guide, including the Right Time, Right Place resource.	
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Activities to meet Objective 2: Ensure that the crisis support resource is widely available in the Greater Geelong community include;

Activity	Responsibility and action	Time
Project launch at LfG Presentation	Project Team to promote the Quick Help Guide and launch the Right Time Right Place resource during the Project Presentation Luncheon.	13 October 2022
Key Chains	Guests of the Project Presentation Luncheon will be provided with key chains linking them directly to the Quick Help Guide including the Right Time, Right Place resource.	13 October 2022
Seeds	Guests of the Project Presentation Luncheon will be provided with packets of seeds linking them directly to the Quick Help Guide including the Right Time, Right Place resource.	13 October 2022
Community promotion	Remaining key chains with a direct link the Quick Help Guide including the Right Time, Right Place resource provided to selected organisations post project launch.	Late October 2022
Social media launch post LfG Project Presentation Luncheon	Social media campaign and aligning communications will be completed by Project Team and provided to BATForce for publishing on social media platforms post the LfG Project Presentation Luncheon. This	Provided to BATForce on 15 September 2022 for go live on 13 October 2022

	launch will run for one (1) week post LfG luncheon.	
BATForce website	Website blueprint and communications will be completed by Project Team and provided to BATForce for publishing on 13 October 2022	Provided to BATForce on 15 September 2022 for go live on 13 October 2022
Social media campaign commencing December 2022	Social media campaign and aligning communications will be completed by Project Team and provided to BATForce for publishing on social media platforms commencing in December 2022. This will run for six (6) weeks during the holiday period.	Provided to BATForce on 15 September 2022 for go live on December – January 2022

Activities to meet **Objective 3: Ensure all stakeholders of the project (BATForce, Leaders for Geelong) are aware of the project, including key deliverables, progress and outcomes** include:

Activity	Responsibility and action	Time
Prepare monthly report for LfG leadership team	Project Team	15 th of each month

Key Messages

Audience	Key messages
All audiences	<ul style="list-style-type: none"> Leaders for Geelong (LfG) is a 12-month program that develops personal leadership capacity through a unique learning experience, designed to address the current social, economic, and environmental issues of importance to the Geelong city-region. Each year there are multiple incredible projects that are delivered by candidates for the LfG program that make a positive impact on the Geelong region. In December 2021 Batforce delivered the Holiday Help Campaign across the greater Geelong region. This campaign provided connection points for people in Geelong with relevant crisis and support services, including Food Relief, Mental Health services, Family Violence and Housing services. Following the campaign, it was apparent that men aged between 25 and 60 were not being reached through conventional social media campaigns.

	<ul style="list-style-type: none"> • Barwon Adolescent Taskforce, in partnership with the Committee for Geelong’s 2022 Leaders for Geelong program have developed a targeted resource to improve the wellbeing of men who have experienced a crisis or a significant change in their circumstances. • The resource is a comprehensive toolkit that includes local services for crisis as well as details on how men can focus on self-improvement and wellbeing. • The toolkit is called Right Time, Right Place and is a visual web-based tool that empowers the user to find information in an accessible and simple way. • From October 2022 the LfG Project Team will promote and share their work across the region, starting with formal project presentations. • From December 2022, Batforce will promote the Right Time, Right Place project across various social media and local services to ensure that men are able to access this during the 2022/23 holiday period. • The resource can be found here: Quick Help Guide - BATForce
Service Organisations	<ul style="list-style-type: none"> • In December 2021 Batforce delivered the Holiday Help Campaign across the greater Geelong region. This campaign provided connection points for people in Geelong with relevant crisis and support services, including Food Relief, Mental Health services, Family Violence and Housing services. • Following the campaign, it was apparent that men aged between 25 and 60 were not being reached through conventional social media campaigns. • Following a crisis event or sudden change in circumstances, men may not know where to connect and engage with the right services (health, financial, counselling, employment, relationship etc). • This may be because of poor connection to community, poor knowledge of services or an intrinsic avoidance of asking for help. • This could result in them remaining in crisis mode, poor mental health, self-image , dependency on alcohol, drugs etc. It may also be that the user experiences a poor quality of life for a period that could be avoided with the right support and connection. • This can happen for men aged over 18 of all ages and all stages of life, but particularly may impact men at identifiable life stages (parenthood, losing a job, relationship breakdown, retirement, change in health/mental health). • From December 2022, Batforce will promote the Right Time, Right Place project across various social media and local services to ensure that men are able to access this during the 2022/23 holiday period.

	<ul style="list-style-type: none"> • The resource can be found here: Quick Help Guide - BATForce • Please share this with your networks to ensure that all men in the Geelong community are able to get the right help at the right time and the right place.
Men in crisis	<ul style="list-style-type: none"> • Barwon Adolescent Taskforce, in partnership with the Committee for Geelong’s 2022 Leaders for Geelong program have developed a targeted resource to improve the wellbeing of men who have experienced a crisis or a significant change in their circumstances. • The resource is a comprehensive toolkit that includes local services for crisis as well as details on how men can focus on self-improvement and wellbeing. • The toolkit is called Right Time, Right Place and is a visual web-based tool that empowers the user to find information in an accessible and simple way. • The resource can be found here: Quick Help Guide - BATForce
Leaders for Geelong Program Leadership	<ul style="list-style-type: none"> • In December 2021 Batforce delivered the Holiday Help Campaign across the greater Geelong region. This campaign provided connection points for people in Geelong with relevant crisis and support services, including Food Relief, Mental Health services, Family Violence and Housing services. • Following the campaign, it was apparent that men aged between 25 and 60 were not being reached through conventional social media campaigns. • Barwon Adolescent Taskforce, in partnership with the Committee for Geelong’s 2022 Leaders for Geelong program have developed a targeted resource to improve the wellbeing of men who have experienced a crisis or a significant change in their circumstances. • The resource is a comprehensive toolkit that includes local services for crisis as well as details on how men can focus on self-improvement and wellbeing. • The toolkit is called Right Time, Right Place and is a visual web-based tool that empowers the user to find information in an accessible and simple way. • From December 2022, Batforce will promote the Right Time, Right Place project across various social media and local services to ensure that men are able to access this during the 2022/23 holiday period. • The resource can be found here: Quick Help Guide - BATForce
BATForce Leadership Team	<ul style="list-style-type: none"> • In December 2021 Batforce delivered the Holiday Help Campaign across the greater Geelong region. This campaign provided connection points for people in Geelong with relevant crisis and support services, including

Food Relief, Mental Health services, Family Violence and Housing services.

- Following the campaign, it was apparent that men aged between 25 and 60 were not being reached through conventional social media campaigns.
- Barwon Adolescent Taskforce, in partnership with the Committee for Geelong's 2022 Leaders for Geelong program have developed a targeted resource to improve the wellbeing of men who have experienced a crisis or a significant change in their circumstances.
- The resource is a comprehensive toolkit that includes local services for crisis as well as details on how men can focus on self-improvement and wellbeing.
- The toolkit is called **Right Time, Right Place** and is a visual web-based tool that empowers the user to find information in an accessible and simple way.
- From December 2022, Batforce will promote the Right Time, Right Place project across various social media and local services to ensure that men are able to access this during the 2022/23 holiday period.
- The resource can be found here: [Quick Help Guide - BATForce](#)

Project Activity Schedule

Task/Activity	Audience	Timing	Responsibility	Status / Notes
Email summarising the project	Leaders for Geelong leadership team / Batforce Leadership team	Late May 2022	RTRP Project Team	Done
Awareness of Project	Connection Points	Mid-September 2022	RTRP Project Team	In progress. RTRP Project Team will send an email / letter to key services in the Geelong region to inform them about the RTRP Project.
Promotional Items	Guests of the Project Presentation Luncheon and broader community	13 October 2022	RTRP Project Team	In progress, promotional items ordered.
LfG Project Presentation Luncheon	All	13 October 2022	RTRP Project Team	In progress.
Social media launch post LfG Project Presentation Luncheon	All / Men	Commencing 13 October 2022 (for one week)	BATForce	In progress. Refer to Social Media Campaign page 2 for further detail
Social media campaign	All / Men	Commencing 04 December	BATForce	In progress. Refer to Social Media Campaign page 6 for further detail This will be part of the Holiday Help Campaign for 2022/23.

Task/Activity	Audience	Timing	Responsibility	Status / Notes
commencing December 2022		2022 (for six week)		

Promotional Items

Key Chains

Guests of the Project Presentation Luncheon will be provided with key chains linking them directly to the Quick Help Guide and Right Time, Right Place resource.

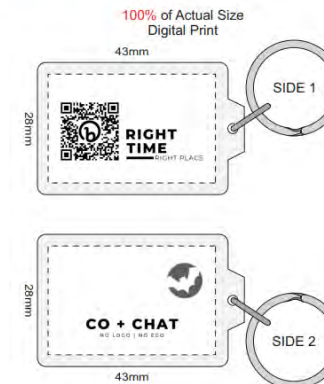
Remaining key chains with a direct link the Quick Help Guide and Right Time, Right Place resource will be provided to selected organisations post project launch.

Seeds

Guests of the Project Presentation Luncheon will be provided with 'Seeds of Change' linking them directly to the Quick Help Guide and Right Time, Right Place resource.



Mock-up



Blue Line = The SIGNIFICANT PRINT AREA
(Keep all critical images & text within this box)
Black Line = Maximum print area
Pink Line = Bleed off to here
Red = Fold Line

Product Code: 100292
Product Name: Lens Key Ring - Rectangle
Decoration Size: 56mm x 43mm
Full Colour Digital Label

We will attempt to print the artwork as close as possible to the CMYK values and/or spot colours shown on the proof, or embedded within the artwork. However, some slight colour variation should be considered acceptable.

Description:

Robust clear plastic key ring which is branded on both sides in full colour at no extra cost. The branding is inside the case so the print will never wear off.

Disclaimer:

This artwork contains art or font that is of a size, style or detail such that it may fill in. The legibility/clarity of the text/detail can therefore not be guaranteed.

SOCIAL MEDIA CAMPAIGN

RIGHT TIME, RIGHT PLACE

BATForce and Leaders for Geelong Project Team

Background

Barwon Adolescent Taskforce (BATForce) is partnering with the Committee for Geelong's 2022 leadership program to deliver a project for the greater Geelong community.

The project **Right Time, Right Place** will design and deliver a community resource that provides guidance for men aged 25 – 60 that have experienced a crisis or a significant change of circumstance and need support. This resource will work in alignment with the Quick Help Guide developed by BATForce in 2020.

The **Right Time, Right Place** resource is a holistic approach to self-improvement, personal growth and connection to one's community. Depending on the situation, it encourages resilience, education, support and provide direction allowing members of our community to learn new skills and strategies to become the best version of themselves.

The project will be developed and maintained on the platform Trello. The Trello will then form a toolkit which will be published and hosted on BATForce's website working in alignment BATForce's Quick Help Guide. The developed communications and launch plan will help to ensure that the resource reaches the intended male audience, in the *right place* and at the *right time*.

Social Media Campaign: October 2022

October 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				13	14	15
				Pre-launch social media messaging	Launch of project/ background	
16	17	18	19	20		
Building a better me information and quick links	Podcasts suggestions linking audience to RTRP Toolkit	Getting into the greater Geelong Community linking audience to the RTRP Toolkit	Personal reflection	General post regarding the RTRP Toolkit		

Communications

The following content will be published on the following platforms:

- Facebook
- LinkedIn

If you want to reach an extended audience beyond people who like your page, you can boost a post or promote your page. It is recommended that the below posts are boosted using the 'Boost Post' function during this weekly social media campaign.

- [Facebook boost a post: Reach more people with your Facebook Page | Meta for Business](#)
- [Boost a Post from a LinkedIn Page | Marketing Solutions Help.](#)

Date	Content
13/10/2022	<p>Leading heading: Watch this space</p> <p>Content: Barwon Adolescent Taskforce, in partnership with the @Committee for Geelong’s 2022 Leaders for Geelong program have developed an exciting resource which works in alignment with our Quick Help Guide by supporting the wellbeing of men within the greater Geelong region.</p> <p>Tomorrow we will be planting the seeds of change ... watch this space.</p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #BATForce #quickhelpguide #supportduringcrisis #committeeforgeelong</p>
14/10/2022	<p>Leading heading: Introducing ... Right Time, Right Place</p> <p>Content: Yesterday Barwon Adolescent Taskforce, in partnership with the @Committee for Geelong’s 2022 Leaders for Geelong program launched a resource which works in alignment with our Quick Help Guide, to support the wellbeing of men who have experienced a crisis or a significant change in their circumstances.</p> <p>The resource is a comprehensive Toolkit that includes local services for crisis as well as details on how men can focus on self-improvement and wellbeing.</p> <p>The Right Time, Right Place community resource is a visual web-based tool that empowers the user to find information in an accessible and simple way.</p> <p>Support your mates and our community by downloading and sharing this resource widely and together we can plant the seed of change.</p> <p>Quick Help Guide - BATForce</p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #BATForce #quickhelpguide #supportduringcrisis #committeeforgeelong</p>
16/10/2022	<p>Leading heading: Building a better me</p>

	<p>Content: We understand being the best versions of ourselves is important. The Right Time, Right Place Toolkit is a fantastic resource to help you grow, physically, mentally, emotionally and spiritually.</p> <p>Quick Help Guide - BATForce</p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #BATForce #quickhelpguide #supportduringcrisis</p>
17/10/2022	<p>Leading heading: Listen up</p> <p>Content: Get your headphones ready, because the Right Time, Right Place Toolkit is filled with podcasts. From unpacking anxiety, to navigating life after loss and co-parenting when there is conflict, the Right Time, Right Place Toolkit is bursting with recommended podcasts which focus on self-improvement and wellbeing.</p> <p>Quick Help Guide - BATForce</p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #BATForce #quickhelpguide #supportduringcrisis #podcasts</p>
18/10/2022	<p>Leading heading: Participate meaningfully in your local community</p> <p>Content: Are you wanting to give back meaningfully to your local community? Or interested in working on projects in the company of other men?</p> <p>The Right Time, Right Place Toolkit knows the benefits volunteering amongst your community can bring.</p> <p>To find a volunteering opportunity right for you, visit our Right Time, Right Place Toolkit and check see the opportunities available within the greater Geelong community.</p> <p>Quick Help Guide - BATForce</p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #BATForce #quickhelpguide #supportduringcrisis #volunteeringGeelong</p>
19/10/2022	<p>Leading heading: Andy's Story</p>

	<p>Content: We all know seeds need water to grow and today we wanted to share a story of growth with you all.</p> <p>This story demonstrates personal development, empowerments and is a lesson for the future you.</p> <p>Here’s our mate Andy.</p> <p>Over my life, I’ve had ups and downs. At times battled anxiety and depression and to say I’ve struggled would be an understatement.</p> <p>In 2018 I was at my lowest and I said to myself, I need to change; I cannot live like this anymore.</p> <p>What came next was three and half years of the most profound journey of personal growth and self-improvement. Through trial and error, I managed to pull myself out of the darkness and into the light. By understanding what was causing my mental health issues, I could process the trauma and fear that had followed me throughout my life.</p> <p>I created a process of self-care and with practice, I use the different strategies and techniques which help me move past any issues that would historically cause me to spiral into depression.</p> <p>Today my tool kit has allowed me to become the man I was meant to be, and I am proud to say I am the best version of myself for what’s truly important, my family.</p> <p>Having crisis support in the right time, and at the right place is my gift to you, your mates, and your family.</p> <p>View, download and share the below resource wisely and together we can plant the seed of change.</p> <p>Quick Help Guide - BATForce</p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #BATForce #quickhelpguide #supportduringcrisis #committeeforgeelong</p>
20/10/2022	<p>Leading heading: Right Time, Right Place</p>

Content: Barwon Adolescent Taskforce, in partnership with the Committee for Geelong's 2022 Leaders for Geelong program have developed a targeted resource to improve the wellbeing of men who have experienced a crisis or a significant change in their circumstances.

The resource is a comprehensive toolkit and works in alignment with our Quick Help Guide to include local crisis support services as well as details on how men can focus on self-improvement and wellbeing.

The Right Time, Right Place toolkit and is a visual web-based tool that empowers the user to find information in an accessible and simple way.

This resource is a valuable tool in supporting the wellbeing on men within the greater Geelong region. Support your mates and our community sharing this resource widely.

Together we can plant the seed of change.

[Quick Help Guide - BATForce](#)

#righttime #rightplace #greatergeelong #menofgreatergeelong #BATForce #quickhelpguide #supportduringcrisis
#committeeforgeelong

Supplementary advertising: The Right Time, Right Place [news article](#) on BATForces website, is to be promoted on Facebook during this weekly social media campaign. This action is recommended as it will substantially complement the social media campaign. Action to be completed by BATForce's marketing team.

<https://www.facebook.com/business/learn/lessons/promote-your-page>.

Social Media Campaign: December 2022

December 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4	5	6	7	8	9	10
	General information regarding the RTRP Toolkit	Urgent Crisis Support Information			Building a better me	
11	12	13	14	15	16	17
	I know I need support, but where do I start?	Men's health statistics/ key insights			Support networks within the greater Geelong Region	
18	19	20	21	22	23	24
	Navigating Relationships and Parenting			Food relief and nutrition		General comms holiday help/ Right Time, Right Place RTRP Toolkit 24/12 - 01/01
25	26	27	28	29	30	31

January 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
	I know I need support, but where do I start?	Men's health statistics/ key insights				
8	9	10	11	12	13	
	Getting into the greater Geelong community				General info regarding the RTRP Toolkit	

Communications

The following content will be published on the following platforms:

- Facebook
- LinkedIn

If you want to reach an extended audience beyond people who like your page, you can boost a post or promote your page. It is recommended that the below posts are boosted using the 'Boost Post' function during this six (6) week social media campaign.

- [Facebook boost a post: Reach more people with your Facebook Page | Meta for Business](#)
- [Boost a Post from a LinkedIn Page | Marketing Solutions Help.](#)

Date	Content
05/12/2022	<p>Leading heading: Right Time, Right Place</p> <p>Content: The Right Time, Right Place toolkit is a visual web-based tool that works in collaboration with our Quick Help Guide to empower the user to find information in an accessible and simple way.</p> <p>The resource is a comprehensive toolkit that includes local services for crisis as well as details on how men can focus on self-improvement and wellbeing.</p> <p>Support your mates and our community by downloading and sharing this resource widely. Working in collaboration with our Quick Help Guide, the Right Time, Right Place toolkit can be located here: Quick Help Guide - BATForce</p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #menshealth #Geelong #BATForce #quickhelpguide #supportduringcrisis</p>
06/12/2022	<p>Leading heading: Talk it through</p> <p>Content:</p> <ul style="list-style-type: none"> • Lifeline – 13 11 14 • Suicide Call Back Services – 1300 659 467 • Beyond Blue – 1300 224 636 • Brother to Brother Crisis Line – 1800 435 799 • MensLine Australia – 1300 78 99 78 • Q Line – 1800 184 527 • Open Arms Veterans and Families Counselling – 1800 011 046 <p>Quick Help Guide - BATForce</p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #Geelong #BATForce #quickhelpguide #supportduringcrisis</p>
09/12/2022	<p>Leading heading: Building a better me</p>

	<p>Content: We understand being the best versions of ourselves is important, and the Right Time, Right Place toolkit is a fantastic resource to help you grow, physically, mentally, emotionally, and spiritually.</p> <p>Working in collaboration with our Quick Help Guide, the Right Time, Right Place toolkit is a valuable tool in supporting the wellbeing of men within the greater Geelong region. Support your mates and our community by downloading and sharing this resource widely.</p> <p><u>Quick Help Guide - BATForce</u></p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #menshealth #Geelong #BATForce #quickhelpguide #supportduringcrisis</p>
12/12/2022	<p>Leading heading: I know I need support, but where do I start?</p> <p>Content: Did you know Mensline Australia is a telephone and online counselling service offering support for Australian men anywhere, anytime?</p> <p>1300 78 99 78</p> <p>Needing further support at the right time, in the right place? <u>Quick Help Guide - BATForce</u></p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #menshealth #Geelong #BATForce #quickhelpguide #supportduringcrisis</p>
13/12/2022	<p>Leading heading: Addressing the Silence, Men’s Health in Australia</p> <p>Content: According to the Australian Men’s Health Forum (AMHF), Australia is one of the world’s healthiest societies. Yet, the gender health gap reveals concerning trends when it comes to the health of men. On average, Australian men die six years younger than their female counterparts. 4 out of 5 heart disease deaths in Australia are male. 3 out of 4 suicide deaths, 3 out of 4 road deaths and 2 out of 3 violent deaths in Australia are male.</p>

	<p>The Right Time, Right Place toolkit endeavours to dismantle the stigma associated with male mental health, gender norms and the seeking of medical assistance.</p> <p>Working in collaboration with our Quick Help Guide, the Right Time, Right Place toolkit is a valuable tool in supporting the wellbeing of men within the greater Geelong region. Support your mates and our community by downloading and sharing this resource widely.</p> <p><u>Quick Help Guide - BATForce</u></p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #menshealth #Geelong #BATForce #quickhelpguide #supportduringcrisis</p>
16/12/2022	<p>Leading heading: Support networks within the greater Geelong Region</p> <p>Content: Poor mental health, self-image, dependency on alcohol or drugs can occur following a crisis event or sudden change in circumstances.</p> <p>Barwon Adolescent Taskforce, in partnership with the @Committee for Geelong’s 2022 Leaders for Geelong program have developed a targeted resource to improve the wellbeing of men and remove the barriers men may experience when needing to connect and engage with the right services.</p> <p>We understand crisis or sudden changes in circumstances can happen for men at all stages of life, and particularly may impact men at identifiable life stages, including parenthood, job loss, relationship breakdowns, retirement, and changes to one’s health.</p> <p>The Right Time, Right Place toolkit works in alignment with our Quick Help Guide and is a visual web-based tool that empowers the user to find information in an accessible and simple way and that includes local crisis support services as well as details on how men can focus on self-improvement and wellbeing.</p> <p>Support your mates and our community by downloading and sharing this resource widely.</p> <p><u>Quick Help Guide - BATForce</u></p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #menshealth #Geelong #BATForce #volunteeringGeelong #quickhelpguide #supportduringcrisis</p>

19/12/2022	<p>Leading heading: Navigating Relationships and Parenting</p> <p>Content: Families come in all shapes and sizes and so do the relationships that sit within them. Needing relationship and parenting support in the right time, at the right place?</p> <p><u>Quick Help Guide - BATForce</u></p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #parenting #relationships #Geelong #BATForce #quickhelpguide #supportduringcrisis</p>
22/12/2022	<p>Leading heading: Food relief and nutrition</p> <p>Content: With the festive season approaching, we recognise that no one in the greater Geelong region deserves to go hungry. Experiencing food insecurity or know of someone who may be? Connect with local food relief and nutrition services via the Right Time, Right Place toolkit.</p> <p><u>Quick Help Guide - BATForce</u></p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #menshealth #Geelong #BATForce #foodrelief #quickhelpguide #supportduringcrisis</p>
24/12/2022 - 01/01/2023	<p>Leading heading: You are never alone this Christmas and New Year's Period</p> <p>Content: Our Quick Help Guide, supported by the Right Time, Right Place toolkit is a valuable tool in supporting your wellbeing during the festive season. By sharing this resource widely, you are joining our mission to ensure that support is available in right time and at the right place this festive season.</p> <p><u>Quick Help Guide - BATForce</u></p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #menshealth #Geelong #BATForce #quickhelpguide #supportduringcrisis</p>
02/01/2023	<p>Leading heading: I know I need support, but where do I start?</p>

	<p>Content: Did you know Mensline Australia is a telephone and online counselling service offering support for Australian men anywhere, anytime? 1300 78 99 78</p> <p>Needing further support at the right time, in the right place? Quick Help Guide - BATForce</p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #menshealth #Geelong #BATForce #quickhelpguide #supportduringcrisis</p>
03/01/2023	<p>Leading heading: Right Time, Right Place</p> <p>Content: Poor mental health, self-image, dependency on alcohol or drugs can occur following a crisis event or sudden change in circumstances.</p> <p>Barwon Adolescent Taskforce, in partnership with the @Committee for Geelong’s 2022 Leaders for Geelong program have developed a targeted resource to improve the wellbeing of men and remove the barriers men may experience when needing to connect and engage with the right services.</p> <p>We understand crisis or sudden changes in circumstances can happen for men at all stages of life, and particularly may impact men at identifiable life stages, including parenthood, job loss, relationship breakdowns, retirement, and changes to one’s health.</p> <p>The Right Time, Right Place toolkit and is a visual web-based tool that empowers the user to find information in an accessible and simple way and that includes local crisis support services as well as details on how men can focus on self-improvement and wellbeing.</p> <p>Support your mates and our community by downloading and sharing this resource widely.</p> <p>Quick Help Guide - BATForce</p>

	<p>#righttime #rightplace #greatergeelong #menofgreatergeelong #menshealth #Geelong #BATForce #volunteeringGeelong #quickhelpguide #supportduringcrisis</p>
09/01/2023	<p>Leading heading: Social connection within community</p> <p>Content: Are you wanting to give back meaningfully to your local community? Or interested in working on projects in the company of other men?</p> <p>The Right Time, Right Place toolkit knows the benefits volunteering amongst your community can bring.</p> <p>To find a volunteering opportunity right for you, visit our Right Time, Right Place toolkit and check see the opportunities available within the greater Geelong community.</p> <p><u>Quick Help Guide - BATForce</u></p> <p>#righttime #rightplace #greatergeelong #menofgreatergeelong #menshealth #Geelong #BATForce #quickhelpguide #supportduringcrisis</p>
13/01/2023	<p>Leading heading: Right Time, Right Place</p> <p>Content: Barwon Adolescent Taskforce, in partnership with the Committee for Geelong’s 2022 Leaders for Geelong program have developed a targeted resource to improve the wellbeing of men who have experienced a crisis or a significant change in their circumstances.</p> <p>The resource is a comprehensive toolkit that includes local services for crisis as well as details on how men can focus on self-improvement and wellbeing.</p> <p>The Right Time, Right Place toolkit and is a visual web-based tool that empowers the user to find information in an accessible and simple way.</p> <p>Working in collaboration with our Quick Help Guide, the Right Time, Right Place toolkit is a valuable tool in supporting the wellbeing on men within the greater Geelong region. Support your mates and our community by downloading and sharing this resource widely.</p>

Quick Help Guide - BATForce

#righttime #rightplace #greatergeelong #menofgreatergeelong #menshealth #Geelong #BATForce #quickhelpguide
#supportduringcrisis

Supplementary advertising: The Right Time, Right Place news article on BATForces website, is to be promoted on Facebook during this six (6) week social media campaign. This action is recommended as it will substantially complement the social media campaign. Action to be completed by BATForce's marketing team.

<https://www.facebook.com/business/learn/lessons/promote-your-page>.

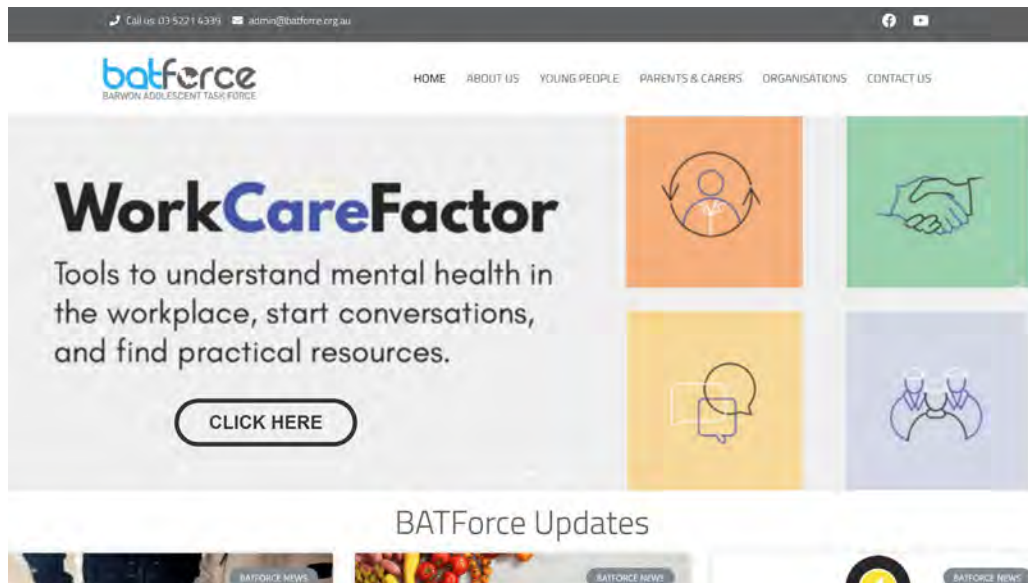
Website blueprint and communications

The Right Time, Right Place toolkit will be hosted and maintained by BATForce ([BATForce Home Page - BATForce](#)).

Four platforms (website banner, news article, Quick Help Guide and support page) will have links to the Right Time, Right Place toolkit, to ensure the toolkit is accessible to the greater Geelong community.

1. Website Banner

- **Overview:** Website banner will be created on homepage, banner will have a direct link to the Right Time, Right Place [news article](#).
- **Heading:** Right Time, Right Place
- **Subheading:** Supporting the wellbeing of men who have experienced a crisis or a significant change in their circumstances.
- **Images:** Discretion of BATForce.
- **Example:**



2. News Article

- **Overview:** A news article will be published on BATForce News ([BATForce News Archives - BATForce](#)).
- **Heading:** Right Time, Right Place
- **Subheading:** Supporting the wellbeing of men who have experienced a crisis or a significant change in their circumstances.
- **Content:**

Right Time, Right Place

Supporting the wellbeing of men who have experienced a crisis or a significant change in their circumstances.

Barwon Adolescent Taskforce, in partnership with the Committee for Geelong's 2022 Leaders for Geelong program have developed a targeted resource to improve the wellbeing of men who have experienced a crisis or a significant change in their circumstances.

The resource is a comprehensive toolkit that includes local services for crisis as well as details on how men can focus on self-improvement and wellbeing.

The **Right Time, Right Place** toolkit and is a visual web-based tool that empowers the user to find information in an accessible and simple way.

This resource is a valuable tool in supporting the wellbeing on men within the greater Geelong region. Support your mates and our community by downloading and sharing this resource widely.

[Quick Help Guide - BATForce](#)

Resource & Support Board Help

Support boards are viewed on a mobile phone or tablet through the Trello App, which can be downloaded via the Apple App Store or on Google Play.

For the most effective way to view the Trello boards we recommend you do the following steps:

- Click a link to one of the Trello Boards.

- Sign up to a free Trello account.
- Click the 'Star' to save the Trello Board into one of your favourites.
- Click the card of the topic that you wish to learn more about.

- **Images:** Discretion of BATForce.

3. Quick Help Guide

- **Overview:** The Quick Help Guide ([Quick Help Guide - BATForce](#)) will have a link that directs users to the Right Time, Right Place toolkit.



Hang a copy of this list in the window of your organisation or business and show your support for those in need,

[Download a pdf poster here](#)

4. Support Page

- **Overview:** The BATForce home page currently have three 'Support Pages', a fourth card will be created for the Right Time, Right Place support materials ([BATForce Home Page - BATForce](#)).
- **Heading:** Men

- **Subheading:** Supporting the wellbeing of men who have experienced a crisis or a significant change in their circumstances.
- **Recommended quick links:**
 - Direct link to the Right Time, Right Place [news article](#)
 - Direct link to the Right Time, Right Place support board
 - Direct link to the Quick Help Guide [Quick Help Guide - BATForce](#)
 - ** Further links can be added if needed
- **Example:**

BATForce Support Pages

BATForce has a simple vision, to improve opportunities for young people through advocacy, education, the strengthening of networks for families and the workforce.

Young People
"We are who we choose to be."

- Need to Talk! →
- Quick Steps Guide →
- Ready to Launch! →
- Life Skills Pathways →
- Pathways from the School Gate →

Schools, Community Groups & Organisations
"There's no power for change greater than a community discovering what it cares about."

- School Focused Youth Services →
- Engagement & Information Workshop →
- Community Support Guide →
- Quick Help Guide →
- Need to Talk! →

Parents & Carers
"There's no perfect way to be a parent or carer, but a million ways to be a good one."

- Ready to Launch →
- Pathways from the School Gate →
- Life Skills Pathways →
- Need to Talk! →
- Quick Help Guide →

Men

'Supporting the wellbeing of men who have experienced a crisis or a significant change in their circumstances'

- Right Time, Right Place
- Support Board
- Quick Help Guide