

FIRE UP

for men's health

IMPACT REPORT 2023



MHT AND THE "FIRE UP FOR MEN'S HEALTH" CAMPAIGN

MHT Foundation - Men. Healthier.Together

MHT Foundation is a subsidiary of Spinnaker Health Research Foundation, created due to the urgent need to address the poor health outcomes of men in Western Australia from preventable disease and injury. Developed in response to the WA State Government 2019 Men's Health and Wellbeing Policy, MHT Foundation has set an ambitious 5-year target to meaningfully reset the course of men's health and achieve measurable outcomes in the mitigation of prevalent health conditions, the uptake of services and vast improvements in health literacy. Significantly, MHT Foundation will focus on the complex relationships between mental and physical health and address the real and perceived barriers to men accessing services and implementing positive change.



The Fire Up Launch Campaign

Fire Up for Men's Health (FU4MH) was created as a strategic peer to peer campaign to support the launch of MHT Foundation. Our goals were to generate \$50,000 in fundraising to support the first MHT Foundation research, engage the WA population with the MHT Foundation and Fire Up brands and get them to start talking about the current state of Men's Health and where they could make a difference, in their own lives and those of others.

OUR AMAZING AMBASSADORS AND ADVOCATES



Ryan Campbell

**MHT Ambassador
Former Australian Cricketer**



Harry Fisher

**MHT Ambassador
Youtube sensation**



Adam Gilchrist

**MHT Advocate
Former Australian Cricketer**



Matthew Pavlich

**MHT Advocate
Channel Nine Presenter**

\$70K TOTAL
AMOUNT
RAISED

Thank you to each and every one of you who donated to the Fire Up for Men's Health campaign via direct donation on the Fire Up website and/or supported our Fire Up events. We could not have done it without you. Your donations will be put to work straight away - to help support the start of the first research project for the MHT Foundation - WA 100k.

1 MILLION⁺ REACH

This is an estimate based on the public that attended the Fire Up for Men's Health events, the social media content related to the campaign, website visits, and media reach. One of the reels from our ambassador Harry Fisher, for example, reached 193k views during the period of the campaign (April to June). Thank you to everyone that shared our content to increase awareness!

SPONSOR



34 LOCAL FIRE
UP EVENTS

DONORS **400+**

7000+ PEOPLE
ATTENDED
THE EVENTS



HERE ARE SOME OF THE AMAZING EVENTS OUR SUPPORTERS HAVE ORGANISED TO RAISE FUNDS AND AWARENESS FOR MHT FOUNDATION:

BOQ FIRED UP AT THEIR ST. GEORGE'S TERRACE BRANCH. THE BBQ AROMA CERTAINLY ATTRACTED LOTS OF INTEREST!



MEN'S SHED WA HAVE PARTNERED WITH MHT FOUNDATION AND HELD MORE THAN 20 FIRE UPS IN SUPPORT OF THE CAMPAIGN.



OUR LONG-TERM SUPPORTERS THE FEWSTER FAMILY HOSTED A BEAUTIFUL MOTHER'S DAY LUNCH TO HIGHLIGHT THE FIRE UP CAMPAIGN AND AWARENESS MESSAGING.



GO CAMPING AND OVERLANDING HAD OUR AMBASSADOR HARRY FISHER COOK A MOUTH WATERING WAGYU BEEF TACO, FOR DONATIONS TO THE CAMPAIGN.



AUSTAL GIVING HOSTED A FIRE UP AT THEIR HENDERSON SHIPYARD. OUR TEAM HAD A GREAT TIME INTERACTING WITH THE AUSTAL EMPLOYEES.

THE MAN WALK BUSSELTON SUPPORTED OUR CAMPAIGN 'FIRING UP' BACON AND EGG BURGERS AFTER A WALK AT THE BUSSELTON JETTY, ORGANISED BY MHT FOUNDATION COMMITTEE MEMBER DAVID BARTON.



WHAT A BEAUTIFULL MORNING OUR TEAM HAD FIRING UP FOR MEN'S HEALTH WITH THE ANZ COMERICAL BROKER TEAM AT KINGS PARK.



GREAT TALK FROM OUR CEO DANA HENDERSON AND OUR AMBASSADOR HARRY FISHER DURING THE HIF FIRE UP AT RUINBAR, PERTH.

CHURRAS BUTCHER FIRED UP THE CHARCOAL BBQ OUTSIDE THEIR PERTH STORE TO COOK A DELICIOUS RUMP STEAK SANDWICH, WITH PROCEEDS GOING TO MHT FOUNDATION. THE QUEUE WAS LENGTHY ALL DAY LONG THAT RAINY DAY.



WITH A BEAUTIFUL VIEW, TASTY FOOD, SOME DRINKS AND PLENTY OF FIRE, THE SPINNAKER TEAM HAD LOTS OF FUN FIRING UP AT THEIR OWN EVENT!



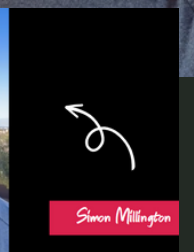
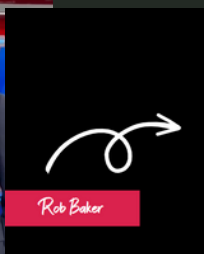
MICHAEL GILLIS HELD A SPECIAL DINNER AT HIS HOME TO FIRE UP FOR MEN'S HEALTH WITH A VARIETY OF FRESH SEAFOOD DISHES.

POSTERS AT THE FOOD COURT AND OUTPATIENT'S CLINIC AT FIONA STANLEY HOSPITAL AND FIRE UP PROMOTION WITH EMPLOYEES AND VISITORS.



OUR AMBASSADOR RYAN CAMPBELL'S FIRE UP IN THE UK

Ryan's heart stopped beating on April 16, 2022. He was at a playground with his kids when he had a cardiac arrest and spent a week in a coma with doctors telling his wife that he only had a 7% chance of survival. Exactly 1 year after, on April 16 2023, Cambo Fired Up for Men's Health to celebrate one year of his "new life". MHT contacted some of his closest friends in Perth, across Australia and the world to prepare a tribute that was shown on the big screen at his event in Durham, UK, where he is currently coaching the Durham Country Cricket team.



Sneak peek from the moving tribute MHT organised for Cambo. This tribute was made possible through the support of Matthew Pavlich who rounded up Cambo's friends to make the tribute extra special. Cambo was very moved by the video!

MHT'S LAUNCH EVENT AT OPTUS STADIUM ON 13 JUNE 2023



[Click here to view more photos from this epic night.](#)

The launch of the MHT Foundation was held on June 13, 2023 at Optus Stadium. In this incredible sold-out event, the atmosphere was celebratory and focused on the milestone of the launch being just the start of the work to be done.

MC'd by MHT Foundation Advocate Matthew Pavlich and with special guests Adam Gilchrist, Harry Fisher and (via video link) Ryan Campbell, guests heard first hand some of the mental and physical health battles these high-profile men have faced, and why they have chosen to support the MHT Foundation.

The launch has cemented MHT Foundation's position in the West Australian landscape and added huge credibility to the work we are doing. MHT Foundation is now no longer "in principle" but is a real and launched entity, worthy of support.

SPONSORS



Health Futures Institute



CELEBRITY BURGER BY ROYAL'S WITH HARRY FISHER

Royal's Chicken & Burgers has launched an initiative that aims to raise \$100,000 for charity. Our ambassador Harry Fisher from @firetofork created a delicious chicken burger called The Bush Chook and for two weeks Royal's donated \$10 to MHT Foundation for every Bush Chook sold. As well as fundraising, the opportunity also drove social media content and awareness. What a beautiful initiative Royal's. Thank you for the opportunity!

ROYAL'S
CELEBRITY
BURGER

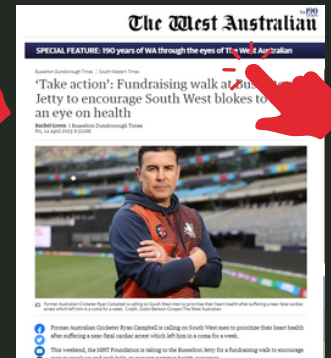
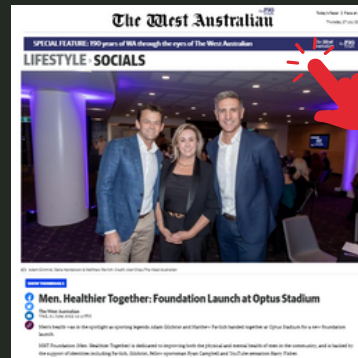
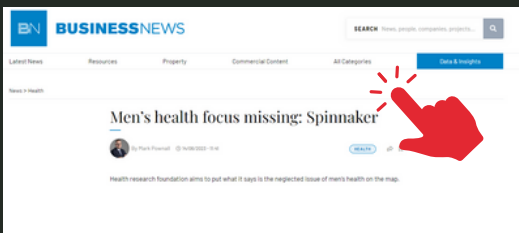


@FIRETOFORK | THE BUSH CHOOK

CHARITY: MHT FOUNDATION

NEWS MEDIA

The MHT foundation launch and the Fire Up campaign were covered by a number of news outlets including;



SOCIAL MEDIA

LinkedIn, Facebook and Instagram reach was maximised with minimum investment in paid advertisement, instead utilising ambassadors, advocates and business involved, to share content to increase reach with new audiences who had a genuine connection.



WEBSITE

The Fire Up for Men's Health website was developed to share information and register individuals and/or teams willing to participate in the Fire Up for Men's Health campaign. Fu4mh.au was archived at the end of the campaign and healthiermen.com.au continues to be the main MHT foundation website.

FIRE UP for men's health | How it works | Why do it | Resources | FAQs | News & Events | Donate | Login | Sign Up | **\$29,292 RAISED**

APR | MAY | JUN

The hard facts!

- 60% Of WA men will die early from preventable causes
- 50% Of WA men live with one or more chronic health conditions
- 4 in 5 Heart disease deaths under 65 are men
- 1 in 3 Men die of cancer
- 3 in 4 Suicides are men

WE RECKON WA'S MEN DESERVE BETTER.

Men's Health is a critical issue that affects us all. With your help we will fund vital research to prevent and treat preventable health issues for our West Aussie men. Importantly, we will make sure that research makes an immediate difference today, and for generations yet to come. We have a five-year goal to make an impactful difference and we have a lot to do. Your donation will help us get there sooner.

Every dollar donated through Fire up for Men's Health will support programs that will meaningfully improve men's health. Men die much younger from preventable causes; including suicide, heart disease, diabetes and most cancers; than women. Your donation will help us change that.



FIRE PIT

DOUBLE PASSES TO HOT THINGS BBQ SCHOOL



2 X \$100 GIFT CARD



STAY AT IBIS STYLES EAST + BREAKFAST FOR 2



SKINCARE PACK



BBQ GIFT PACK



BBQ KNIFE



STATE BUILDINGS PERTH POINT ZERO

\$150 GIFT CARD



PREMIUM HAMPER



LITTLE FEATURES

HAMPER



\$100 MEAT GIFT CARD

MONDO BUTCHER & GROCER

\$200 WISH GIFT CARD



REVO FITNESS

2 X 1 YEAR GYM MEMBERSHIP



\$100 DINNER VOUCHER

THE LOCAL HOTEL SOUTH FREMANTLE



Prizes donated by

our amazing supporters

OUR PROMOTIONAL ITEMS

Life-size Cutouts



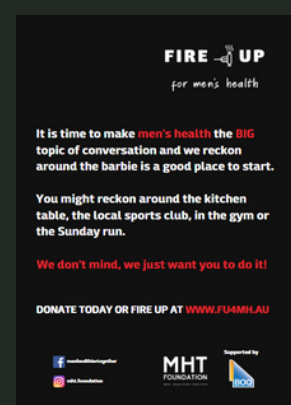
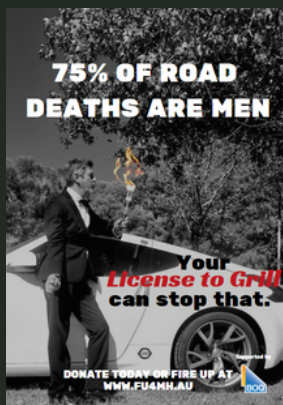
Teardrop flag



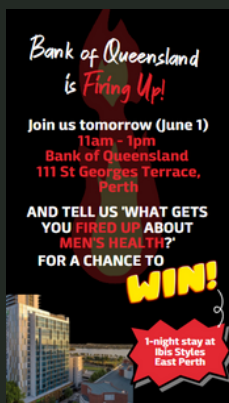
Banner



Posters:



Other promotional media:



WANT TO GET INVOLVED?



catia.furtado@health.wa.gov.au



www.healthiermen.com.au



0430 536 444




Thank you!

*We couldn't
have done it
without you!*

**This amazing result was only
possible because of you!
Together we can change men's
health in Australia.**

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