

●●● perks accessories



BARREL OF *Laughs* Comedy Dinner

Good friends help us bounce back
Mental Health month 2010

Friday, October 29th



Final Report

Women in Business & Regional Development



Objectives:

- To coordinate a comedy dinner during Mental Health month attracting a minimum of 150 guests
- To promote social and emotional wellbeing in the Limestone Coast region
- To enhance the coping capacity of communities, families and individuals
- To build and maintain good friendships to build resilience. One of the best ways to deal with a tough time is to draw on the support of others to help us bounce back
- To get connected with others to improve self esteem and protect against depression and anxiety
- To educate and inform our local community on mental health and wellbeing



Actual outcomes:

- Registrations were received from 180 small business operators—more than the required numbers



- Participants surveyed on the night stated that the comedy dinner was extremely successful
- Relevant mental health information was disseminated to all attendees to educate and raise awareness of depression and anxiety
- Part proceeds from the auction were given back to Beyond Blue
- Strategic alliances with Redden Bridge Wines and Perks Accessories were formed for this event





Marketing and promotion:

- A four page motivational flyer and registration for the Perks Accessories and Redden Bridge Wines Barrel of Laughs Comedy Dinner was disseminated by Women in Business & Regional Development throughout the Limestone Coast region via enewsletter and email to all Women in Business & Regional Development members
- This promotional flyer and registration was distributed to other key stakeholder groups—Home Based Business Network, Limestone Coast Food Group, Regional Development Australia, Naracoorte Lucindale Business & Tourism Association, Limestone Coast Volunteer Resource Centre and YPN Network.
- A Facebook event was set up and regular status updates including auction items were shared
- A Star FM and Radio 5SE campaign was introduced two weeks prior to the event
- Both Kitchen @ the Poplars and Chardonnay Lodge promoted the event to their guests
- A media release was written and disseminated to all South East newspapers, radio stations and television resulting in radio interviews with 5TCB FM, Star FM, ABC Radio and articles in the Stock Journal and Border Watch



- The Women in Business & Regional Development website and enewsletter was an effective tool for disseminating information to members who were able to download registration forms for the dinner





APPENDICES

- Appendix 1** Perks Accessories and Redden Bridge Wines promotional flyer and registration form
- Appendix 2** WiB&RD e newsletter promotions (x 3)
- Appendix 3** Media release
- Appendix 4** Media release article - The Border Watch
- Appendix 5** Media release article - Stock Journal

