

Community Safety Month 2011

Partnership Opportunities



In partnership with ICCWA

ICCWA
Injury Control Council of Western Australia

Introducing ICCWA

The Injury Control Council of Western Australia (ICCWA) is a leading not for profit organisation involved in injury prevention and community safety in WA and was established in 1992. ICCWA is comprised of a group of dedicated professionals and volunteers committed to innovative, evidence-based, locally-driven initiatives to provide injury prevention and community safety programs.

Community Safety Month (CSM) in WA is coordinated by ICCWA with guidance from the Community Safety Month Reference Group. ICCWA currently receives no external funding to coordinate Community Safety Month.

Vision

To be leaders in the promotion of safe and healthy communities.

Mission

To reduce the incidence, severity and effect of injuries through the promotion of safe and healthy communities.

Further information

Deborah Costello
Chief Executive Officer

Injury Control Council of Western Australia
City West Lotteries House
2 Delhi Street, West Perth WA 6005

Phone: (08) 9420 7212

Email: dcostello@iccwa.org.au

Visit Community Safety Month at www.iccwa.org.au



Invitation to support



I am pleased to invite your organisation to partner with us for Community Safety Month 2011.

Community Safety Month aims to increase safety awareness in the Western Australian community.

Safety is a basic human right and the responsibility of the whole community.

While achieving a safer community requires an everyday commitment, Community Safety Month gives the opportunity to highlight work being undertaken by individuals and organisations to make our community safer, raise awareness, promote safe practices and encourage safe behaviour choices.

An exciting program of events and activities are planned for October 2011 and community groups, government organisations and safety promotion stakeholders are encouraged to host and participate in Community Safety Month events.

I encourage you to work in partnership with ICCWA, the Community Safety Month reference group and all our stakeholders to help promote the importance of community safety across Western Australia.

Please support this worthwhile initiative by becoming a Community Safety Month partner.

ICCWA is honoured to have Aram Hosie as the 2011 Community Safety Month Patron and we look forward to working with him to raise the profile of important safety issues and in particular those impacting on young people.

Deborah Costello
Chief Executive Officer

Message from our Patron



"As Community Safety Month Patron 2011, I believe that everyone has a role to play in making our community safer and encourage you to get involved in this worthwhile campaign. Safety is a basic human right and impacts on everyone each and every day.

We can all play a role in making our homes, workplaces, streets, neighbourhoods and communities safer by participating in Community Safety Month."

"I look forward to working with ICCWA to help make Community Safety Month a huge success and urge you to become an official sponsor or partner in this fantastic community initiative."

Aram Hosie is the Managing Director, Research & Policy at Inspire Foundation. Inspire Foundation is a national organisation that aims to help millions of young people lead happier lives by preventing youth suicide and improving young people's mental health and wellbeing.

Aram has worked in direct clinical service delivery with people with mental health problems as well as young offenders with drug and alcohol problems. Aram is a Board member of the WA Substance Users Association, an organisation that seeks to improve the health and social conditions of persons who use illicit drugs. He is also the founding President of the WA Gender Project and in 2008 was recognised for his outstanding work in the community and presented with the World Aids Day Youth Award.

Aram is a passionate individual dedicated to improving the health, wellbeing and rights of young people in the community and believes that the key to creating a safer world lies in social inclusion.

Aram Hosie
Community Safety Month Patron 2011

What is Community Safety Month?

Community Safety Month (CSM) aims to promote safety awareness among Western Australians. Leading up to and throughout October, events and activities will be hosted across diverse safety sectors. CSM is currently an annual event in Western Australia and Victoria.

Over 60 community safety events and activities took place in October last year. Events included a Youth Event at Pride Fair Day, The West Liftout, a road safety display at the Perth Royal Show, shopping centre displays, free information sessions, Global Good Foundation Gala Ball and, the McComb Foundation Burns Ball.

Everyone has a role to play in making our community safer

Safety is a basic human right and the responsibility of all. Community Safety includes all areas of intentional and unintentional injury prevention, crime prevention, antisocial behaviours, emergency management and safety promotion. Safety is an important issue for many including young people, families, children, seniors, Aboriginal people, and people from Culturally and Linguistically Diverse backgrounds.

It is important that everyone feels safe where they live, learn, work, travel and play.

Why get involved with CSM?

Join the campaign for safe, healthy communities and celebrate with today's leaders. Raise your profile in communities across the state, and positively position your organisation as a leader in the safety of all Western Australians. Enjoy the benefits of being part of a statewide initiative through unique branding and marketing opportunities.

- **Position** your organisation as a leader in community safety.
- **Connect** with communities as they come together to promote safety.
- **Engage** at risk groups such as Aboriginal communities, seniors and young people in community safety issues and initiatives.
- **Partner** with ICCWA, a leading community based organisation in the promotion of health, safety and community well being.

This is an excellent opportunity to be involved in an exciting safety initiative and shape Community Safety Month this year.

“ The event is an excellent opportunity to promote your brand to health and safety professionals and the community. ”



How can you get involved?

Ways you can be involved may include but is not limited to

- Become an official partner or sponsor
- Donate prizes or merchandise for official events
- Assist with promotion of Community Safety Month
- Book a table at the Breakfast of Champions
- Corporate volunteering
- Nominate a Champion
- Host a fund-raising event

Media and partners

There are a host of events planned for October, including many free community events – but these all need participation! ICCWA is seeking media partners to promote events and key campaign messages to target audiences.

In-kind support is greatly appreciated, such as venues, audio visual equipment, radio spots, and advertising. We welcome you to approach us to discuss a promotional package to meet your needs.

Campaign Launch: Breakfast of Champions

The Breakfast celebrates International Safe Communities Day on Friday September 30 and launches the campaign for the month. The event is an excellent opportunity to promote your brand to health and safety professionals as well as the community.

Local Champions are people showing initiative and taking action to make our community safer. The Breakfast is held to recognise these Champions and is an opportunity for you to meet some of these outstanding advocates. Expected to attract well over 100 attendees, we invite you to share in this event celebrating stories of those communities and individuals advocating for safety – some quietly and some not so quietly!



Sponsorship benefits

Principal Sponsorship sponsorship level is to be negotiated

As the **Principal Sponsor** your organisation will be affiliated with all aspects of Community Safety Month. As a **Principal Sponsor** you will receive considerable exposure and recognition through the following:

- Everything listed below as per the Platinum Sponsorship
- **PLUS** other benefits to be negotiated.

Platinum Sponsorship **\$10,000**

As a **Platinum Sponsor** you will receive considerable exposure and recognition through the following:

- Free admission for two people to the launch
- Free admission for two people to all ICCWA events for one year
- Opportunity to co-badge events
- Advertisement on the launch program
- Your banner displayed at a prominent location at launch
- Opportunity to speak at the launch
- Recognition as a platinum sponsor including logo on Community Action Kit and launch program
- Media and promotional opportunities
- Opportunity for national exposure
- Exposure on the Community Safety Month Face Book Page
- Acknowledgement as a platinum sponsor on CSM website
- Acknowledgement as the platinum sponsor at the open and close of official functions.

* Please refer to the table below which summarises additional items of major sponsorship benefits.

Gold Sponsorship **\$5,000**

A **Gold Sponsor** will receive exposure and recognition through the following:

- Free admission for two people to the launch
- Free admission to ICCWA events during CSM
- Advertisement on the launch program
- Your banner displayed at a prominent location at launch
- Recognition as a gold sponsor including logo on Community Action Kit and launch program
- Exposure on the Community Safety Month Face Book Page
- Media and promotional opportunities
- Acknowledgement as a gold sponsor on CSM website.

Silver Sponsorship **\$3,000**

A **Silver Sponsor** will receive exposure and recognition through the following:

- Free admission for one person to the CSM launch
- Your company display in foyer at the launch
- Recognition as a silver sponsor including logo on Community Action Kit and launch program
- Exposure on the Community Safety Month Face Book Page
- Acknowledgement as a silver sponsor on CSM website.

Bronze Sponsorship **\$1,000**

A **Bronze Sponsor** will receive exposure and recognition through the following:

- Free admission for one person to the CSM launch
- Your company banner in foyer at the launch
- Recognition as a bronze sponsor including logo on Community Action Kit and launch program
- Exposure on the Community Safety Month Face Book Page
- Acknowledgement as a bronze sponsor on CSM website.

| | Recognition at official functions | Your logo on front page of launch and invite, program and the certificates for Champions | Prominent logo descriptions on Community Action Kit | Satchel insert opportunity at ICCWA events | Your company display in foyer at the launch | Use of national CSM logo on your stationery | Opportunity to present certificates to Champions | Profile of your organisation on the CSM website | Link to your website on CSM website | Media opportunities | Other benefits to be negotiated |
|--------------------------|-----------------------------------|--|---|--|---|---|--|---|-------------------------------------|---------------------|---------------------------------|
| Principal Sponsor | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ |
| Platinum Sponsor | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | |
| Gold Sponsor | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | ❖ | |
| Silver Sponsor | | | | ❖ | ❖ | ❖ | | ❖ | ❖ | | |
| Bronze Sponsor | | | | ❖ | | | | ❖ | ❖ | | |

Expression of Interest

I am interested in Community Safety Month

Name _____

Position _____

Organisation _____

Address _____

Suburb _____ State _____ Postcode _____

Business contacts

Phone _____ Mobile _____

Fax _____

Email _____

Company Representative *(if other than contact person / mobile / email)* _____

Partnership package

I would like to support Community Safety Month as a:
(please tick one)

- Principal Sponsor
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Media Partner
- In-kind Support

Please return this form to

Deborah Costello, Chief Executive Officer
Injury Control Council of WA
City West Lotteries House
2 Delhi Street, West Perth WA 6005

OR
Fax: (08) 9486 7955



Thank you for supporting Community Safety Month.

