



EVENT ORGANISER'S GUIDE

Send him down to the shed!

MEN'S SHED WEEK 2024
1 - 7 September 2024

Proudly supported by



**AUSTRALIAN
MEN'S SHED
ASSOCIATION**
Shoulder to Shoulder





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What is Men's Shed Week?

Men's Shed Week is an annual event that aims to raise community awareness, knowledge and interest in Men's Sheds around the country. **This year Men's Shed Week will be held from Sunday 1 September to Saturday 7 September.**

Men's Sheds are vital community investments delivering programmes and activities that foster community spirit and contribute to building a more inclusive Australia. Men's Sheds not only play important roles in the overall improvement of health and wellbeing but also positively engaging within their community for the benefit of their community.

This year's theme is "Send him down to the Shed!"

Most men are introduced to a shed by someone else – it may be their wife or daughter who suggests they go look at a shed, or a son, niece or nephew – or even their neighbour. With this in mind, the theme is based around targeting people who know an older male who may enjoy and benefit from joining a shed.

During Men's Shed Week, we'll be promoting to people who know an older man who:

- may be feeling isolated or lonely, maybe feeling isolated or at-risk of isolation in the future
- may be retired or semi-retired,

to encourage them to "send him to the shed!" This could also include the men themselves, who see the campaign.

The key message will be:

This Men's Shed Week, if you have a brother, uncle, father or neighbour who might benefit from some conversation, meeting some new mates, learning a new skill, send them to the shed!

The 2023 AMSA Member Survey told us that attracting new members was one of your biggest challenges - 58% of sheds were seeking assistance in shed sustainability and 50% were seeking help in promoting sheds. This campaign aims to create renewed awareness of sheds and introduce potential shed members.

You can get involved in this campaign by hosting a shed event or Open Day. You might also like to tailor our template media release to encourage local blokes to check out your shed.



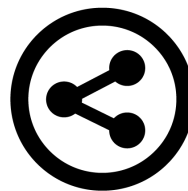
Why get involved?

By holding an event in Men's Shed Week, it provides the ideal opportunity to:

- Promote your Men's Shed throughout your community
- Show appreciation for your community's support
- Showcase your activities
- Acknowledge those who have made significant contributions to your Shed
- Engage with local health, government and community services
- Attract new members

The event can be small or large – but most importantly it should celebrate the diversity of members and activities in your Shed and highlight the benefits of Men's Sheds to your guests.

How to get involved



Celebrate

Hold an event – large or small – to celebrate during the week. Use this event guide to help you plan.



Promote

Contact your local media outlets to generate some interest in your shed during Men's Shed Week. We've provided a media release template to get you started.

Don't forget to reach out to your government representatives and get them involved in a visit to the shed.

Share your stories

Get involved in Men's Shed Week on Facebook and Instagram!

Share a story, photograph or video showcasing connection, community and camaraderie at your Men's Shed.



Australian Men's Shed Association



@australianmensshedassociation



#MensSheds2024

#SendHimToTheShed



Prepare for a great event

There are countless ways to be a part of Men's Shed Week and there is no limit to the size or type of event you can hold. Simply participate in a way that is meaningful to your Men's Shed. Organising a Men's Shed Week event is not difficult – there are plenty of people who will assist you. If you would like further information, to initially discuss your idea or need some direction please contact AMSA.

Step-by-step

1. *Discuss* the idea with members. You'll need their support and help.
2. Form a *small committee* to drive the planning and delivery of the event.
3. Delegate tasks and meet on a regular basis.
4. Lock in a *date and time* to run the event.
5. Develop a working *budget*.
6. Develop an *event programme*.
7. Determine who is going to act as *M.C.* for the event.
8. Develop an *invitation list*.
9. Develop *promotional material* and a *media strategy*.
10. Make sure you include a *photographer* to capture the day.

Budget

When planning an event you need to consider the following budget items:

- Equipment Hire i.e. PA System
- Catering
- Printing, stationery

Equipment

What equipment will you need on the day?

- PA system & microphone
- Plenty of table and chairs
- Barriers in areas that could potentially impact on the safety of visitors

Catering

Morning Tea Only

Cakes, biscuits, slices, hot finger food, fruit- tea, coffee, water, fruit juice.

Lunch

The easiest catering method is to offer a BBQ or a buffet style lunch

- Buffet with several stations
- Hot chickens and BBQ/or a selection of cold meats
- Bread/bread rolls/butter
- A variety of salads
- Desserts or cakes/biscuits/fruit platters
- Tea, coffee, water, fruit juice



Promoting your event

Once you've planned the details of your event, it's time to start promoting it.

Promotion is about making sure the right people know about and attend your event. Promote your event wherever and whenever you can.

- Send personal invitations - there may be specific people you wish to invite from government or business.
- Use your networks
- Write a media release
- Contact local media outlets – advertise your event and highlight to your local media outlets what Men's Shed Week is and why your Men's Shed is important to the local community
- Invite local media to the event
- Set up an event page on Facebook
- Advertise in local newsletters, event calendars and community notices

Invitations – Suggested Guests

- Your Local Federal and State Member
- Mayor/Local Government councillors
- Health Service representatives
- Representatives from community agencies
- Supporters of the Men's Shed such as businesses, people who have donated items etc





The Big Day

The Day Before

- ☐ Gather volunteers for full briefing
- ☐ Distribute a final run sheet outlining event programme, timings and responsibilities
- ☐ Set out different areas (e.g. guest registration, entertainment)
- ☐ Circulate contact list with mobile numbers
- ☐ Contact media, if attending
- ☐ Get your equipment packed and ready to go
- ☐
- ☐
- ☐

On the Day

- ☐ Have plenty of activities
- ☐ Display your workmanship
- ☐ Maybe a demonstration e.g. woodturning
- ☐ Take lots of photos
- ☐ Share photos on your Facebook page (use the hash tag #MensSheds2024 #SendHimToTheShed and/or tag @AustralianMensShedAssociation in your posts)
- ☐
- ☐
- ☐

After the Event

- ☐ Removal of equipment and rubbish
- ☐ Thank you letters to volunteers, entertainers, supporters and special guests
- ☐ Engage and ask for feedback
- ☐ Close off budget
- ☐
- ☐
- ☐

Contact information



For further information, visit
mensshed.org/event/mens-shed-week

Email **events@mensshed.net**

Phone **1300 550 009**



#MensSheds2024

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