2026 Kick Off the Conversation Program

In 2026, we are encouraging clubs to focus on four key initiatives:

1. Appointing a **Wellbeing Officer** for your club - Mental Health Champions help create supportive club environments, encouraging positive mental health and wellbeing outcomes. They are not expected to provide professional services but play a key leadership role in promoting wellbeing within the club.
2. Adopting (or updating) a **Mental Health and Wellbeing Policy** - A policy helps clubs promote a supportive and inclusive environment, effectively manage mental health and wellbeing issues and meet health and safety obligations. It provides guidance for creating a culture that fosters positive mental health across the club.
3. Completing the **True Sport eLearning** - Mental Health & Wellbeing Club & Community Awareness - This free 60–75 minute module helps club members, coaches, volunteers, and parents build mental health literacy, create supportive club environments, and learn how to respond to issues and have supportive conversations.
4. Participating in the **Think Mental Health Round** - Taking part in this round promotes awareness across the wider football community and reinforces the importance of open conversations about mental health.

Incentive

The first **16 clubs** to complete all four initiatives will receive a **$500 sports voucher.**

Please review the eligibility criteria below to understand how your club can participate.

Eligibility Criteria

To be eligible to receive a **$500 sports voucher**, clubs must complete **all** of the requirements outlined below.

1. Appoint a Wellbeing Officer

Clubs must appoint a Wellbeing Officer and provide the following evidence:

Evidence required:

- Proof of appointment, including an announcement via social media and/or club newsletter/email
  (For clubs with an existing Wellbeing Officer, a post or email reintroducing or reminding members of the role is required.)
- A copy of the Wellbeing Officer job description
  *(Refer to: **Wellbeing Officer Job Description**)*

Useful resources:

- Role of Mental Health Champion - Infographic
- Mental Health Champion Posters (page 3)
- Role of Mental Health Champion - Communication Template
- Implementing the Mental Health Champion Role - Tipsheet
- Mental Health Champion Strategy

2. Adopt (or update) a Mental Health and Wellbeing Policy

Evidence required:

- A copy of the signed policy
  *(Refer to: **Mental Health and Wellbeing Policy Template**)*
- Screenshots showing how the policy was shared with members (via website, email and/or social media)

3. Complete the True Sport FREE eLearning - Mental Health & Wellbeing Club & Community Awareness

This free 60–75 minute module is designed for clubs, coaches, volunteers, parents and participants to build mental health literacy and create safe, supportive environments in sport.

Access the eLearning ***HERE*.**

Evidence required:

- Certificates of completion from at least three club representatives and their roles at the club.

4. Participate in the Think Mental Health Round (details of the round will be released later in the season)

Evidence required:

- Clubs must register for the Think Mental Health Round
- Photos from the event, including Think Mental Health branding
- Prints of Key mental health messages across social media
  *(Refer to: **Mental Health Social Media tiles and template)***

Submission

Ensure all four requirements are completed and submit your evidence in a single email to **tmh@footballwest.com.au**. Submissions close **15 October 2026.**

Only the **first 16 clubs** to submit complete evidence will receive a **$500 sports voucher**.