



Part of:
Black Dog
Institute

SPIID'S GAME

**COMMUNITY GAMES
HAND BOOK**

SPUD'S GAME



BETTER TOGETHER

Mental health affects us all, but no one should face it alone.

Better Together means:

- Showing up for your mates
- Starting conversations
- Building, stronger, more connected communities

Sport brings people together like nothing else, and together we can make a real difference.

WHY IT MATTERS

- **One in five** (20%) Australians aged 16-85 experience a mental illness in any year
- Clubs are at the heart of community connection
- Your game can help:
 - Break stigma
 - Start conversations
 - Fund prevention programs

OUR IMPACT

Thanks to community support, the Danny Frawley Community — part of Black Dog Institute — is helping build mentally stronger communities.

By working through sporting clubs as trusted third spaces, we create environments where people feel connected, supported and safe to speak up.

Our programs focus on building mental fitness and strengthening the everyday protective factors that help people stay well and support others.

Since opening in 2022, we've reached over **24,000** people through our programs.



HOW TO GET STARTED



BUILD A SMALL TEAM

- Coordinator
- Fundraising lead
- Promotions lead
- Player leaders (Spud's Champions)

PLAN YOUR GAME

- Lock in date + opposition
- Reach out to fundraising@blackdog.org.au for support
- Set a fundraising goal
- Start promoting early

SET UP FUNDRAISING

- Keep the message simple
- Scan the QR Code Below or click the link [here.](#)



PROMOTE MESSAGE

Use:

- Social media
- Email
- Club networks

Key message: 👉

Better Together — Show up for your mates.



GAME DAY: BRING IT TO LIFE

2 -MINUTE **MOMENT**

- Bring both teams together
- Link arms in the centre circle
- Captains or leaders speak

Reinforce:

- We're better together
- Look out for your mates
- It's okay to speak up

PRE-GAME

- Lunch or community event
- Guest speaker
- Raffle or fundraising*

POST-GAME

- Thank your community
- Share funds raised
- Celebrate the impact



Part of:
Black Dog
Institute

QUICK CHECKLIST

BEFORE THE GAME

- ☐ Register your interest in hosting a Spud's Game with fundraising@blackdog.org.au
- ☐ Confirm opposition team and game date
- ☐ Inform your league / governing body
- ☐ Form your working group:
 - ☐ Coordinator
 - ☐ Fundraising lead
 - ☐ Promotions lead
- ☐ Spud's Champions
- ☐ Set your fundraising goal
- ☐ Create your fundraising page via the QR code

ON THE DAY

- ☐ Display your QR code for donations
- ☐ Deliver the 2-minute moment
- ☐ Encourage conversations and participation
- ☐ Capture and share photos

AFTER THE GAME

- ☐ Share how much you raised
- ☐ Thank your community
- ☐ Celebrate your impact

ADDITIONAL SUPPORT



IF THE SITUATION IS AN EMERGENCY, CALL 000.

LIFELINE **13 11 14**



KIDS HELPLINE **1800 551 800**



BEYOND BLUE **1300 224 636**



HEADSPACE **1800 650 890**



13 YARN **13 92 76**



QLIFE **1800 184 527**



AFL PLAY RESOURCES FOR **CLUBS**



BLACK DOG INSTITUTE RESOURCES FOR **FUNDRAISERS**





Part of:
Black Dog
Institute

SPIID'S GAME