

Handout 6A: *Rockin' the Black Dog* Music Festival

This handout provides selected information about the *Rockin' the Black Dog* Music Festival that was held for the first time in Newcastle in December 2008. *Rockin' the Black Dog* was the idea of a local businessman and local musician who approached the Hunter Institute of Mental Health to partner in hosting the event. Some additional information about the organisation of the event is available from the Hunter Institute of Mental Health's website at: www.himh.org.au

Event Details

Name of the Event *Rockin' the Black Dog*

Date of the Event Saturday 6 December 2008

Venue Camp Shortland (Opposite Nobby's Beach) Newcastle

Nature of Venue Outdoor park

Capacity of Venue 3,000 pax

Time 11am – 8pm

Vision

Purpose of the event To raise awareness of mental health issues, while providing musical entertainment in a family friendly environment.

Major beneficiaries Local Newcastle and Hunter residents, particularly people interested in mental health issues and/or music.

Entertainment Entertainment was provided by mostly local bands and musical talent, including: The Seabellies, The Boat People, Jenny Morris, Vaudeville, Fictions, Amy Vee and the Virtues, Mark Wells, Daniel March and the University Chamber Choir. Blind Melon (from local radio) will be the MC for the event and short radio pieces about mental health issues will be played in between the bands.

Target audience The target audience was broad, including families, young people and adults. However, it is promoted as a family friendly event.

Estimated attendance 3,000 over the course of the day



Consultation Register

Local services and groups

Police

Newcastle City Council

Ambulance

St John's Ambulance

Security Company

Surf Life Saving

Local businesses Businesses in Newcastle Mall and Newcastle Beach were notified by letterbox drop.

Local residents 1,000 copies of letters about the event with event poster were delivered to residents in Newcastle East, Newcastle and Stockton.

Media NBN Television; Newcastle Herald; Port Stephens Examiner; The Star; The Post; The Maitland Mercury; The Daily Telegraph; Drum Media; 106.9 NXFM; ABC Radio; 105.3 NEW FM.

Mental Health Partners

Headspace; Lifeline; SANE Australia; Kids Helpline; Black Dog Institute; beyondblue; Suicide Call Back Service; Mensline Australia; National Cannabis Information Centre; Multicultural Mental Health Australia; Plan It Youth; Reach Out; DepressioNet.

Volunteers

Selection Procedure Volunteers for the day fell into one of two categories:

- A. Staff at the Hunter Institute of Mental Health
- B. Friends and family of event organisers

Volunteer roles Volunteers were matched to roles based on their skills and experience – specifically their knowledge of mental health, music, management, logistics etc. A full list is available from the organisers.

Volunteer briefing All volunteer roles were given a brief job description which was forwarded to all volunteers before the event. There was a volunteer manager who registered and briefed all volunteers on the day. There was a volunteer centre where people can register and sign-off. Each person was provided with details of their specific line manager for the day, based on the hierarchy chart.

Event Promotion

How is the purpose explained On the event web-page, in media interviews, flyers and letters about the event, the purpose was clearly stated as a family-friendly community music festival to create awareness of mental health issues.

Promotions The event was promoted through:

- Media interviews with NBN, Daily Telegraph, Port Stephens Examiner and 3 radio stations
- ¼ page advertising in the Post, the Port Stephens Examiner and Drum Media
- CSA provided to local radio and NBN TV for rotation
- A3 and A0 posters displayed with approval in local businesses, the university, schools, health services and sponsor sites.
- Letterbox drops with flyers in selected streets in Newcastle, Hamilton, Waratah, Charlestown and surrounding areas (by convenience)
- The event has a webpage attached to the Hunter Institute of Mental Health's site at www.himh.org.au and its own Facebook and MySpace Event pages
- Promotion of the event on mental health electronic noticeboards

Ticketing This was a Free event without ticketing.

Other Information

Branding The name *Rockin' the Black Dog* was developed and graphic design to accompany the event (see below). All information about the event included elements of the footprint logo, for branding purposes.

Sponsorship One of the organisers of the event had a personal connection to the Mining Industry. As such, a number of mining companies in the Hunter were approached for sponsorship. There were a total of 8 sponsors who contributed \$8,000 each. The sponsors were recognised on the stage banner, by name on the t-shirts, on the event website and in event correspondence.

Activities at the festival The event included a number of activities throughout the day:

- A local radio host as the MC for the day;
- Eight musical acts played;
- There were audio clips playing mental health messages in the break between bands;

- There was a trade display where participants could pick up free information about mental illness and support services. There was information from a range of National and local services and psychologists on hand for anyone who may be distressed;
- To facilitate information collection, free canvas bags were given away as well as event badges;
- Event t-shirts were developed and sold on the day and donations could be given on the day or online before or after the event.
- There were balloons and face-painting for young people attending the event;
- Food vendors were on site, selling food and drinks throughout the day.

Follow-up after the event After the event the organising team did a number of things:

- Sent letters of thanks, certificates of appreciation, and a selection of event merchandise sponsors and organisations that supported the event with their resources.
- A media release was sent (and picked up by a range of media) outlining the funds raised from the event -\$30,000.
- The event website was updated with a selection of photos.

Graphic design

General Logo



Promotional Poster

