



**PACIFIC ISLAND
COMMUNITIES
DARLING DOWNS**

"TO BE HEARD, TO BE SEEN, TO BE KNOWN"



2017 SPONSORSHIP/DONATION PROPOSAL

Legends of League

Saturday 7th October 2017

Rugby League Grounds, Oakey Qld

Introduction

In recent times the difficulties facing the **community** of Oakey Queensland have become quite well known. Despite these challenges there is still a strong and resilient **community** that loves many things about living in the Oakey district. Goondir Health Services (Goondir) and Pacific Island Communities Darling Downs (PICDD) have been an intricate part of the Oakey **community** for a long time. Right now we see a strong **community** that needs a lift, an event that brings back a sense of fun, **community** and well-being for all residents. We are excited that Legends of League will be coming to Oakey on 7th October 2017 to hold an exhibition game of rugby league between the Australians Legends of League and the Oakey Legends of League. Goondir is a proud sponsor of the Legends of League to be held in Oakey and very much looking forward to this event.

Our dream is to build on this very exciting event through the hosting of two **community** based pre-match games. These will be a Women's and Men's game between Goondir Saints and the local Pacific Islander **community** teams. We strongly believe that these pre match games will engage a broader section of the **community** and bring about a sense of fun, self-belief and connection for Oakey residents. Part of the core values of Goondir are inclusion and these pre-match games are designed to appeal to and engage the whole **community** not just one or two cultures within it. To enable these pre-match games to occur we require further sponsorship.

Members of the **community** have already been very positive towards this proposal and four teams from the pre match games have already met and started training.

We would really value your contribution to these pre-match games as a sign of your commitment and care for the broader Oakey **community**. Please take the time to read our proposal below and we would really value the opportunity to answer any questions you may have around how you could help make a difference to challenges currently facing the Oakey **community**.

Goondir on behalf of the partnership has been tasked with securing the required financial resources to partake in this remarkable **community** events involving activities prior to and Game Day.

Floyd Leedie

Reverend Eddie Dean

Chief Executive Office

Community Leader

Goondir

PICDD

Purpose

To seek sponsorship for fees, apparel and equipment, and/or donations allowing the partnership to support the Legends of League event on the 7th of October 2017 in Oakey, Queensland. The total cost is estimated to be \$40000. Any additional funds raised in excess of the fees, apparel and equipment will be applied to future partnership activities/events in the Oakey **Community**. The Partners will ensure that every cent will go to benefit the people of Oakey and a financial acquittal and written report will be provided upon request.

With the Legends of League (LoL) bringing their draw card event to the Oakey **Community** and using the love of sport and social gathering, the event aims to lift the **community** unity, spirit and wellbeing

The Partnership engage in public service activities in the township of Oakey. All share a vested interest in the wellbeing of this currently fragile **community** and have partnered (The Partnership) to rally behind the LoL concept and what they aim to achieve for the Oakey **Community**. The Partnership will play exhibition matches prior to the LoL main game and as all organisations are either not-for-profit, **community** dependent or government reliant on funds, sponsorship is required to pay for the fees, apparel and equipment needed.

BACKGROUND

The ABC news reported that the Oakey **community** has been devastated by the recent findings of their water base and groundwater contamination. Some locals have discovered that they have been drinking contaminated water for years and are now faced with daily lifestyle challenges of clean water supply that many of us take for granted. Residents in the contamination zone in Oakey are now unable to drink their bore water, their property values have plummeted and some farmland is unusable¹.

The World Health Organisation (WHO) has estimated that “one in four patients visiting a health service has at least one mental, neurological or behavioural disorder, but most of these disorders are neither diagnosed nor treated”. A number

¹ <http://www.abc.net.au/news/2016-09-27/oakey-defence-base-contaminants-linked-to-serious-disease/7880340>

of studies have shown that exercise may play a therapeutic role in addressing a number of psychological disorders. Studies also show that exercise has a positive influence on depression.² This proposal will involve multiple training sessions along with the pre match games themselves. A stronger sense of belonging, team work and connection will come about through the training and playing of the pre-match games.

Social gatherings give us pleasure, they also influence our long-term health in ways every bit as powerful as adequate sleep, a good diet, and not smoking. Dozens of studies have shown that people who have satisfying relationships with family, friends, and their **community** are happier, have fewer health problems, and live longer.

Conversely, a relative lack of social ties is associated with depression and later-life cognitive decline, as well as with increased mortality. One study, which examined data from more than 309,000 people, found that lack of strong relationships increased the risk of premature death from all causes by 50% — an effect on mortality risk roughly comparable to smoking up to 15 cigarettes a day, and greater than obesity and physical inactivity³.

The suicide rate amongst Aboriginal and Torres Strait Islander peoples is more than double the national rate. In 2015, suicide accounted for 5.2% of all Indigenous deaths compared to 1.8% for non-Indigenous people. In particular Oakey had one of the highest suicide rates in Australia on a per Capita basis.⁴

With this background information in mind and the partnership organisations vested interest in the Oakey **Community**, we believe innovation will better assist us in addressing the issues within the rural **community** of Oakey. This will also involve the partnership providing health support services to the LoL by delivering health promotion/education with the LoL players at **Community** bbq events and school visits planned during the week leading up to the Saturday League Match. Health Messages will also continue through the partnership stalls at the league match and through the written and televised media.

² <https://www.sportanddev.org/en/learn-more/health/health-benefits-sport-and-physical-activity>

³ http://www.health.harvard.edu/newsletter_article/the-health-benefits-of-strong-relationships

⁴ <https://www.lifeline.org.au/about-lifeline/lifeline-information/statistics-on-suicide-in-australia>

PARTNERS DETAILS

Goondir

Goondir Aboriginal and Torres Strait Islanders Corporation for Health Services (Goondir) is a **Community** Controlled Aboriginal Health Service, actively contributing to achieving successful health outcomes for Aboriginal and Torres Strait Islander people in our region over the past twenty years. Our three medical clinics are located in Dalby, Oakey and St George along with a mobile medical clinic which assists us in delivering primary health care and related services to the Aboriginal communities of Dalby, Oakey, Miles, Chinchilla, Tara, St George and surrounding communities in the Darling Downs and South West Queensland region. Goondir is recognised as a preferred provider of Aboriginal medical services with 70% of the total Indigenous population accessing our total group services. Goondir also services the wider **community** with 55% of the Oakey Clinic active client base being Non-Indigenous.

Pacific Island Communities Darling Downs

The Pacific Island Communities Darling Downs (PICDD) is around to create a unique culture in the heart of Toowoomba and surrounds, where the gathering of Cultures from different Nations, form One **Community**. Our goal is for all diverse and linguistic cultures to discover the identity of the Pacific and its spiritual gifts, as well as embracing its heritage, beauty and love. We are Pacific Islanders, and we are here to tell our story.

PARTNERSHIP OBJECTIVES

Utilise the impact of sport to:

- Increase awareness of health statistics.
- Promote healthy lifestyle choices, physical activity and wellness.
- Promote a Holistic view of health that not only focuses on Physical Health, but also the SEWB, Spiritual, Cultural, Family and **Community** Wellbeing
- Promote Multi Culturalism, Diversity and Social Inclusion
- Create a sense of **Community** Unity, **Community** Spirit, **Community** Strength and **Community** Pride

<https://www.facebook.com/goondir>



www.goondir.org.au



Figure 1: Goondir's Holistic Approach⁵

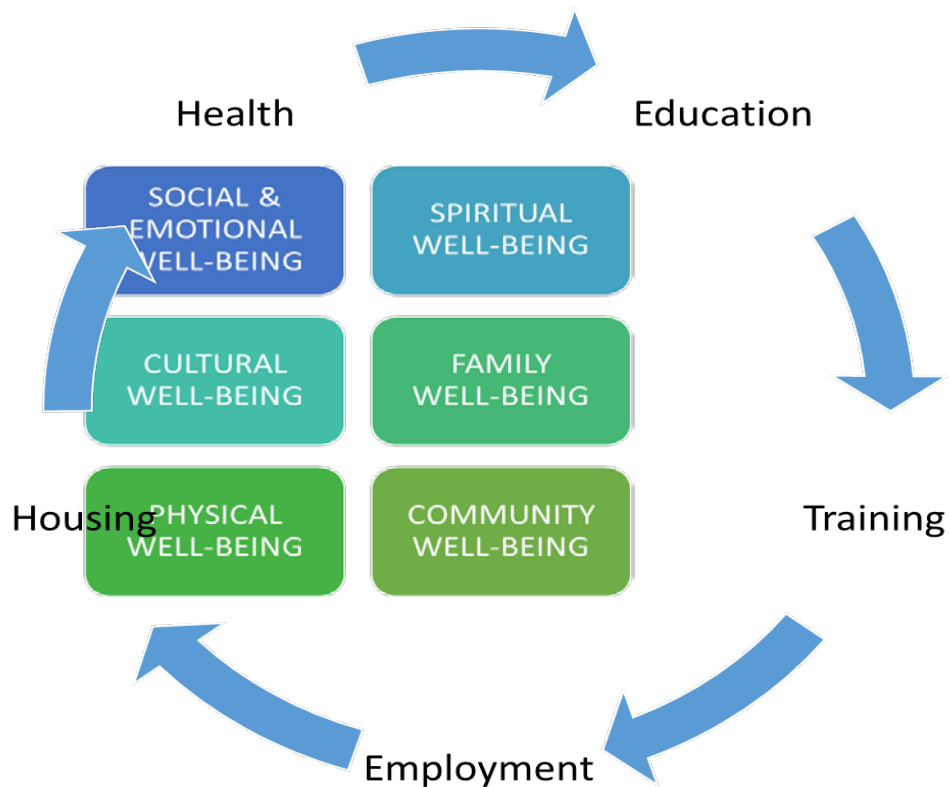
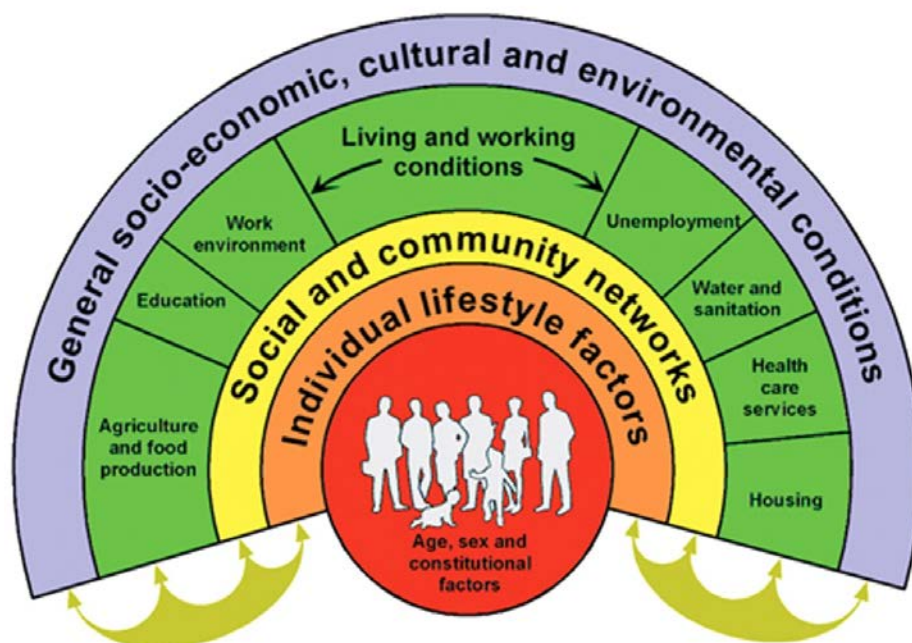


Figure 2: Social Determinants of Health⁶



⁵ Shirley-Anne Gardiner, Darling Downs Hospital and Health Services

⁶ Dahlgren, G. & Whitehead, M. (1991) Policies and Strategies to promote Social Equity in Health Stockholm: Institute for Future Studies

MINOR SPONSORSHIP	MAJOR SPONSORSHIP
\$1,000-\$3000 and/or equivalent in-kind / gear (strapper support, medical kit, mouthguards, waterbottles, head gear etc)	\$3000 + and/or equivalent in-kind / gear (strapper support, medical kit, mouthguards, waterbottles, head gear etc)
<p>What your Sponsorship will include:-</p> <ul style="list-style-type: none"> • Logo on sleeve of player jerseys, and tracksuits and supporter shirts • Entry to the Legends of League Dalby and Oakey Community BBQ Events • Game Day Signage Exposure at the partnership tents • Advertising and Promotion Pre and Post Game through Goondir's Facebook Page, Web Site and 2018 annual report • 1 x Family Passes to Game Day (2 Adults and 2 children) • 2 x Meal and Drink Tickets to Big Buddy Beans Chevy 	<p>What your Sponsorship will include:-</p> <ul style="list-style-type: none"> • Logo on body of player jerseys and tracksuits and supporter shirts • Entry to the Legends of League Dalby and Oakey Community BBQ Events • Game Day Signage Exposure at the partnership tents • Advertising and Promotion Pre and Post Game through Goondir's Facebook Page, Web Site and 2018 Annual Report • 2 x Family Passes to Game Day (4 Adults and 4 children) • 4 x Meal and Drink Tickets to Big Buddy Beans Chevy • 5 Highest Sponsorship Contributors will receive a Framed Jersey of their Choice.(Pacific Islander Nations men or women or Goondir/DDHHS Saints men or women)
Access to Players for promotional appearances subject to player availability and upon liaison with Team Management	
Updates during the lead up to the Game	
Sponsorship Certificate of Appreciation	

*Donations under \$1000.00 are greatly appreciated however do not qualify for sponsorship benefits.

* Goondir is a Deductible Gift Recipient (DGR) and donations of any amount (excluding sponsorships) are tax deductible.



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goondir
health services



Sponsorship/Donation Acceptance Form

- To be confirmed by 16th July 2017 for logo on player apparel
- Sponsorship can be received for other in-kind / promotion gear

Name of Sponsor (full name of individual/company)

- ☐ Minor Sponsorship \$1000 - \$3,000
- ☐ Minor Sponsorship Equivalent In-kind / Gear
- ☐ Major Sponsorship \$3000+
- ☐ Major Sponsorship Equivalent In-kind / Gear

Authorising Officer:- _____

Position:- _____

Mobile Contact:- _____

Address:- _____

Thank you for your kind support of this important health and social initiative.
We look forward to providing you with updates and the sponsorship package.

For more information or for any queries please contact:-

GHS Contact- Hannah Bertolotti h.bertolotti@goondir.org.au Phone: 0455984439

Logo to be forwarded to email: - h.bertolotti@goondir.org.au with this form complete.