

2025



COMMUNICATIONS & EVENTS GUIDE

MENTAL HEALTH AND FUNDRAISING EVENTS WITH MATES



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ABOUT THIS GUIDE

MATES in Construction is proud to have partnerships with a number of organisations across New Zealand, combining for one common goal: to reduce the number of lives lost to suicide in our industry.

MATES takes a partnership approach to communication, events and fundraising. A partnership approach allows MATES to engage with the public to promote our partnerships and our mahi, while also ensuring that our resources and funding are primarily focused where they need to be: programme delivery and support services.

This guide is designed to provide Partners with information about events that MATES observe, how partners can get involved and how to get support from MATES for your own events, campaigns and fundraising.

HOW TO FUNDRAISE FOR MATES

From major events like Fight Nights or Golf Days to BBQs, physical challenges, car meets, or product promotions, partners have fundraised in many ways to support MATES mahi.

The Fundraising Flowchart further explains the various types of fundraising events, how they can be promoted and how to make a donation to MATES.

There are many ways to raise funds and they fit loosely into three categories. Please ensure you understand your responsibilities as a fundraiser and comply with Fundraising Institute of New Zealand (FINZ) guidelines - <https://www.finz.org.nz/>

If you need assistance, contact your local MATES Office or email: info@mates.net.nz

Quick & Simple

Some examples of quick fundraising include BBQs, chocolate drives, bake sales, raffles and donating a percentage of product / service sales.



Set a Challenge

Challenges are best organised using Givealittle. We've had people shave their heads, walk 80kms, run marathons and join bike ride events. This helps raise funds and get MATES message out there.

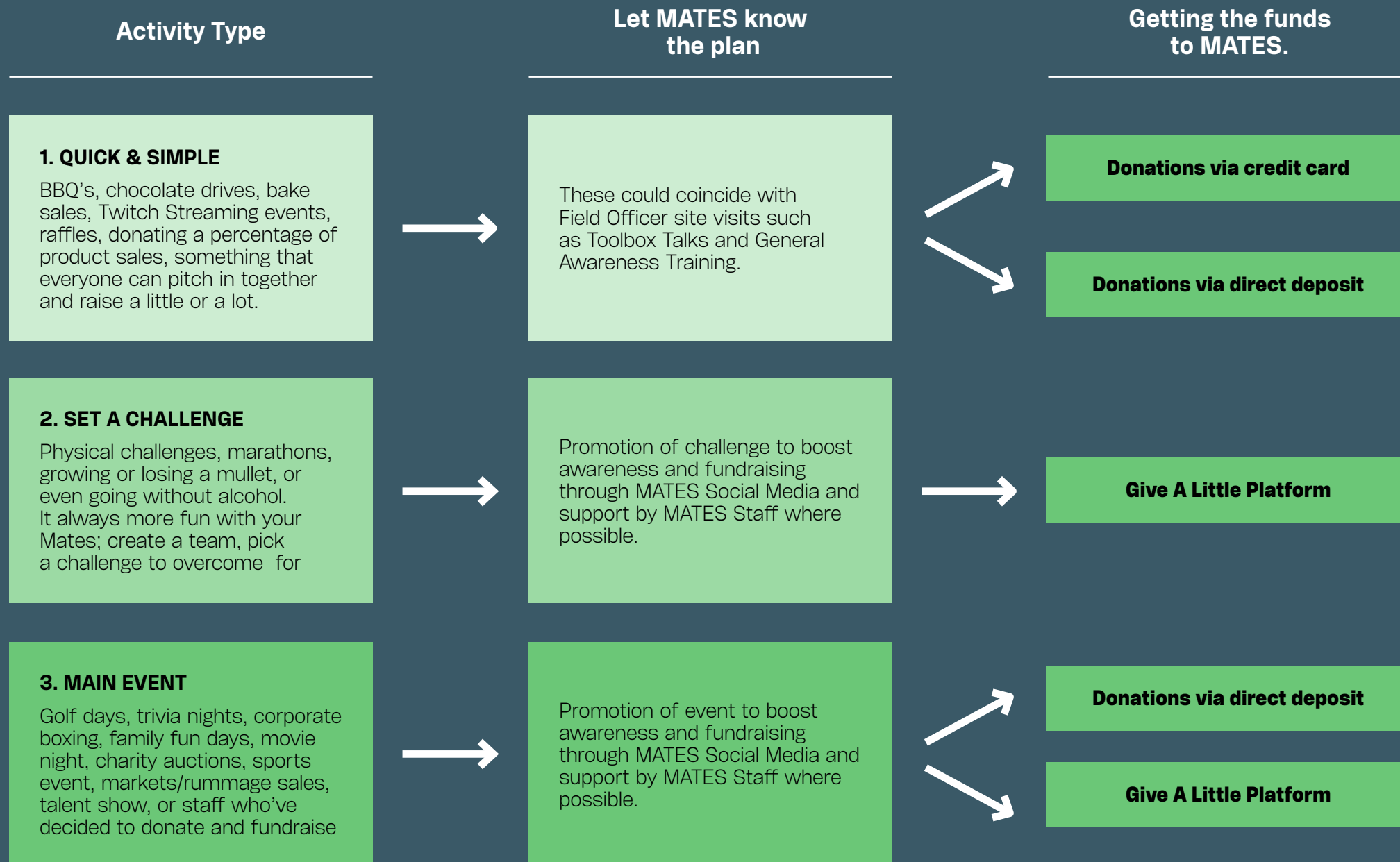


Main Event

Companies can run events such as golf days, trivia nights, corporate boxing, family fun days, movie nights, charity auctions, sports events, markets. If possible, MATES will attend events to help out and promote.



THE FUNDRAISING FLOWCHART



If you need assistance, contact your local MATES Office or email events@mates.net.nz

KEY EVENTS

2025

MATES in Construction are always keen to be a part of the events our Partners run. If your organisation has an upcoming event that you'd like MATES to be a part of, get in touch with one of your Field Officers and we'll do our best to get involved.

This guide contains some of the main events MATES support and some examples of how our partners have involved us in the past.

MATES acknowledge many Mental Health events throughout the year. We welcome our partners to reach out and invite their local Field Officers to events where we can promote the positive outcomes our partnerships strive to achieve.

If you're interested in participating in any of the events listed below, get in touch with your Field Officers or with the MATES office at info@mates.net.nz who can bring you into the loop.

SOME EVENTS WE ACKNOWLEDGE

 International Womens Day	 World Day for Safety and Health at Work	 World Suicide Prevention Day
 Mental Health Awareness Week	 Pink Shirt Day	 Men's Health Week
 World Mental Health Day	 National Volunteer Week	



MATES LONG LAP APRIL

MATES in Construction NZ are proud to announce our first month-long fundraising campaign – the MATES Long Lap, taking place this April.

At the heart of MATES Long Lap is the theme, Move for your MATES, calling on New Zealand to come together, get active and raise awareness for suicide prevention and mental health in the construction industry – and across the nation.

We are joining MATES in Construction across the Tasman, who enter their third Big Lap campaign. This year, our counterparts are aiming for 9 Big Laps around Australia – around 135,000km.

We have an ambitious goal of our own – to cover the length of New Zealand's Te Araroa Trail (3000km) five times to acknowledge the worker our industry loses to suicide every five days. This goal is more than a number; it's a powerful reminder of why we move – to save lives and ignite hope.

For more information:

mateslonglapnz.net.nz

MATES LONG LAP



**SIGN UP
AND MOVE FOR
MATES TODAY.**

This April, grab your mates, whānau, your community, and get moving to support mates doing it tough in our industry. Sign up and track your kilometres to ignite hope in our fight against suicide.

** MATES
LONG LAP** 

Registration costs \$40. All proceeds go to MATES

PINK SHIRT DAY FRIDAY 16TH MAY

WHAT IS IT ABOUT?

Pink Shirt Day began in Canada in 2007 when two students took a stand against homophobic bullying, after a peer was bullied for wearing a pink shirt. Led by the Mental Health Foundation, Pink Shirt Day works to create schools, workplaces, communities and whānau where everyone feels safe, valued and respected.

WHAT DOES MATES DO?

Each year, our Field Officers put on their brightest pink hi-vis and visit as many sites as they can to raise awareness and jump on board this important international campaign.

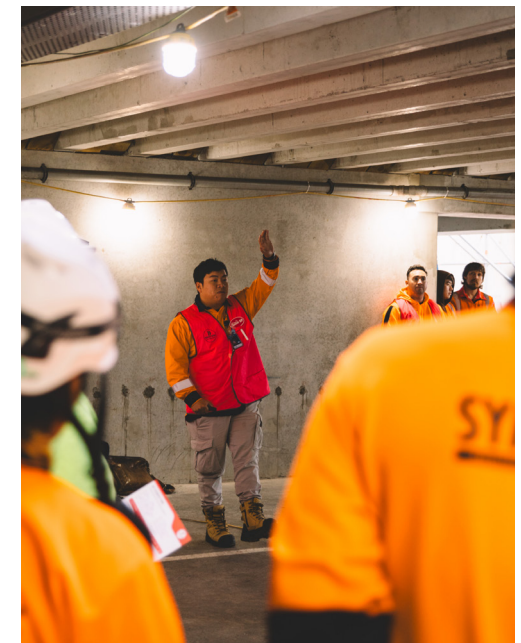
WHAT CAN YOU DO TO GET INVOLVED?

If you would like someone to come visit one of your sites, please get in touch with your Field Officers who will organise a time with you.

If you have organised your own event, please get in touch in advance with any specific activities that you might like our Field Officers to be involved in. Our Field Officers have previously supported BBQ's, Morning Teas and Toolbox Talks for Pink Shirt Day.



**BE A BUDDY
NOT A BULLY**



For more information:
pinkshirtday.org.nz/

MEN'S HEALTH WEEK

JUNE

WHAT IS IT ABOUT?

Men's Health week gives workplaces the opportunity to encourage men and boys to seek regular medical advice and early treatment for disease and injury, and to talk about what's happening in their lives.

This is a time to bring awareness to health issues that affect men disproportionately and focuses on getting men to become aware of problems they may have or could develop, and gain the courage to do something about it.

WHAT DOES MATES DO?

Each year for Men's Health Week, MATES get out and about to chat with men in our industry about how they take care of their own mental health. MATES then use this to feed into resources that we can share with our industry.

WHAT CAN YOU DO TO GET INVOLVED?

If you're running your own event or campaign for Men's Health week and would like MATES to get involved, have a chat with your Field Officers.

Some ways we have supported the campaign in the past, attending BBQ's, Toolbox Talks.

For more information:
menshealthweek.co.nz/

men'shealthweek
TE WIKI HAUORA TĀNE



REACH OUT AND TALK

Sometimes when things can seem overwhelming, you may need to reach out to someone you trust for help. There is strength in vulnerability, if you've got something on your mind, or you're struggling - talk to someone you can trust.

DECIDE WHO TO TALK TO, figure out who the best person that can listen to what you may have to say without judgement - this can be anyone you can trust or even MATES.

WORK OUT WHAT TO SAY, think about what's on your mind, sometimes it helps to write it down so it's clear.

DECIDE WHEN, try to find a time where you can have the full attention of the person you're talking to, it doesn't have to be in person - it can be a phone call, a text or video call, choose what makes you comfortable.

HAVE THE CONVERSATION, let the person know if you want advice, support, or if you just want someone to listen.

DON'T GIVE UP, if you're not getting the support you need, keep going until you find someone that can provide you with that support.





WORLD SUICIDE PREVENTION DAY

WEDNESDAY 10TH SEPTEMBER

Observed on September 10th every year, World Suicide Prevention Day (WSPD) provides the opportunity for people across the globe, to raise awareness of suicide prevention.

FLY THE FLAG

8TH - 12TH SEPTEMBER

On the week of WSPD, MATES runs Fly the Flag week. This week is about taking the time to encourage the conversations with your mates and check in on them. Remember it's cool to Kōrero. Flying the MATES Flag not only shows your support and raises awareness of suicide prevention in the industry, it also shows the broader community that the construction industry is actively involved in the prevention of suicide.

WHAT HAVE MATES PARTNERS DONE IN THE PAST?

MATES and our partners have done some pretty epic stuff for past Fly the Flag Campaigns. This will be our fifth Fly the Flag; over that time, we have lit up the Sky Tower and the Auckland Harbour Bridge in the colour red. Some of our partners have also run some awesome fundraisers including Ghella-Abergeldie Joint Venture, Fulton Hogan, Built by Home, and Ryman Healthcare, while CCNZ have supported Fly the Flag Week by joining forces with Hirepool and provided breakfast around the country.



HOW YOU CAN BE INVOLVED?

FLY THE FLAG

Anyone can Fly the Flag to show their support. Flags are available for sale through the MATES website.

UPLIFT OUR VOLUNTEERS

Hold an event to show your appreciation for your Connector and ASIST volunteers.

FUNDRAISE FOR MATES

Many of our partners use Fly the Flag week to raise funds and awareness for MATES in Construction.

SOCIAL MEDIA

During Fly the Flag week, use the hashtag #FlytheFlag2025 #FTF2025 and tag @MATES in Construction @MATES in Construction New Zealand on social media platforms such as LinkedIn, Facebook and Instagram.

All of the proceeds from Fly the Flag are reinvested into providing trainings for our industry.



MENTAL HEALTH AWARENESS WEEK

15 - 21 SEPTEMBER

WHAT IS IT ABOUT?

Mental Health Awareness Week is the Mental Health Foundation's annual campaign that works to help Kiwis understand what boosts their wellbeing and improves mental health.

WHAT DOES MATES DO?

MATES support Mental Health Awareness Week by sharing the Mental Health Foundation's Five Ways to Wellbeing – Take Notice, Give, Be Active, Connect and Keep Learning. MHAW has a new theme every year and community was the major focus last year.

This is another great opportunity to talk openly about mental health and encourage positive wellbeing and that's exactly what our Field Officers will be doing!

WHAT CAN YOU DO TO GET INVOLVED?

If you're running your own event or campaign for Mental Health Awareness Week and would like MATES to get involved, have a chat with your Field Officers.

Some ways we have supported the campaign in the past, attending BBQ's, Toolbox Talks.



Whānau

RĀAPA - WEDNESDAY

Feeling connected to others is strongly associated with better wellbeing, because it gives us a sense of meaning, safety, support and purpose. Give yourself, your whānau, work colleagues or anyone you know a mid-week boost by reaching out to them.



Here are some suggestions,

- have a chat to a colleague you haven't caught up with in a while
- remember that feeling isolated is a common experience, and it's okay to feel this way. By reaching out to someone else, you could be helping that person too — and boosting your wellbeing at the same time



Manaaki

RĀHINA - MONDAY

Start off the work week with an act of kindness. On the first day of MHAW (Mental Health Awareness Week), take some time out of your day to help someone in a small but meaningful way.



Here are some suggestions,

- hold the gate/lunchroom door open for someone
- offer to make a cuppa for a mate
- take the time to listen to someone who needs to talk



Tautoko

RĀTU - TUESDAY

Today, we encourage you to tautoko/support local. Stop by somewhere locally and support their mahi, or tell someone else about a hidden local spot you like and share recommendations with each other.



Here are some suggestions,

- have a chat with someone at the local shop near your site
- support a local business by letting them know how much you appreciate them



Tūhono

RĀPARE - THURSDAY

Find some time in your day to connect with someone in your community or on site that you don't usually talk to.



Here are some suggestions,

- have a chat with someone on site you don't usually interact with
- say good morning or good afternoon to members of the community or public near your site



Whakawhetai

RĀMERE - FRIDAY

Spread some good vibes by showing your gratitude today — it could be to the courier driver, to a local volunteer, or to a work-mate or neighbour... anyone who helps make your community what it is.



Here are some suggestions,

- leave a note on a workmates desk to thank them for their help at mahi
- take some time for yourself as well, take note of things you're grateful for



For more information:
mhaw.nz/

SPREADING THE MESSAGE SOCIAL MEDIA

MATES is active across all of the major social media platforms. If you don't already, you can follow us on Facebook, Instagram and LinkedIn.

If you are using social media or making a presentation at your event, it is good to include some of the statistics and branding messages, as these will boost your fundraising drive while delivering meaning to your team about mental health and suicide prevention in our industry. Please feel free to use some of the following key messaging in your communications:

- Construction workers are 9x more likely to die by suicide than by a workplace accident.
- Construction has one of the highest rates of suicide of all the industries in New Zealand.
- We lose a construction worker to suicide every five days in New Zealand.
- MATES is an industry-led solution to an industry problem.
- MATES provides suicide prevention training and support to the New Zealand Construction Industry.

- The MATES program is built on a strong base of research, supported by a diverse group of Academics in the MATES Academic Research Reference Group.
- MATES are everyday people helping everyday people.
- MATES ARE STRONGER TOGETHER
- MATES helping mates.
- If your mate is doing it tough, talk to a Connector or call MATES 24/7 helpline on 0800 111 315.



NEWSLETTERS AND PUBLICATIONS

MATES in Construction often send out communications to highlight key events and campaigns that MATES are running.

MATES is also happy to highlight major events or campaigns in our newsletter on a case by case basis. We can also contribute ad hoc articles for partner newsletters and publications.

If you would like MATES to consider promoting your events, campaigns and fundraisers, or write an article for your publication, get in touch with: info@mates.net.nz.

MATES SOCIALS FOR YOUR EVENTS

MATES will be happy to assist with the promotion of your events or social media releases where appropriate.

MATES RESOURCES



MATES YouTube channel is a great place to access video resources like How to Spot Invitations, Coping with Stress and more.

OUR LOGO

The MATES in Construction Primary logo is a core element in our identity. We need you to include it on all our communication materials.

CHECK YOU HAVE GOT THE MOST RECENT VERSION OF THE LOGO

Over the years we've refined the colour and shape of our logo. Make sure you use the most recent version of our logo. You can request a current version of the MATES logo from a member of the Communications team.

IF YOU NEED SOME HELP

If you are in any doubt about the use of the logo, please contact a member of the Communications team who will help you select and use the correct logo.

You can reach us at: info@mates.net.nz



LOGO USAGE

PROPORTIONS

There are a few simple rules to follow when using the MATES logo. Stick with the official logo artwork and keep all the

DON'T STRETCH IT



DON'T ALTER OR CHANGE THE COLOURS



DON'T SCALE INDIVIDUAL ELEMENTS OUT OF PROPORTION



DON'T RE-ARRANGE ELEMENTS



DON'T ROTATE THE LOGO



DON'T ADD EFFECTS SUCH AS DROP SHADOWS.



CLEAR SPACE

JUST GIVE IT SOME SPACE

All you have to do is make sure no text or other graphic (especially other logos) is too close to the MATES Logo. As a guide, just make sure nothing's close to the MATES Logo than the width of the "A" at 100% in MATES.

MINIMUM SIZE

Normally, keep it bigger than 30mm.

If you really need it to be smaller, use the MIC-Primary-CMYK-Colour.eps file. This ensures that the logo stays at a high resolution even at the smaller sizes.



30mm
minimum



30mm
minimum



FREQUENTLY ASKED QUESTIONS

HOW ELSE CAN WE GET INVOLVED?

MATES is always grateful for any support the industry can give us. Donations help us to keep doing this important mahi in our communities.

Other ways that partners can support us are through discounted services and hire services (e.g. BBQ trailers, providing food for tea).

Fly the Flag week is an exceptionally busy time for us at MATES. We would love to hear from you if your organisation can support in any way during this time.

HOW CAN WE TALK ABOUT MATES?

We encourage all of our Partners to announce their MATES partnership on social media as well as any internal communications available.

Key messages that you can include in your communications are on Page 12.

WHERE CAN I GET RESOURCES FROM MATES?

Most of our resources can be found on the MATES website, www.mates.net.nz/get-help/resources

If you're after specific resources get in touch with us at info@mates.net.nz

WE ARE ORGANISING A TRADE SHOW / CONFERENCE. CAN WE GET MATES INVOLVED?

Yes! MATES often have stands at major tradeshow and events. We're generally happy to attend or speak at conferences.

I AM HOLDING AN ONLINE FUNDRAISER OR EVENT, IS THERE ANY SAFETY MESSAGING I NEED TO INCLUDE?

Please ensure that the MATES 0800 111 315 number is clearly visible on the screen when holding an online fundraiser or event.

We would also encourage sticking to the MATES Key Messages (pg12) which have been approved by our safety team.

WILL MATES GET INVOLVED IN MY PODCAST / RADIO SHOW / TV INTERVIEW?

Yes! MATES regularly share our mahi through interviews.



HAVE ANOTHER QUESTION?

If the information you require hasn't been answered, you would like to support MATES, you would like more information, or you have a media enquiry, please contact:

info@mates.net.nz

Thanks for partnering with MATES



By supporting MATES you are improving mental health and working to reduce the number of lives lost to suicide across our construction industry.

Have any questions?

Contact us at info@mates.net.nz or your Field Officer Representative

☎ : 09 302 0535 (business hours only)

🌐 : www.mates.net.nz

✉ : PO Box 106-946
Auckland City 1143 NZ

Need to talk?
0800 111 315