INTERNATIONAL

MEN'S DAY

LUNCH

Championing Men's Health: Join Samuel Johnson OAM in Changing Lives

JOIN US AS A PARTNER
RAISING FUNDS FOR MEN'S HEALTH
AND WELLBEING SERVICES

FRIDAY 13th NOVEMBER | 11.30am – 3.30pm

WHAT IS HEALTHIER ILLAWARRA MEN (HIM)?

Australian men are notoriously reluctant to be pro-active about their own health – sometimes with fatal consequences. Unlike our female counterparts, we typically ignore symptoms, refuse to talk about health issues, and only visit a doctor when we're at death's door.

In 2009, a group of concerned business and community leaders in the Illawarra came together to form a committee aptly named Healthier Illawarra Men (HIM). Our mission is to empower men to make positive choices for their physical and mental health, and to provide them with the resources and support necessary to lead healthier lives

Our charter is to:

1. Raise awareness of men's health issues, including mental health, and to encourage men to be more proactive regarding their own health.
2. Raise awareness of appropriate behaviours to prevent domestic, family and sexual violence.

The Committee reconvened in 2021 to build on what has been achieved in the past and to institute a major event in the Illawarra calendar - once again bringing men's health to the fore.

HIM
HEALTHIER ILLAWARRA MEN

international MEN'S DAY

OUR FUNDRAISING EVENTS

Since its rebirthing in 2021, the HIM Committee has been conducting fundraising events to support its objectives. In April 2022, working with the WIN and Nine Network's Today show, HIM produced the Gotcha4Life fundraising brunch with Karl Stefanovic and Gus Worland, raising over $35,000 for Gotcha4Life programs in the Illawarra.

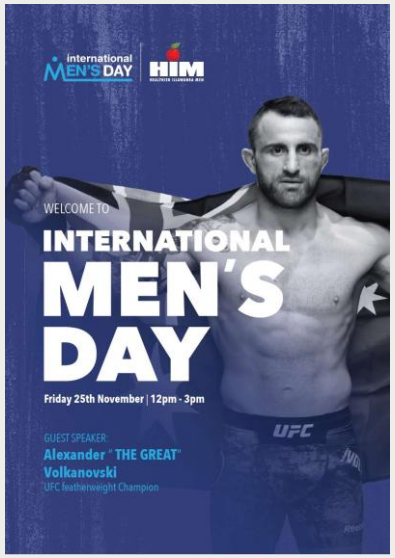
Since then, over $500,000 has been raised, supporting local organisations and initiatives through the following events. The 2026 International Men's Day Lunch, featuring Samuel Johnson OAM, is detailed in this document.

2022 (April)

Gotcha4 Life Fundraising Brunch with the Today Show

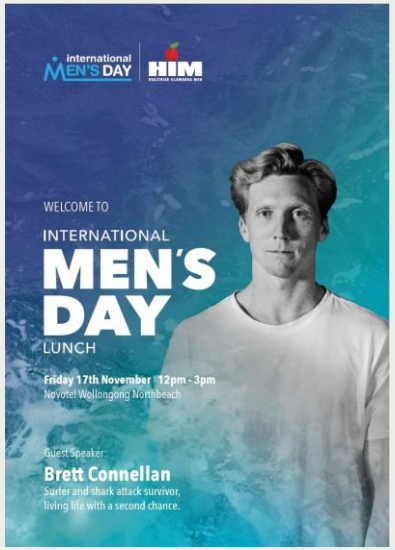
2022 (November)

International Men's Day Lunch with Alex Volkanovski



2023 (November)

International Men's Day Lunch with Brett Connellan

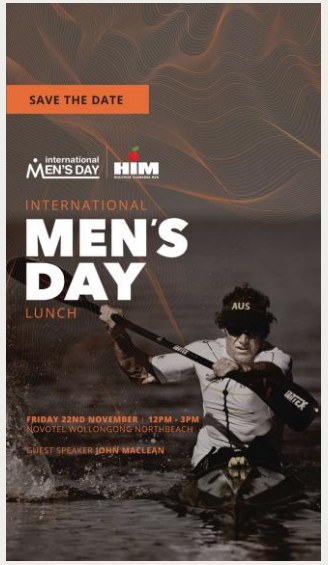


2024 (March)

HIM Kembla Grange Classic Race Day

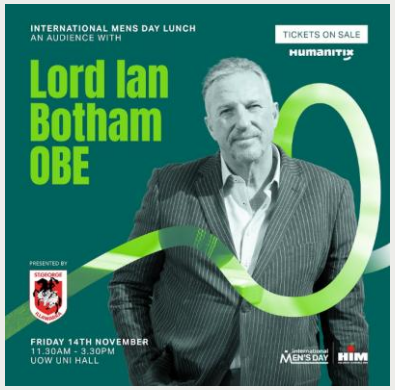
2024 (November)

International Men's Day Lunch with John MacLean



2025 (November)

International Men's Day Lunch with Lord Ian Botham



EVENTS TO DATE

INTERNATIONAL MEN'S DAY LUNCH

HIM

international MEN'S DAY

2026 **EVENT**

Samuel Johnson OAM discusses his amazing career, and everything in between in an intimate chat.

DATE: Friday 13th November 2026

TIME: 11.30am – 3.30pm

VENUE: UOW UniHall, University of Wollongong

TICKETS INCLUDE: 2 course meal and beverage package

FUNDRAISING ACTIVITIES: To Include raffle and multiple auction opportunities

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Bring your sister. Bring your wife. Bring your daughter. Your mum. Your friend. Your colleague.

Inspired by Samuel Johnson's extraordinary journey with his sister Connie and the enduring legacy of Love Your Sister, Healthier Illawarra Men's 2026 International Men's Day Lunch invites men to bring one of the important women in their lives. Someone who has stood beside you, someone you want to thank, someone you want to have this conversation with.

Because healthier men — and healthier communities — are built when we have these conversations together.

Samuel Johnson OAM

Gold Logie winner, bestselling author and tireless advocate for cancer research

Samuel Johnson OAM has spent over 20 years as one of Australia's most loved actors, radio presenters and voiceover artists. He won an AFI Best Actor Award for the cult hit The Secret Life of Us, and the 2017 Gold Logie for Most Popular Personality on Television — alongside a Silver Logie and the 2016 AACTA Best Actor Award — for his acclaimed portrayal of Ian “Molly” Meldrum in Molly. His screen credits also include Crackerjack, Underbelly, Rush, The Pacific and Wilfred, and in 2019 he won Dancing with the Stars, raising $50,000 for Love Your Sister.

In 2003, Sam rode his unicycle 1,003km from Sydney to Melbourne, raising $500,000 for CanTeen. A decade later he rode 15,955km around Australia, setting a Guinness World Record and keeping a promise to his sister Connie to spread her message of breast cancer awareness. Love Your Sister, the charity Sam and Connie co-founded, has since raised over $20 million for cancer research.

Sam is also a bestselling author of six books, including Love Your Sister, Heroes Next Door and Dear Santa, and was awarded the Medal of the Order of Australia (OAM) in 2016 for his services to cancer research.

2017	**$20M+**	**15,955KM**	**2016**
Gold Logie Winner	Raised via Love Your Sister	World Record Unicycle Ride	Medal of the Order of Australia

ORGANISATIONS WE HAVE SUPPORTED

Gotcha4Life

Gotcha4Life is a not-for-profit foundation with a goal of zero suicides, taking action by delivering mental fitness programs that engage, educate and empower local communities. Our programs create meaningful mateship, build emotional muscle, and strengthen social connection in local communities.

Gawura

The Gawura Aboriginal Corporation is a not-for-profit corporation run by the Gawura Aboriginal Community dedicated to addressing Aboriginal people's social, cultural, and economic concerns in the Illawarra.

Top Blokes Foundation

Top Blokes Foundation is on a mission to improve young male health and wellbeing. We work with groups of boys and young men over 3 to 6 months to increase their resilience, empathy, and respect for self and others.

The Barstool Brothers

The Barstool Brothers is a charity whose purpose is to aid in the relief of mental illness within society, by building communities of people who understand and are aware of their own mental health and can help those around them.

Escabags

Escabags Ltd is an Australian registered charity who distribute 'Escape Bags' for victims fleeing domestic and family abuse. Each 'Escape Bag' contains high-quality products as we understand the importance of feeling comforted and worthy in a crisis.

The Man Walk

The Man Walk is an initiative promoting men's health and wellbeing through regular walks and talks, creating a support community where men can connect, share and seek help in a positive and inclusive environment.

Lifeline South Coast

Lifeline South Coast offers 24-hour crisis support and suicide prevention services. With over 50 years of service, their skilled volunteers provide hope and connection to those in crisis, embracing diversity and aiming for an Australia free of suicide.

What Were you Wearing

What Were You Wearing? Australia is a community organisation dedicated to ending sexual violence. They focus on advocacy, awareness and education, providing support through survivor healing groups, safe spaces at events and survivor packs.

TOMORROW MAN

Tomorrow Man facilitates workshops for boys, teachers and parents in schools, and men in sporting clubs, workplaces and communities. We explore how we can look after ourselves, our mates and families better while carving out our own version of the Aussie man.

INTERNATIONAL MEN'S DAY LUNCH

EXCLUSIVE BENEFITS

We offer all sponsor levels a range of exclusive benefits.

Business Advantage: By supporting HIM's International Men's Day Lunch in the Illawarra you will be regarded by the event attendees as a good corporate citizen who understands the importance of supporting men's health and wellbeing.

Exposure: In addition to an extensive invitation mail out to key businesspeople, politicians and community stakeholders, a media and advertising campaign will also be organised on WIN, i98FM and the Illawarra Mercury to promote the lunch. You will have the opportunity to receive exposure through advertising, database mail out, email campaign, save the date and official invitation.

Networking: You will have the opportunity to network with like-minded businesspeople and your target market in a relaxed and friendly atmosphere.

Our Audience

Predominantly Male

Corporate executives and small business owners

30 years and older

HIM HEALTHIER ILLAWARRA MEN | international MEN'S DAY

SPONSORSHIP PACKAGES

Investment Levels

Five ways to partner with HIM and put your brand behind Illawarra men's health.

HEADLINE PARTNER

PRESENTING PARTNER

SOLD

1 spot — industry exclusive

- Featured in all radio, TV & print advertising
- Exclusive welcome address (5–10 min)
- Logo on program front & back cover
- Media wall + slide reel branding
- Sponsor meet & greet + lunch tickets
- Multiple stage acknowledgements and signage option

SPONSOR TIER

PLATINUM

$10,000

+ GST

Table of 10 included

- Logo on all marketing & print advertising
- Foyer and stage signage
- 2 meet & greet + 10 lunch tickets
- Branded gifts on every table
- Multiple stage acknowledgements

SPONSOR TIER

GOLD

$7,500

+ GST

Table of 10 included

- Logo on official invitation & media releases
- Logo on program back cover + big screen
- 2 meet & greet + 10 lunch tickets
- Pull-up banners at stage
- Multiple stage acknowledgements

SPONSOR TIER

SILVER

$5,000

+ GST

5 tickets included- extra seats at $175PP

- Logo on official invitation & media releases
- Logo on program back cover + big screen
- 2x Meet & greet with keynote speaker
- Verbal acknowledgement from the stage

SPONSOR TIER

BRONZE

$2,000

+ GST

2 tickets included- extra seats at $175PP

- Logo in press advertising & invitation
- Logo on program + big screen
- Verbal acknowledgement from the stage

SPONSOR A SEGMENT

Ideal for a small business package or add on to existing one. Sponsor a segment during the event with naming rights, logo on stage during segment, MC announcement and meet & greet with keynote speaker. $1000 per segment

- Live auction
- Event raffle
- Pre lunch meet and greet

PAY IT FORWARD

$1,750 + GST for a table of 10 or individual tickets at $175 each. Not everyone can afford a ticket to an event like this. Sponsor a table (or a ticket) and HIM will allocate it to men who couldn't otherwise attend, through our partner men's organisations — with your name acknowledged from the stage, on screen and in the event program.

THANK YOU

The HIM Committee comprises of Illawarra based men and women, committed to raising awareness of men's health and wellbeing and encouraging men to be more proactive about their own health. We look forward to welcoming you, and the important people in your life, to our 2026 International Men's Day lunch on Friday 13th November 2026.

Sponsor applications: contact the HIM Committee member who reached out to you, or email us directly.

Email: admin@healthierillawarramen.org.au

Graeme Sutherland Chair — HIM Committee