



Club Campaign Host Guide

October 2026

Supporting Mental Health Month, October 2026.

A national month of connection, compassion and community action,
with your club at the heart of it.



alwf.org.au/roar



Club Campaign Guide

After an incredible inaugural year in 2025, the Australian Lions Wellbeing Foundation is thrilled to be back with Roar for Wellbeing 2026 - and this year we hope to have more Clubs involved.

Last year, over 50 clubs across Australia hosted events ranging from morning teas and community walks to health expos and school workshops. The feedback was extraordinary - clubs valued the ready-to-use resources, loved the physical pack, and were proud to be part of a national movement.

In 2026, we're building on that success. This year we're challenging clubs to think in three layers:

- community wellbeing
- club wellbeing
- club member wellbeing

Together, let's make October 2026 the loudest Roar for Wellbeing yet.

Proudly supported by our 2026 sponsors



Thanks to the generosity of our two project sponsors, we are able to once again provide Lions Clubs nationally with a free wellbeing resource pack to help them run a club or community event to promote wellbeing.

***Keep reading to find out
about the FREE Club Event
Resource Pack and how to
claim yours***

The 2026 Roar for Wellbeing Challenge

This year, we're inviting clubs to think bigger - and to look inward as well as outward. We're challenging every participating club to aim for activities across three areas:



Community Wellbeing

An event or activity that raises awareness of mental health and wellbeing in your broader community.

THRIVING MEMBERS THRIVING CLUBS

Club Wellbeing

Internal event or activities that boost the wellbeing of your club culture.

Club Member Wellbeing

Club activities that raise awareness of, and improves the mental health and wellbeing of your club members.

Keep reading to discover the resources Roar for Wellbeing offers to help you help promote wellbeing across these 3 areas...

Why Mental Health & Wellbeing Matters

Our wellbeing is made up of interconnected areas - when we support one, we strengthen them all improving our overall wellbeing.



Physical

How we eat, sleep, move and care for our bodies.



Social

Our relationships, sense of belonging and feeling supported.



Mental

Our emotional and psychological state - mood, self-esteem, ability to cope.



Emotional

How we understand, express and manage our feelings.

The Facts

25%

Increase in rates of anxiety and depression since 2020.

1 in 7

Youths age 10-19 experience mental health conditions, though many are unrecognised and untreated.

14%

Of adults aged 60+ live with a mental health disorder. Loneliness and social isolation are key risk factors.



Pictured Lions Club of Ashgrove/The Gap at their community event with included representatives from local services

Building on the success of 2025

The inaugural Roar for Wellbeing was a resounding success.

Campaign Reach

- 50+ clubs participated nationally
- 626 visits to the Roar for Wellbeing webpage during campaign month
- ALWF Social media reach increased by 129%
- ALWF Facebook content interactions up 287%
- Clubs involved promoted their activities on social media and in local press
- Engagement from Clubs nationally
- Events held ranged from small group activities, large community events to online sessions.
- All available free resource packs were claimed



"The bunting is a great standout eye catcher..."

The stickers are very popular with the kids.



"The cupcake and teabag tags reinforce messaging and helped hold people for a chat"

Whats Clubs Said

- 100% of surveyed clubs would recommend the host resource pack to others
- 88% said they would participate again in 2026, the rest indicating they might
- Most popular items in the host pack were: bunting, handouts, reflection cards and stickers

"I thought the club resource pack was fantastic"



2025 Event Inspiration

The events and initiatives held across the country were varied, each Club creating something specific for their community. Here are just some examples.

2025 Photo Gallery & Event Examples

- North Beach Lions Club (WA) - **Wellbeing Walk along the coast**
- Robe Lions Club (SA) - **Engaging in Ageing Expo** showcasing sensory mats and wellbeing info
- Maryborough Lions Club (QLD) - **Coffee and Chat morning** focused on social connection
- Tenterfield Lions Club - **'Out of the Shadows'** walk: 9 laps for 9 lives lost to suicide daily; followed by **'Skate with a Mate'** family fun day
- Community **Blue Tree Project**



Visit alwf.org.au/roar
for a list of the 2025 events
held for inspiration



Event Feedback - read the impact Clubs had...

- We held a morning tea with speakers on Mental Health & Suicide and on Dementia. Those attending left good feedback and one participant indicated an interest in becoming a Lion.
- The event brought together community members and various Lion club members. We united together supporting Mental health awareness and took the time to share our difficulties through communicating with one another and sharing stories.
- As this is our first year holding a 'Wellness Walk' we learnt a lot so next years will be bigger and better. Location so that you are visual to everyone in the community. Making sure all the community know and hence more publicity. Partner with other organisations in the community to make it BIG



Keep reading to find out about the FREE Club Event Resource Pack

Event & Activity Ideas

Something for every club

Whether your club is large or small, city or regional - there's an idea here for you. Mix and match, adapt to your community, and make it your own.

Club & Club Member Activity Ideas

Thriving Members, Thriving Clubs Wellbeing Meeting

Use the Thriving Members, Thriving Clubs Start the Conversation Meeting Guide to run a dedicated club meeting/s focused on member wellbeing. Explore what makes your Club culture and members thrive.

Member Check-In Morning Tea

Host a 'just for us' morning tea - no agenda, no guest speakers. Simply a space for members to connect, reflect, and recharge. Use the reflection cards as a gentle conversation starter.

Wellbeing Walk for Members

Organise a members wellbeing walk - a casual stroll with good conversation. No training required. Just time together. The reflection cards in the host pack include great discussion points, share these out as you walk or stop for a break.

'You Can't Pour from an Empty Cup' Workshop

Run a short session on self-care and preventing burnout - using the ALWF self-care resources. Could be facilitated by a local health professional. Perfect before the busy end-of-year period.

Promote Wellbeing in your Newsletter

We have prepared some ready to publish newsletter articles to help your Club promote wellbeing topics such as sleep, identity in later life and social connection.



Community Ideas



Roar for Wellbeing Morning Tea

Host a themed morning tea - use the host pack decorations, place reflection cards on tables, invite a guest speaker or simply encourage conversation. Perfect for community halls, clubrooms or a local café takeover.

Walk & Talk for Wellbeing

Gather the community for a guided walk, combining movement with connection - two of the most powerful wellbeing boosters. Download our reflection cards to use as conversation starters along the way. Consider a morning tea at the end. Inspired by last year's North Beach Lions Club coastal walk!

Community Wellbeing Fair

Bring together local health services, community groups and Lions members for a mini expo. Invite a chair yoga demonstration, first aid display, local mental health service stall...get creative. Partner with your local health network or council for support - see ALWF Community Grants on page 13.

Support a Mental Health Campaign

For example Walk 9 laps for the 9 Australians we lose to suicide every day as part of the Walk of the Shadows like Tenterfield Lions Club, or Relay for Life like Townsville Northern Suburbs Lions Club did in 2025.

Wellbeing Poster / Photo Competition

Invite local schools to enter a competition on the theme 'How I Tune In, Not Out to Wellbeing'. Offer prizes such as art supplies or wellbeing books. Promote ALWF's youth wellbeing website tuneinnotout.com to young people at the same time. Download our sample school letter from the website.

Wellbeing BBQ or Community Lunch

A BBQ is a brilliant way to draw community together and create space for conversation. Set up a wellbeing information table alongside - with brochures, stickers, and an ALWF QR code card for people to take away. Cupcakes with flags and teabags with a swing tag reinforce the message.

Guest Speaker Events

Invite a local mental health professional, counsellor, peer support worker or lived-experience speaker to your club meeting. Use our 'Talking About Wellbeing at Your Event' guide to prepare. Could be open to community too.



Download our 2026 social media pack and share wellbeing tiles, facts and stories. Tag us @alwf and use #RoarForWellbeing. Your posts help spread the message nationally. (Released Mid August 2026)

Feature a wellbeing article, resource spotlight, or club member story in your newsletter. We have ready-to-use content you can drop straight in - even enough to run one per month!

Share photos of members doing things that boost their wellbeing - gardening, walking, cooking, connecting with friends. Simple and powerful.

An ALWF representative can virtually attend your club meeting and walk members through TINO - our youth health and wellbeing website. Great for clubs connected to schools or youth groups

Don't have capacity to run your own event? Support a local wellbeing initiative already underway.

Check in on a fellow member. Write a note of thanks. Invite someone for a coffee. Small acts of connection are often the most powerful.



[instagram.com/alwf](https://www.instagram.com/alwf)

Both accounts named Australian Lions Wellbeing Foundation



FREE WELLBEING RESOURCE PACK

Thanks to the generous support of our 2026 sponsors, Manly Lions Club, and Ashgrove/The Gap Lions Club we have created a Club Host Wellbeing Resource Pack, **valued at over \$100**, for the **first 60 clubs** that register a wellbeing event with us.

Visit alwf.org.au/roar to find out more and claim your pack - **UPDATED FOR 2026**.

The pack includes:

- Wellbeing bunting
- Taking Care of your Wellbeing Brochures
- ALWF project info cards
- Wellbeing reflection cards
- Club wellbeing resources
- Wellbeing stickers
- ALWF youth projects flyer
- Cupcake flags
- Tea for wellbeing tags
- Roar for Wellbeing table runner + more



Claim Your Club Pack at
alwf.org.au/roar

Proudly supported by our 2026 sponsors

Downloadable Resources

As well as our posted host event packs, we have a range of free downloadable resources. Including:

- Posters
- Factsheets
- Activities
- Social media pack
- Newsletter articles
- Morning tea invites
- Bunting
- Wellbeing reflection cards
- School art competition
- & more

Plus more head to alwf.org.au/roar to download - please note the 2026 resources will be available from 1 August 2026.

Purchase Resources

You can also purchase individual resources. **Order at alwf.org.au/roar**



Roar for Wellbeing – Reflection Cards

Spark Conversations. Build Connections. Promote Wellbeing.

Designed to make it easy for your Club to host meaningful conversations about mental health and wellbeing in a friendly, relaxed setting. Perfect for morning teas, club meetings or community events.



Wellbeing Stickers



Wellbeing Stickers

Perfect to decorate any event or handout to generate conversation and promotion.

Bunting

A crowd favourite bring your event to life with our wellbeing bunting

Taking Care of Your Wellbeing? Brochures

Answering 'what is wellbeing?' introducing the wellbeing scale, wellbeing boosters and even a self care planner.

We can also arrange for a ALWF pull up banners to be printed at cost - get in touch

ALWF Community Wellbeing Grants

Did you know ALWF has a Community Wellbeing Grant Program? |

Clubs can apply for a grant of up to \$1,000 to fund a community wellbeing activity. The Club must be involved and match the grant application financially.

If you're planning a community event during October - or at any other time - find out if you are eligible.

Matched grants of up to \$1,000 available.

Apply at alwf.org.au

Recognise a wellbeing Champion

Roar for Wellbeing is the perfect opportunity to recognise wellbeing leaders in your community and in your club.



James McLardie Award

Recognises outstanding service to the community - ideal for a Lion who has consistently supported others through their time, compassion and dedication. Includes a framed certificate.

Dr Harry Jenkins Fellowship

Honours long-term service to Lions or the promotion of wellbeing. A meaningful way to thank someone for years of impact. Includes a framed certificate.

LEO Wellbeing Award

Celebrates leadership, compassion and wellbeing impact by young Leos across three areas: Community Impact, Leadership & Initiative, and Wellbeing Involvement. Trophy awarded.

Apply for any of these awards at alwf.org.au

Quick Recap

Steps to get involved

We hope this pack has inspired you to get involved. A reminder we have 3 areas your Club can try and promote wellbeing, you might challenge your Club to achieve all 3 or focus on one area to suit your Clubs capacity - but any action helps spread awareness.



01 Community Wellbeing

An event or activity that raises awareness of mental health and wellbeing in your broader community.

THRIVING MEMBERS THRIVING CLUBS

02 Club Wellbeing

Internal event or activities that boost the wellbeing of your club culture.

03 Club Member Wellbeing

Club activities that raise awareness of, and improve the mental health and wellbeing of your club members.

- 1 Plan your activity. Use this guide for ideas. Remember a small morning tea with good conversation is just as meaningful as a large community event.
- 2 Register your event at alwf.org.au/roar and tell us what you're planning - big or small, it all counts.
- 3 Claim your FREE Wellbeing Resource Pack. Packs are available to registered clubs while stocks last - register early to secure yours: alwf.org.au/roar
- 4 Download free resources from alwf.org.au/roar to supplement your pack.
- 5 Host your event in October 2026. Share photos and updates with us - we'll celebrate your club across our channels.
- 6 Submit your event summary - we would love to celebrate your achievements.

THANK YOU FOR YOUR SUPPORT

Need Support - Meet the ALWF Team

Don't hesitate to contact us if you have any questions.

Just send us an email to **projects@alwf.org.au** and we can put you in touch with your State ALWF Director or your District Wellbeing Chair.



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