



MEN'S MUSTER

Outline of Events

LEARN GROW APPLY

BUILDING BETTER BLOKES
16th - 20th June 2021
Te Anau, Fiordland

MENS HEALTH WEEK....

The Men's Muster which Sam and her team have developed in Te Anau for 2021 brings together many positive drivers of men's behaviour – competition, camaraderie, adventure and so much more – to give guys both the chance and the tools to become even better blokes.

The biggest changes start with small steps, and that's what Men's Health Week and the Men's Muster encourage by holding a mirror for men, asking them only to be honest about how they manage their health. Helping guys with information, direction and commitment can lock in these small adjustments, building better blokes, better relationships and better communities along the way.

Mark Sainsbury & Tim Greene
Directors, Men's Health Week (NZ)



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ABOUT MEN'S MUSTER TE ANAU

BUILDING BETTER BLOKES

Being a bloke is hard. Men's Muster gives blokes the chance to form communities to

**LEARN NEW THINGS
TRY NEW THINGS
APPLY NEW THINGS**

During the week they will have experiences crafted to help lift participants; through

- **education**
- **exploration,**
- **engagement,**
- **challenge**
- **fun**
- **creating connections**



The muster is to become an annual event based in Te Anau during Men's Health Week. This will currently offer some much needed support for the men struggling with the impact of Covid and boost to encourage men to take steps towards long term vitality and health.

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EVENT OVERVIEW

History: Inaugural event, to be annual in Men's Heath Week event in Te Anau.

Demographics: 200 male attendees from South Island, nation.

Speakers, stakeholders of renown offer notoriety & media.

Financial: Funding from Event Sales, Fundraising and Sponsorship

Wednesday, June 16th	Muster Registration Welcome Reception & Entertainment
Thursday, June 17th	Muster Mindfulness/ Yoga/ Bootcamp Keynote Speaker, Wellness Bites & Workshop Afternoon on own Let's Get Cheesy – Comedian
Friday, June 18th	Lake2Lake Muster Challenge, a full day of activities on the bike track and event centre
Saturday, June 19th	Mindfulness/Yoga/Bootcamp Keynote Speaker, Wellness Bites & Workshop Afternoon on own Fiordland Feast Dinner with Guest Speaker
Sunday, June 20th	Muster Prize Giving & Conclusion

PROPOSED ACHIEVEMENTS

The Men's Muster has been designed for people to have fun, come together and learn some things about themselves. Participants are given the opportunity to learn a little more about their own wellbeing, with presentations from Chris Skellet, Author/ Psychologist/ Trainer, Conrad Goodhew, Nutritionist to the Crusaders, as well as many other local talented specialists.

The Lake2lake challenge has been designed as an event, manageable by most and for people wanting to get back into movement as a chance to "dip your toe in the water". It will be interspersed with challenges of a more problem solving, creative and knowledgeable nature everyone should have a chance to achieve and laugh a lot.

Musterers will return home armed with new tools, to help build themselves better; new friends and the feeling of being part of a new and exiting community of blokes.

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WHO'S COMING?

Which blokes should we see here?



We think that there are three main groups of blokes that would love to hang out here in Te Anau with us. So the guy that ends up working from home, loves his family, concerned about the effects of covid and doesn't know where to start to look after his own health, can't really remember the last time he had fun with blokes. This weekend offers the solution to both of these things.

Even better, lets get a group of 4 of these mates to put a team together. They may meet once in a while at the pub or for a game of squash. Coming to the Muster and going home fulfilled- with some new skills - and a new sense of hope around the future awesome.



And lastly, what a great way for an employer to help the blokes who help their business. Supporting during this time, offering wellbeing advice, team building and lots and lots of fun in one package would be a great experience and reassurance for staff.



MARKETING PLAN - OVERVIEW

The Men's Muster have got a big job ahead of them, we have a few key areas that we will focus our marketing on.

- Investing in Social Media campaign focussed to our demographic market.
- Direct email advertising through sports clubs and associations
- Marketing through the Men's Health Week network (reach 1.4M)
- Direct Marketing to Trade associations
- Direct Marketing to HR managers, Otago and Southland

CELEBRITY ALIGNMENTS

We have had some great support with Graham Henry, Kees Meews, Callum Bruce all taking part in the event. Also currently in negotiations with some other awesome blokes to share their stories.



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AT THE END OF THE DAY

“Recognizing and preventing
men's health problems is not
just a man's issue.
Because of its impact on wives,
mothers, daughters and sisters,
men's health is truly a
family issue.”

BILL RICHARDSON

*As the world starts to build itself better
post Covid, we want to help men start to
build themselves, just a little bit better.
Will you join us?*



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Thank you for your time