



Read the Play

Celebrating 20 Years in 2026



Michelle Gerdtz
General Manager

[▶ WATCH NOW](#)

OUR PROGRAMS

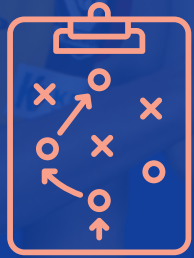
Delivered **FREE** in sporting clubs across the Barwon region.

12-14 YEARS



Hit the Mark

Hit the Mark aims to build emotional strength and understanding the risks of vaping. It emphasises peer support, critical thinking about advertising tactics, and practical skills for saying no and supporting friends.



The Game Plan

The Game Plan aims to educate participants about the effects of alcohol on the brain, emotional regulation, and relationships.

14-16 YEARS



Huddle Up

Huddle up aims to increase knowledge on mental health, promote help seeking behaviour and influence beliefs and attitudes related to identifying and responding to peers who may be at risk of mental ill-health or cyber bullying.



MVP

MVP aims to increase knowledge on mental health, promote help seeking behavior and influence beliefs and attitudes related to identifying and responding to their peers who may be at risk of mental ill-health or suicide.

16-18 YEARS



Play On

Play On aims to increase mental health literacy and knowledge of the impact underage alcohol use can have on mental health outcomes.



Take A Chance

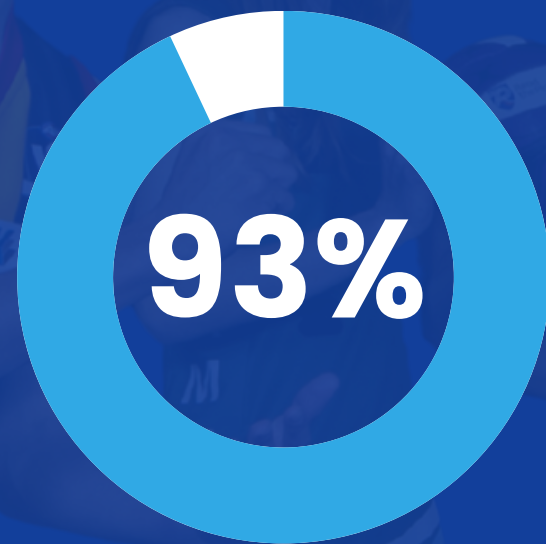
Take a Chance aims to increase mental health literacy and knowledge of the impact that poor mental health can have on decision making and risk taking.



OUR IMPACT

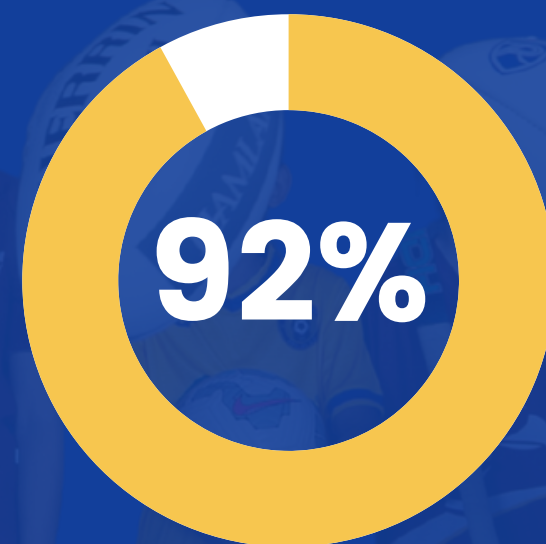


Key Stats (2022–2024)



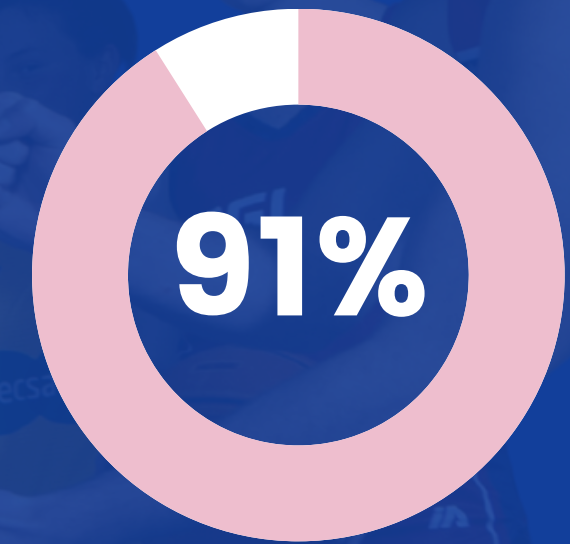
Mental Health Literacy

93% of young players rated their understanding of mental health as good or excellent after completing a Read the Play session.



Increased Help-Seeking Confidence

92% of participants felt confident seeking mental health support for themselves or others after the program.



Empowering Young People

91% of participants said Read the Play helped them better understand mental health issues and where to seek support for suicide prevention.

OUR WORK IN THE COMMUNITY



Club Read the Play Sessions



Coaching Young Minds



Parenting Young Minds

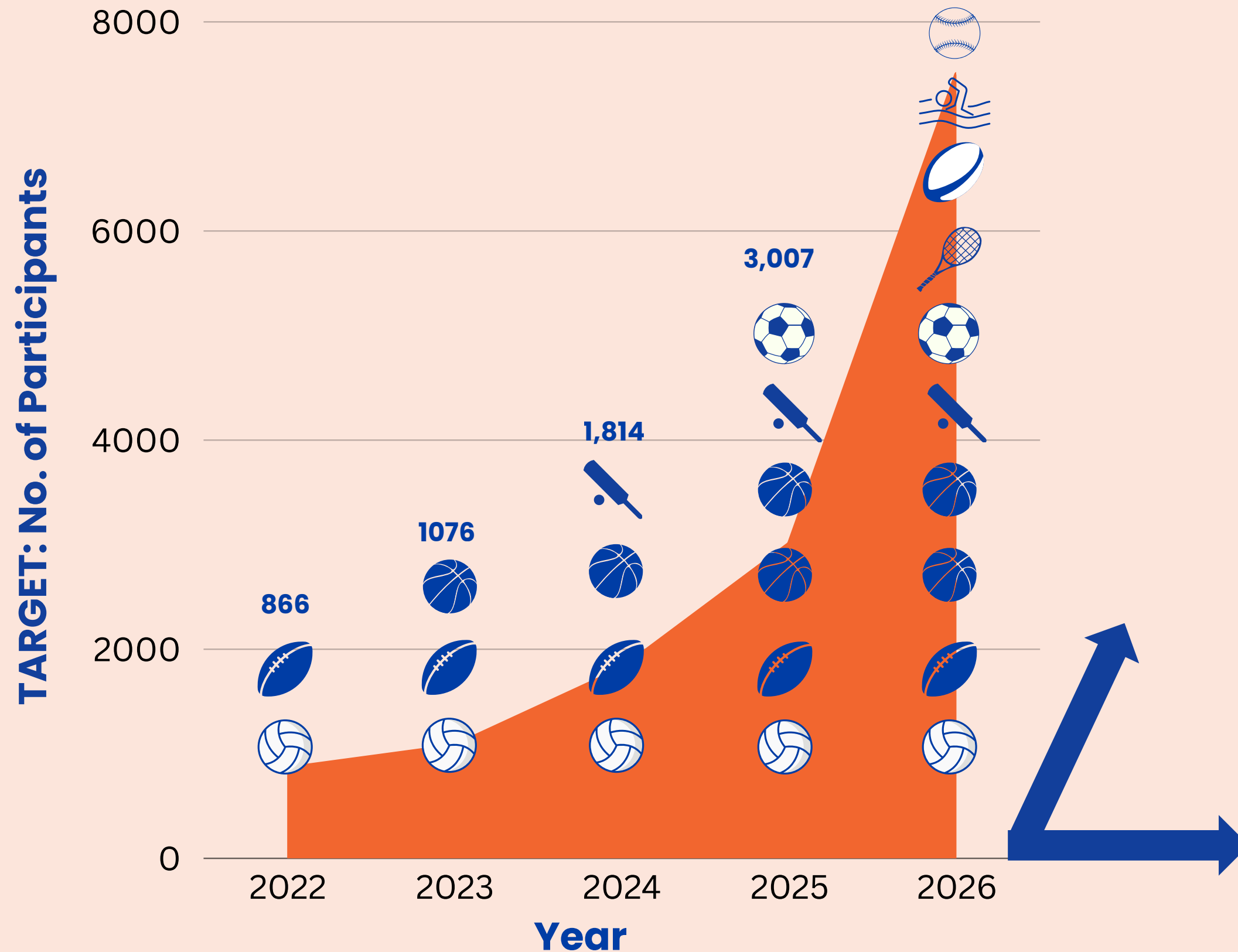


OUR VISION



Read the Play

We will deliver a full suite of programs covering the ages of 12-18 years to more than 7,500 young people in sporting clubs, for free, annually.



PARTNER WITH US

Partnering with RTP positions your organisation alongside a trusted, evidence-informed community charity that is:

- ▶ Embedded in local sport and grassroots networks
- ▶ Focused on prevention, early intervention and wellbeing
- ▶ Delivering measurable outcomes in youth mental health literacy
- ▶ Led by respected ambassadors and community leaders
- ▶ Recognised across the Barwon region

COMMUNITY EVENTS

- Gala dinners and fundraising breakfasts
- Parent and coach forums
- Thought-leadership sessions
- Brand visibility at high-profile events

SPORTING CLUB ENGAGEMENT

- Programs delivered directly in clubs
- Multi-sport reach (football, netball, cricket, soccer basketball and more)
- RTP themed rounds and activation opportunities

EDUCATION & PROGRAM DELIVERY

- Age-specific youth workshops
- Parent, coach and club education sessions
- Coach wellbeing training
- Scalable regional delivery model

DIGITAL & BRAND ALIGNMENT

- Social media integration
- Co-branded campaigns
- Website visibility
- Impact reporting and storytelling



Read the Play

FOUNDING PARTNER
KEMPE
ENGINEERING

20 YEARS
2006 - 2026

Celebrating Two Decades of Supporting Young People Through Sport
November 7, 2026 | Gala Dinner | Geelong

Our 20-Year Celebration Gala Event will bring together partners, supporters, community leaders, patrons and ambassadors to mark this significant milestone.

The evening will feature:

- **A premium sit down dinner with drinks**
- **Entertainment and inspiring stories from our 20-year journey**
- **Live auctions and raffles**
- **A celebration of sport, connection and community**

Funds raised will directly support the continued delivery and growth of Read the Play's free mental health education programs.

WAYS TO SUPPORT - GALA DINNER



Read the Play



20 YEARS
2006 - 2026

AV SPONSOR

Help create the atmosphere that brings the night to life. Includes event recognition, branding across AV elements, digital and social media exposure (pre, during and post event), and 10 tickets.

\$7,000

EVENT PARTNER

Align your brand with the look and feel of the event. Includes prominent event branding, MC acknowledgement, digital and social media exposure, and 10 tickets.

\$5,000

CORPORATE TABLE

Table of 10 guests with brand recognition across event materials.

\$2,500

AUCTION ITEMS & RAFFLE PRIZES

Our auctions and raffles are a key part of the evening, directly supporting the delivery of Read the Play's mental health education programs.

Recognition includes: business name and logo with your item, auctioneer acknowledgement, social media recognition, and event visibility.



Read the Play

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KEMPE
ENGINEERING

readtheplay.org.au

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