grapevine group assoc inc.

FIND LOCAL SUICIDE PREVENTION RESOURCES ONLINE

Become a Prevention Partner and help us make a difference

Help save lives through suicide awareness

Sign up for SafeTALK

2025

It's not every day that you are invited to join advertising campaigns that can save lives.

Each year Grapevine Group has two opportunities for Prevention Partners.

Pizza for a Purpose

For the month of June, $5 from every large pizza sold at Laffo's Bar and Pizzeria, Caneland Central is donated to Grapevine Group. The community are encouraged to host Pizza Parties to help save lives.

Be Suicide Alert this Christmas

With the support of community leaders, this vital 5-week campaign, calls on the community to learn 16 warning signs of suicide.

Contact us

Debbie Knight
president@grapevinegroup.org.au
Call 0409 441 640

Karen Thompson
karen@brightlightmarketing.com.au
Call 4849 5411 or 0412 601 942

THIS JUNE...

$5 FROM EVERY LAFFO'S LARGE PIZZA GOES TO SUICIDE PREVENTION

The Pizza for a Purpose fundraiser will be active for the month of June at Laffo's Bar & Pizzeria in Caneland Central. For every large pizza sold Laffo's will donate $5 to Grapevine Group.

Funds raised will help Grapevine Group to deliver vital suicide prevention training and awareness initiatives across the Mackay, Isaac and Whitsunday regions.

Pizza for a Purpose is an opportunity for sponsors to make a life-saving contribution to our local community. To date, Grapevine Group volunteers have proudly suicide prevention trained over 6,000 locals and we welcome your support to help us train more.

Throughout the campaign the community will be invited to undergo training, hold Pizza Parties and download the Grapevine Group phone app, which lists vital local suicide prevention services. If you haven't seen the Grapevine Group phone app, we encourage you to download it and check it out.

Major Sponsor $7,500 plus GST

- Media release - sponsorship acknowledgement
- Radio advertisement - sponsorship acknowledgement In audio
- Pizza boxes - large logo inclusion
- Social media - logo and/or sponsorship acknowledgement on all posts
- Mackay and Whitsunday Life advertisement - large logo inclusion
- Table top promotion - large logo inclusion on all Laffo's tables
- Selfie wall for the public to show support on their own social media - large logo inclusion
- 12-month acknowledgement as an official Prevention Partner on Grapevine Group's social media, website and phone app

Gold Sponsor $2,000 plus GST

- Pizza boxes - logo inclusion
- Social media - logo and/or sponsorship acknowledgement
- Mackay and Whitsunday Life - logo inclusion
- Table top promotion - logo inclusion on all Laffo's tables
- Selfie wall for the public to show support on their own social media - logo inclusion
- 12-month acknowledgement as an official Prevention Partner on Grapevine Group's social media, website and phone app

Be suicide alert this Christmas campaign

December 1 to January 5

Grapevine Group is building vital awareness during the Christmas and New Year period.

The “Be Suicide Alert this Christmas” campaign prompts the Mackay, Isaac and Whitsunday regions to learn 16 warning signs of suicide and check on loved ones at a time of year when some people really struggle.

Suicide is known as Australia’s silent killer. Each year in Australia there are an estimated 65,000 suicide attempts. Nationally the deaths from suicide are over twice the number of deaths on our roads and regional areas have a higher rate.

Support Grapevine’s goal to save lives through suicide awareness.

Major Sponsor $7,500 plus GST

- Radio commercial - company name in audio
- High exposure premium digital billboards - logo
- Social media campaign - company name in audio and logo
- YouTube campaign - company name in audio and logo
- Acknowledged in media release
- 12-month acknowledgement as an official Prevention Partner on Grapevine Group’s social media, website and phone app

Gold Sponsor $1,500 plus GST

- Social media campaign - logo
- YouTube campaign - logo
- 12-month acknowledgement as an official Prevention Partner on Grapevine Group’s social media, website and phone app

About Grapevine Group

Grapevine Group Association Inc. is a locally-founded community group which delivers suicide prevention training and awareness in the Mackay, Isaac and Whitsunday regions. To date, we have proudly trained over 6,000 people in these communities.

Suicide is still considered a taboo subject and surrounded by stigma and shame which often prevents people from seeking assistance or discussing the issue. It is very hard for media to report on suicide, leaving many people to hear of a tragedy along the 'gossip grapevine'. This means they're not hearing about the resources available to them. By funding the public through free safeTALK suicide prevention training, Grapevine Group is working to change that.

Grapevine Group is the proud winner of a national Suicide Prevention Australia LiFE (Communities Matter) Award and Mackay Region Australia Day Award.

To raise awareness Grapevine also promotes the list of local suicide prevention resources online and on printed Help-a-mate cards which assists our local communities to find help. You can find the list at grapevinegroup.org.au or download the Grapevine Group app.

Grapevine Group has operated since 2004, and is a registered charity relying on volunteers and community support for our fundraising which is put back into suicide prevention programs and initiatives for our local communities.

Identifying suicide warning signs and finding appropriate assistance has been proven to save lives!

SUICIDE FACTS:

Just how big is the issue of suicide in Australia?

- Every day about 8 Australians die by suicide and an attempt is made every 7 minutes. For every death by suicide, it is estimated that as many as 30 people attempt to end their lives. The estimate of suicide attempts each year is over 65,000.
- It is estimated that more than 500,000 Australians have attempted suicide at some time in their lives.
- More attempts are made by females but more than 3 out of every 4 deaths from suicide are male.
- The 2022 Australian Bureau of Statistics (ABS) reports 3,249 people died from suicide.
- In 2022 the deaths from suicide were over twice the number of deaths on Australian roads.
- Suicide is the most common cause of death for adults aged 15-44
- Using the 'Years of Potential Life Lost' (YPLL) measure, the potential years of life lost for all Australians dying by suicide in 2020 was estimated to be a total of 108,782 years.
- Suicide costs our nation over $17 billion every year.
- Regional and rural areas are at greater risk.
- The rate of Aboriginal and Torres Strait Islander suicide remains twice as high as the general population.
- Studies recognise the LGBTIQ community is at higher risk of suicidal behaviours.

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Thank you for considering supporting Grapevine Group.