

Imagined
Futures



Where is
the door

Community Toolkit

Campaign asset and resources
for community use.

About this Toolkit

This toolkit provides campaign information and resources for stakeholder use.

The toolkit has been designed to enable Imagined Futures partners and supporters of the Where is the door? project, helping people to navigate to community supports in Cockburn, Fremantle and Melville, to select which of the marketing materials are most appropriate for their intended audience.

Where is the door? Can be promoted via social media, e-newsletters, websites and downloads. Here are some options of resources to share.

Campaign Background

Promoting mental health and wellbeing across our community

Where is the door? is a project to help people better navigate community services in the local government areas of Cockburn, Fremantle and Melville.

With cost-of-living pressures hitting individuals, and families, harder than ever, more people are reaching out for support; many for the first time. Where is the door? is a free, simple to use resource to help people to find the help they need, at the right time, in the right place – our local community!

The earlier people seek help, the more options are available and the easier it is to stop problems from worsening.

Target audience

The Where is the Door? website and resources connects community members to first point of contact for a range of local supports.

Information is also provided for service providers to help them to make appropriate referrals and better understand the service mix in Cockburn, Fremantle and Melville.

Objectives

- promote a first point of contact to services and programs operating in the South West metro region focusing on mental health, family and domestic violence supports and financial counselling services.
- promote an early intervention approach, by encouraging people to reach out for help early to address issues before they escalate.
- Create an understanding that many in the community are eligible for more than they realise.

Key Messages

The core key messages for the project are:

- FREE and low cost supports available in Cockburn, Fremantle and Melville
- The earlier you reach out, the more options are available
- A range of options to suit you: face-to-face, phone support, online support and resources
- You may be eligible for more than you think
- There's support available to help you navigate complex problems

Marketing Material

How you can share where is the door?



Website



Newsletter



Downloads

1. Access the tile through the download link
2. Upload this tile to your website and or newsletter
3. Insert the text

Where is the door? is a project to help people better navigate community services in the local government areas of Cockburn, Fremantle, and Melville.

The project is responding to an increased need from community members, due to higher costs of living. Many people find themselves looking for support for the first time and do not know where to start. Yet, the earlier people seek help, the more options are available and the easier it is to stop problems from worsening.

The Where is the door? website shows people where they can access mental health, family and domestic violence, financial wellbeing and other supports, connecting community members to a range of local free and low-cost services, including face-to-face, phone support, online resources and contacts for further support in navigating services.

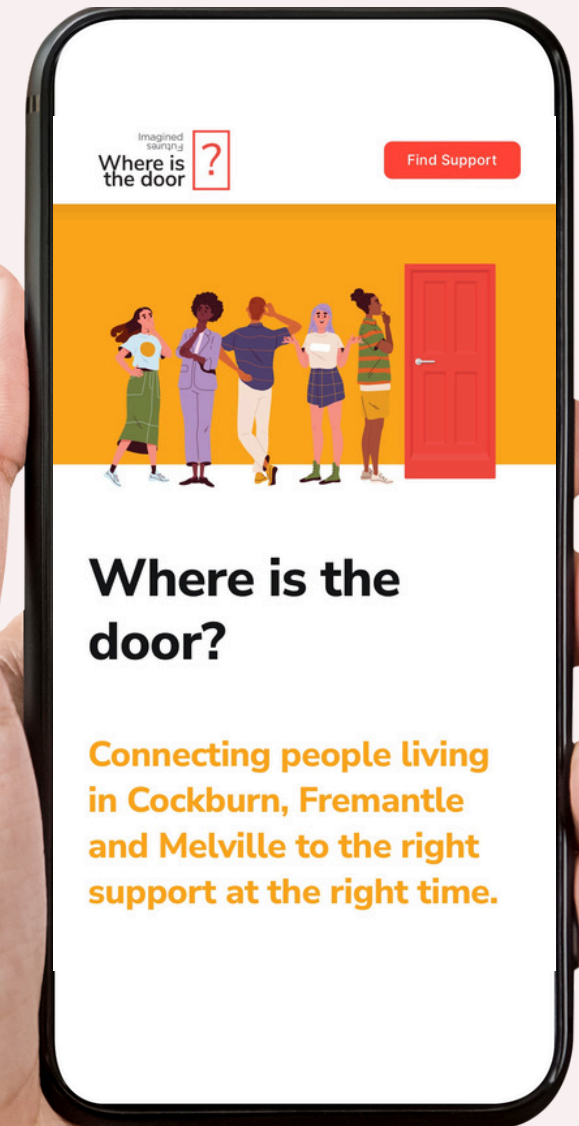


Download Where is the door? tiles for sharing, click on the link below



Social Media Posts

Follow our easy step by step guide on how to share Where is the door? Key messages with your network.



Social Media Posts

How to guide to post on social media

1. Upload the tile to social media



2. Insert the text

Need help navigating community services in Cockburn, Fremantle, or Melville? Where is the door? is here to assist! This project connects you to local free and low-cost services, including mental health, family and domestic violence, financial wellbeing, and more.

With rising living costs, many are seeking support for the first time and don't know where to start. The earlier you seek help, the more options you have, and the easier it is to prevent problems from worsening. Visit the [Where is the door? website](http://www.whereisthedoor.org.au) to find support.

3. Include the below hashtags, tag & website link



Facebook

Option 1:

@imagined futures

Option 2:

#whereisthedoor



Instagram

@imaginedfutures

#whereisthedoor

#imaginedfutures



LinkedIn

@imagined futures

#whereisthedoor

[Link to website www.whereisthedoor.org.au](http://www.whereisthedoor.org.au)



To access tiles, click on the link below



Social Media Posts

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2. Insert the text

Many people are seeking support for the first time and don't know where to start. The earlier you seek help, the more options you have, and the easier it is to prevent problems from worsening. Where is the door? is a new website that connects you to free and low-cost services in Cockburn, Fremantle, and Melville. Visit the [Where is the door? website](https://www.whereisthedoor.org.au) to find support.

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Social Media Posts

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If you're falling behind with bills or feeling overwhelmed, it's time to reach out for financial support. Financial counsellors can help with budgeting, tackling debt, and advocating on your behalf to utility providers or banks. Where is the door? is a new website that connects community members to local support services, including mental health, family and domestic violence, financial support, and more in Cockburn, Fremantle, and Melville. Visit the [Where is the door? website](http://www.whereisthedoor.org.au) to find support.

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Social Media Posts

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2. Insert the text

If you're falling behind with bills, financial counselling is free and available to everyone in the community. It's important to reach out early, as more can be done to support you through a difficult patch. Where is the door? is a new website that connects community members to local support services, including mental health, family and domestic violence, financial support, and more in Cockburn, Fremantle, and Melville. Visit the [Where is the door? website](http://www.whereisthedoor.org.au) to find support.

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Social Media Posts

How to guide to post on social media

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2. Insert the text

Ongoing uncertainty and financial pressures can impact mental health. Free and low-cost mental health supports, including 24/7 phone support, face-to-face counselling, and online information, is available. Where is the door? is a new website that shows people living in Cockburn, Fremantle, and Melville where they can access mental health, family and domestic violence, financial wellbeing, and other supports in their community. Visit the [Where is the door? website](http://www.whereisthedoor.org.au) to find support.

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Social Media Posts

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2. Insert the text

If you are concerned about yourself or a loved one experiencing violence and abuse, tailored information and advice are available. Where is the door? is a new website that shows people where they can access mental health, family and domestic violence, financial wellbeing, and other supports in the Cockburn, Fremantle, and Melville community. Visit the [Where is the door? website](http://www.whereisthedoor.org.au) to find support.

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2. Insert the text

Often, life challenges do not neatly fit into boxes. It's not uncommon to experience several concerns at the same time and feel confused about which to address first. Where is the door? is a new website offering support in mental health, financial counselling, and family domestic violence. It also connects families to services that provide parenting support, advice while waiting for child assessment, online resources, and coaching in the Cockburn, Fremantle, and Melville community. Visit the [Where is the door? website](http://www.whereisthedoor.org.au) to find support.

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