



Mental Health  
Australia

CONNECT WITH  
YOUR COMMUNITY

# World Mental Health Day

## 10.10.2025

### Supporter Toolkit

**Your guide to  
supporting  
World Mental  
Health Day this  
October**

#### **This toolkit contains:**

- About World Mental Health Day
- 2025 Theme
- Ways to get involved
- Connect with your MP

# About World Mental Health Day

**The objective of World Mental Health Day is to raise awareness of mental health issues around the world and to mobilise efforts in support of mental health.**

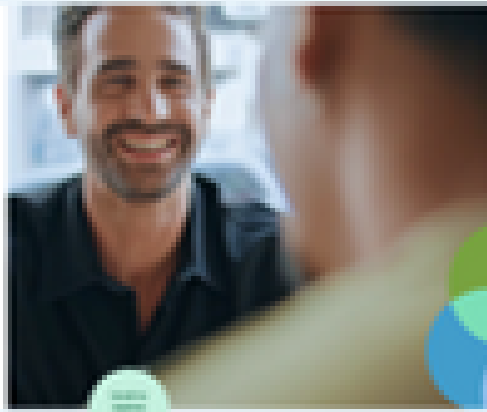
World Mental Health Day provides an opportunity for all stakeholders working on mental health issues to talk about their work, and what more needs to be done to make mental health care a reality for people worldwide.

This year, Mental Health Australia's theme for World Mental Health Day is **Connect with your community**. Connecting with our communities – the people and places where we feel safe, seen and heard – can help us feel cared for and supported, which is good for our mental health.



As the national, independent peak body for the mental health sector, we unite the sector and advocate for policies that improve mental health.

What are you looking for?

[Home](#) [About](#) [Contact](#)[Mental Health Australia](#)[Mental Health Australia](#)

## Mental Health Australia

# About Mental Health Australia

**For over 25 years Mental Health Australia has advocated for mental health reform, and we continue to drive policy changes and proactively put mental health on the agenda.**

We have over 150 members, including service providers, professional bodies, organisations representing people with mental ill-health, family, carers and supporters, researchers and state and territory mental health peak bodies.

As the national peak for mental health, we unite the mental health sector to present a cohesive voice to government, and provide practical policy solutions to influence decision-making, which in turn, improves the mental health system and the mental health of people in Australia. We work to strengthen the impact and influence of the mental health sector and embed a human rights approach across the mental health system.

The views and expertise of people with lived and living experience of mental ill-health, family, carers and supporters, along with our member organisations, underpins our work. We believe that by bringing together diverse perspectives across Mental Health Australia's members, the community and governments, we will create greater change and more innovative solutions, than what any of us could do working alone.

Learn more at: [www.mentalhealthaustralia.org.au](http://www.mentalhealthaustralia.org.au)

# This Year's Theme

## **"Connect with your community"**



**A community can take any shape.  
Community can mean:**

- friends, loved ones, your mob
- multicultural centre
- community choir
- community garden
- book club
- running group
- local volunteer group
- LGBTQIA+ group

At home, work, school, in the community or online, on 10 October, Mental Health Australia encourages everyone to have conversations about mental health, reduce stigma, reach out for support – and connect with our communities.

# Ways to get involved:

## 1. Download the calendars

**This World Mental Health Day, Mental Health Australia is encouraging everyone to connect with their community.**

This year's 2025 World Mental Health Day calendar includes daily tips throughout October for good mental health.

Mental Health Australia collaborated with ReachOut, one of Australia's leading online mental health services for young people, to create a calendar especially for 16 - 24 years old – or the young at heart!

Collaborating with Gayaa Dhuwi (Proud Spirit) Australia – the national peak body for Aboriginal and Torres Strait Islander social and emotional wellbeing, mental health, and suicide prevention – we've also made a First Nations calendar to share and follow along with your mob during October.



**General Calendar**



**Youth Calendar**



**First Nations Calendar**

[Download your calendar here.](#)



## 2. Connect with your community

Download our free digital assets from our [website](#) and post on your social media using **#WMHD2025** and **#connectwithyourcommunity**.





**Hashtags:**  
**#wmhd2025**  
**#connectwithyourcommunity**

## **Suggested social media captions**

We're connecting with our communities this World Mental Health Day. You can too. Get involved: **[www.mentalhealthaustralia.org.au](http://www.mentalhealthaustralia.org.au)**  
**#WMHD2025 #connectwithyourcommunity**

10 October is World Mental Health Day. This year, Mental Health Australia is encouraging everyone to connect with the communities that matter to them. Connecting with our communities can help us feel cared for and supported, which is good for our mental health.  
**[www.mentalhealthaustralia.org.au](http://www.mentalhealthaustralia.org.au) #WMHD2025**  
**#connectwithyourcommunity**

This October, for World Mental Health Day, connect with your federal MP to let them know that mental health matters to you.  
**[www.mentalhealthaustralia.org.au](http://www.mentalhealthaustralia.org.au) #WMHD2025**  
**#connectwithyourcommunity**

**Share how you are connecting with your communities!**  
**Tag us @aumentalhealth on Facebook and**  
**Instagram**

### 3. Connect with your MP

This year, Mental Health Australia is also encouraging community members to engage with their elected representative. Now more than ever, we need visible, courageous leadership to show that mental health matters. It's easy – and we've done the hard work for you:

#### 1. Look up your elected representative here

[https://www.aph.gov.au/Senators\\_and\\_Members](https://www.aph.gov.au/Senators_and_Members)

### Search for senators and members

SEARCH

#### Quick browse

ALL

ACT

NSW

NT

QLD

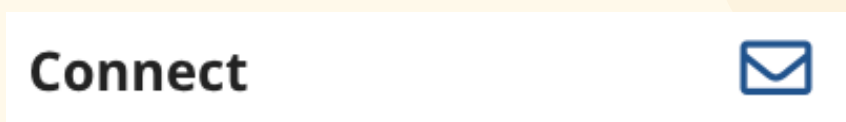
SA

TAS

VIC

WA

#### 2. Click on the envelope icon to copy their office email address:



(if there's no envelope icon, copy and paste the email into their Contact form)

#### 3. Visit the World Mental Health Day resources at Mental Health Australia's website

#### 4. Click on "Email my MP"



Please note: the button above works best on mobile (iOS/Andriod) devices. If the button does not open your email app, you can copy the message below into your preferred email account.



## 5. Paste the email in the “To”:

 Send	From ▾	communications@mentalhealthaustralia.org.au
	To	<input type="text"/> <u>firstname.lastname.MP@aph.gov.au</u>
	Cc	
	Subject	

## 6. Send your email!



# Thank You

**Mental Health Australia's World Mental Health Day is made possible through the generosity of lived experience contributors, member organisations and supporters.**

A huge thank you to the teams at Gayaa Dhuwi (Proud Spirit) Australia and ReachOut including peer workers Chase, Laura, Maddie, Raj, Rebecca, Stephanie and Willi.



**Mental Health  
Australia**