

MWAP 2021

Local Event Framework

**Smaller & Larger
Examples**

Smaller Event - Canberra 2019

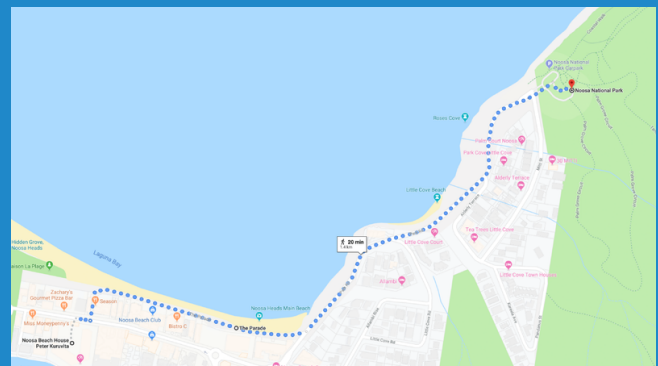
- Attendees: 10 (4 dads + 3 prams)
- Leaders: 2
- Sponsors: Westfield
- Location: Walk around local park from Westfield
- Media: ABC Canberra and 2CC Radio
- Registration: FB Event & Eventbrite
- Items For Sale: None
- Free Giveaway Items: MWAP Balloons and Coffee
- Group Photo
- Event Map



Larger Event - Noosa 2019



- Attendees: 80 (25 dads + 30 prams)
- Leaders: 4
- Local & National Sponsors: Bakers Delight, Sofitel Noosa and Renew Energy Solutions
- Location: Walk through Noosa National Park
- Media: WIN News Sunshine Coast and Paid FB Event Promotion
- Registration: FB Event & Eventbrite
- Items For Sale: T-shirts and Parenting Books
- Giveaway Items: MWAP Balloons, Coffee, Pastries, BBQ
- Group Photo
- Event Map



The Why Behind MWAP

Pontus moved over from Sweden to the Sunshine Coast two weeks before the Noosa event. He was involved in a fathers group in Sweden (as they are very popular there) but now he has no community or connection with any fathers groups in Australia. He saw the event on Facebook and decided to come along with his little son. He was introduced to the head of Dads of Noosa (who is also Swedish), they did the walk together and now he is plugged in and attending the Dads of Noosa group which meets regularly. Not only does he have a connection in his new town and country Pontus has a great close friend whose families regularly catch up together



Event Requirements

Required

- Attendees: 2 or more people
- Leaders: 1 or more leaders
- Registration: FB Event & Eventbrite
- Group Photo
- Event Map
- Start Time

Optional

- Sponsors
- Local media: News / Radio
- Local Council Involvement
- Food/Beverages
- Items For Sale: T-shirts and Parenting Books
- Event Video / Photography

