



THRIVE Program

What is THRIVE?

THRIVE is a mental health and wellbeing initiative pioneered by the Australian Veterinary Association (AVA). It was created to support veterinarians and their staff, who face high rates of mental ill-health, due to occupational stressors that are unique to the profession.

Key features of the initiative:

- **Integrated approach:**
The program uses a holistic, multi-dimensional strategy to address three key pillars of veterinary wellbeing: Prevent, Promote, and Protect.
 - **Prevent:**
This involves creating mentally healthy workplaces by addressing work-related stressors. The Cultivating Safe Teams initiative does this by reducing harm from psychosocial hazards.
 - **Promote:**
This pillar focuses on developing the positive aspects of work and promoting worker strengths to enhance wellbeing. Our Graduate Mentoring Program is one way to do this.
 - **Protect:**
This ensures that individuals experiencing stress or mental ill-health have access to resources and support and can be protected from long term harm.
- **Evidence-based Mental Health and Suicide Prevention framework:**
THRIVE was developed in response to industry-wide research conducted in 2021, describing the mental health and wellness of the Australian veterinary profession, incorporating feedback from a range of veterinary stakeholders. This research will be updated regularly to ensure offerings are fit-for-purpose.
- **Training and resources:**
Key programs include:
 - **Cultivating Safe Teams:**
A training program to help workplaces build psychologically safe environments. The AVA has partnered with organisations like the Zoetis Foundation to deliver and expand this program.
 - **Graduate Mentoring Program:** Designed to support new veterinarians in the early stages of their careers, who are especially vulnerable to psychosocial risks in the workplace by pairing them with a more experienced veterinarian.
 - **Counselling services:** The AVA provides a 24/7 telephone counselling service for members, their staff, and family members to promote better mental health. This is supported with online resources and a wellbeing app.
 - **THRIVE stream at AVA Conference and webinars:**
The program hosts events to provide current education on mental health and organisational psychology relevant to the veterinary workforce.
 - **Mental Health First Aid training** delivered by veterinary professionals for veterinary professionals.
 - **Mental health advocacy** informed by the skills based THRIVE Advisory Committee.

Why was the THRIVE program started?

The initiative was launched in 2022 to address alarming rates of mental ill-health within the veterinary profession in Australia:

- Research showed that veterinary professionals had a high risk of mental ill-health, and that half found their work had negatively impacted their well-being.
- In response, the AVA created the THRIVE program to take an industry-led, long-term approach to tackling these issues.

Support the mental health and well-being of veterinarians and veterinary staff in Australia

We invite you to become a THRIVE sponsor. Give back to the profession by supporting an industry-led initiative, focused on promoting the mental health and well-being of veterinary professionals. Our high impact program and associated sponsorship packages provide tangible recognition to sponsors of THRIVE, who are acknowledged and recognised as generous supporters of the profession and champions of veterinary mental health.



Why sponsor THRIVE and AVA?

- Multi-layered program of benefits and recognition
- Thought leadership presentations - enjoy meaningful engagement with the profession
- Lead Generation - exposure to over 7500 members and the wider veterinary community
- Branding and signage - showcase your commitment to the veterinary profession
- Ethical support and well-being of the veterinary profession
- Align your brand with a year-long marketing campaign and brand visibility
- Corporate Social Responsibility: THRIVE and AVA are non-profit, all revenue raised is invested back into services for the benefit of the veterinary profession.



We simply ask of you:
Help us to help veterinarians!



THRIVE impact



EMPOWERING CONNECTIVITY

- 1. Creating safer and healthier workplaces**
Over 1000 veterinary professionals trained across 60 clinics in bespoke wellness programs
- 2. Providing critical mental health support**
246 hours of counselling delivered
- 3. Personalised guidance and support**
170 mentoring matches helping vets learn, grow and stay connected
- 4. Equipping clinics to respond early**
60 professionals trained in Mental Health First Aid
- 5. Supporting thousands every year**
via THRIVE webinars, events and practical resources



THRIVE Sponsorship Program

Sponsorship Opportunities

Major Sponsor of THRIVE

Investment: \$29,990 +gst

THRIVE Stream at AVA Conference

- Speaker intro – max 5 minutes during THRIVE Stream
- 2 x complimentary delegate registrations to THRIVE Stream (Day only)
- Sponsor logo on Conference program, Conference website, and holding slides as a major THRIVE sponsor
- Sponsor logo on THRIVE Stream location LED Screen – for topic overview
- Freestanding banner in the THRIVE Stream room (supplied by sponsor)
- 1 x social media post promoting the THRIVE stream with sponsor acknowledgement
- AVA national member newsletter article, shared with collaborating bodies (eg VNCA, ANZCVS)

Graduate Mentoring Program

- Sponsor logo on Graduate Mentoring promotional materials as Major Sponsor
- Sponsor logo on Graduate Mentoring webinar slides
- Sponsor logo on Graduate Mentoring webpages (AVA and external platform)

Mental Health First Aid training course

- Sponsor logo on webpage and promotional materials
- Opportunity to purchase tickets to MHFA at a 20% reduced rate

Employee Assistance Program (EAP)

- Major Sponsor logo on AVA EAP webpage
- Major sponsor logo included in Member Welcome Pack associated to EAP Member benefit – listed in communications to new and existing AVA members

THRIVE Webinars x 3 per annum (Webinar would still have a Webinar Sponsor)

- Sponsor logo on THRIVE social media and saved sections for newsletters, as Major Sponsor of THRIVE
- Complimentary webinar registrations,
- Sponsor logo on introductory webinar slides
- Verbal sponsor recognition at webinar presentation
- Sponsor logo on AVA Learning Management System - on-demand webinar

Cultivating Safe Teams (CST) Program

- Sponsor logo acknowledgement and recognition in CST introductory slides
- Sponsor recognition on CST webpage/s
- Sponsor recognition in CST advertising to AVA members
- Sponsor logo on AVA Learning Management System
- Sponsor logo on CST AWARE handbook
- 2 x complimentary CST AWARE online team sessions – your team or your clients' team.
- 2 x complimentary CST AWARE webinar tickets per webinar held
- 1 x complimentary CST ACTION online registration

Branding

- Announcement of your sponsorship through AVA THRIVE social media channels
- Personalised THRIVE sponsor digital banner supplied by AVA, for promotional and communications material use
- Logo placement on the AVA THRIVE webpage – Major Sponsor size.



Sponsorship Opportunities

Supporting Sponsor of THRIVE

Investment: \$14,990 +gst - Limited opportunities

THRIVE Stream at AVA Conference

- 1 x complimentary ticket (THRIVE Stream Day only)
- Sponsor logo on Conference program Conference website, and holding slides as a THRIVE supporter
- Sponsor logo on door monitor. LED Screen – for topic overview

Graduate Mentoring Program

- Sponsor logo on Graduate Mentoring promotional materials
- Sponsor logo on introductory Graduate Mentoring webinar slides
- Sponsor logo on Graduate Mentoring webpage

Mental Health First Aid training course

- Sponsor logo on webpage and promotional materials

Employee Assistance Program (EAP)

- Supporting Sponsor logo on AVA EAP webpage
- Supporting sponsor logo included in Member Welcome Pack associated to EAP Member benefit – listed in communications to new and existing AVA members

THRIVE Webinars x 3 per annum (Webinar would still have a Webinar Sponsor)

- Complimentary webinar registrations,
- Sponsor logo and sponsor recognition during presentation, as a Supporting Sponsor of THRIVE
- Sponsor logo on the AVA Learning Management System - on-demand webinar

Cultivating Safe Teams (CST) Program

- Sponsor logo acknowledgement and recognition in CST introductory slides
- Sponsor recognition on CST webpage
- Sponsor recognition in CST advertising to members
- Sponsor logo on AVA Learning Management System
- 1 x complimentary CST AWARE online team session for your team or clients'
- 1 x complimentary CST AWARE webinar registration per webinar held

Branding

- Announcement of your sponsorship through AVA THRIVE social media channels
- Personalised THRIVE sponsor digital banner supplied by AVA, for promotional and communications material use.
- Logo placement on the AVA THRIVE webpage – Supporting Sponsor size.



THRIVE Program Benefits

Program/Inclusion	Major Sponsor \$29,990 +gst	Supporting Sponsor \$14,990 +gst
1. THRIVE Stream at 2026 AVA Conference		
Speaker intro – max 5 minutes	X	
Free of charge tickets (THRIVE Stream Day only)	2	1
Sponsor logo on program, conference website, and holding slides	X	X
Sponsor logo on door monitor. LED Screen - topic overview	X	X
Freestanding banner in THRIVE Conference room (supplied by sponsor)	X	
Social Media post	X	
Newsletter article	X	
2. Graduate Mentoring program		
Sponsor logo on promotional materials	X	X
Sponsor logo on webinar slides	X	X
Sponsor logo on AVA and program webpage	X	X
3. Mental Health First Aid training course		
Sponsor logo on webpage and promo materials	X	X
Purchase tickets at reduced rate	X	
4. Employee Assistance Program (EAP)		
Sponsor logo on EAP webpage	X	X
Member benefit – listed in communications to new and existing AVA members	X	X
5. THRIVE Webinars x 3 per annum		
Sponsor logo on social media and saved sections for newsletters	X	
Complimentary webinar registrations	X	X
Sponsor logo and sponsor recognition during presentation as a THRIVE Sponsor	X	X
Sponsor logo on AVA LMS on-demand webinar	X	X
6. Cultivating Safe Teams		
Major Sponsor thank you in CST Slides	X	
Sponsor logo recognition on CST webpage	X	X
Sponsor recognition in CST advertising to AVA members	X	X
Sponsor logo on AVA Learning Management System	X	X
Sponsor logo on CST AWARE handbook	X	
Complimentary CST AWARE online team training session	2	1
Complimentary CST ACTION online registration	1	
Complimentary CST AWARE webinar registrations (per webinar)	2	1
7. THRIVE Branding		
Personalised THRIVE Partner banner supplied by AVA, for use on Supporter's promotional and communications materials	X	X
Announcement of your Sponsorship through AVA media channels	X	X