

**NEW  
ZEALAND  
CAMPAIGN  
REPORT  
2009**











This Campaign Report has been designed to sit alongside and compliment the Global Financial Annual Report. Together, they provide a full overview of all elements of the campaign. Additional Campaign Reports for other countries and the Global Financial report can be downloaded at [www.movember.com](http://www.movember.com)





The background is a complex collage. A prominent vertical yellow stripe runs down the right side. To its left is a halftone pattern of small dots. In the lower-left corner, there is a dark silhouette of a person's head and shoulders. The overall composition is layered and textured.

**VISION  
TO HAVE AN  
EVER LASTING  
IMPACT ON  
THE FACE OF  
MEN'S HEALTH**

## Mission

Through the power of Movember, we will:

### **01**

Get men to grow moustaches.

### **02**

Encourage men to proactively manage their health.

### **03**

Remove the stigmas associated with men's health issues.

### **04**

Achieve breakthroughs that will move the global research community closer to finding better outcomes for men's health.

We will achieve this by:

### **01**

Creating an innovative, fun and engaging annual campaign that 'cuts through', raising funds and awareness.

### **02**

Operating a best practice charity through the smart use of technology, innovative marketing and low cost to fundraising ratios.

### **03**

Working with our beneficiary partners to deliver the best possible outcomes.

## Values

### **Fun**

We will work to make every part of the campaign fun and simple.

### **Humble**

We have a humble attitude and approach to everything we do.

### **Personal**

We will treat every Mo Bro and Sista personally and with the ultimate respect.

### **Accountable**

We are accountable and transparent. We will strive to exceed best practice cost-to-fundraising ratios.

### **Outcomes oriented**

We will work with our beneficiary partners to deliver the best possible outcomes from the funds we raise.

### **Innovative**

A new idea. We create new ways to do things that are useful for those around us. We are born from a revolutionary change in thinking, product, process and organisation.

### **Caring**

We always consciously endeavour to understand the people and issues that surround us.

# ABOUT MOVEMBER

The Movember Foundation was co founded by Luke Slattery, Travis Garone, Adam Garone and Justin Coghlan in 2004. The Foundation is a not for profit organisation dedicated to having an everlasting impact on the face of men's health. Movember started in Australia and has since grown to a global movement, running official campaigns in Canada, the United Kingdom, Ireland, United States of America, New Zealand, Spain, the Netherlands, South Africa and Finland.

The idea of Movember came from a conversation between Luke Slattery and Travis Garone the year before the Foundation was established. Luke and Travis were watching the world go by and critiquing the comeback of fashion trends from the past when the question was raised, why no return of the moustache?

Both felt that the Mo could do with a revival. So, with the seed of an idea, Luke and Travis talked a couple of mates into growing a moustache for one month and with that, Movember was born. In 2003, just 30 Mo Bros took part. The rules were simple; start on Movember 1st clean shaven and spend the remainder of the month growing a Mo. No money was raised; the idea was simply to see who could grow the better moustache.

It wasn't until 2004, having been overwhelmed by the conversations prompted by the previous year's growth, that the founders decided to develop the idea into a cause that gave birth to the Movember Foundation. Having recognised that men, unlike women, were lacking a way to engage in their own health issues, they saw an opportunity to attach a purpose to growing a Mo, and began to look for a cause for which they could raise a bit of money and awareness in 2004. Together, they came across the Prostate Cancer Foundation of Australia (PCFA) representing a health issue about which very little was known at the time.

In 2004, 450 Mo Bros took part and got their mates, friends and families to sponsor the growth of their Mo's and, to everyone's surprise, they raised \$55,000. It was the largest single donation the PCFA had ever received. It was at this point that the original Mo Bros realised that the moustache could be Movember's badge, our catalyst for conversation and one which would effectively turn each Mo Bro into a walking billboard for men's health, whilst allowing them to have a laugh with their mates.

The Movember campaign continued to grow and in 2006, the Foundation was in a position to take on a second men's health partner in Australia, *beyondblue - the national depression initiative*. It was clear that depression was another silent illness affecting many men in Australia and it was a cause battling to receive sufficient levels of awareness, understanding and funds.

Today, Movember takes place around the world. Motivated and inspired by what was happening in Australia, a further nine countries now embrace the Mo in an official capacity each November.

In addition, Movember is aware of Mo Bros & Sistas supporting the cause right across the globe, from Russia to Dubai, Hong Kong to Denmark and everywhere in between.

Movember will continue to work to change established habits and attitudes and make men aware of the health risks they face, thereby increasing early detection, diagnosis and effective treatment. More importantly however, Movember's success will remain with its ability to stay true to its origins, mates and moustaches, which is how it all began.

## **Timeline**

### **2003**

The Movember idea was born.  
Australia  
30 participants  
No money raised

### **2004**

The Movember Foundation was created  
Australia  
450 participants  
\$55,000 raised

### **2005**

Australia  
9,315 participants  
\$1.2m raised

### **2006**

Australia, New Zealand  
55,511 participants  
\$9.3m raised

### **2007**

Australia, New Zealand,  
Spain, UK, Canada  
and US  
134,131 participants  
\$21.5m raised

### **2008**

Australia, New Zealand,  
Spain, Canada, US, UK  
and Ireland  
173,435 participants  
\$29.7 million raised

### **2009**

Australia, New Zealand,  
Canada, US, UK,  
Ireland, Spain, South  
Africa, Finland,  
Netherlands, Czech  
Republic  
255,722 participants  
\$42,757,053 raised



## Taking part

### 01

Once registered at Movember.com each Mo Bro must begin the 1st of November with a clean shaven face

### 02

For the entire month of Movember, each Mo Bro must grow and groom a moustache according to these rules:

There is no joining at the sideburns, this is a beard

There is no joining at the bottom of the chin, that is a goatee

A small complimentary growth under the bottom lip is allowed (aka a tickler)



One fine moustache:  
an image is worth  
a thousand words

## Profiles

### The Mo Bro

There were over 11,500 registered Mo Bros in New Zealand in 2009. All of whom were vital to the campaign's success. There was a healthy mix of both old and new Mo Bros supporting our cause.

Research we've carried out indicates that their motives for participating seem to influence how much they change their behaviour after Movember. Those who grow a moustache, citing Movember's causes as their motivation, are the most active but even those who grow one just for fun, still engage in positive outcomes.

The Top four highest Mo Bros raisers in New Zealand in 2009 were:

Ben De Haan	\$NZ 8,275
Andrew Mcleod	\$NZ 3,625
John Chaplin	\$NZ 2,965
Dalton Kelly	\$NZ 2,520
Rich Myer	\$NZ 2,113

Our research shows that there are three main reasons driving our Mo Bros to get involved:

### Fun

This comes from comparison with friends, reactions from people they meet, the friendly conversation and the banter in which they engage.

### Sense of togetherness

Growing a moustache urges male friends and colleagues to join the cause while forming a sense of togetherness.

### For a good cause

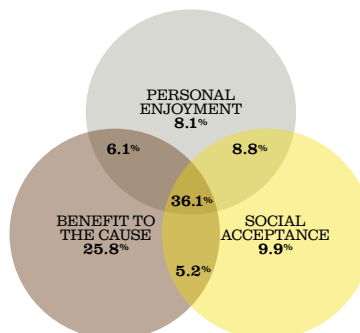
Our cause provides the validation for doing something they would otherwise find it difficult to justify.

**I am actually recovering from depression really well, just weening off the meds now, and eager AS to share my story, raise awareness and be able to help and encourage guys going through the same thing, cos as we both know there are soooo freakin' many of them!**

**If there's anything at all I can do to assist you and your team, please let me know.**

**Thank you for what you and the Movember team do, you guys are awesome!**  
2009 Mo Bro, Dean

## The seven motivation segments of Mo Bros







**11,587 Kiwi Mo Bros:**  
sharing the fun, sense  
of togetherness and  
a good cause to support

### The Mo Sista

And, whilst Movember may seem to be just for the boys, our Mo Sistas are an integral part of Movember. They play an important role; they are the organisers and supporters.

The Sistas show their support by:

#### **01**

Registering as a team captain and recruiting a team of Mo Bros

#### **02**

Organising an end of month party

#### **03**

Helping their Mo Bros raise awareness and donations

#### **04**

Celebrating with Mo Bros at the Gala or Mo Partés

—  
**I think this initiative is fantastic!!! Wish I'd known about it for the past 5 years, but am now a Mo Sista and recruiting more and more Mo Bros daily. No-effort super fun way to raise cash. Well done to everyone who works on this!**

2009 Mo Sista, Rohana

—

### Our Donors

There were 26,778 individual donations in New Zealand in 2009.

Why they donate to Movember

#### **01**

A friend, family member or colleague asked them to donate on their behalf

#### **02**

Want to support Movember

#### **03**

Have had a personal experience with prostate cancer and/or depression.

### Mo Team

There were hundreds of teams in 2009. All of whom raised incredible amounts for our men's health partners. The top fundraising team was Vodafone.

—  
**Movember is the first charity event I could relate to and wanted to get involved with. My friends and I formed a team, had a great laugh and for the first time ever we talked about our health and prostate cancer.**

2009 Mo Bro, Jason

—





**Top**  
Gin Wigmore:  
Mo Sista leading the way

**Bottom**  
Mo Bros come together to  
celebrate their Mo growing  
efforts at one of New  
Zealand's Gala Parté

# **MEN'S HEALTH AND PROSTATE CANCER**



## Men's health

There is an increasing momentum of men's health awareness in New Zealand; but as a general rule, men continue to be unhealthier than woman. Based on the mortality experiences of New Zealanders in the period 2006–2008, life expectancy at birth was 78.2 years for males and 82.2 years for females.

There is no doubt that there remains a need to better understand the association between behavioural, genetic, social and biomedical factors that contribute to poorer health outcomes compared to women. What is undisputed however; is that lack of awareness is a dominant factor in the issue.

As a rule, men in New Zealand still access health services less frequently than women and when they do visit the doctor, they typically present late, thereby denying themselves the chance of early detection and treatment of common diseases. Recent studies show that men don't get regular health checks for a number of reasons:

**01**  
Scared it will lead to a hospital visit

**02**  
Embarrassed to discuss their health issues

**03**  
Just can't be bothered making an appointment

**04**  
Find it too hard to see a GP because of limited opening hours

As a result of a lack of awareness around men's health issues in the past, many men today do not fully understand or know about the risks they face.

Through increased education and awareness, the Movember Foundation aims to work with its Kiwi beneficiary partners to better enable men to identify issues, seek effective treatments and look out for one another for years to come.

By putting a fun twist on a serious issue and by using the moustache as a catalyst we want to bring about change and give men the opportunity and confidence to talk about their health.

The Movember Foundation is interested in raising awareness around all men's health issues but in New Zealand specifically focuses on prostate cancer and depression in men. We want:

**01**  
Everyone to know that all men aged over 50 and those over 40 with a family history of prostate cancer are at risk and should be tested annually

**02**  
Every man who is dealing with depression to know it is a disease for which they can and should seek help

**03**  
Men to know that they shouldn't wait until they are sick to see a doctor. An annual general health check-up will be the best change for catching things early and preventing complications and side effects. Men are often seen as not the best at addressing issues around their health. Especially when compared with the efforts of women, who proactively and publicly address their health issues in a way not traditionally associated with men. The result today is that the levels of awareness, understanding, and funding that support male health issues, like prostate cancer and depression in men, lag significantly behind causes such as breast and cervical cancers.

Movember aims to change the face of men's health and alter this way of thinking by putting a fun twist on this serious issue. Using the moustache as a catalyst, we want to bring about change and give men the opportunity and confidence to talk about their health more openly.

# THE 2009 NEW ZEALAND CAMPAIGN





# NEW ZEALAND CAMPAIGN OVERVIEW

## New Zealand campaigns

	2009	2008
Total Registrants	11,587	12,861
Total Funds Raised	NZ\$1,001,298	NZ\$927,648
Individual Donations	26,778	25,781

# THE GLOBAL CAMPAIGN

## Global campaigns

Country	Total registrants	Total funds raised	Number of campaigns (years running)
Australia	127,893	\$21,018,129	7
New Zealand	11,587	NZ\$1,001,298	4
United States	28,223	US\$3,208,672	3
Canada	35,035	CAN\$7,847,725	3
United Kingdom	44,520	£4,963,288	3
Ireland	6,568	€1,015,553	3



# HOW MOVEMBER IS MAKING A DIFFERENCE

**FUNDED  
PROJECTS**



# MOVEMBER AND THE MENTAL HEALTH FOUNDATION

JUDICLEMENTS  
CEO

With the help of Movember the Mental Health Foundation has been able to reach men who traditionally have felt uncomfortable talking about their mental health. In this past year, 'Out of the Blue' (OOTB) has developed and supported 'The Nutters Club', a weekly talkback show on RadioLIVE hosted by comedian Mike King, that was not only a finalist in the 2010 NZ Radio Awards, and has an ever increasing Facebook fan base, but has also spawned a soon to be published book and television series on Maori TV. OOTB has also sponsored a family gardening programme on Prime TV, numerous sports tournaments, comedy gigs; and has also advised and supported organisations working with men on issues of mental health. All these initiatives have increased our reach into communities of men, and their families, that previously would not have access to information on their mental health and wellbeing. Each year we look forward Movember and are extremely appreciative of everyone who gets involved in this fantastic event.

The funds raised through the 2009 Movember campaign have been used to significantly increase awareness of men's depression through the Mental Health Foundation of New Zealand's 'Out of the Blue' campaign. The following projects have been funded by the 2009 Movember campaign:

## 01 The Nutter's Club

The Nutters Club is a weekly nationwide talkback show on RadioLIVE hosted by New Zealand's most acclaimed comedian Mike King and internationally respected psychiatrist Dr David Codyre. The show's purpose is 'Nutters helping other Nutters live at peace with themselves and others, so we can all lead meaningful lives.'

Every week an invited guest shares their life story and in doing so, provides a voice of hope and understanding for both those with experience of mental illness and their friends, family and colleagues. The show has been on-air since June 28, 2009, and has not only attracted a growing audience but was a finalist in the 2010 NZ Radio Awards.

The success of the radio show resulted in additional funding from NZ On Air and a 15 part television series was created for Maori TV and a Nutters Club book has also been commissioned by international publishers, Random House.

## 02 Mental Health Soccer League

The Mental Health Soccer League was created to counter depression and promote men's health. The objectives can be broken down into seven categories:

Physical fitness: to promote physical activities on a regular basis through tournaments.

Social inclusion: to promote and foster social inclusion and use of community based resources.

Networking: through the league consumers and support workers have the chance to create networks and gather information on various resources and programmes available to them.

Team work: encourages individuals to work on teamwork and communicate effectively.

Soccer skills: provides an opportunity to improve soccer skills.

Consumer governance: aims to gradually hand over the governance of the tournament to a Tournament Committee consisting of consumers.

Socialising/recreational: to provide consumers with a venue to socialise and enjoy soccer recreationally.

## 03 SONZ

Through a partnership between Out of the Blue and Kaitia's Waitomo Trust the Sons of New Zealand, SONZ, initiative was designed to use marae based sporting activities, starting with rugby, as a vehicle to engage with adolescent Maori males. SONZ develops positive role modelling and relationships for Tane Maori and uses these as a way to reduce their over representation in mental health statistics.

## 04 Kai Xin Xing Dong and Bo Ai She Art Competition

Out Of The Blue funded, supported and promoted the Kai Xin Xing Dong and Bo Ai She lead art competition entitled 'Ai Xin Zhu Kai Xin'.

'Ai Xin Zhu Kai Xin', which means 'showing your loving and caring heart so you will bring happiness to each other' aimed to counter stigma and discrimination associated with Chinese people who experience mental illnesses as well as create mentally healthy Chinese communities in Auckland.

# MOVEMBER AND THE CANCER CARE SOCIETY

**DALTON KELLY**  
CEO

Movember provides an opportunity to tackle what the Society had already identified as a priority – men’s health! It is a unique campaign which directly targets the audience we want to reach, and is also inclusive of women as Mo Sisters. The money we received from Movember is a real boost to our funding and will be invested in projects which raise men’s awareness of their health and health risks, and research to improve health outcomes for prostate cancer. We are looking forward to the next Movember!

The Cancer Society received 50% of funds raised from the 2008 Movember campaign. The Mental Health Foundation was the recipient of the other 50%.

The money received by the Cancer Society was split in three ways: research, regional projects and national projects.

## 01 **Research Projects**

01.1  
Dr Justin Keogh and Dr Daniel Shepherd, School of Sport and Recreation, AUT University, Auckland are working on methods to improve the health and quality of life of prostate cancer patients on androgen deprivation therapy by programmed physical activity. Money from this grant will be used by the investigator to explore how best to get men with prostate cancer into exercise programmes. It is hoped exercise may help to reverse the loss of strength men experience whilst on hormone treatment.

01.2  
RADAR prostate cancer trial is the biggest prostate cancer trial in Australasia has been running since 2007. Associate Professor David Lamb, based in Wellington, is investigating how long to use hormone therapy in prostate cancer, and whether the side effects of treatment (osteoporosis) could be reduced by the use of bone- hardening drugs (bisphosphonates).

## 02 **Regional Projects**

The regional budget was awarded to eight regional projects:

02.1  
Waikato Division had an interactive display at the Rural Living complex of National Agricultural Fieldays for the fourth year in a row.

02.2  
Purchasing a hardware education tool for prostate cancer education – Central Districts Division.

02.3  
Men’s Health Challenge brochure delivered to members of the Rugby Football Union – Taranaki Centre.

02.4  
Workplace-based men’s health initiative with a focus on prostate cancer (with an intention it will be developed into a national model) – Wellington Division.

02.5  
A prostate cancer support project to visit rural areas using kaumatua who have had prostate cancer to talk to the men/women on the Marae – Gisborne Centre.

02.6  
What do men want? A series of focus groups asking men about how they want information about prostate cancer delivered to them – booklets, advertising, and also reviewing the Cancer Society’s current prostate cancer literature for suitability – Auckland Division.

02.7  
Prostate Cancer Support Project – Men’s Health Seminar. The funds were used to purchase men’s health signs, resources and pay a site fee to the Rotary Club (this was used by Rotary for tickets and posters) – Gisborne Centre.

02.8  
A&P Show – Men’s Warrant of Fitness. The stand had a regular flow of people. The resources developed for the show have been extensively used at local Relay For Life events and at several trade stalls, making them a very useful ongoing resource – Hawkes Bay Centre.

## 03 **National Projects**

The national office ran the Men’s Health Challenge for the second year, specifically targeting organisations such as the Defence Forces, Fire and Police Services where the majority of employees are men. The Men’s Health Challenge was launched on Father’s Day and aimed to encourage men – especially those over 50 – to be more proactive about their health. Men are challenged to ‘tick’ their risk factors on a scorecard and make an appointment to see a health professional if they have ticked two or more risks. The funds raised by the Movember Foundation funded the resources for this campaign.







# MAKING A DIFFERENCE THROUGH AWARENESS

Each year, the Movember Foundation undertakes a research project led by Professor Heath McDonald from Deakin University in Melbourne. The aim of this research is to develop a full understanding of why people are taking part in Movember, whether Movember is meeting expectations and to track behavioural change as a result of participation.

**DR HEATH  
MCDONALD,  
ASSOCIATE  
PROFESSOR  
OF MARKETING  
DEAKIN  
UNIVERSITY**

Can growing a moustache really have an impact on men's health?

This is a question the staff from Deakin University has been working with Movember to answer over the past three years. Our research work has involved in-depth interviewing, focus groups and large-scale surveying of Mo Bros, Mo Sistas, Donors and event organisers. We have examined their motivations for participating, satisfaction with the experience and changes to both attitudes and behaviours that resulted from being involved in Movember. Each year, we have heard from around 5,000 Movember participants.

The profile of Movember participants, unsurprisingly, is largely males aged under 40, although increasingly we are seeing older males and more women participating. Typically young men are not highly active in charity work, and with about 30% of Mo Bros indicating this is the only charity they are involved with, it seems Movember is very effective in growing the market by bringing young men into charitable work. One third of those participating in 2009 were new to Movember.

In broad terms, Movember can be thought of as a 'thon', similar to a walk-a-thon or read-a-thon in that participants raise money by being sponsored to undertake an activity. In this case, that activity is to grow a moustache for one month. Like all thons, Movember attracts a range of participants with differing motivations for being involved. For example, it is common for many participants in thons to be attracted primarily to the activity rather than the charitable cause it is associated with. Just as many participants in 'fun runs' are attracted solely for the running, our research shows that many of the men who get involved in Movember are initially attracted solely by the idea of growing a moustache. Regardless of their motivation for participating, it is interesting to examine whether the month spent participating in Movember has an impact on health awareness and behaviours.

Measuring the impact of Movember on Men's health knowledge, attitudes and behaviours is difficult given that this is but one activity in a large array of factors that influence these things. To gain some insights though, we asked our respondents to tell us the degree to which they undertook certain health-related activities and then the extent to which their participation in Movember had influenced those actions.



The results suggest Movember is having a direct and significant impact on both Mens Health awareness and behaviours as follows:

54% talked about men's health issues with others, with 30% of those attributing that directly to their involvement in Movember

22% did some of their own research into men's health issues, with 51% of those attributing that directly to their involvement in Movember

50% participated or donated to other charities, with 6% of those attributing that directly to their involvement in Movember

35% sought medical advice, with 10% of those attributing that directly to their involvement in Movember

38% encouraged someone else to seek medical advice, with 20% of those attributing that directly to their involvement in Movember

These figures are always higher for Mo Bros (moustache growers) than for donors. When the number of participants in Movember (over 400,000 Mo Bros and donors in 2009) is taken into account, then the impact of Movember becomes very clear. If, for example, 35% of the 400,000 participants sought medical advice and 10% of those did so as a direct result of Movember, then that equates to around 14,000 people whose behaviour was directly changed. It seems clear that Movember has a far greater influence on Men's Health than simply raising funds.

Perhaps the greatest change we have seen over three years of Movember participant research is a shift in behaviour away from actions like discussing men's health (which was undertaken by as many as 78% of participants in 2007) towards actions such as seeking medical advice (which is now three times more common than in 2007). This 'less talk, more action' trend is perhaps reflective of a now strong knowledge base amongst participants, and an indication that many are moving beyond the 'information gathering' phase of their health decision-making process, towards acting on the knowledge gained.

Gratifyingly, these outcomes are seen amongst participants regardless of their motivation for becoming involved with Movember. So, even amongst the 8% of Mo Bros who got involved simply because they thought it would be fun to grow a moustache, we see 77% talking about men's health and 6% undertaking direct actions.

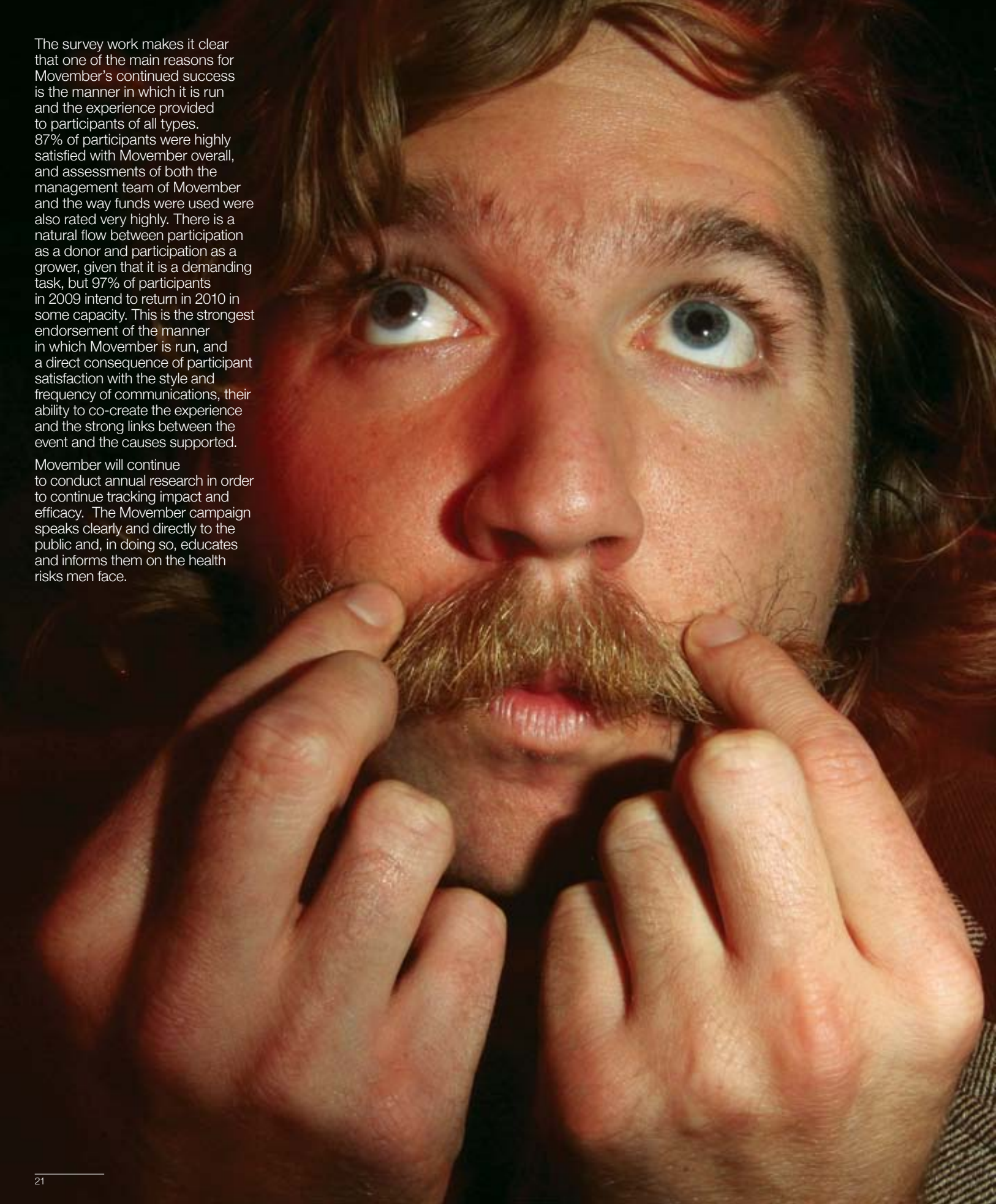
It seems that positive health outcomes are possible even amongst those who join for trivial reasons. Those who join in order to support the men's health partners of Movember; or because of a personal experience with either cancer or depression show the highest levels of positive health attitudes and behaviours.

Importantly, though, as confirmed by both interviews and survey work, it is the balance of fun, a good cause and social acceptance that guarantees Movember success. Even those growing a moustache for fun report they would have a hard time doing so if the charity cause wasn't present and their family, friends and workplace didn't accept the legitimacy of the charitable efforts. Similarly, there are many who feel causes such as cancer prevention and mental health are worthy of support, but feel they could not raise the interest of their workplace or friends if the event wasn't an enjoyable, novel experience. 'Fun', 'good cause', 'worthwhile' and 'awareness' are the key words respondents most frequently linked to Movember in a free association exercise.

Beyond their own health, participants show very high levels of charity-partner recall (exceeding 90%) and sponsor recall (up to 72%). The fact that large numbers of participants know which causes are being supported, and are stimulated by Movember to do further research into them, makes Movember an extremely effective communication tool for these partners. Combined with the substantial funding Movember returns to partners, it is clear the event is making a very positive difference.

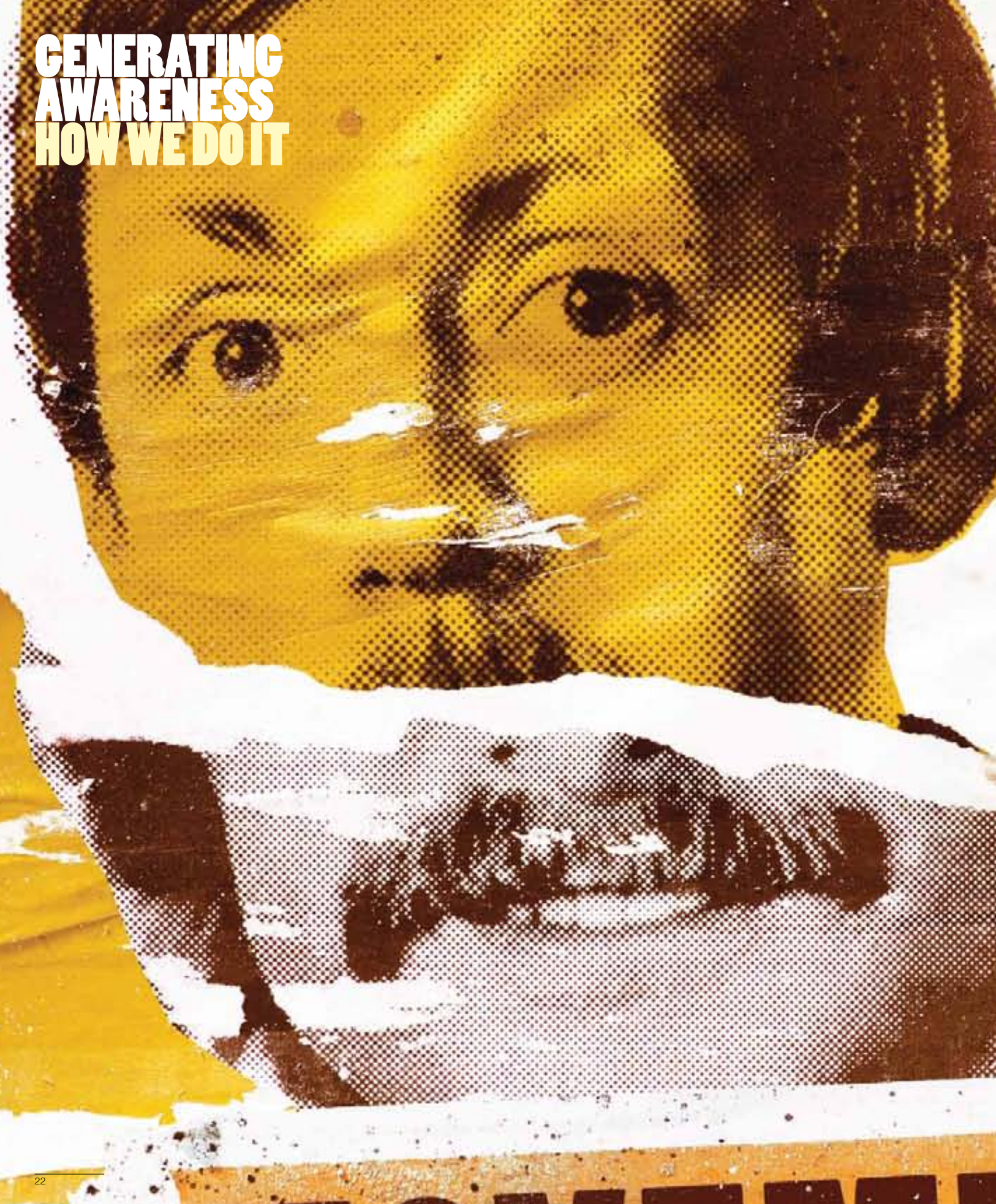
The survey work makes it clear that one of the main reasons for Movember's continued success is the manner in which it is run and the experience provided to participants of all types. 87% of participants were highly satisfied with Movember overall, and assessments of both the management team of Movember and the way funds were used were also rated very highly. There is a natural flow between participation as a donor and participation as a grower, given that it is a demanding task, but 97% of participants in 2009 intend to return in 2010 in some capacity. This is the strongest endorsement of the manner in which Movember is run, and a direct consequence of participant satisfaction with the style and frequency of communications, their ability to co-create the experience and the strong links between the event and the causes supported.

Movember will continue to conduct annual research in order to continue tracking impact and efficacy. The Movember campaign speaks clearly and directly to the public and, in doing so, educates and informs them on the health risks men face.





**GENERATING  
AWARENESS  
HOW WE DO IT**





Each year the campaign has a new creative concept which flows through all communication channels. It keeps things fresh for those loyal Mo Bros and Sistas returning each year, in addition to ensuring we keep challenging ourselves to make it a campaign that is engaging and relevant.

In addition to being fun, the campaign themes are designed to be innovative and thought provoking.

The 2009 message

Movember – Changing the face of men’s health

The creative theme

Peeling back the layers

The vehicle

Layered street posters



Past campaign themes:

2004

Are you man enough to be my man?

2005

Give prostate cancer a kick in the ass

2006

Changing the face of men's health

2007

Mindset. Journey. Destination

2008

I want to believe

2009

Changing the face of men's health

Using the strong imagery of street posters, this visual concept features portraits of Mo Bro's from all walks of life, men who like their mo's come in all shapes and sizes. The portraits are printed as posters then layered over the top of each other. They are then ripped back in layers to reveal the portrait posters underneath.

## 02 CAMPAIGN COLLATERAL

To help participating individuals and teams recruit team members, spread Movember's messages, raise money and organise events, we produce campaign collateral each year. By going online or calling Movember, anyone interested can receive:

Movember Party Guide  
(to help plan a Movember event)

Men's health posters

Movember Style Guide

Badges

Stickers

Wrist-bands

Donation boxes

The collateral is especially well received by those organising Movember teams and events in an office environment. The Movember kits make it possible for Mo Bros and Mo Sistas to get involved with Movember without having to go to too much effort.

Movember collateral can be requested online or by calling Movember



Campaign posters

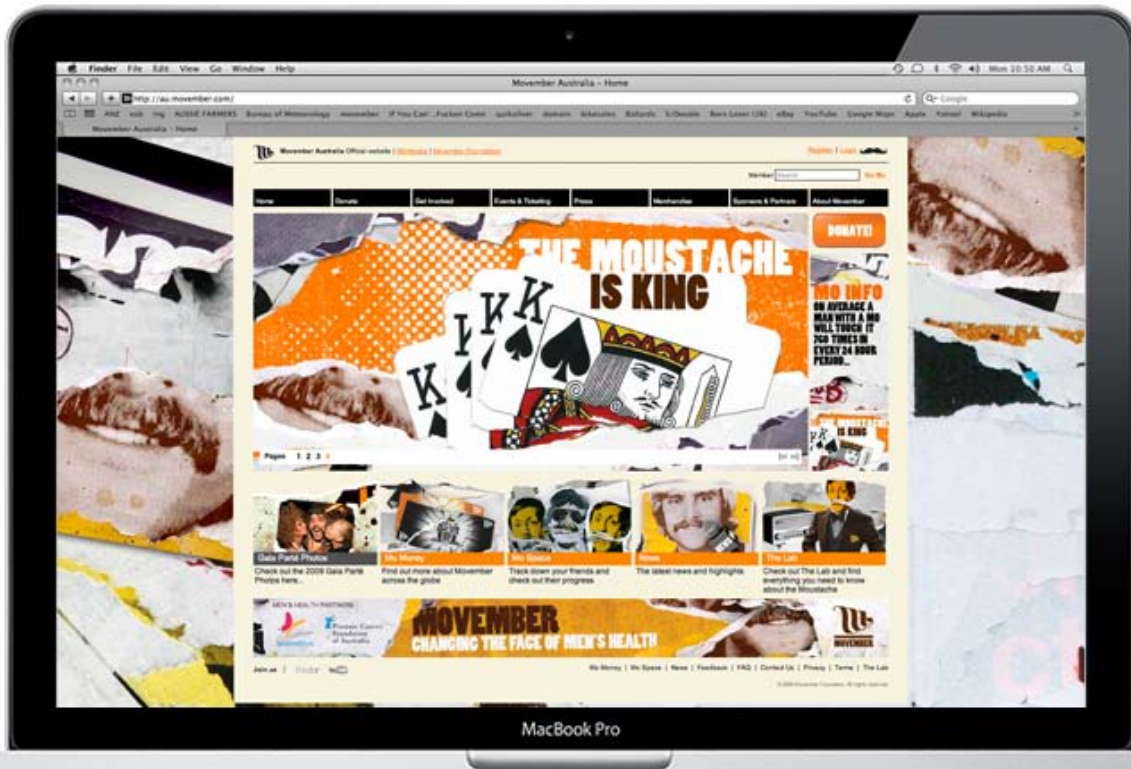






# 03 THE WEBSITE

Movember is a web-based campaign that utilises new media. The website is the central hub of activity; participants register online and the majority of donations are made through the secure website. It allows the Movember community to connect with each other and share news, experiences, learn about what's going on with Movember in their respective countries and around the world.





**News page**  
Features the latest news and highlights from the campaign



**Mo Space**  
Mo Bros and Sistas can track down friends and share comments, photos, encouragement and stories with each other from their Movember journey



**Mo Money**  
Where you can find out what is going on with Movember around the globe; including how many Mo Bros and Sistas are taking place in each country and how much is being raised



**Lab**  
The place you go to find out everything you need to know about Movember; including Mo facts, style guide, Movember rules and the latest videos



Each year, Movember is supported by well-known personalities who agree to come on board in an ambassadorial role. The awareness they generate for the cause is pivotal to the campaign's success. Ambassadors range from politicians, sports stars, TV personalities, comedians and high profile businessmen.

The 2009 Movember campaign was supported by a number of high profile figures with a genuine interest in promoting men's health. These ambassadors supported the campaign in a variety of ways – growing moustaches, presenting on TV shows, media interviews, radio appearances, photo-shoots, stunts and attending events. These ambassadors are not paid for their time or efforts and Movember is grateful for their support, which provided a tremendous boost to the awareness of campaign.

Ambassadors for the 2009 Movember campaign included:

**John Key**  
Prime Minister

**John Banks**  
Auckland Mayor

**Doctor John Mayhew**  
Vodafone Warriors

**Dai Henwood, Jeremy Elwood,  
Cori Gonzalez, Michele A "Court,  
Paul Ego and Kim Corbett**  
Comedians and 7 Days stars

**Jesse Mulligan**  
Comedian and More FM host

**Josh Heslop**  
Sunriseweather presenter

**Rod Cheeseman**  
Sunrisesports presenter

**Oliver Driver and Carly Flynn**  
Sunrise presenters

**Will Hall, Michael Galvin,  
Peter Mochrie and  
Kimberley Crossman**  
Shortland St star cast members

**Phil Bostwick**  
C4Presenter

**Wellington Phoenix players**

**Antonia Prebble**  
Outrageous Fortune star



Movember 2009 sparked superb growth for media coverage. Over NZD \$7.2 million worth of PR coverage was secured, a 56% increase on the previous year. The New Zealand campaign received 470 articles, which was an increase of 15% over the previous year.

Numerous national and local broadcast and print media covered the campaign, with journalists and presenters embracing the Mo spirit by growing Mos, discussing their journey and men's health.

Other great peaks of our coverage were found in securing over \$300,000 worth of free Movember TVC coverage on national TV at peak times.

The campaign was covered in a variety of top media outlets, including:

TV3Sunrise  
7Days  
NZ World Rugby  
Herald on Sunday  
TVNZ  
Sunday Star Times  
New Zealand Herald  
North Shore Times  
Timaru Times  
Otago Daily Times

Number of media hits by medium:

Print	176
Online	236
Radio – clips (excludes commercial radio)	26
TV – clips	30

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# NZ RUGBY

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**NEW SUN RISING**  
NICK WILLIAMS REVIVES CAREER AT MUNSTER

# MOVEMBER MANIA



**1** I own one of TV's most famous moustaches - it has its own Myspace page and Ashton Kutcher has tweeted about it! My mo discovered fame in the '80s, and though my TV show is no longer on, my moustache is - it's my best friend.

**2** I may have wrestled with the idea of shaving off my "Fu Manchu" - a moustache that extends past the lips and down either side of the chin - but I never could. I love it like I love my know-it-all kids.

**3** My moustache is a "walrus" in style and my most famous feature. It's a local hero that gets Close Up to NZ every weeknight.

**4** I may be married to a Kiwi, but my mo is direct from the highlands. Combined with my long grey hair and goatee, it makes me look a bit like a hilly goat gruff!

**5** My moustache and I had our own TV show in 1994. Even though I passed away in 1991, my infectious giggle and mo are still iconic to Kiwis.

**6** I played TV's famous Herby character for only 12 episodes, but you'd still recognise my moustache. Three wives have come and gone, but my mo is still with me.

**7** More drawn than grown, Jesus gave me a caterpillar mo that has stayed with me since I last appeared on TV in 1989. I've always got a spring in my step, even when my neighbours on Evergreen Terrace are causing havoc.

**8** My moustache is as famous as the detective I rose to fame playing. I am an English actor, but have the last name, on-screen accent, and moustache of someone a little more Belgian.

Since inception the media has been incredibly supportive and the breadth and depth of coverage has grown year on year

## Hairy Mo for men in ring

Hulk Hogan inspires wrestlers to grow tache for charity

BY FINBARR BUNTING

CHAMPION wrestler Hulk Hogan's famous droopy, golden moustache will be the inspiration for some of New Zealand's best wrestlers who are set to take on the Movember challenge.

Top Kiwi wrestlers, including six-time heavyweight champion D'Hoya, Tykadee, Ruljuts, JC Star, Corey Dallas and Stellar Hammer will be taking part in a public shave-off on October 30 before letting their whiskers grow for the fundraising and awareness campaign.

The results will be unveiled on November 27 at Lower Hutt Town Hall before a wrestling bout with the proceeds going to the men's charity.

Martin Stirling, managing director of New Zealand pro-wrestling, said the guys were really excited about taking part in the challenge that started in Australia in 2003 and made it to Kiwi shores in 2006.

"There is a lot of ribbing going on between them as to who will grow the best one," Stirling said.

Tykadee, who stands at just over 2m tall, said he has never grown a moustache before but is definitely looking forward to the challenge.

"I'm not one of those naturally hairy people," he said. The 140kg wrestler has been fighting for 18 months, and reckons he has a good chance of outgrowing his opposition come unveiling.

Movember is an annual, month-long men's health charity event. This year the event will raise money for Cancer Society of New Zealand and the New Zealand Mental Health Foundation.

Men must register with a clean-shaven face at the beginning of November and then let it grow over the month raising money through sponsorships.

Over the past two years, almost 40,000 Kiwis have taken part in Movember raising over \$3million in aid of men's health charities.

Prime Minister John Key is lending his support for the event even though his job prevents him from growing a moustache. Key will be giving the charity recognition by wearing a pair of Movember cutlinks during the month-long event. The Cancer Society's CEO Dalton Kelly says he is thrilled that Movember is receiving the backing of the PM. "Key's support will no doubt emphasise to Kiwi men the importance of monitoring their health and to be more proactive in seeking help when necessary," says Kelly.

Movember founder Jim Slattery says the unwavering support of New Zealanders will ensure that this year's event will be the most successful ever. "Movember plays an important role in helping men become more open and proactive in dealing with their health issues," he said. Slattery says growing a mo offers a fun and interactive way to get behind a very worthy charity.

## HOW TO MOW YOUR MO FOR MOVEMBER

Last year, 13,000 men in New Zealand took part raising almost a million dollars for charity and 2009 is looking even bigger! This year's chosen charities are the Cancer Society of New Zealand in support of prostate cancer and the Mental Health Foundation of New Zealand in support of their "Out of the Blue" depression awareness campaign.

To ensure each guy has his moustache looking mo-tastic, renowned hair stylist and owner of salon, Gareth & Co., Gareth Chitty, has some top styling tips.

"I can't state enough how important it is that you work carefully. Even clipping a small amount of hair can change your intended style and it may take days or weeks to grow back. There are many different styles to choose from, so be sure you decide how you want your mo to look before following these instructions."

### Styling Steps

- Make sure you find a room that has good light, so you can see all the areas that need to be addressed and can easily clean up afterwards.
- Wet your moustache slightly and comb the hair in a downwards direction.
- Trim along the bottom length of the moustache, so it is even.
- Slowly snip the outer edges of the moustache carefully and taper to achieve your desired style.
- Use your scissors to gently trim away at the body of the moustache until you reach your desired look.
- Trim away any extra hairs that need tidying up.
- Comb your moustache again.
- For fancier styles such as the Handiebar or the Fu Manchu, use moustache wax to achieve the required shape.

"If you do one thing this year, make sure it is getting behind Movember and growing a moustache. Don't worry if you only grow a little or a lot - just wear it with pride," says Gareth.

To register and for more information about Movember visit [movember.co.nz](http://movember.co.nz)



Wrestlers taking part in Movember are, from left, Jeremy Sullivan, Cameron Phillips, David Tubb, Corey Hemingway, Ben Thorpe. Bottom Zak Anderson, Jeremy Hitchcock and Travis Blight. Inset Hulk Hogan. Photo: Fairfax.





# Mo hair Mo manscaping

It's November — time for men everywhere to embrace their outer gorilla. But while some are relishing the chance to grow more hair, the unhappily hirsute are being encouraged to shed hair at home. Comedian **Dai Henwood** went manscaping.

**M**Y NAME is Dai Henwood and like alcoholics are addicted to booze, my body is addicted to hair. It grows everywhere. I share this with you, because there's a new trend in town and it's called "manscaping". Not such a new trend for me. I've had to manscape since I was 12 because that's when I first grew a moustache. In fact most mornings I have to shave out some eyes and a nose before I leave the house. So it comes as no surprise that this global trend has sparked a whole new range of men's grooming products — and I'm the man they chose to road test them.

The act of manscaping, according to the experts is removing or trimming the body hair, more specifically, that from the groin area. As far as manscaping goes, razor-makers Philips has made some pretty hefty claims. The most outrageous being, blokes who address their nether regions can achieve an "extra optical lift". Yikes. That's a bold claim. That said, I set out on my road test, venturing where I had rarely gone before. The shavers gave me the tools to discover what lives beneath all that hair. It turned out to be a highly-toned



## GIVEAWAY

We have a Philips Bodygroom and 7-in-1 Grooming Kit to giveaway, valued at \$220. To enter, send your name and address to: **November Advocate**, PO Box 210, Whangarei, or [adv@northernvoice.co.nz](mailto:adv@northernvoice.co.nz) by **5pm, December 3**.

body similar to a cage fighter. I even ventured downstairs and had pleasing results there too. Being 5'6, I like to try and gain an extra inch wherever I can. I would put a warning out to all men, however. Be

careful, manscaping can be addictive. Once you start, you can't stop. It can be dangerous, you need to take time, care and talcum powder or you are going to look like a plucked turkey. The experience has got me thinking about the merits of this "manscaping" business and I've come to the conclusion it's important. Not just for you, either. Some ladies like it, too. I do think you have to be careful though. I don't agree with shaving your legs but I think that's because cyclists and swimmers and I are a breed apart.

You also have to be careful because I believe lots of women secretly like hair — or a bit anyway. Let's face it — hair spells testosterone. I once made the mistake of shaving my entire chest rather than a subtle clipper. It had the opposite desired effect on women as it made me look about 10 years old. Lesson learned? Woman like a man who is a man, so manscapers — beware.

And then there is the issue of who you share your manscaping secrets with. My steer is to stay succinct. All my mates manscape and I'm pretty sure everyone clips their scenario but we definitely don't talk about it. Manscaping is a private thing between a man, his woman (or guy) and his shaver.

Media support comes from all forms of media, from the smallest of local newspapers to national broadsheets

## November 2009 launches with support of Prime Minister

As online registrations open around the country for November 2009, the organisers are pleased that Prime Minister John Key has announced his support for the moustache-growing charity event. Kiwi men around the country will soon be growing mo's during the month November to help raise awareness and funds in support of men's health.

Funds raised by November will be donated to the Cancer Society of New Zealand in support of prostate cancer and the Mental Health Foundation for its 'Out of the Blue'

depression awareness campaign. Over the past two years, almost 40,000 Kiwi's have taken part in November raising over \$3 million in aid of men's health charities.

Mr Key says he is proud to lend his support to the not-for-profit charity's ongoing efforts in raising awareness of prostate cancer and men's depression, even though his job prevents him from growing a moustache himself. Mr Key will be giving the charity recognition by wearing a pair of stylish November cufflinks during the month-long event

at a number of engagements.

The Cancer Society's CEO Dalton Kelly says he is thrilled that November is receiving the backing of the Prime Minister. "The Cancer Society will be using November funding to research into the causes, detection, diagnosis and improved treatment of prostate cancer," says Kelly.

**To find out more information or to register, visit [www.november.co.nz](http://www.november.co.nz).**

# Getting Behind NOVEMBER

RUGBY WORLD is delighted to help promote November and its connected charitable causes. For those of you who don't know the drill - November (it's a cunning play on November you see) asks men (it's not discriminatory, ladies can too) to grow moustaches and take sponsorship money for doing so. November's partners this year are the **Cancer Society** and the **Mental Health Foundation of New Zealand** and as most of our readers will have noticed, a percentage of our cover price this month will be donated to them.

And we could think of no better way of doing our own bit to help the cause than by picking the best ever **All Black Moustachioed XV**.

## ALL BLACK Moustachioed XV

### 1 RICHARD LOE

Richard Loe was renowned as an enforcer, a trouble shooter, a hard man. Part of his image was his moustache. It framed his face off nicely. Obviously he needed something "manly" - a moustache that no one would mess with, he opted for a white favourable with Manly benefits - "The Moustache". It was a good moustache - keeping white and stayed work.

### 2 TANE NORTON

Norton is a long devotee of the moustache. There are a lot of men who have shaved with the Blues and taken to their upper lip with the razor. Some it was less to have a moustache in the 1970s and 1980s but not now. Norton, then, for styling with his through Black and then, his style is hard to determine - it looks like a "Cheroot" but there are some angles where it's more like "Lamp Shade".

### 3 KEITH MURDOCH

Keith Murdoch, we all know about him. He was a hard man, made infamous by events of the Anger hotel in Cardiff. A man like Murdoch was always going to have a beard. Couldn't be taken seriously without one - he not spent a lot of money on the idea of a beard for the wife man image he was trying to sell. He favoured white curly but he tended to work mainly with a "Cheroot" and what a beauty.

### 4 MURRAY PIERCE

As a Police man he knew what he was doing on the moustache front. There is the set piece always known how to go about growing and maintaining facial hair.

### 5 GARY WHITTON

Whitton was never the most popular All Black. One area where he could never be criticised was his work above his lip. His moustache was visible from both sides some distance - as if some unfortunate took it had been painted on. Few men have the ability to grow a "Mou", as we used to call it. He had to be near translucent but looked like a joy in a rare species indeed.

### 6 JOCK HOBBS

If you're like me, you know that Hobbs was a No 7, but we are shaking him as a substitute because, really, we are just looking to All Blacks who had moustaches - no give or a Black. Okay?



Hobbs has become a better known contemporary than he was given. Most of his administrative career has been conducted without facial hair. For his moustache is as much about surprise factor as it is not and but quality of the moustache. But for plus, with the scrum cap on and his dark features, he looks like a Hungarian water polo player. Given his reluctance to grow one these days, it looks as if Hobbs may indeed have worn one in the 80s (just to show that he could).

### 7 GRAHAM MOURIE

Sometimes it was hard to tell where the moustache ended and Mourie began. Just look at the binary of the moustache to this picture. There's clearly going everywhere and it's standing proud. That was Mourie's moustache - a leader to the end - never one to take a backward step. If you know this is wrong, remember that you're right. It is actually quite hard to come up with these bluffs.

### 8 MURRAY NEXTED

One has always done well with the facial hair and his excellent work with the moustache was no doubt helped. There's no doubt that he worked all of his moustache - he was tickled by former Beauty Queen Lorraine Bayly - he grew up the offspring. It's hard to get in this picture but he must have missed her few English, which is the kind of professional look we should expect from Nexted. It is amazing how a little bit of hair, imagination and commitment can take big standards "Cheroot" into something altogether blunter.

### 9 DAVE LOVERIDGE

It's not as widely known but Dave Lovridge was the moustache as good as it is as much as it is. He took the responsibility of facial hair seriously and went a long way to ensure that his moustache never let anyone down.



Obviously some chaps have grown bigger, more impressive moustaches. But Lovridge was his place here for his colleagues - he never once had a bad (Cheroot) hair day.

### 10 WALTER LITTLE

Don't even say it. No - he was a second five who could cover first. But the thing is, because first years are such pretty, lower of the team at the time, they have never seen one moustache. Seriously Great Five with a "Mou" before. They don't have it in him. Don Carter, he's been to give the look and hope the wind from something as it. The only person first five with a half decent moustache was Frans Botha in his early days. But we can't find a photo of that so Walter Little it is.

### 11 GRANT BATTY

The Brits loved to lose and lose. Grant Batty, he was like some pantherine return. But how could they? Surely they should have spotted soon time work? Like Loe, Batty was a big fan of "The Moustache". He wasn't a bad player at all but really he became famous for having a moustache. It always overshadowed his game - like a strong big brother.



### 12 ALAMA IEREMIA

The straight-forward Ieremia is the perfect example of a half moustache. His destination was admirable but his growth failed to reach the mark on several occasions. It was messy, getting and poorly shaped. It was never easy to tell whether he was growing a moustache or whether he had just forgotten to shave for a week.

### 13 JOE STANLEY

This lightly clipped effort by Wayne Stanford on being a "Toucan" but given the only man to gain respect for this style was one A. Hines, we'll suggest Stanley was wearing a "Lampshade". It carried it well. It was one of those moustaches that looked like it belonged, unless as if he was born with it. But that would be ridiculous.

### 14 TERRY WRIGHT

A skinny white guy, Terry Wright looked like he had his business in international rugby. He was looked like he should be out of his depth growing a moustache. His legs might not be strong enough to hold up the weight of a big one, but, the man should get lost in Wellington, New Zealand. But Wright was not easily intimidated and was understood by many. His moustache was a great effort even if there was just a little of ginger in it.

### 15 ALLAN HEWSON

It's 100%, but Hewson, the Tom Brack, is one man who definitely needs better with a moustache. He's either hardly let himself up for that very long time. His photo, and there should be no debate - bring back the me Allan.





## Launch events

In October 2009, barber shop shave offs were held across to New Zealand to mark the start of Movember. A number of these were televised and supported by post event coverage.

## Gala Partés

Movember culminates with a series of Gala Partés at the end of the month. These events allow Movember to thank the Mo Bros and Sistas for their collective fundraising efforts, spreading the men's health message, and to recognize and award the Mo Bro with the very best moustache.

Mo Bros and Sistas attended Movember Gala Partés in New Zealand, held in the following cities:

Auckland

Christchurch

Wellington

The events are a way to get Mo Bros and Sistas together in one place at the end of the month, to thank them for their collective fundraising efforts and for spreading the men's health message. And, last but not least, to recognize and award the best moustache there.

## Mo Parties

For those who don't live near an official Gala city or for those who want to throw their own event they could register their own end of Movember celebration on line.

Each host received a free Movember 'party in a box' to help promote and run their event. The pack includes campaign and men's health posters, donation boxes, style guides, pin sets, wristbands, stickers, and prizes from Movember's generous partners.

Mo Parties were held across New Zealand in 2009, in sports clubs, pubs and bars, across a variety of workplaces, in hospitals and research labs, police stations, fire stations, airports and schools.

## Boys Day Out Christchurch

01 Movember promotional stand asking people to provide their contact details to enter the draw to win a Canadian Club sleeping bag suit.

02 Giveaway of Movember promo items – stickers, wristbands, CC key rings, limited amount of drink coasters.

03 Point of contact to answer questions about Movember and inform the public that Movember was fast approaching

04 Creation of database to email for Movember registering. Over 800 peoples details collected during the day to be entered into the Movember system and emailed to register once the website was opened for the 09 campaign

## Speedshow Auckland

01 Pre Movember sign up and awareness stand at Speedshow event 19-20 September.

02 Street flags displaying Movember and our website address- Movember.com

03 'Grow a Mo Kiwis and help save a bro'

04 Posted in prominent locations across the country with the help and support of the local councils to provide half the cost of the activity (putting them up and pulling them down)

01 Locations: Hamilton, Rotorua, Lower Hut (Wellington), Auckland (including high profile locations- Ponsonby Road) and in Gisborne

## Hot Water Mo Surfing Competition

01 Movember Surfing competition held at Hahai 'Hot Water Beach' in the Coromandel to raise funds and awareness in the surfing and local communities.

02 Pre 80's surfboard, stubbies and a Mo to enter.

03 Radio advertisements in the Auckland and Coromandel area.

04 Promotional flyers in the Auckland and Coromandel area

05 <http://www.facebook.com/event.php?eid=187947857368>









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# PARTNERS

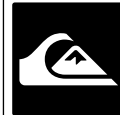
Each campaign, Movember partners with a number of corporations that are aligned with our brand and believe in our vision – to have an everlasting impact on the face of men’s health. Movember’s partners support the campaign with joint promotions, internal participation, great prizes, a cash contribution, and free services that help minimize our cost base.

We sincerely appreciate the support of our partners in helping to grow and groom the campaign.

## Major partners



## Supporting partners





For further information about  
The Foundation, please contact:

Juliette Barnes,  
PO Box 292  
Pahran, VIC 3181,

1300 GROW MO (1300 4769 66)

[www.movember.com](http://www.movember.com)  
or [info@movember.com](mailto:info@movember.com)



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