

TOMORROW MAN

PRESS KIT



Founded in 2017 by Tom Harkin, Tomorrow Man aims to change the horrific statistics surrounding men's mental health today.

After growing up in Frankston and witnessing multiple mental health professionals struggling to connect with the teenagers at his high school, Tom saw the opportunity to package this information the right way.



Men know they need to talk but aren't sure how. I wanted to provide a space for blokes to speak honestly and openly without losing their masculinity."

Every 4 hours we lose a man to suicide in Australia. It is the largest killer of males aged between 15 and 44.

It's about time we had a no holds barred conversation about the state of man; face the stats and create space to reinvent those outdated stereotypes.

These stereotypes are perpetuating a masculinity that is far too narrow and doesn't allow permission for healthy traits. Traits that strengthen resilience, encourage emotions and keep more men alive today, and for tomorrow.



FACTS + FIGURES

TOMORROW MAN

3,141 workshops run

as of 5 Dec 2022

102,707 people reached

as of 5 Dec 2022

STATE OF MAN

15 - 44

Suicide is the largest killer of Australians aged between 15 and 44.*

70% of men

say that they're there for their mates, but 48% of men feel they could not talk to their mate if they were struggling. ***

1 out of every 8

Australian men will experience depression in their lifetime.*

1 out of every 5

Australian men will experience an anxiety condition in their lifetime*

1 in 4 men

have no one outside their immediate family that they can rely on.**

1 in 3 men

37% of men are not satisfied with the quality of their relationships.**



*beyondblue.org.au/media/statistics

**lifecycle.org.au/resources/data-and-statistics

***beyondblue.org.au/docs/default-source/research-project-files/bw0276-mens-social-connectedness-final.pdf?sfvrsn=4



THE STATS WON'T CHANGE UNTIL THE CAPABILITIES CHANGE

When was the last time you saw your dad, or any man in your life, articulate hard emotion in words?

Where are the training grounds for men to learn how to talk with gravity? Or to sit with uncomfortable emotion? To talk openly when your heart is racing and your stomach is turning?

Where do boys learn to do this as they grow into men?

**For most men,
the answer is nowhere.**



We aim to embody a more flexible, relevant and modern alternative to an old school stereotype, that resonates and speaks to the mainstream male.”

We go where men gather.

We create these training grounds in schools, sporting clubs, workplaces, and communities, face-to-face and virtually, across Australia working with men of all ages.

Through active facilitation we encourage men to disrupt old school male stereotypes and explore how they can look after themselves, their mates, and their families better while carving out their own, healthier version of tomorrow's man.

Our programs get boys and men on the tools enabling them to build emotional muscle, practice talking about things of weight and depth, and often emotional intensity. By teaching more men these capabilities we can change the statistics.

With greater emotional range you can still banter with the boys, be stoic when you need to but also cry because you're proud of your kids, tell a mate that he's crossed a line without losing the friendship and rock the dance floor.

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WHAT A WORKSHOP LOOKS LIKE

OUR WORKSHOPS RUN FOR TWO HOURS AND INVOLVE A MIX OF INFORMATION, DISCUSSION AND VOLUNTARY ACTIVITIES.

We discuss gender stereotypes, look at stats that directly impact men and teach some tools that enable better conversations and deeper connection within the cohort.



WHY DO WE USE NAIL POLISH?

A voluntary nail polish exercise is run in some of our workshops.

It is used as a metaphor to show participants how some traditional male stereotypes can be narrow and restrictive.

When given the challenge of wearing nail polish it creates a strong response to going against the unspoken rules men can live by. This opens up the conversation for other rules we live by that may be detrimental to our wellbeing such as not showing emotion, holding it all together and feeling like we have to have all the answers. We ask participants to question which rules are working for them and which ones are no longer serving them in their own lives.

We also acknowledge the great strengths in masculine traits and we never use the terms 'too masculine' or 'toxic masculinity' as each man's masculinity is their own. Our aim is to equip men with the tools to broaden their emotional range so they can deal with life's ups and downs in healthy ways.

Never. All activities in our workshops are voluntary and we exist to offer a different perspective on gender stereotypes and encourage participants to look at how traits within these social constructs positively and negatively impact their own lives.



HOW TO GET INVOLVED

BOOK A WORKSHOP

You can book a workshop for:

- Your school
For students, for teachers, or both.
- Your workplace
A Night with the Blokes Workshop
Whether it's the entire business, just your department, or the management team.
- Your sporting club
More Than The Game Workshop
Any sport, any sporting club.
- A men's group
A Night with the Blokes Workshop
A men's shed or hobby group.
- Your community
A Night with the Blokes Workshop
An open, public community workshop.

All our workshops can be run virtually, or face-to-face.

ATTEND A WORKSHOP

If you hear of a workshop happening within your workplace, community or sporting club, put your hand up for it, you won't regret it.

We also facilitate virtual workshops for blokes, open to anyone. These sessions are shared on our social channels regularly.

DONATE

If you cannot attend a workshop, or loved it so much that you want to provide that opportunity to others, you can donate to our funding partners who help to make our workshops possible.

Gotcha4Life

gotcha4life.org/donate

Your support can power more presentations, workshops and training programs focused.

Kai Eardley Foundation

kaifella.com.au/donate

Your donations help to run workshops to help boys build emotional resilience in Western Australia.



WE'RE NOT THE ANSWER TO MEN'S MENTAL HEALTH BUT THEY HAVE TO START SOMEWHERE, AND WE CAN HELP.

We are not mental health professionals. There are a lot of the mental health services out there doing incredible work but unfortunately they're stigmatised or cringy to blokes.

We offer an entry point to men, young and old, from all walks of life, in their language.

We get them in the door, normalise those services and lead them to healthier expressions of masculinity.



Our team holds a diverse mix of qualifications and experience in the areas of facilitation, education, public health, community services & development and youth work.”

No, we are not trained to offer professional mental health advice, diagnoses or services. We are a preventative social enterprise that creates training grounds for men to build their emotional muscle. The outcomes we work towards are the ability to articulate hard emotions into words, lean into discomfort and challenging conversations, building supportive and meaningful relationships and being open to seeking professional help if needed.

All our facilitators have working with children checks and current Suicide ASSIST and mental first aid training. We are constantly honing the craft of our facilitation through professional development and a curiosity of the human condition.





TM

GIVENESS

SPIRITUALITY

THE TEAM

TOM HARKIN CO-FOUNDER + CEO

Tom is an international facilitator, trainer, executive coach, and speaker.

His signature strength is his ability to create a training ground for groups of all sizes through his authenticity, and unique conversational style of group facilitation.

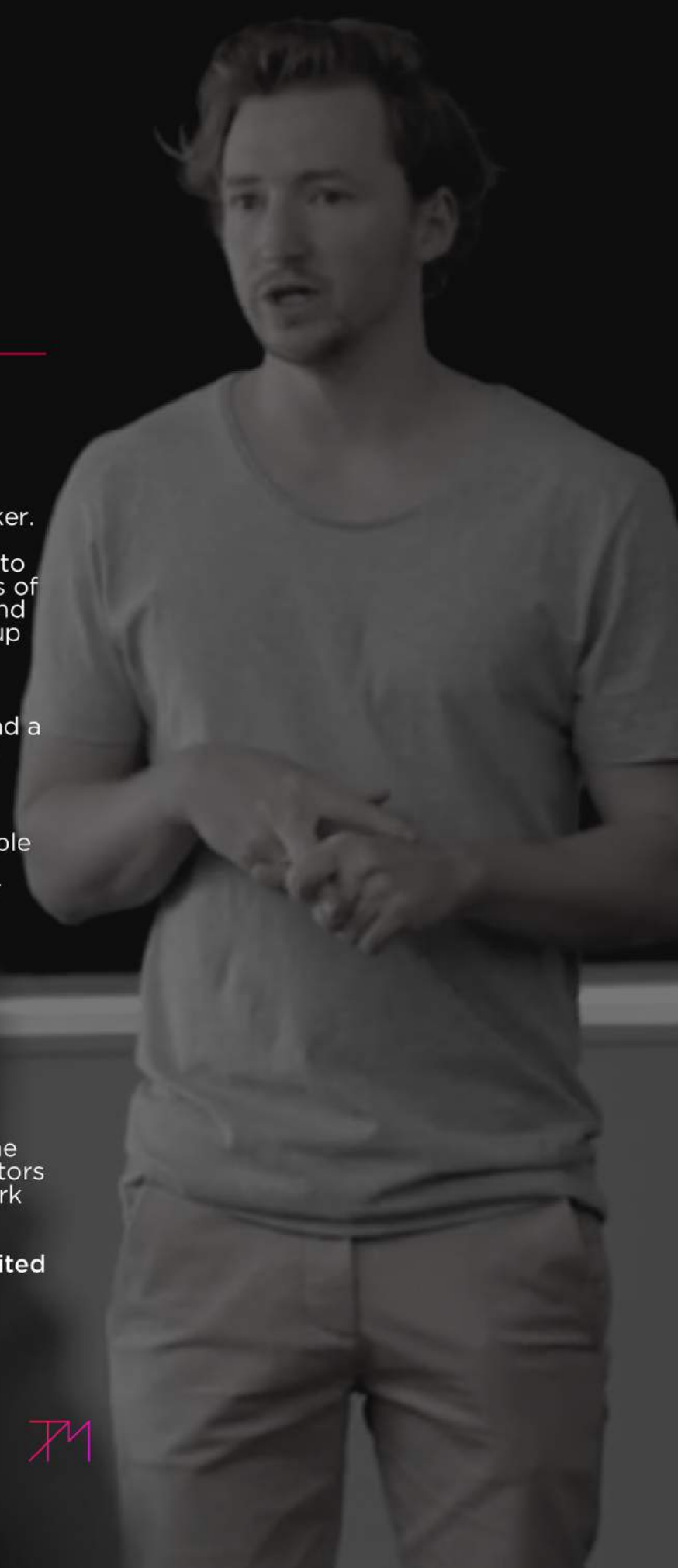
Calling on this vast experience through compelling story telling and a fierce passion for creating genuine growth Tom delivers impactful workshops.

Tom has a passion for helping people of all ages to realise how we as individuals and groups unlock their innate potential.



I can highly recommend Tom as one of the most naturally gifted facilitators I have ever had the privilege to work with.”

- Gordon Lefevre | CFO | AMP Limited



RYDER SUSMAN TRAINER + PRINCIPAL FACILITATOR

Ryder has over 15 years experience facilitating workshops.

As a keen footballer and dad of two boys, Ryder has seen the positive impact of challenging traditional notions of masculinity and creating environments where men can explore life beyond the stereotype.

Ryder has experience in film and television, working on the ABC's 'You Can't Ask That' as well as Hamish and Andy's 'True Stories'.

He is currently travelling throughout Australia working in schools, organisations, sporting clubs, and communities, fostering healthy emotional dialogue.

JOSH WARD FACILITATOR

Growing up Josh had a short fuse and got into a lot of fights, until a workshop in his later school years really opened his eyes.

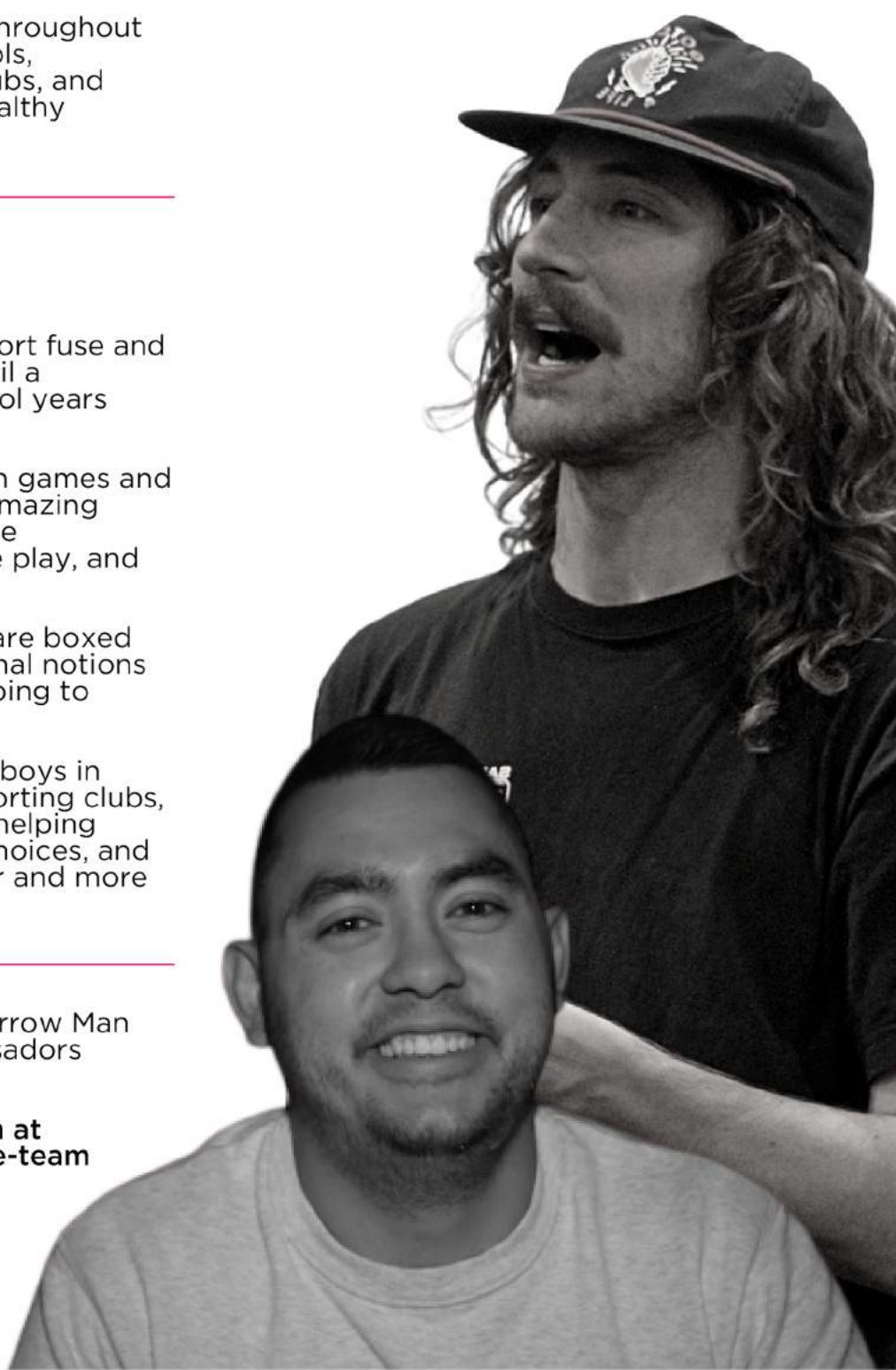
Josh has a fascination with games and think there is something amazing about game theory and the psychology about how we play, and how it relates to our lives.

Believing that many men are boxed in by pressures of traditional notions of masculinity, Josh is helping to change the narrative.

By working with men and boys in schools, organisations, sporting clubs, and communities, Josh is helping them to make authentic choices, and allowing them to live fuller and more purposeful lives.

We have a range of Tomorrow Man spokespeople and ambassadors available for interviews.

Check out our entire team at tomorrowman.com.au/the-team





CONTACT US

GOT QUESTIONS?
WE'RE ALWAYS HERE TO
HELP.

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