

## Become Queensland's Loudest Town 2020

*"People and businesses were approaching us with donations and ideas. I think this was because it was a competition and it was about the community. Eli and I are still getting congratulated by people. Every kid and adult in Tully now know him a little better and he has even more arms wrapped around him keeping him safe. It has been an amazing experience." – Linda Waddell, mum to 24-year-old Eli who was born with a hearing loss, and resident of Queensland's Loudest Town 2019*

### What's it all about?

Loud Shirt Day is all about making some noise for Queensland families impacted by hearing loss. As part of the 2019 Loud Shirt Day celebrations, Hear and Say introduced a hotly contested challenge to find Queensland's Loudest Town. The small north Queensland town of Tully ultimately took out the title, with schools, businesses and community groups all rallying behind local hero, Eli Waddell, to raise over \$13,000 to support children with hearing loss! Eli and Cassowary Coast Mayor, John Kremastos, were presented with a framed, limited edition LOUD shirt signed by Hear and Say Vice-Patron and NRL legend, Wally Lewis, which now hangs proudly in Tully's local pub.

Now 24-years-old, Eli was born with Down syndrome and diagnosed with hearing loss at the age of nine months. Referred to Hear and Say, Eli initially used hearing aids before receiving middle ear implants at age 16. The increased profile Eli has since gained as the ambassador for Tully's Loudest Town has seen him become an even more recognisable and celebrated young man in his community.



Eli and Mayor Kremastos receive their Tully's prize as Queensland's Loudest

### What are the benefits?

Loudest Town is so much more than a fundraising initiative, bringing together the community and gathering its own momentum as people rally behind a local family and a common cause. Importantly, it provides an opportunity for young people with hearing loss in your town to be celebrated for who they are and what they have achieved.

*"It was a chance to do something especially for Emily that made her feel so lucky to have amazing support from her community and make hearing loss 'fun'!" – Kerry Elliott, mum to seven-year-old Emily who was born with hearing loss.*

### How do we get involved?

Registering for Queensland's Loudest Town is easy. Click [here](#) and select Loudest Town as your registration category. From there, follow these simple steps to mobilise your local community:

1. Lock in Friday, 23 October 2020 for a Loud Shirt Day community event in your town.
2. Recruit a group of family and friends to share the planning and organising – many hands make light work.



3. Connect with your local service clubs (e.g. Rotary, Lions and Quota) and ask for their support to host a sausage sizzle in the town on the morning of Loud Shirt Day.
4. Invite your community to bake for a street stall. The local CWA could be a great place to start.
5. Write to your local council and MPs, asking them to get behind your campaign.
6. Talk to your local schools, P&Cs and childcare centres about becoming involved in Loud Shirt Day – it makes for a colourful and vibrant “free dress day” theme.
7. Ask your local businesses for raffle prizes and donations of sausages, bread, drinks etc. for a Loud Shirt Day barbecue. Raffles are often the most successful Loudest Town fundraisers too!
8. Think outside the box. What other skills and opportunities do you have in your town? For example, Aramac have designed these amazing LOUD shirts to sell to their supporters in 2020.



## How can Hear and Say support me?

Our Loud Shirt Day team is here to help you every step of the way, including:

- A team member available to support you via email and phone throughout the campaign.
- A Loud Shirt Day resource kit including posters, stickers, donation boxes and raffle tickets.
- A PowerPoint presentation template that can be used to pitch to local schools and service clubs.
- Media opportunities to promote your campaign in the region. In 2019 Kirsty and her daughter, Alexis even featured on WIN News in Yeppoon!
- Regular emails with an up-to-date leader board, as well as ideas from other participating towns around Queensland. Loudest Town is a friendly competition, and everyone is always happy to share their tips and experiences.
- Branded Loud Shirt Day social media tiles with an image of your choice to help promote to a larger audience via Facebook and Instagram.
- A thank you certificate template to acknowledge your wonderful supporters.



Six-year old Alexis was joined by her family to promote Yeppoon's Loudest Town campaign on

## Who can participate?

Any town in Queensland (and even northern New South Wales) with a big heart and a population of less than 20,000 residents. The town who raises the most funds by 12pm AEST Friday, 30 October 2020 will be crowned the winner and receive a framed LOUD shirt, signed by Wally Lewis, to proudly display in their town.

