



Hard Hat Host Pack



Hard Hat Week | 17–21 August 2026



YEARS
of rebuilding
young lives

RAISING FUNDS FOR HOMELESS YOUTH

hardhatday.com.au







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What is Hard Hat Day?

Every young Aussie deserves a safe place to sleep. Hard Hat is your chance to down tools, rally the team and help build brighter futures.

Hard Hat 2026 is a week of workplace activations:

-  BBQs,
-  breakfasts,
-  morning teas,
-  bake-offs and more.

This is where property and construction teams come together to fundraise for homeless youth. Running 17–21 August.

This year marks our 30th Anniversary and celebrates a landmark milestone of **300 bedrooms delivered**.



Register your event now at
www.hardhatday.com.au



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How you are helping

Youth homelessness in Australia is a systemic crisis – and the property and construction industry is uniquely positioned to respond.

The numbers make the case:

- Nearly 46,000 young people under 25 don't have a safe place to sleep each night (ABS Census 2021)
- Youth unemployment is 9.6%. More than double the general population rate of 4.1%. (ABS Labour Force Data: Jobs and Skills Australia).
- 72% of young people presenting to homelessness services are disconnected from school, training, or work. (AIHW SHS Annual Report 2024–25).
- 0 affordable rentals for a young person on Youth Allowance – out of 45,895 listings surveyed. (Anglicare Rental Affordability Snapshot 2025).
- Stable housing is the precondition for everything else. When young people have a safe place to live, education and employment become possible again.



The impact we can have working together is more than the sum of our parts:

- For 30 years, the Foundation has proven the industry can respond.
- Specialised housing with wrap-around support drives housing stability and for every \$1 invested, \$3.70 in community benefit is generated.
- The Haven Project is how the industry builds the way home.
- When housing comes first, everything else becomes more achievable. Health stabilises. Education feels possible. Employment becomes realistic. The cycle of homelessness can be interrupted – and a different future becomes imaginable.



The impact we make together

Stability Starts With Home

When Natalie fled family violence, Haven House Granville gave them something precious: stability. With that security, they could finally enrol in university, pursue their passion for photography, and start building the life they deserved.

Safe housing transforms fear into possibility. Every young person deserves this chance.



Haven House Shepparton opened in Feb 2025

This remarkable project has delivered six new bedrooms for at-risk young mums in regional Victoria.

"The Foundation enabled the idea, hatched between the Bridge Youth Service and the Women's Property Initiative, to come to life. Without the team at the Foundation and their generous supporters, we would not have generated enough funds to build the units."

Melinda Lawley, CEO The Bridge Youth Service

A Safe and Supported Environment

Not every young person has a straightforward path to recovery. Homeless and drifting around Melbourne's city streets, Noah* found a safe space at Haven House Melbourne City

"Noah expressed gratitude for the safe and supportive environment that allowed him the time and space to identify and address the key areas in his life that were preventing long-term stability."

Melbourne City Mission





How to host a Hard Hat event or activity

When & How to Activate (Week of 17–21 August)

Host an in-office or on-site event: BBQ, Breakfast, Morning Tea, or Bake Off

1. Plan your Hard Hat event

Pick a day between 17 - 21 August and a fundraising target you'd love to hit. Lock in your venue. It could be on site or in the office. Pick an event you'd like to do or come up with your own. Approach your tradies and partners for their support via donation or covering an element of your event i.e. supplying your BBQ goods.

2. Register and set up your event on the Hard Hat Campaign website

Online fundraising is the best and easiest way to collect donations for your event, a fundraising page is automatically set up when you register.

3. Share and direct all donations to your dedicated Hard Hat page

Share your Hard Hat fundraising page to let everyone know why you are taking part and how they can support your event or activity. The best way to maximise your fundraising is to also encourage everyone who cannot make your event to donate to your page online. Donating online is so quick and easy, and it's tax-deductible.

4. Fundraise

Have fun knowing you're funding a tangible solution to homeless youth. What you do at your event or activity matters. Aim to make it memorable for all involved. Remember, the more you raise, the more we make a difference.



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Pitch your Hard Hat event to the team

You have the chance to lead something that really matters. Hard Hat brings the property and construction industry together each year to down tools and raise funds for young people experiencing homelessness.

Below is a quick summary of how you can activate your team, what you can aim to raise, and show what we can do when we come together.

1. Build excitement early

Download and use the assets and information in the Host Pack on the Hard Hat website to:

- Share the concept well in advance – don't surprise people the week before.
- Use a teaser message or email to plant the seed and build anticipation.
- Share the why behind the campaign – the impact on young people facing homelessness makes it personal and motivating.

2. Make It Easy for People to Say Yes

- Be clear on the time commitment – people are more likely to participate if they know it won't take much.
- Handle the logistics yourself or with a small team so colleagues just need to show up and contribute.

3. Get Buy-in from the top

- Loop in a manager or senior leader early – visible leadership support drives participation.
- Ask them to send or co-sign the team communication.

4. Create Friendly Competition

- Set a team fundraising goal and track progress publicly using your Hard Hat fundraising page.
- Encourage friendly rivalries between teams or departments.
- Celebrate milestones along the way to keep momentum going.

5. Follow Up

- Send a reminder as the event approaches.
- Share results and a thank you message afterwards – closing the loop encourages people to participate again next year.



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Pick your level. Back young people. Earn your badge



Impact Hero

\$30,000 and above

Top tier



Foundation Hero

\$20,000 to \$30,000

Level 2



Hi-Vis Hero

\$10,000 to \$20,000

Level 3



Hero

\$5,000 to \$10,000

Level 4

What You Earn

Impact Hero

- 4 social posts and a news article
- Foundation CEO speaking at your Hard Hat
- Digital Badge
- Invite to Friends of Foundation and Sydney Charity Regatta

Hi-Vis Hero

- 2 social posts
- Feature in post-campaign wrap-up article
- Post-campaign thank you

Foundation Hero

- 3 social posts
- Foundation speaker at your Hard Hat
- Feature in post-campaign wrap-up article
- Digital Badge

Hero

- 1 social post
- Post-campaign thank you



How to Engage Your Suppliers

Your suppliers and partners are one of the most powerful levers you have – and most will want to help. Here are four simple ways to bring them in:

1. Cover the costs:

- Ask a supplier to donate the food and drinks for your event. Zero overheads means every dollar raised goes straight to the goal.

2. Dollar match:

- Challenge a supplier to match every \$1,000 your team raises. It doubles your impact and gives them a visible role in the campaign.

3. Revenue pledge:

- Invite a supplier to donate 2% of their revenue from contracted work with your organisation directly to your Hard Hat page.

4. Direct donation:

- The simplest ask. Share your fundraising page and invite them to contribute directly.

Tip: Don't wait until the week of the event. Approach suppliers 3–4 weeks out so they have time to get internal sign-off.



Countdown Checklist

4 weeks out

- Register your event at hardhatday.com.au
- Set your fundraising goal and choose your tier to aim for
- Pick your event type – BBQ, breakfast, morning tea, or bake-off
- Lock in your date, venue, and a small organising team
- Approach suppliers about covering costs or donating

2–3 weeks out

- Send your first teaser message to the team
- Get a senior leader to co-sign or share the campaign communication
- Download assets from hardhatday.com.au and put them up around the office or site
- Set up your online fundraising page and share the link
- Confirm supplier support and event logistics

1 week out

- Send a reminder to the team with your fundraising page link
- Share your progress towards your goal to build excitement
- Confirm catering, venue, and any speakers or activities
- Brief any leaders who will speak at the event on the key stats and stories

Event week – 17–21 August

- Host your event and have fun
- Share live updates and photos on internal channels
- Direct any last-minute donations to your fundraising page
- Thank attendees on the day

After the event

- Share your final result with the team – celebrate what you raised
- Send a thank you to all donors, suppliers, and participants
- Tag @hardhatday on socials and share your photos
- Submit any outstanding donations to your Hard Hat page



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