

6 JUNE 2023

NATIONAL GRAIN GROUPS JOIN FORCES TO STRENGTHEN MENTAL HEALTH AWARENESS

Australia's two peak grain grower groups – Grain Producers Australia and GrainGrowers – have joined forces to partner on strengthening mental health awareness and suicide preventions, to support Australian farmers and rural communities.

Launched in 2022, GPA's Farmer Mates Mental Health initiative partners GPA with Nufarm, Rural Aid and Lifeline and Australian cricketer legend, Brad Hogg, as the inaugural National Ambassador.

GrainGrowers has committed to supporting GPA's Farmers Mates Mental Health [initiative](#), by co-hosting events and promoting shared messages and engagement opportunities.

This announcement coincides with this year's first tour event, with Brad attending Elders FarmFest, Toowoomba, on Wednesday June 7, co-hosted with AgForce in the Nutrien stand (C-D/13-16).

GPA Chair and WA grain producer, Barry Large, thanked GrainGrowers for their support, saying it demonstrated genuine leadership and commitment, by backing the mental health partnership.

"The partnership sends a strong message that we are working to make a real difference on mental health for growers and our communities," he said.

"The theme and messaging for this year on Hoggy's 'Take-a-Break' tour highlights the importance of farmers taking a break, to stay fit, fresh and healthy, after a few big production years.

"The GrainGrowers partnership strengthens the message, sharing events and awareness opportunities across the grains industry and the broader community."

GrainGrowers Chair, Rhys Turton, also farms in WA and said his organisation was proud to back the strong partnership with GPA, Nufarm, Rural Aid and Lifeline.

"GrainGrowers understands how important mental health is to our members and the broader community, and that we all need to play our part in supporting better outcomes," he said.

"Our farm safety project is not just about helping with the visible aspects of safety, but also extends to mental health. The partnership with GPA highlights our commitment to make a real difference.

"We're looking forward to hosting Hoggy at community events, to provide more opportunity to share his important messages about mental health, and his personal journey and experiences."

Mr Turton said the partnership with GPA also follows through with recommendations made in the National Farmer Wellbeing [Report](#), commissioned by Norco and the National Farmers' Federation.

"This report highlighted the need to take action in key areas including increased funding, the importance of 'checking-in' on your mates, and supporting mental health advocates," he said.

"We encourage NFF members and others, including agribusinesses, to also show leadership on mental health and join the initiative to help us all deliver even better outcomes for growers."

Brad attends field day events shared with GPA's State Members throughout Australia, along with professional support provided by members of Rural Aid's Mental Health and Wellbeing Team.

This year's program on the 'Take-a-Break' tour starts this week at Elders FarmFest, Toowoomba, on Wednesday June 7, with AgForce members. Brad will be at the Nutrien stand (C-D/13-16) during the day. Other confirmed events this year are:

- AgQuip, Gunnedah, NSW, August 22-24
- Yorke Peninsula Field Days, Paskeville, SA, September 26-28
- Elmore Field Days, Elmore, Vic, October 3-5

ENDS

Further Information:

- GPA Chief Executive Colin Bettles: 0439 901 970 (for Brad Hogg interviews)
- GPA Chair Barry Large: 0427 549 023
- GGL Media Manager Chris Rowley 0415 140 253

IMPORTANT RESOURCES

- Rural Aid's Mental Health and Wellbeing Team [HERE](#)
- GPA's Farmer Mates Mental Health initiative [HERE](#)
- Lifeline's 24/7 telephone crisis support service is available on 13 11 14
- Mental Health and Wellbeing Team intake line 1300 17 55 94 - Head Office 1300 327 624
- Ducks on the Pond Podcast 'Convincing your partner (or yourself!) to go on a holiday' [HERE](#)
- Brad Hogg Video Message [HERE](#)
- GrainGrowers [Farm Safety](#) and [Grower Wellbeing](#) Information