



2025 – 2026 FY

Impact Report



Acknowledgement of Country

The Tasmanian story began more than 60,000 years ago. Rural Alive & Well (RAW) acknowledges the Tasmanian Aboriginal people as the First People of lutruwita/Tasmania and recognises their deep, continuous connection to family, community, land, sea, and waterways.

We pay our respects to the Traditional Owners and to Elders past and present.

Acknowledgement of Lived Experience

RAW acknowledges all people with a lived experience of suicide, families, carers, and loved ones.

It is because of your experiences that we come together to do this work, striving to strengthen and improve the systems of support available to all.

We especially acknowledge those whose voices are not often heard.



Welcome from CEO

Rural Alive & Well (RAW) is part of the fabric of rural and remote Tasmania. We don't simply visit communities — we're part of them. We live, work and raise our families alongside the people we support, sharing in both the challenges and the rewards of country life.

Throughout 2025/26, our communities have continued to navigate significant uncertainty. From ongoing drought and extreme weather events to fluctuating commodity prices and rising financial pressures, many Tasmanians have faced circumstances beyond their control. We've stood beside individuals, families and communities during some of their most difficult moments, offering support when it has been needed most. These experiences continue to reinforce the importance of mental wellbeing. We know that good mental health underpins resilient individuals, strong families and thriving communities. We also know the devastating impact when people are lost to suicide, and the profound grief carried by those left behind. It is why RAW remains steadfast in its purpose. Since 2009, we have been committed to ensuring that people living in rural and remote Tasmania can access timely, compassionate support, and we will continue to advocate for the continuity of these essential services.

At its core, our mission is simple: to keep showing up. To be there for people when life becomes overwhelming, to listen without judgement, and to walk alongside them as they find a way forward. As you read this Impact Report, we invite you to reflect on the year that was — a year marked by challenge, resilience, generosity and hope. It is also a celebration of the people, places and communities that make rural and remote Tasmania such a remarkable place to live.

Rural Alive & Well is a free, confidential, non-clinical service that provides genuine, one-on-one support through a person-centred, shared-goals approach. Thanks to the generosity of our supporters, donors and funding partners, participants can access our services at no cost.

Yours Truly,

A handwritten signature in blue ink that reads 'Lee Whittey'.

Nick's Story

Sometimes, a conversation is all it takes.

After losing a friend to suicide, Nick found comfort in having RAW as an impartial and positive source of support during a difficult time.

Working in the seafood industry can be demanding and high-pressure, and simply knowing RAW was there to provide support — whether through a phone call or a conversation over a cuppa — made a meaningful difference.

"After a while these things compile and that's when people feel alone."

[Watch Video](#)

Click to Watch Nick's Video

"I had a mate, he was a farmer, and he took his life. We had a meeting with RAW off that back of this. It wasn't actually something we were fully aware of, but it's a fantastic organisation."



Who we are

Rural Alive & Well (RAW) is driven by a dedicated team and strengthened by thousands of community champions who are deeply connected to Tasmania's rural, agricultural, and primary industry communities. With firsthand experience of the unique challenges and opportunities that come with regional life, our people bring authenticity, empathy, and trusted local knowledge to every interaction.

At RAW, we enable our communities to tackle life stressors, stigma and isolation through innovative awareness, access, and practical interventions.

We are committed to helping people feel supported to navigate life's challenges. By fostering wellbeing, strengthening local capacity, and encouraging early support, we work toward reducing suicidal ideation and suicide attempts across rural Tasmania.

We know lasting change comes from within individuals and communities themselves. Our role is to walk alongside people, providing the support, resources, and connections they need to build confidence, resilience, and sustainable pathways to better health and wellbeing.



What we do

We understand that one of the biggest barriers to seeking support is feeling misunderstood, especially when it comes to the complexities of situational stressors. That's why we choose to approach things differently at RAW.

- We hire our team from within the industries, which helps us to understand the people and communities we support.
- We understand rural life and operate within the paddock-to-plate ecosystem.
- We offer face-to-face outreach for people facing situational stressors.
- We support communities to **Recognise**, **Ask**, and **Work Together** – empowering people to take supportive action.

Who We Support

Agriculture

From dairy and cropping to viticulture and wool, RAW supports the foundation of Tasmania's rural economy, ensuring those who feed and supply us can thrive mentally and emotionally.

Rural and Remote Community

With over 230,000 Tasmanians living in rural or remote areas, RAW provides vital, timely support where it's needed most.

Primary Industry

Supporting more than 15,000 workers across seafood, forestry, timber, and transport industries, we work with the industries that sustain Tasmania.



Context

Tasmania's rural and remote communities are the beating heart of our state's agriculture, seafood, forestry, and transport industries. Yet for the 230,000+ people living in these regions, geographic isolation, economic pressure, and limited access to support services significantly increase vulnerability to poor mental health and suicidal ideation.

The Reality:

- In the past 10 years, more than **800 people in Tasmania have died by suicide**.*
- Nearly six in ten Tasmanians who died by suicide lived outside Hobart, reflecting the higher impact experienced in regional and rural communities.*
- **78% of those who died by suicide were male**.*
- RAW's frontline experience shows that situational stress, including drought, relationship breakdown, cost-of-living pressures, or injury can quickly escalate, and is why early, non-judgmental outreach support can help improve positive outcomes for individuals, families and communities.

*Information from the Tasmanian Suicide Prevention Strategy 2023–2027

The Gaps:

- **Many participants say they feel “flat,” “disconnected,” or “burdened”** — not always meeting the threshold for clinical intervention, but clearly needing support.
- Data from the RAW Wellbeing Check shows most people in these communities rarely feel relaxed or useful, and many express concern about their future.



The Impact:

- **438 individuals supported face-to-face**
- **65% of participants were men**, a group at greater risk and historically less likely to seek help through traditional pathways
- Support was delivered across diverse sectors, including agriculture, seafood and transport
- RAW travelled **415,859 km** (398,999 km driving and 16,860 km flying) to deliver 5,052 instance of face-to-face support, and 329 community engagement events across Tasmania.

Why It Matters:

Mental health is fundamental to the strength of rural communities. It influences not only individual wellbeing but also workforce participation, business sustainability, and the resilience of families and communities across regional Tasmania. When people have the support they need, local businesses, industries, and communities are better equipped to grow and thrive.

With funding from the Tasmanian Government and Primary Health Tasmania through the Australian Government's Primary Health Networks Program, Rural Alive & Well (RAW) is expanding access to early intervention, strengthening local capacity, and delivering practical, community-based mental health support to people living in rural and remote areas. Our ongoing partnership with the Tasmanian Government also plays an important role in delivering the priorities and actions outlined in the Tasmanian Suicide Prevention Strategy 2023–2027.

Together, we are helping to reduce social isolation, encourage earlier help-seeking, and address the social and economic pressures that can contribute to mental distress. By investing in the wellbeing of rural Tasmanians, we are also supporting stronger communities, more resilient industries, and a more sustainable future for the state.

Programs Summary



The Impact of Participant Wellbeing Goals

Participant goals sit at the heart of RAW's one-on-one support model and are a key indicator of program impact. Identified by participants themselves, these goals reflect individual priorities, encourage ownership of the support journey, and foster motivation for meaningful, lasting change.

Whether focused on improving physical or mental health, securing stable housing, building emotional wellbeing, gaining employment, or strengthening social connections, each goal achieved represents an important step towards greater independence, resilience, and overall wellbeing.

The impact extends beyond the individual. As participants achieve positive outcomes, the benefits flow through to families, communities, and the broader Tasmanian community, contributing to stronger social connections and more resilient rural communities. Together, these individual achievements demonstrate the lasting value of RAW's person-centred approach.

In 2025/26, **participants established a total of 177 goals**, reflecting RAW's commitment to working collaboratively with individuals to identify outcomes that are meaningful, achievable, and aligned with their aspirations. Goal setting provides a clear framework for progress while ensuring support remains tailored, strengths-based, and responsive to each participant's unique circumstances.

Outreach Program – Rural & Regional Communities

Rural Alive & Well's Outreach Program has continued to provide responsive, person-centred support to individuals and communities across Tasmania. Our outreach model focuses on meeting people where they are—both geographically and emotionally—providing practical assistance, early intervention, and ongoing support to improve wellbeing, strengthen resilience, and reduce the impacts of mental health challenges and social isolation.

During this period, the Outreach Program of 7 outreach workers **supported 438 participants**, including 222 people who engaged with RAW for the first time. This demonstrates both the continued need for accessible outreach services and the trust communities place in RAW to provide timely, compassionate support.

The team delivered a total of **5,052 participant interactions**, reflecting sustained engagement and the importance of building strong, ongoing relationships rather than providing one-off support. These interactions included face-to-face outreach, telephone support, welfare checks, advocacy, referrals, care coordination, and practical assistance tailored to each participant's individual circumstances.

RAW's telephone support service also remained a vital access point for individuals seeking assistance. During the reporting period, the organisation responded to **808 interactions through the RAW 1800 and 1300 telephone services**, providing immediate support, information, referrals, and pathways into ongoing outreach services. These phone services continue to reduce barriers for people living in rural and remote areas who may otherwise have limited access to support, these phone numbers are available from 6am–8pm 7 days a week.

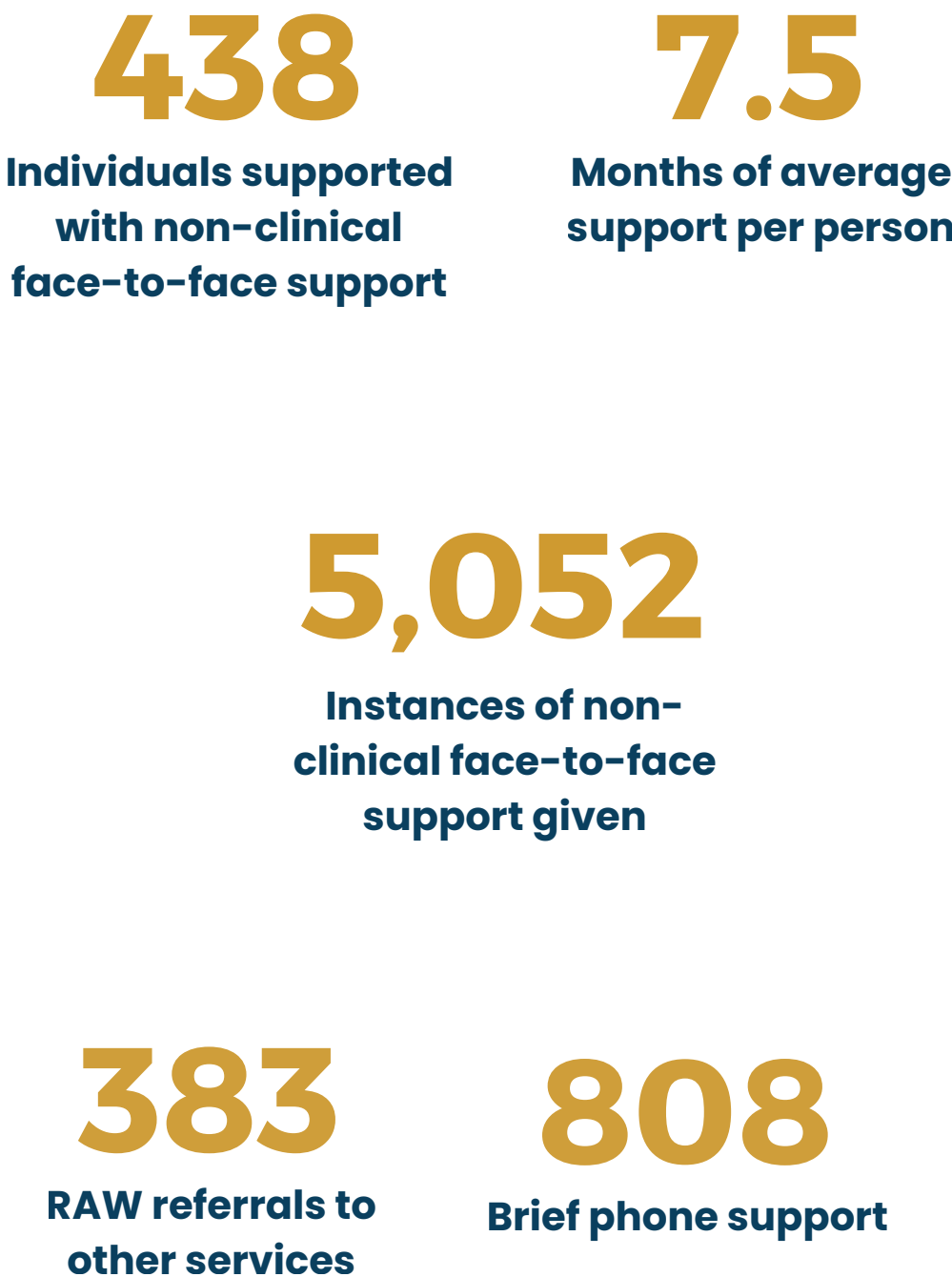
Collectively, these outcomes demonstrate the significant reach and impact of RAW's Outreach Program. Every interaction represents an opportunity to connect with someone who may be experiencing isolation, mental health challenges, financial stress, family pressures, or other life circumstances. Through compassionate engagement, practical support, and strong community partnerships, RAW continues to make a meaningful difference in the lives of Tasmanians, ensuring individuals and families have access to support when and where they need it most.

The average time of support has increased to 7.5 months, up from 6 months last year, and **383 referrals to other supports** has also increased on last year, this here demonstrates the need for wrap around services and that not one program can meet the needs of one person here at RAW we identify our role and bring in the experts in other programs to ensure we are also working to a best practice model.

*Suicide Prevention Australia accredited



Participation statistics



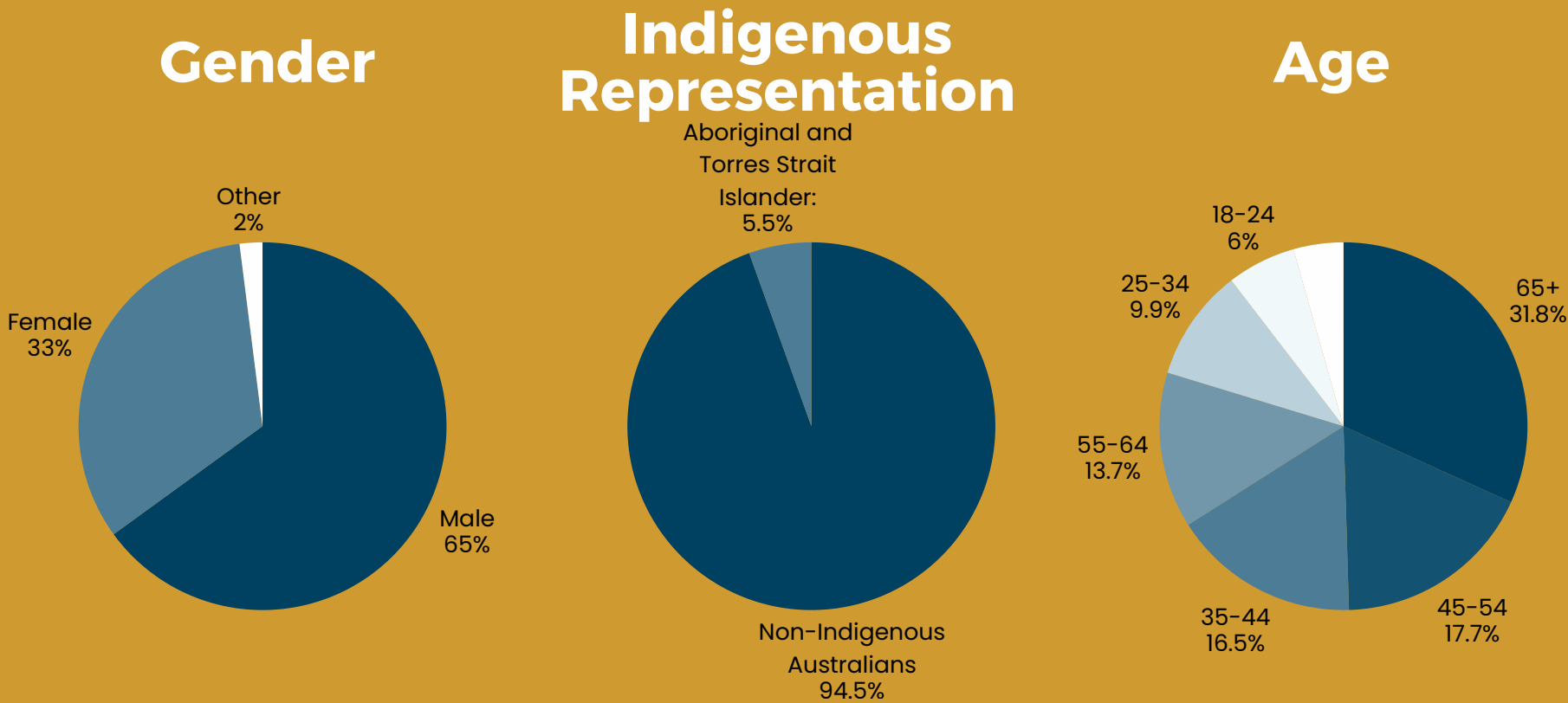
Demographic statistics

Top referral sources

- GP and Other Clinical Services
- Dr Tracey Spencer
- Rural Business Tasmania
- My Aged Care

Primary Support Reason:

- Health
- Financial Pressure
- Relationships
- Isolation



[Watch Video](#)*Watch the Stay Afloat Video*

Stay Afloat Program

Stay Afloat Tasmania is a partnership between Rural Alive & Well (RAW) and Seafood Industry Tasmania (SIT). The program receives generous support from the Tasmanian Government through the Department of Health, with additional support provided through Stay Afloat Australia.

The program supports the mental health and wellbeing of Tasmania's seafood industry, including fishers, aquaculture workers, processors and their families, through trusted, community-based psychosocial support.

Delivered by RAW's team of Outreach and Community Engagement workers embedded within coastal and regional communities, Stay Afloat provides early, non-clinical support tailored to the realities of seafood work, including long hours, isolation, industry uncertainty and high-pressure operating environments. The program aims to reduce stigma, promote help-seeking and strengthen resilience across the seafood sector.

Over the past year, Stay Afloat delivered 15 presentations, 55 site visits, 46 proactive wellbeing activities and 8 community events, resulting in **133 direct interactions** and 26 individual support interventions **reaching more than 1200 across Tasmania's seafood industry**. A significant milestone was the expansion of engagement with major aquaculture operators, creating new opportunities to connect with workers across some of the state's largest seafood workplaces.

Through regular face-to-face outreach, workplace visits, community events and wellbeing activations, Stay Afloat has continued to strengthen its presence across Tasmania's ports, farms, processing facilities and seafood communities. The program has become a valued and trusted support service, recognised for its practical, relationship-based approach and strong collaboration with industry, government and community partners.

Together, RAW and its partners are helping to build a mentally healthier, safer and more connected seafood industry, ensuring the people who feed our communities feel supported, valued and understood.



Open Road Program

Launched in May 2023 during National Road Safety Week, Open Road is a partnership between RAW and the Tasmanian Transport Association (TTA) that supports the physical and mental wellbeing of Tasmania's truck drivers, transport workers and the broader freight industry. The program aims to improve wellbeing, strengthen workforce resilience and create safer, more connected workplaces across a high-risk, ageing industry.

Over the past year, Open Road delivered more than **200 meaningful engagements**, including 52 site visits, 18 toolbox talks, 12 workplace BBQs, 4 Truckie Health Checks, 11 industry workshops and meetings, 64 individual support interventions, and 36 workers who engaged in ongoing one-to-one support, resulting in **2,539 direct interactions across Tasmania's transport sector**.

Behind every referral was a trusted relationship. Managers, workmates, family members and industry partners increasingly reached out to RAW when they noticed someone struggling — demonstrating growing confidence in recognising concerns early and connecting people with support before a crisis developed.

"The guys were appreciative of having someone who actually cared enough to come out to them."

By meeting people where they work, Open Road continues to build trusted relationships that encourage early conversations and timely support. As these relationships have strengthened, so too has the willingness of workers and businesses to seek support following critical incidents, workplace challenges and personal hardships. Workplaces have become more confident in seeking support, demonstrating the value of consistent engagement and trusted partnerships.

Open Road continues to reduce stigma, strengthen workplace wellbeing and show the power of genuine collaboration in helping Tasmania's transport workers go home healthier, more connected and safer every day.



Ed's Story

Life on the farm can be challenging, with isolation, ongoing farm demands, and unpredictable weather all contributing to stress. When Ed began experiencing these pressures, he turned to RAW after a recommendation from his brother, using the service alongside other resources to support his mental wellbeing.

"[My brother] recommended me to catch up with RAW and so Julia got in touch. Without RAW, there's no one else running around in the country. You've either got to do tele-health or drive down to town. So it is really important."

[Watch Video](#)

Click to Watch Ed's Video



Community Awareness & Engagement

Insights From the Ground

The most common issues raised through community engagement activities this year were seasonal conditions and drought impacts, mental health and wellbeing, community connection, cost-of-living pressures, and workplace wellbeing. While financial and seasonal challenges remain significant, conversations consistently highlighted the strength of local communities, the importance of social connection, and growing recognition that mental wellbeing is a key part of both personal resilience and workplace safety.

Voices From The Community

The following quotes and observations were captured by Community Engagement staff throughout the year. They provide a glimpse into what rural Tasmanians are experiencing and discussing across the state.

- "The hardest part of getting help was admitting I needed it."
- "The strongest communities are the ones where people still stop and have a conversation."
- "People are worried about the future, but they remain remarkably resilient."
- "People often don't want to talk in front of others but are willing to reach out privately."
- "Support is most effective when people know who they're contacting before they need it."



56,000+

Tasmanians connected with through outreach, events, presentations and community interactions.

The Role of Community Engagement

Connection, Trust & Visibility Across Rural Tasmania

RAW's Community Engagement Team builds the foundations of connection, ensuring people know us, trust us, and reach out when they need support. Through our presence on the ground, strong branding, and deep community networks, we create awareness across rural Tasmania. Our team is visible in local towns, on farms, at events, and in workplaces, reminding people that help is close at hand.

In 2025-26, our Community Engagement Team:

- Attended **329 community events**
- Delivered **183 workshops, presentations and educational sessions**
- Completed **2,165 proactive visits**
- Connected with **more than 56,000 Tasmanians**.

Connection often begins long before a person seeks help.

RAW's presence at saleyards, football clubs, schools, agricultural businesses, transport depots, community houses, local cafés, industry events and rural workplaces helps reduce barriers to support. Many of our most important conversations occur through informal interactions, creating opportunities for people to engage with RAW before they reach crisis point.

Many people encounter RAW numerous times before ever seeking support themselves. By being a familiar face in rural communities, workplaces and industry events, we help reduce the barriers that can prevent people from reaching out for help.

Over time, these relationships create pathways to support, making it easier for people to connect with RAW, seek help for themselves, or refer a mate when life becomes challenging.



Engagement Partner Profiles



TasNetworks

Powering Connection and Wellbeing Across Rural Tasmania

The partnership between TasNetworks and Rural Alive & Well (RAW) has again delivered community connection and self-care workshops in our amazing rural places. These places matter in the Tasmanian context and these opportunities allow RAW to create awareness and build connection. These connections often endure well beyond a single event or workshop activity, and they continue to strengthen communities, while promoting the importance of everyday mental health and wellbeing.

TasNetworks support contributes to RAW's ability to be present, offering spaces for conversation, creativity, and care. These events and workshops serve as a vital touch-point to community, and create opportunities for conversations about mental health that feel safe and accessible.

Highlights from 2025–2026:

- 60 people joined All Together in the Vineyard. Set against the stunning backdrop of Eastford Creek Vineyard. The event was a celebration of connection, community and country spirit.
- Beach and Bush self-care workshops in Deloraine and Lower Barrington
- Wire Workshops in Bracknell and Sprent
- 110 people participated in TasNetworks supported events.

Together, RAW and TasNetworks are powering life-changing impact, keeping rural communities connected, supported, and resilient.

“Building on a strong, longstanding partnership, TasNetworks is proud to support Rural Alive & Well (RAW) in expanding its reach across Tasmania. Through the North West Transmission Developments (NWTD) project, RAW delivers independent mental health support, events and programs that strengthen community connections and promote health and wellbeing in rural and remote communities.”

— Richie Sheather, NWTD Project Director
TasNetworks



Powering a
Bright Future

TAS Farm Innovation Hub



Supporting Rural Resilience Through Community Insight Connection

RAW continued to strengthen its partnership with the TAS Farm Innovation Hub (the Hub), helping ensure the voices, experiences and wellbeing of Tasmania's rural communities remain central to conversations about drought preparedness, climate resilience and regional sustainability. The Hub works with Tasmanian farmers, advisors, and the agricultural industry to help make Tasmanian farms more resilient to drought and climate risks. The Hub is part of a network of eight hubs established across Australia by the Australian Government's Future Drought Fund and sits within the Tasmanian Institute of Agriculture (TIA) at the University of Tasmania.

Through the project with the Hub, RAW provided key community insights from across Tasmania, helping the Hub better understand the social and human impacts behind seasonal and industry challenges.

Throughout 2025/26, RAW shared regular insights from conversations with farmers, producers, industry stakeholders and rural communities across Tasmania, helping identify emerging risks, opportunities and wellbeing trends.

RAW's Highlights from 2025–2026:

- Continued providing regular statewide social and wellbeing information to support the Hub in relevant planning, extension activities and resilience initiatives.
- Shared insights rural community identified as challenges, themes included: water security, workforce shortages, farming succession, biosecurity concerns, rising input costs and seasonal variability.
- Highlighted the on ground impact of fuel, freight and fertiliser costs on confidence, decision-making and long-term farm viability.
- Continued supporting resilience and preparedness conversations across King Island, Flinders Island and rural Tasmania through local engagement and relationship-building.
- Strengthened understanding of how community connection, trust and accessible support services were contributing to resilience during times of uncertainty.

Key Insights

Farmers and rural businesses spoke of balancing rising costs, workforce shortages, water security concerns, biosecurity risks and changing market conditions, all while continuing to make critical business decisions. While the challenges varied between regions, the importance of trusted relationships, strong community connections and accessible support remained consistent across the state.



Australian Government
Department of Agriculture,
Fisheries and Forestry



Future
Drought
Fund



TAS FARM
INNOVATION HUB
Growing Climate Resilient Communities



UNIVERSITY OF TASMANIA
TIA
Tasmanian Institute of Agriculture

This program received funding from the Australian Government's Future Drought Fund

Sustainable Timber Tasmania



Fostering Mentally Healthy & Resilient Forestry Communities

RAW and Sustainable Timber Tasmania (STT) continue to support mental wellbeing, strengthen resilience and enhance social connection within Tasmania's forestry industry through a collaborative partnership. Contractor outreach, coupe and site visits, toolbox presentations, compliance attendance and direct support services help ensure workers, contractors and their families remain informed about available support and understand how to access assistance when required.

STT manages Tasmania's public production forests while balancing sustainable timber production, environmental stewardship and community benefit. Throughout 2025–2026, the partnership between STT and RAW focused on increasing visibility in the field, supporting workers during periods of significant industry uncertainty, and providing practical support during times of personal and workplace stress.

The true impact of this partnership extends beyond the numbers. Every visit, conversation and check-in helps strengthen relationships, increase awareness of support options and reinforce the message that no one in Tasmania's forestry community needs to face challenges alone.

"Being able to get out to the coupes, hear directly from workers about the realities of life in the bush, and provide support where it's needed most is what this partnership is all about."

— RAW Representative

Highlights from 2025–2026:

- Delivered engagement activities that reached more than 680 people across Tasmania's forestry and contractor workforce.
- Conducted 11 coupe visits, connecting directly with more than 60 forestry workers in remote and operational forestry environments.
- Undertook 19 site visits and proactive workplace check-ins, maintaining visibility and connection with workers across the state.
- Delivered 17 toolbox talks and presentations, reaching more than 470 workers, managers and contractors.
- Provided 12 direct support interventions, supporting workers impacted by grief and loss, workplace incidents, financial stress, housing pressures and personal wellbeing concerns.
- Facilitated 6 referrals into formal RAW psychosocial support, connecting people with ongoing support when additional assistance was needed.

Supporting an Industry Through Challenging Times

A significant theme throughout the year was the impact of rising fuel prices and broader economic pressures across the forestry and transport industries. During site visits, toolbox meetings and one-on-one conversations, business owners, contractors and workers spoke openly about increasing operating costs, maintaining sustainable business operations and the challenges of retaining long-standing staff in a changing economic environment.



Ahead of the Game (AOTG) Program

AFL Tasmania & Movember Partnership

Promoting mental health, reducing stigma, and empowering young people and sporting communities with skills and knowledge.

Ahead of the Game equips players, parents, coaches and volunteers with the skills to understand mental health, build mental fitness, and foster supportive sporting communities where young people know who they can turn to when facing challenges. As the Tasmanian delivery partner, RAW provides evidence-based workshops and ongoing club engagement to strengthen the wellbeing of players, coaches, parents and umpires across the state.

In 2025/26, **RAW delivered 59 sessions to 880 participants**, including 181 parents and coaches. The program achieved strong statewide reach, delivering sessions across regional areas including the East Coast, Huonville and King Island, ensuring broad access to the program.

Beyond participation outcomes, the program also generated two fundraising opportunities for RAW through clubs and communities involved in Ahead of the Game, highlighting its broader value and positive impact across Tasmania.

Key activities included:

In 2025/26 Session delivery included 39 boys sessions, 16 girls sessions and 4 mixed/umpire sessions. Across age groups, we engaged participants from U12 through to U18, with particularly strong participation in the U14 cohort.

- 6 (10%) sessions delivered to Under 18's teams
- 7 (12%) sessions delivered Under 17's teams
- 8 (13.5%) sessions delivered to Under 16's teams
- 2 (3%) sessions delivered to Under 15's teams
- 20 (34%) sessions delivered to Under 14's teams
- 5 (8%) sessions delivered to Under 13's teams
- 7 (12%) sessions delivered to Under 12's teams
- 4 (7%) sessions delivered to Umpire/Mixed cohort

Through this partnership, RAW is helping clubs embed mental fitness and wellbeing into the fabric of Tasmanian football, normalising conversations about mental health and strengthening community connection, on and off the field.

"The content was relevant and practical, it really got us thinking about how we can support each other."

— Program attendee

"One of the best sessions we've had; the facilitators connected really well with the group."

— Program attendee


AHEAD OF THE GAME




MOVEMBER®

Todd's Story

Following a tragic loss at the Huonville Lions Football Club, RAW provided vital support to members by offering practical guidance on starting conversations about mental health, checking in on mates, and providing individual support where needed.

During difficult times, RAW helps communities build the skills and confidence to navigate grief, ensuring people feel supported as they process loss together.

"We had a significant incident at our footy club. We lost a member. We were able, through our network of people, to reach out to RAW and start the process. Just knowing when to start those conversations. And for RAW to be able to navigate our way through that difficult time was invaluable to us."

[Watch Video](#)

Click to Watch Todd's Video



WIN TV Media / Tas Stockfeed / Gradco Partnership



Expanding Industry Partnerships to Drive Mental Health Conversations Across Tasmania

The partnership between RAW, WIN Television, Tasmanian Stockfeed Services, and Gradco continues to demonstrate the impact of collaboration between media, industry, and community in promoting mental health and wellbeing across Tasmania.

Building on the success of the long-standing partnership with Tasmanian Stockfeed Services, the collaboration has expanded to include Gradco, extending RAW's reach into the transport sector. Together, these partnerships deliver authentic mental health messages to rural, regional, and transport communities, encouraging early help-seeking and supporting the wellbeing of workers and their families through trusted industry voices and statewide media reach.

WIN Television Airtime Delivery 2025/26

- 2,900 television commercials broadcast statewide to targeted audiences.
- 5.24 million cumulative television views across Tasmania between July 2025 and June 2026.
- \$20,000 in combined supporter investment generated approximately \$110,000 in television advertising value.
- Strengthened partnerships between industry, media and community organisations.

"WIN Television is proud to support initiatives that make a meaningful difference in our community. Our partnership with RAW reflects a shared commitment to normalising conversations around mental health, encouraging early help-seeking, and strengthening the resilience of Tasmania's rural and regional communities."

— WIN Television Representative



Rural Youth

Trucking with CJ and Agfest Partnership



Conversations change lives

RAW established a meaningful partnership with Rural Youth Tasmania as the official charity partner for Agfest 2026. Built around the campaign theme "Boots on the Ground," the partnership focused on strengthening mental health awareness, encouraging community connection, and increasing RAW's visibility across Tasmania's rural communities. Agfest provided a valuable platform to engage directly with farmers, families, industry stakeholders, and young people in an approachable and supportive environment.

RAW delivered a strong presence throughout the event with an interactive marquee featuring mental health resources, merchandise, family-friendly activities, and welcoming spaces for informal conversations with staff. The partnership also supported broader stakeholder engagement through coordinated storytelling, reinforcing the shared commitment of RAW and Rural Youth Tasmania to improving rural wellbeing. Looking beyond the event, the collaboration has established a foundation for ongoing partnership opportunities and continued community impact.

Trucking with CJ was invited to attend the event as a campaign Ambassador.

Highlights included:

- Collected more than 120 "Boots on the Ground" stories from members of the public, capturing authentic experiences and strengthening community connection.
- Partnered with Trucking with CJ as Agfest campaign ambassador, helping expand RAW's reach through her significant social media audience.
- Produced and shared an in-depth YouTube conversation between CJ and RAW staff member Kerri, highlighting the importance of open conversations about mental health in rural communities, which received 2.2k views.
- The YouTube campaign generated one Outreach referral, demonstrating direct engagement with RAW's support services.
- 12 social media posts promoting our Agfest presence, **reaching more than 120,000 people**. This included three posts promoting Rural Youth's Gumboot Parade which reached 7,208 people.

[Read Stories](#)

"Getting amongst the community and witnessing the direct, positive results of all your hard work was truly an honour. The way RAW approaches mental wellbeing — and how they make everyone feel so safe to share their experiences — is genuinely special. It's making a real difference."

— Trucking with CJ



Click to read the stories

Generosity Into Action

Throughout the year, we have been inspired by the generosity of individuals, families, businesses, and community organisations who have chosen to support RAW through donations, workplace giving, fundraising events, sponsorships, and in-kind contributions.

Every contribution—large or small—helps us make a meaningful difference. Together, these acts of generosity enable RAW to respond to emerging challenges, expand our reach, and continue supporting stronger, healthier, and more resilient rural communities across Tasmania.

The stories that follow highlight just a few of the many ways our supporters are making an impact. While each reflects a unique partnership, they represent the shared commitment of the wider community that stands behind RAW.

From local businesses displaying donation boxes and individuals taking on personal fundraising challenges to industry partners sponsoring programs and events, support comes from every corner of Tasmania. This collective generosity is what keeps our team on the ground, delivering practical support where it's needed most.

Johns Family Golf Day

The annual Johns Family Golf Day was held on 22 November 2025 at the Scamander River Golf Club, bringing together the local community for a meaningful and enjoyable day on the greens.

A total of 83 players turned out under sunny skies, including Dan from the RAW outreach team. While there were no hole-in-ones this year, the day was filled with great company, friendly competition and plenty of laughs.

Thanks to the generosity of everyone involved, the event raised an incredible \$3,633 for RAW, with all funds going directly toward supporting mental health and suicide prevention in rural communities. The day also featured drinks carts, a BBQ, raffles and prizes, adding to the fun and relaxed atmosphere.

A huge thank you goes to the Scamander River Golf Club for hosting the event, and to Annette and Andrew Johns for their continued support and dedication in making this annual day such a success.

The Johns Family Golf Day is held in loving memory of Murray Johns and remains a special occasion that brings people together to raise awareness, show support, and look out for one another.

From all of us at RAW, thank you for your continued support.

Generosity Into Action

Alltogether in the Vineyard

On Sunday 22 February, Rural Alive & Well (RAW) welcomed families, friends and community members to a joyful afternoon at the All Together in the Vineyard event.

Set against the stunning backdrop of Eastford Creek Vineyard, the event was a celebration of connection, community and country spirit. From the moment guests arrived, there was something for everyone to enjoy. Live music filled the air, children delighted in face painting, balloons and bubbles, and animal lovers had the chance to pat adorable baby goats and get up close to fascinating snakes and lizards. And despite the rain it was relaxed, welcoming and full of laughter, exactly what community gatherings should be.

Events like All Together in the Vineyard are about more than just a great day out. They create space for meaningful moments of connection. In rural and regional communities, those opportunities to come together matter deeply. They strengthen relationships, reduce isolation and remind us that support is never far away.

One of the highlights of the afternoon was the silent auction of artworks generously donated by artist Jeanette Barclay.

Thanks to the enthusiasm and generosity of attendees, **more than \$800 was raised for RAW**. These funds directly support our ongoing work keeping “boots on the ground,” ensuring we can continue supporting rural and regional Tasmanians to build positive mental health and wellbeing.

A massive thank you goes out to all the incredible stall holders who brought colour, energy and fun to the day. Your contribution helped create such a vibrant and welcoming atmosphere.

We also extend our sincere gratitude to TasNetworks for funding the event and making it possible. Support like this enables us to continue creating spaces where connection thrives and conversations about mental health feel safe and accessible.

All Together in the Vineyard was a true celebration of community spirit. We're so grateful to everyone who came along, supported the cause, shared a smile and helped make the day so special.

Click to Watch Event Video



[Watch Video](#)

Supporters & Community

Together, We Make a Difference

At RAW, everything we do is driven by a deep commitment to rural communities and the belief that everyone deserves the opportunity to thrive. Our work is only possible because of the people who stand beside us; individuals, families, businesses, community groups, and partners who share our vision for a stronger, more connected rural Tasmania.

Behind every visit, every conversation, and every moment of support is a network of generosity that makes our work possible. Together, we are creating meaningful change in the lives of people across the state.

We are sincerely grateful to our network of supporters for the dedication, compassion, and generosity they bring to RAW. Because of your support, we can continue to show up in communities across rural Tasmania, from farm gates and local halls to homes and workplaces, offering connection, practical support, and the reassurance that no one has to face life's challenges alone.



Leadership Team



Lee Whiteley
Chief Executive Officer



Kristy Mayne
Outreach Manager



Sam Gorringe
Community Impact & Engagement Manager



Kerri Connors
Community Engagement Team Lead



Julia Batchellor
Outreach Team Lead



Rhiannon Arnold
Communications & Impact Lead

Board of Governance



Tom Windsor
President



Hayden Moore
Vice President & Treasurer



Lucy Byrne
Board Member



Andrew Calvert
Board Member



Jan Radford
Board Member



John Saul
Board Member



Meg Archer
Board Member



Rod Shelley
Board Member

Special thank you to...



Funders



Community Ally



- AFL Players Care Program

Grassroots Supporter



- Athlete 42 Steps Challenge
- Bella Hall Enduro Motorbike ride
- Central Coast Film Society
- John Family Golf Day
- Parkham Football Club
- Robert Fergusson Family Foundation
- Scamander River Golf Club
- Talina Foundation
- Wesley Vale Community Church
- Woodbridge Uniting Church



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