



2024 - 2025 FY

Impact Report



Garrick's Story

Sometimes, the hardest step is realising you need a hand.

For Garrick, that moment came when he was connected with RAW and discovered a team ready to meet him where he was, without judgment, with genuine care.

Through regular check-ins and practical support, RAW helped him navigate the challenges that once felt too hard to face alone. His story reflects the power of connection, persistence, and the difference that genuine, ongoing support can make in someone's life.

"Karen was pretty aware that I was not in a good way, and was very helpful and ... It was sort of like the perfect approach."

*Click the button to
view Garrick's Story*

View Video

"I still tell people now ... try ringing these guys. Like, they did wonders for me."



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.

ruralaliveandwell.com.au/fyimpact25



Welcome from CEO

Rural Alive & Well (RAW) is embedded in our rural and remote communities. We don't just drive in and drive out, we live, work and play in the same amazing places where we provide support.

This year we have witnessed the weather events, the drought and dry conditions, the impact fluctuating prices have on the everyday lives of everyday people. We've walked alongside Tasmanians doing it tough, often as a result of things they cannot control, or influence.

We are constantly reminded that our mental wellbeing is foundational to a healthy, happy and stable life and we sometimes bear witness to the tragic loss of life and the indescribable pain that follows. That's why we remain committed to what RAW does, and has done since 2009, and why we continue to prosecute the case for continuity of service in our rural and remote regions.

It's not complicated, we just want to keep turning up for those who need a little bit of help when they find themselves at their most vulnerable.

Join us as we look back on the year that was 2024-25, another year filled with hope and expectation, and the joy of living in rural and remote Tasmania.

Yours Truly,

A handwritten signature in black ink that reads 'Lee Whitley'.

*Stories shared have some names and locations amended for privacy and confidentiality

Who we are

Rural Alive & Well (RAW) is powered by 22 passionate individuals and supported by thousands of community champions, who share deep roots in Tasmania's rural, agricultural, and primary industry communities. Our people come from the same places and backgrounds as those we support, bringing lived experience, understanding, and connection to every conversation.

At RAW, our collective mission is to enable communities to tackle life's stressors, stigma, and isolation through innovative awareness, access, and practical interventions.

Through our vision and dedication, we strive to build strong, resilient communities, ultimately reducing suicidal ideation and suicide attempts.

We recognise we are not the heroes in this journey, but we play a vital role in supporting individuals to build their own self-sustaining paths toward 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 **R**ecognise, **A**sk, and **W**ork 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:

- **697 individuals supported face-to-face** (7% growth in participation since 23/24)
- **64.7% of participants were men**, a group at greater risk and historically less likely to seek help through traditional pathways
- **81% of participants were self-referred**
- Support was delivered across diverse sectors, including agriculture, seafood and transport
- RAW travelled 445,268 km (426,958 km driven and 18,310 km flying) to deliver a combined 10,000+ in-person outreach, and community engagement activities, one-on-one support sessions and events across Tasmania

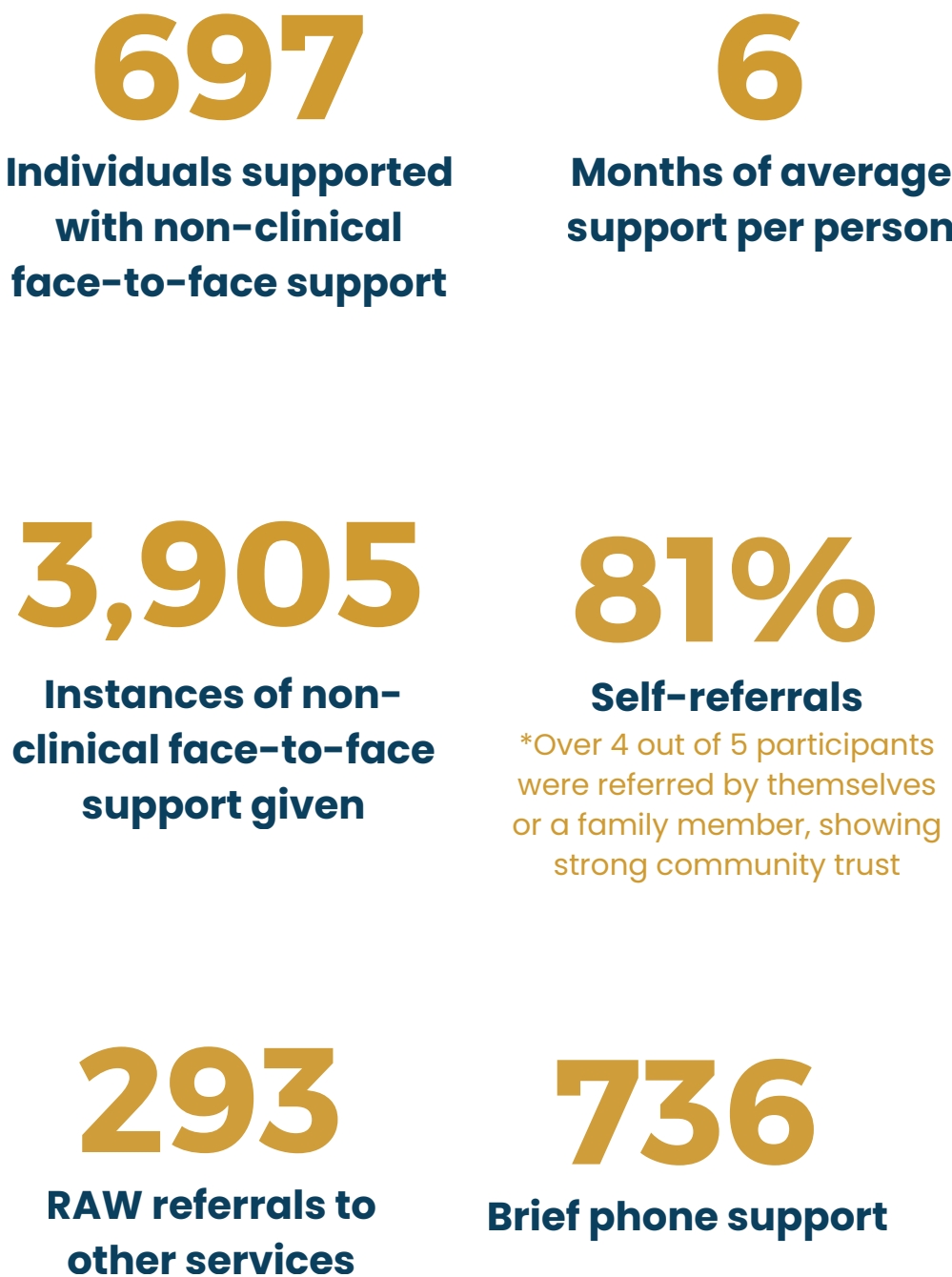
Why It Matters:

Mental health in rural communities is not just a personal issue, it's a workforce, productivity, and community resilience issue. When individuals and families are supported, businesses are more sustainable, communities are more connected, and regional Tasmania thrives.

Through financial support from the Tasmanian Government and from Primary Health Tasmania through the Australian Government's Primary Health Networks Program, Rural Alive & Well (RAW) is strengthening early intervention, building community capability, and ensuring that people in rural and remote areas can access compassionate, place-based support when and where they need it. Importantly our valued relationship with the Tasmania Government is helping deliver on the priorities and actions identified in the Tasmanian Suicide Prevention Strategy 2023–2027.

By working together to reduce isolation, improve help-seeking, and address the broader social and economic factors driving distress, we are investing in the future of Tasmania's rural industries and the people who power them.

Participation statistics

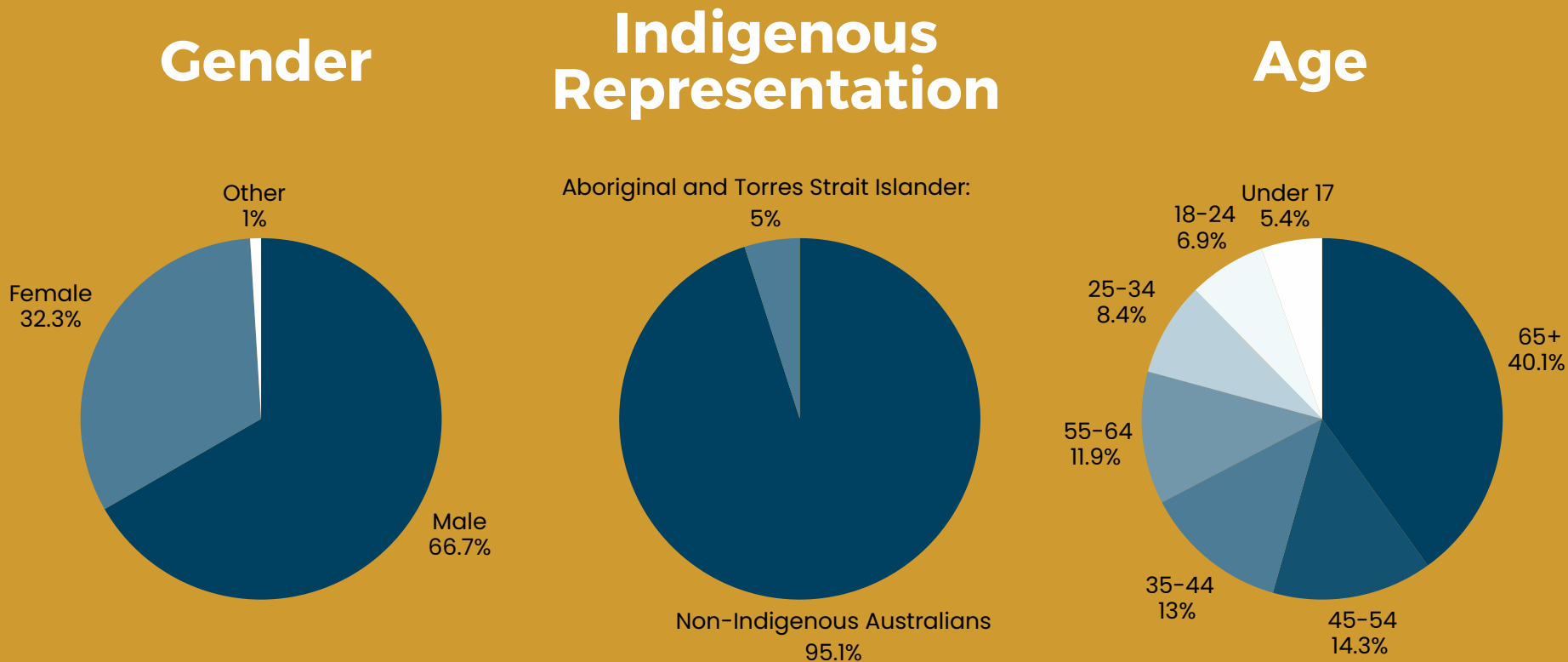


Demographic statistics

- Top 5 referral sources**

 - Self-referrals (81%)
 - Dr Tracey Spencer
 - Rural Business Tasmania
 - Relationship Australia
 - GP and Other Clinical Mental Health services.
- Primary Support Reason:**

 - Situational stress 12.2%
 - Connection 7.8%
 - Mental Health 7.5%
 - Financial hardship 6.1%
 - Health 4.7%



The Impact of Participant Wellbeing Goals

Participant goals are central to RAW's one-on-one support and a key measure of program impact. Self-identified by participants, they reflect personal priorities and build ownership, motivation, and sustainable change.

Through achieving these goals, whether improving health, stabilising housing, managing emotions, finding work, or strengthening social connections, participants take meaningful steps toward greater resilience and wellbeing.

Each individual success contributes to a broader ripple effect: healthier individuals, stronger families, and more connected rural communities. Together, these outcomes show how RAW's person-centered approach creates lasting impact across Tasmania.

Fiona's Story

For Fiona, life on Gateforth Farm is full of beauty and hard work, but behind it, she carried years of unspoken pain. One morning she realised she couldn't keep pushing through alone, and she remembered meeting Krystle from RAW and decided to reach out. Krystle came straight to her, offering support without judgment, just care and understanding. That simple phone call became a turning point.

With RAW's help, Fiona began to process the trauma she had carried for so long and found the strength to move forward. She now shares her story to remind others that it's okay to not be okay — and that reaching out can truly change your life.

"You can't forget pain and trauma, it's really important to process it and talk about it. You can't do everything on your own, and no matter how tough you are, there'll be days where you crumble."

"When Krystle showed up that day, I remember thinking, 'Why is she here? I don't need help.' But she just said, 'I'm here if you ever need to talk.' That simple kindness stayed with me."



“Making that phone call changed my life. RAW is a place with no judgment, just genuine care. It helped me move forward and reminded me it’s okay to not be okay.”

Click the button to view Fiona’s Story

[View Video](#)

Programs Summary



Outreach Program – Rural & Regional Communities

The Outreach Program forms the foundation of RAW's statewide service, delivering accessible, responsive, and place-based mental health and wellbeing support across Tasmania's rural and regional communities. Predominantly funded by the Tasmanian Government and Primary Health Tasmania through the Australian Government's Primary Health Networks Program, it underpins all RAW programs and ensures a consistent, reliable presence in the regions that need it most.

As an accredited suicide prevention program* RAW delivers support across industry sectors including agriculture, transport, seafood and timber.

Through farm visits, community events, workshops, and one-on-one psychosocial support, RAW helps individuals, families, and communities navigate the unique challenges of rural life, from isolation and drought to financial stress and the pressures of running a farm or small business. Outreach and Community Engagement team members work where people live and work, building trust and providing early intervention before issues escalate.

As a key delivery partner in the Tasmanian Suicide Prevention Strategy, RAW plays a vital role in reducing stigma, promoting early help-seeking, and strengthening community resilience across rural and regional Tasmania. The program's focus on connection, awareness, and proactive support directly contributes to statewide efforts to prevent suicide and promote mental wellbeing.

In places like King and Flinders Island, where recent seasons have brought unprecedented dry conditions, RAW has walked alongside producers facing emotional and financial strain, offering practical, compassionate support during one of the toughest years many have ever known. Despite hardship, the spirit of camaraderie, determination, and hope continues to shine through Tasmania's rural communities.

A special thank you goes to the Foundation for Rural Regional Renewal, Future Drought Fund, Department of Natural Resources and Environment Tasmania, and the Tasmanian Farm Innovation Hub for their generous support, which has helped ensure RAW remains a consistent and trusted presence during challenging times.

*Suicide Prevention Australia accredited



Stay Afloat Program

Stay Afloat is a partnership between Rural Alive & Well (RAW), Seafood Industry Tasmania (SIT) and Stay Afloat Australia. The program receives generous support from the Tasmanian Government through the Tasmanian Department of Health. The program supports the mental health and wellbeing of Tasmania's seafood industry, from fishers and processors to 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, long hours, isolation, and high-pressure environments. The program aims to reduce stigma, promote help-seeking, and strengthen resilience across the industry.

In the past year, three BBQs, six presentations, 11 community events, and over 273 direct interactions have reached 1,665 people across the seafood industry.

Through regular face-to-face outreach, community events, and health and wellbeing activations, Stay Afloat has become a valued presence across Tasmania's ports and seafood communities. The partnership has been recognised for its practical, relationship-driven approach and strong collaboration between local, state, and national partners.

Together, RAW and its partners are building a mentally healthier, safer, and more connected seafood industry, ensuring that 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 Rural Alive & Well (RAW) and the Tasmanian Transport Association (TTA) to improve the physical and mental health of Tasmania's truck drivers and transport workers. The program's goal is to enhance driver wellbeing and safety while supporting workforce sustainability across an ageing, high-risk industry.

Through Truckie Health Checks, on-site BBQs, toolbox talks, and targeted site visits, the program meets drivers where they are, in depots, yards, and rest areas, creating trusted spaces for connection and early support.

In the past year, 16 BBQs, 22 toolbox talks, and over 250 direct interactions have reached more than 1,500 people across the transport sector. In the last six months RAW's one-on-one participants in the transport sector has grown, a sign of growing trust and early help-seeking.

The partnership has reduced stigma around mental health, built stronger relationships within workplaces, and increased access to timely, practical support. A powerful example is the relationship with TGE (now Straitlink), where trust built through regular engagement enabled RAW to respond immediately and compassionately following a critical incident.

Open Road demonstrates the power of collaboration in creating safer, more connected workplaces and ensuring Tasmania's transport workers can go home healthy, supported, and safe.



Community Awareness & Engagement

6237

Proactive Visits to individuals and businesses across all programs, locations and sectors

120

Mental Health Awareness & skill development Workshops delivered including MHFA and RAW Conversations



The Role of Community Engagement

From Awareness to Action

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.

Connection grows through three stages:



In 2024–25, our activities directly reached over **40,000 Tasmanians**, including **6,237 proactive visits**, **120 workshops** such as MHFA and RAW Conversations, and **184 community events** across the state.

Our constant presence enables us to generate unique insights about rural life, understanding local stressors, where help is missing, and how communities are coping. This knowledge shapes how RAW continues to respond, connect, and strengthen wellbeing across Tasmania.

Insights from the Ground

Every visit, workshop, and event generates valuable insights into community wellbeing, what people are facing, where help is missing, and how we can respond. In 2024/2025, we learnt that:

- Of the 330 people who completed a wellbeing check, less than 50% were 'coping' and 20% of these identified as 'struggling'
- Conversations over the past year show that whilst dry conditions continue to weigh heavily on farming communities, people who felt connected to others and to support reported higher levels of coping and hope for the season ahead.

These insights inform RAW's ongoing strategy, ensuring our support remains grounded in the real experiences of the people and industries we serve.

"Through presence and trust, we make it easier for people to ask for help, before crisis hits."

Engagement Partner Profiles



Sustainable Timber Tasmania

Fostering Mentally Healthy and Resilient Forestry Communities

RAW and Sustainable Timber Tasmania (STT) are working together to foster a mentally healthy and resilient workplace culture across Tasmania's forestry sector.

STT manages Tasmania's public production forests responsibly, balancing sustainable timber production with environmental protection and community benefit. Through its partnership with RAW, STT is supporting a culture where people across forestry operations, contracting teams, and regional communities feel safe to speak openly about mental health and seek help early.

Highlights from 2024–2025:

- Attended six days of contractor compliance checks across the North West, North, and South, engaging in nearly 60 meaningful conversations with forestry workers.
- Delivered six RAW presentations to more than 200 people across the state.
- Wellbeing support was extended through contractor networks, including seven RAW toolbox sessions, held as BBQs or coffee stops, reaching nearly 200 workers, along with more than 20 one-off supports

Sustainable Timber Tasmania, working alongside RAW, made over 600 connections across the industry, resulting in more than 20 referrals for formal psychosocial support.

“Being able to learn from the people on the ground, understand their challenges, and provide meaningful, tailored support is something I'm incredibly proud of. This partnership shows what's possible when industry and wellbeing come together.”

— RAW Representative

The true impact extends well beyond these figures. The ripple effect through the broader timber community is immeasurable, as each connection helps others along their own journey. You simply can't underestimate the value of people knowing that someone genuinely cares about those working and living in the bush.



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.

The Ahead of the Game (AOTG) program is a mental fitness and wellbeing initiative developed by Movember in partnership with the AFL. It aims to build mental health awareness and resilience across grassroots football clubs.

RAW proudly serves as the delivery partner in Tasmania, supporting players, coaches, parents, and umpires to strengthen individual and collective wellbeing through evidence-based workshops and ongoing club engagement.

Highlights from 2024–2025:

During 2024–25, RAW delivered the Ahead of the Game program across all Tasmanian regions, engaging junior club teams, umpires, coaches, and parents.

“RAW’s reach and reputation have taken Ahead of the Game further than most programs ever could.”

— James Rice, Program Coordinator,
Ahead of the Game

“It helped our young people feel more confident seeking help and supporting each other.”

— Brian Lane, President, Penguin
Football Club

Key activities included:

In 2025 (to date), RAW has delivered 39 Ahead of the Game sessions across Tasmania, reaching 580 young participants and 80 adults (coaches and parents).

- 25 (64%) sessions delivered to boys’ teams
- 12 (30%) sessions delivered to girls’ teams
- 2 (5%) sessions delivered to mixed groups
- 28 (72%) sessions held in rural communities
- 11 (28%) sessions in metropolitan areas

These sessions have equipped young people, coaches, and parents with practical tools to recognise signs of distress, seek help early, and support one another both on and off the field.

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.



TAS Farm Innovation Hub

Connecting Local Knowledge to Support Better Navigation of Changing Environments

RAW continues to strengthen its partnership with the TAS Farm Innovation Hub (the Hub), working together to support the wellbeing and resilience of Tasmania's rural and remote communities.

Hosted by the Tasmanian Institute of Agriculture (TIA) at the University of Tasmania, the Hub is part of the national Drought Resilience Adoption and Innovation Hub network. Its focus is helping Tasmanian farmers and rural communities prepare for and adapt to a changing climate through collaboration, knowledge sharing, and practical on-ground action.

The partnership brings together the Hub's focus on drought preparedness and knowledge sharing with RAW's deep understanding of people, place, and connection across rural Tasmania. Together, the two organisations are ensuring that community wellbeing remains central to how Tasmania prepares for and adapts to climate variability.

"This partnership is helping bridge the gap between what's happening in the paddock and what's happening in planning rooms – keeping people and wellbeing at the heart of climate resilience conversations."

— RAW Representative

Highlights from 2024–2025:

- Deepened collaboration between RAW and the Hub to strengthen community wellbeing during dry and challenging seasonal conditions.
- Regular team discussions to share insights on how climate impacts are affecting people and communities, supporting coordinated and informed responses.
- Co-funded RAW's work on King and Flinders Islands, ensuring local community capacity and wellbeing are integral to drought and climate preparedness planning.
- Enhanced information sharing, connecting wellbeing perspectives alongside environmental and economic insights.
- Strengthened RAW's internal capability to capture and communicate social insights that inform resilience planning across sectors.

Through shared learning and collaboration, this partnership continues to demonstrate the value of working together to support Tasmania's rural communities, ensuring that people and place remain at the centre of how we adapt to a changing climate.



WIN TV Media / Tas Stockfeed Partnership

Driving Conversations on Mental Health Through Industry Voices and Local Media

This partnership between RAW, WIN Television, and Tasmanian Stockfeed Services demonstrates the power of collaboration between media, industry, and community to promote mental health and wellbeing across Tasmania.

The partnership began in March 2023 with a co-produced television campaign between RAW and Tas Stockfeed designed to reach rural and regional audiences with messages of hope, resilience, and help-seeking. Since then, WIN and Tas Stockfeed have continued to collaborate with RAW to ensure mental health awareness remains visible and relevant across the agricultural community.

A second collaboration is now underway with Gradco, extending the model to the transport sector and focusing on the wellbeing of drivers, logistics workers, and their families.

RAW, TasStockfeed and WIN Impact & Highlights (2024–25)

- 1,631 television ads aired statewide to targeted audiences
- 3,39 million cumulative views by Tasmanians from July 2024–June 2025
- Strengthened partnerships between industry, media, and community
- Boosted conversations about RAW and normalised discussions about mental health
- Increased awareness of support services available to rural and regional Tasmanians.

RAW, WIN and Tas Stockfeed share a commitment to normalising conversations about mental health, promoting early help-seeking, and highlighting the resilience of Tasmania's rural and regional workforce. Together, we're creating authentic, relatable campaigns that extend RAW's voice statewide.



Amelia's Story

When life began to feel overwhelming and her anxiety and depression hit their lowest point, Amelia reached out to RAW, and found a steady source of support and understanding.

What began with a simple phone call turned into a genuine connection that helped her rebuild confidence and stability. Through regular check-ins, practical guidance, and help connecting with a psychologist, RAW became a consistent presence in her life, someone in her corner, every step of the way. Now, with a renewed sense of purpose, a job she loves, and growing self-belief, Amelia describes her journey as "win after win."

"We have a monthly meetup. She'll come down, we'll talk about what's been going on, if there's anything that I need help with... they got me in contact with a psychologist, and they kinda worked hand in hand with helping me."

"It was my anxiety and depression just plummeting, so I got in contact with RAW. And yeah, slowly just been improving, and then lately it's just been win after win."





"I was lucky that I had a really, really good support network of people who were honest with me... and I also had to be open to listening to that honesty and admitting that I did need help."

" got into a new job that I loved... luckily it worked in my favor. I had RAW in my corner."

Click the button to view Amelia's Story

[View Video](#)

Generosity Into Action

Throughout the year, we have been humbled by the generosity of individuals, families, and organisations who turned compassion into tangible action through financial gifts, workplace giving, events, and in-kind support.

Their contributions go far beyond dollars, they create opportunities for RAW to reach more people, respond to emerging needs, and build stronger, more resilient rural communities.

Each of the stories below reflects a unique act of giving, and the ripple effect it has created across Tasmania. These are just three examples of the generous community that supports RAW.

PJS Financial – Investing in Rural Wellbeing

Launceston-based accounting firm PJS Financial turned their care for the community into meaningful support for RAW. Their fundraising initiative, which invited clients and colleagues to contribute to rural mental health, demonstrated how local businesses can play a direct role in creating mentally healthy and resilient communities. Their generosity ensures that RAW can continue to provide on-the-ground support for individuals and families across Tasmania's rural regions.

Make Runs Maxi – Running for Rural Resilience

The Make Runs Maxi Community Spirit team combined their love of running with their passion for helping others, raising vital funds to support RAW's outreach programs. Their efforts highlight how sport and community can come together to champion rural mental health, inspiring others to take action and reminding Tasmanians that small steps, taken together, can make a big difference.

Bella's Enduro Motorbike Ride for RAW – Riding with Purpose

At just 14 years old, Bella turned her love of adventure into a powerful act of compassion. Taking on the challenge of an endurance motorbike ride, she raised awareness and funds for RAW, encouraging conversations about mental health among young people and rural families. Her ride reflects the courage, generosity, and determination that define our community of supporters, proving that every person, regardless of age, can make a meaningful impact.

A Community United by Care

Every supporter, whether a monthly donor, event host, business partner, or advocate, plays a vital role in ensuring RAW can continue to deliver hope, connection, and care across rural and remote Tasmania.

Together, we're proving that generosity is not just about giving, it's about showing up for others, again and again.

From all of us at RAW, thank you for standing with us.

Supporters & Community

Together, We Make a Difference

At the heart of RAW's impact is a community of people who care deeply about rural Tasmania, individuals, families, businesses, and partners who choose to stand alongside us.

Every conversation we have, every life we touch, and every kilometre our team travels is made possible because of this collective generosity.

We extend our heartfelt thanks to our donors, supporters, and partners, as well as our staff, volunteers, and Board members, who continue to give their time, skills, and resources to help us deliver hope and connection where it's needed most.

Your belief in RAW allows us to keep showing up, in small towns, on back roads, at the kitchen table, and in the paddock, so that people know they're never alone.

Operational Team



Lee Whiteley

Chief Executive Officer



Kristy Mayne

Outreach Manager



Sam Gorringe

Community Impact & Engagement Manager



Leanne Landherr

Corporate Services Manager

Board of Governance



Tom Windsor

President



Hayden Moore

Vice President & Treasurer



Lucy Byrne

Board Member



Andrew Calvert

Board Member



Sarah Jacobson

Board Member



Jan Radford

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John Saul

Board Member



Meg Archer

Board Member



Rob Shelley

Board Member

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- Talina Foundation
- Highclere Roadhouse
- JS Rural
- Coralee Farm
- John Family Golf Day
- Enduro Motorbike ride for RAW
- Scamander River Golf Club



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a difference.....**

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