



Wellbeing Beyond the Stockyards

**Innovating suicide prevention for
Tasmanian livestock communities**



Did you know, studies show that people in rural communities are twice as likely to die by suicide than those who reside in a metro area? ¹

That's a present reality we want to change.

At Rural Alive & Well (RAW), our vision is for a sustainable and thriving rural, agricultural and primary industry sector, and we know how important our livestock community is to achieving this.

We want to ensure that Tasmania's agricultural and primary industry sectors continue to thrive and grow for generations to come.

"Wellbeing Beyond the Stockyards" is a month dedicated to our livestock communities mental fitness and wellbeing. It is designed to reduce the barriers to help seeking, increase awareness and encourage realistic conversations about mental health and wellbeing.

By challenging the status quo of how individuals respond to situational stressors and educating on how it impacts mental health and well-being, it's our goal to spark a different conversation around how we each look after ourselves to ensure a thriving agricultural and primary industry sector for years to come.

Your investment in this event strategy is essential to powering thriving futures.



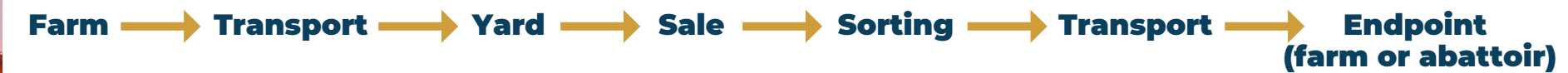
TASMANIAN STOCKYARD LANDSCAPE

Tasmania has a vast network of people working across the Livestock Industry. These individuals help supply local, national and international markets with high quality, Tasmanian produce.

From July 2022 through to April 2023, the Livestock community moved over 658,239 beasts, with 138,018 cattle going to export markets.

It's estimated that to transfer one lot of animals (cattle, sheep, pigs, goats) to the stockyard and to its endpoint, there are over 41 human touch points.

That's spread across:



To ensure Tasmania's livestock industry continues to grow and thrive, we first need to ensure that our people and their families working within the industry are mentally healthy and resilient.

With situational stressors being prevalent even more as drought looms, interest rates rise, and disease threats increase, the importance of building mental fitness across a critical industry increase.

RAW's one on one support provides the solution to supporting people during those harder seasons, with "Well-being beyond the Stockyards" becoming an annual reminder to everyone that we cannot continue to always do what we have always done when it comes to building mentally healthy and resilient rural communities.

Will you partner with us to ensure our industries continue to thrive?

Rural Alive & Well (RAW) is passionate about genuine and authentic, early intervention suicide prevention for rural, agricultural and primary industry communities.

RAW specialises in delivering proactive outreach and one-on-one psychosocial support that addresses situational stressors and increases protective factors, to minimise the risk of suicide.

RAW is 'non-clinical', genuine and non-intrusive. The service is confidential with no fees for participants.

RAW's staff have first-hand experience with the complexities of living and/or working in rural, remote and primary industry sectors. Staff each have backgrounds in Tasmanian Dairy, Livestock, Cropping, Mining, Wool Production, Forestry, Transport and Seafood.

If you would like to know more about the work of Rural Alive & Well do, head to:

www.rawtas.com.au

 **1800 729 827**



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You've helped me during a time when I didn't know what to do, where to turn to, or how to move forward. Thank you doesn't express it enough

Sally*, 37 years old, Farmer & RAW program participant

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Due to a recent shearing injury, I was struggling to adjust to my lack of ability to work. I struggled with a feeling of purpose and RAW is helping me to adjust to what I now realise will only be temporary life situation.

Gavin*, 23 years old, Shearer & RAW Program Participant

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Thank you for the work you do for our rural community. You've made a difference to a number of farmers I'm working with

Brendan , Referral Partner



EVENT FRAMEWORK

Rural Alive & Well (RAW) firmly believes in the power of early intervention and prevention in supporting positive mental health outcomes for those within the livestock sector.

The core components of the "Well-being in Beyond the Stockyards" are:

AWARENESS:

Awareness is essential for promoting well-being, reducing stigma, and ensuring that individuals have the knowledge, resources, and support to maintain good mental health. It plays a crucial role in building a community that values and prioritises mental well-being and provides people practical, tangible and relevant tools.

CONNECT:

Connection holds significant importance in an individual's personal resilience during life's challenges. Connection is shown to have impact on a person's mental and physical well-being, as well as benefiting other areas such as: professional success, resilience, and a sense of purpose and belonging.

By nurturing meaningful connections with others enriches our lives, enhances our overall well-being, and contributes to a happier and more fulfilling existence.

The intent of these events are to provide a space for connection with each other, but also provide the individuals an opportunity where they can build a deeper rapport with the local and/or regional RAW staff, so when they come across a client or person who is struggling, they know who to call directly at RAW.

EMPOWER:

Empowerment encourages individuals to become active participants in their mental health journey. It involves recognising one's needs, expressing them effectively, and advocating for appropriate support and treatment. Empowered individuals are more likely to seek help, ask questions, and communicate their concerns to mental health professionals.

The other component to empowerment during this month is through producers and agents giving a portion of sales as a donation to RAW to grow our youth engagement program statewide.



HOW YOU CAN BE INVOLVED?

Rural Alive & Well is seeking a major sponsor for the inaugural "Well-being in Beyond the Stockyards" month.

The month brings together the three framework pillars into the following activities:

AUGUST:

- Well-being awareness campaign
 - Distributed through the Stockyard networks such as:
 - Agents
 - Buyers and sellers
 - Biosecurity
 - End point stock distributors - Abattoirs, feedlots, direct to consumer purchasers
 - Transport workers
 - RAW social media and wider networks

SEPTEMBER:

- RAW Spring Store Sale - 7th September 2023
 - TLX Powranna Stock yard
- 2 x Stock yard bbqs on the evening prior to sale
 - North West
 - South

STAKEHOLDER SUPPORT

Rural Alive & Well already has had a great amount of support for the awareness month already. This ranges to large scale industry, down to individuals buys, sellers and their immediate community.

Stakeholder support includes:

- TLX
- Elders
- Nutrien
- Greenhams
- Tates Transport
- JBS
- Biosecurity Tasmania



SPONSORSHIP OPPORTUNITIES



SPONSORSHIP OPPORTUNITIES

By investing in RAW's "Wellbeing Beyond the Stockyards" event series, your organisation will be demonstrating your commitment to the well-being of the Tasmanian livestock community

Details	Community Partner \$2,500 ex gst	Industry Partner \$6,500 ex gst	Donation
Verbal and visual recognition at events & feature sale	✗	✓	*case by case basis, based on fundraising / donation initiative
Recognition in the lead up to event	✓	✓	*case by case basis, based on fundraising / donation initiative
Promotion on marketing materials	✓	✓	*case by case basis, based on fundraising / donation initiative
Recognition on website	✗	✓	✓ *Showcased in RAW's 'Generosity in Action' write up

Profits from this initiative will go towards providing support for youth working within livestock, agriculture and primary industry communities.



CURRENT PARTNERS



7th September Sale:
"RAW Spring Store Sale"





**Will you become a part of building a
mentally healthy and resilient
livestock community?**



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