



Are You Bogged Mate?

Helping rural blokes talk about mental health.



ARE YOU BOGGED MATE?

What we did in

2023

Our Story

It all started with an article – ‘Are you bogged mate?’ – which spread far and wide gaining international attention.

This topic struck a chord and highlighted that while there are services available for suicide prevention, there is a disconnect in the way depression is being communicated to country men. We want to fix this disconnect.

Are You Bogged Mate? aims to boost awareness and start a conversation with the broader community about the rising issue of depression and suicide rates among men in rural areas.

We are confronting the challenges that country men face daily, talking about mental health, and lighting the path to support.



Male Suicide In Australia

- Male suicides in 2022 = 2,455 = 76% of all suicides
- An average of 7 men per day
- Suicide is the leading cause of death for men aged 15-44
- Men aged 50-54 account for 9.1% of male suicide
- Young men 20-24yo – 36.1% die by suicide
- Rate/100,000 – Men 18.8 & Women 5.9
- Remote area suicide rate 24.5 vs City rate 10.5
- Northern Territory has the highest state rate 20.1 & the highest male rate 33
- A farmer dies by suicide every 10 days
- 45% of Australian farmers have had thoughts of self-harm or suicide
- 30% of Australian farmers have attempted self-harm or suicide

*Australian Bureau of Statistics(released Oct 2023)The numbers
National Farmer Wellbeing Report, commissioned by Norco
National Rural Health Alliance*



Our Current Programs – HOW WE GET TRACTION

MARY'S BOGGED TALKS

- We conduct speaking events anywhere in Australia.
- Mary's presentation is down to earth, practical & cuts through to rural people.
- Our calendar is booked out almost 12 months in advance.
- Corporations & Government pay a fee for speaking engagements which with the support of our sponsors, allows us to do talks at no cost in rural & remote communities & enables us to develop new programs for the future.
- We are grassroots & boots on the ground.

BOGGED BRAKES

- Our new Bogged Brakes program asks rural men to 'put on the brakes & take a break'.
- These events are for rural men to get away from stress, make new mates, to relax, have some fun & teach them some skills.



Snapshot of 2023

- 98 events conducted across Australia
- Face to face with 4,811 people
- Launched Bogged Brakes program
- New staff member – Jenny Bourke
- Expanded our range of merchandise



Communities Engaged

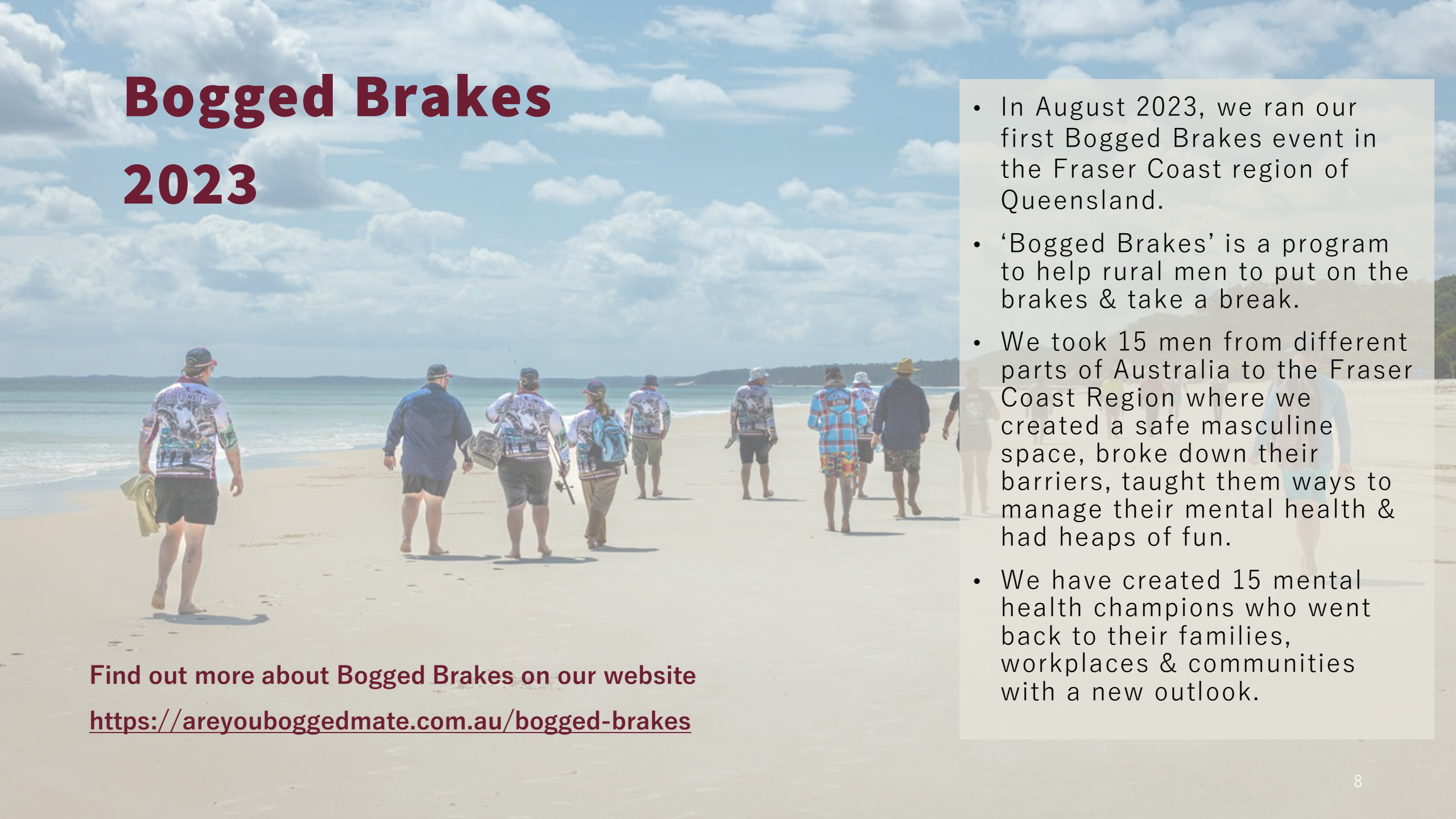
- In 2023, we visited 5 states & 1 territory
- Spoke face to face with 4,811 rural people
- Total of 98 Bogged events
- 92 face to face events
- 6 podcasts & radio interviews
- 25 events at no cost to the community



A Few Of Our Favourite Moments in 2023



Bogged Brakes 2023



Find out more about Bogged Brakes on our website
<https://areyouboggedmate.com.au/bogged-brakes>

- In August 2023, we ran our first Bogged Brakes event in the Fraser Coast region of Queensland.
- ‘Bogged Brakes’ is a program to help rural men to put on the brakes & take a break.
- We took 15 men from different parts of Australia to the Fraser Coast Region where we created a safe masculine space, broke down their barriers, taught them ways to manage their mental health & had heaps of fun.
- We have created 15 mental health champions who went back to their families, workplaces & communities with a new outlook.

Bogged Brakes Applicants

- Men from all over rural Australia applied for our Bogged Brakes program.
- We asked them to tell us why they needed this program & they did.
- There were tragic stories of losing a child, drought, floods, over-worked, marriage breakdown & more.
- Many blokes were nominated by their wife/partner as these women struggled to support their hard-working men.

Applications came from all over Australia



How Ski For Life Helped



- The contribution received from Ski For Life has been critical to enable us to deliver the Bogged Brakes program.
- Men from all over Australia applied for Bogged Brakes & told us many sad stories highlighting just how much this program is needed.
- With the support of Ski For Life, we were able to pay for all costs for these men from every corner of the country to attend Bogged Brakes.
- The sheer relief & joy in their voices when we told them that thanks to Ski For Life & our other sponsors, they didn't have to pay for anything. It was a game changer.
- Without the support of Ski For Life, many of these men would not have been able to attend.
- These men returned home to their regions where they have become mental health champions in their families, workplaces & communities.

The Impact – In Their Words

We think the blokes who attended Bogged Brakes can explain it better than us.

Here is what they had to say.

Please click on the video link to watch.

(Link opens video in Vimeo)



Watch  [Bogged Brakes Feedback Video](#)





Our Bogged Team

BOARD OF DIRECTORS



Ben Watkins
Chairman



Fergus Hume
Treasurer



Mary O'Brien
Secretary



Stuart Armitage
Board Member
(Founding Chairman)



Tomas Guerin
Board Member

OPERATIONAL STAFF



Mary O'Brien
CEO & Founder

The 'ideas woman' that travels Australia speaking to rural people, produces the ideas for AYBM & does anything else that needs doing.



Jenny Bourke
Administration Officer

Jenny does so many things! Event bookings, manages the calendar, logistics, merchandise sales, bookkeeping & so many other things that keep AYBM going.



Get In Touch

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