

# ARE YOU BOGGED MATE?™



**We're all about helping country blokes talk about mental health and suicide while spreading awareness about depression in the bush.**

Depression in rural areas is a lot like getting bogged in the mud. It might have been just a sticky patch of the road or paddock where the vehicle stopped moving, maybe you needed low range or a winch to get yourself out. But what happens when you get properly bogged? When it's down to the running boards, sitting on the chassis, you are not getting out of this one easily – that's the kind of bogged we mean.

Country blokes are facing challenges like never before and it takes guts to admit you're bogged. We're making sure people are connected with the right hands to pull them out.

With high demand from regional communities and support from ambassadors and the Australian Horizons Foundation, Are You Bogged Mate? has quickly gained momentum. Recently achieving registered charity status, our story has been featured on ABC's Landline, Sky News with Alan Jones and has already received multiple national awards including the 2020 Women Working in Men's Health Award.

***'MARY IS A PIONEER, BRIDGING THE GAP BETWEEN MEN AND PROFESSIONAL HELP.'***

*Jane McCollum | Counsellor, Rural Aid Australia*

**3,318**  
suicides

**1,182**  
National  
Road Toll

**2,502**  
are men  
(75.4%)



**which is more than  
3 in 4 deaths**



**Suicide is the leading  
cause of death for  
males aged 15-44**

**39.8%**  
of deaths in  
20-24yo males

**10.6%**  
of deaths are  
males 45-49yo



**'WITHOUT A DOUBT,  
I HAVE NO HESITATION  
IN SAYING MARY SAVES  
LIVES ON A DAILY BASIS.'**

*Dervla Loughnane | Director,  
The Virtual Psychologist*

## Get in Touch

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website here

Read the original  
article here

## The Ideas Woman

Mary is a passionate advocate for agriculture and was raised on the land. She understands the diverse challenges faced by the rural sector. After spending her whole life working in rural and remote Australia, Mary knows country blokes. She's worked with them, for them, and beside them and mostly importantly, she knows how to talk to them.

This down-to-earth perspective is what makes Are You Bogged Mate? resonate with rural and remote communities to connect country men with life-saving support services.

## Making a difference

Are You Bogged Mate? has a 'boots on the ground' approach by:

- Face to face contact with rural men & women in their comfort zone - anywhere in Australia
- Starting those tough conversations and breaking down stigma by being relatable & practical
- Straight-talking speaking engagements at a variety of functions that resonate with the target audience
- Spreading awareness through education events in rural & remote locations
- Creating strategic connections with crisis support services & linking rural men to them

We rely on community support and donations to help us engage with the people who need us. Find out more on our website, or get in touch for a yarn.

**'SHE'S ON THE SAME LEVEL  
AS US AND THAT'S THE WAY  
WE LIKE IT.'**

*Stuart Armitage | Farmer*