



**FOR IMMEDIATE RELEASE**

31 May 2022

**WELLBEING PARTNERSHIP ESTABLISHED FOLLOWING MEN'S MENTAL HEALTH AWARENESS  
PROJECT IN LOCAL FOOTY CLUBS**

A suicide prevention project that connected with men through sporting clubs in the Great South Coast has resulted in an ongoing partnership between leading mental health organisation Outside The Locker Room and AFL Western District.

Led by Outside The Locker Room in 2021, the Men's Health and Wellbeing project was delivered through sporting clubs and sought to establish a foundation for improving access to mental health support services in the region.

At a national level, the number of men who die by suicide in Australia each year is [nearly double the national road toll](#). People in rural communities are twice as likely to die by suicide when compared with Australia overall<sup>1</sup>.

The Mens Health and Wellbeing project consulted with local communities to gain valuable insights into the risks and vulnerabilities that currently exist in the region, as well as raise awareness of how to recognise and respond to men who are at risk of suicide.

With Western Victoria being a priority population, the **Great South Coast Suicide Prevention Place Based Trial** (GSCSPPB) was developed in 2020 - a joint commitment between the Western Victoria PHN and the Australian Government to recognise the benefits of collaborative approaches to suicide prevention. Headed by a local leadership committee, the GSCSPPB comprised 12 community-based programs aiming to reduce the rates of suicide, reduce suicide attempts, build resilience and wellbeing and improve systems to prevent suicide in an ongoing way.

As part of the GSCSPPB, the Men's Health and Wellbeing project saw Outside The Locker Room facilitate its welfare and education suicide prevention program to 339 participants at AFL Western District Clubs. Following the program, more than 45% of the participants went on to register on Outside The Locker Room's mental health support app.

**Outside The Locker Room Chief Executive Officer Todd Morgan** (pictured) said "Working with the communities of the Great South Coast was an amazing experience. To hear their stories and understand their passion for mental health awareness and support in their region was truly inspiring. There is a deep connection between the communities who want only to provide positive wellbeing

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<sup>1</sup> In 2019, the rate of suicide in major cities was 11 per 100,000 population, 19 in remote areas, and 24 in very remote areas (<https://www.aihw.gov.au/reports/rural-remote-australians/rural-remote-health/contents/health-status-and-outcomes>).



frameworks for their members. We appreciate the support provided by WVPHN and AFL Western District, and are excited to continue working with AFL Western District into the future.”

Outside The Locker Room has subsequently been appointed the official Wellbeing Partner for the AFL Western District 2022 season, continuing to raise awareness of mental health access to this audience.

For more information, head to <https://bit.ly/GSCSPPBTbackgrounders>.

**Support Services**

Lifeline: 13 11 14 or [lifeline.org.au](http://lifeline.org.au)

Head to Health: 1800 595 212

Beyond Blue: 1300 224 636 or [beyondblue.org.au](http://beyondblue.org.au)

Suicide Callback Service: 1300 659 467

MensLine: 1300 789 978 or [mensline.org.au](http://mensline.org.au)

QLife: 1800 184 527 (support for LGBTI community.)

Emergency Services: 000 (triple zero)

SANE Helpline: 1800 187 263 (talk to a mental health professional weekdays, 10am-10pm)

**- ENDS -**

**Available for interview:**

- Rowena Clift, Chief Executive Officer - Western Vic Primary Health Network
- Cr Anita Rank, Chair - Great South Coast Suicide Prevention Place Based Trail Leadership Group and Mayor - Glenelg Shire Council
- Todd Morgan, Chief Executive Officer - Outside The Locker Room

**Photography:**

Program photography featuring Todd Morgan courtesy of Outside The Locker Room - [Click here to download](#).

**Further Information On The Great South Coast Suicide Prevention Place Based Trial:**

The Great South Coast Suicide Prevention Place Based Trial is an initiative aimed at delivering activities to reduce the suicide rate in the shires of Corangamite, Glenelg, Moyne and Southern Grampians and the City of Warrnambool. Coordinated by Western Victoria Primary Health Network (WVPHN) in partnership with the Federal Government and a range of health care service providers, the trial offers a coordinated approach to reducing the suicide rate in the Great South Coast with a range of community network support activities.

**WVPHN Chief Executive Officer Rowena Clift** said: *“Many families across the Great South Coast are struggling to understand why their loved ones have taken their own lives. From teenagers to adults and both male and female; the suicide rate for Great South Coast is unacceptably high. We want to ensure that every single person who may be struggling with thoughts of suicide or has attempted suicide has*

## MEDIA RELEASE



GREAT SOUTH COAST  
**Suicide Prevention  
Place Based Trial**



**Australian Government**

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*support networks available to help them when and where they need it. These activities will help us achieve this by filling identified service gaps and giving the community the support it requires.”*

Media can find more information on the all of the individual projects in the trial here:

<https://bit.ly/GSCSPPBBackgrounders>

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