



Media Release

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A decade of making a difference: Beyond Blue and Zoetis partner again in 2025 to support mental health in rural Australia

With mental health challenges in rural Australia reaching increasingly concerning levels, leading animal health company Zoetis has reaffirmed its commitment to supporting the wellbeing of the country's farming and regional communities by continuing its long-standing partnership with mental health organisation Beyond Blue.

Zoetis has partnered with Beyond Blue since 2016, donating more than \$900,000 to help fund mental health support services for people living outside major cities. This year marks the tenth year of the partnership, with Zoetis aiming to raise \$100,000 by the end of the year by donating \$5 from each sale of the company's livestock, pig, poultry and companion animal vaccines and parasiticide products up to \$100,000, to reach the \$1 million milestone.

Fred Schwenke, Zoetis Business Unit Director, Livestock said the campaign reflects the need for a long-term approach to addressing mental health in regional areas. "Supporting rural Australia on its long journey to better mental health is not a quick fix - it's a sustained and compassionate effort," said Mr Schwenke. "We know farmers and rural communities are strong, but they're not invincible. Improving mental health outcomes requires more than just awareness; it needs consistent, meaningful action and unwavering, long-term support. That's why, ten years on, Zoetis remains firmly committed to its partnership with Beyond Blue."

Australia's rural and remote populations face a unique set of challenges. Nearly seven million Australians live outside major cities. While mental health conditions occur at similar rates across the country, people in rural areas often face greater barriers to getting help as access to services can be limited by distance, cost, poor connectivity, or concerns about privacy and stigma.

Farming communities in particular are under pressure, dealing with everything from natural disasters and economic instability to the emotional toll of isolation. Recent data shows that around 30 per cent of farmers have experienced a decline in their mental health in recent years. The biggest stressors include weather events and natural disasters, reported by 47 per cent of farmers, followed by financial pressure at 36 per cent, and rising costs at 35 per cent. Almost half of Australian farmers report experiencing feelings of depression, while 64 per cent say they have dealt with anxiety. Alarming, 45 per cent of farmers say they have had thoughts of self-harm or suicide, and nearly a third have attempted it.

The situation is compounded by a reluctance to speak up. More than half of farmers say they stay silent about their mental health because they feel uncomfortable or fear they will burden others. One farmer dies by suicide every ten days - a rate twice as high as that of the general population.



Derek Schoen, a farmer from Corowa and a board member of Beyond Blue, said rural Australians need support that recognises the realities of life on the land. "Rural Australians are more vulnerable due to their geographical isolation, often demanding work conditions, and limited access to support," said Mr Schoen.

"Natural disasters, like the recent floods in NSW, also add to the enormous toll on our mental health. This could mean watching a life's work destroyed overnight, facing the immense task of rebuilding infrastructure and restocking, or struggling to feed livestock we have been lucky enough to save."

"Our farmers are some of the most resilient people in the country, but we still need to ask for help. This campaign is about ensuring that help is there when and where people need it.

Every two minutes, someone in Australia contacts the Beyond Blue Support Service. In the past year alone, more than 276,000 people reached out to the service via phone or webchat. Free and confidential, the service provides 24/7 access to experienced counsellors, offering support when it's needed most. The most common issues people seek help for include anxiety, depression, relationship difficulties, grief and adjustment issues, all of which are compounded by the stressors of rural life.

Georgie Harman AO, CEO of Beyond Blue, calls each contact "a moment of courage".

"When someone in rural Australia picks up the phone or jumps online to talk to Beyond Blue, it's often the first step in turning things around," said Ms Harman. "It takes strength to reach out for support, but getting help early can ease distress and stop issues from escalating."

"This partnership with Zoetis is so vital for us, as it helps make that step possible for more people. To date, funds donated by Zoetis have helped over 17,000 people across rural and regional Australia access mental health support through our Support Service."

Feedback from callers shows the positive impact of reaching out. The majority of people who contact the service report an improvement in their wellbeing, with 76 per cent saying they felt less distressed after making contact. Eighty-five per cent said they received the information they were seeking, and 83 per cent felt heard and understood.

Between 15 July and 31 October 2025, Australians can support the Zoetis and Beyond Blue initiative by purchasing eligible Zoetis livestock, pig, poultry, and companion animal vaccines or parasiticide animal health products. Zoetis will donate \$5, up to \$100,000, to Beyond Blue Support Services, to help more people in rural communities access the support they need.

To learn more or find out how to support the campaign, visit: www.zoetis.com.au

If you or someone you know needs support, the [Beyond Blue Support Service](http://beyondblue.org.au/support-service) offers free and immediate counselling, advice and referrals via phone, webchat or email. To talk to a mental health professional for free, contact the 24/7 Beyond Blue Support Service on 1300 22 46 36. The Free web chat is also available 24/7 at beyondblue.org.au/support-service/chat and you can join the [Online forums](http://beyondblue.org.au/forums) for free.



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About Zoetis:

As the world's leading animal health company, Zoetis is driven by a singular purpose: to nurture our world and humankind by advancing care for animals. After innovating ways to predict, prevent, detect, and treat animal illness for more than 70 years, Zoetis continues to stand by those raising and caring for animals worldwide – from veterinarians and pet owners to livestock farmers and ranchers. The company's leading portfolio and pipeline of medicines, vaccines, diagnostics and technologies make a difference in over 100 countries. A Fortune 500 company, Zoetis generated revenue of \$9.3 billion in 2024 with approximately 13,800 employees. For more information, visit www.zoetis.com.

About Beyond Blue:

Beyond Blue Beyond Blue is an independent, not-for-profit organisation working to reduce the impact of anxiety and depression in Australia. Our mission is to help all people in Australia achieve their best possible mental health. We work with the community to improve mental health and make it easier for people to feel better earlier, get well and stay well.