

7 March 2025

Beyond Bitumen celebrates 10th anniversary driving support for mental health

This year marks a milestone for Beyond Blue's longest running community-led fundraiser, the annual Beyond Bitumen car rally.

For Beyond Bitumen organisers, Peter and Trish Fehon the 10th anniversary of the much-loved Beyond Bitumen rally is a bittersweet one as it also marks the 20th anniversary of the death of their daughter, Beth who they lost to suicide in 2005.

"We're excited about the 10th year of Beyond Bitumen this year and we're really looking forward to the event but there's also sadness because it's been 20 years since we lost our daughter, Beth," said Trish Fehon.

"We started Beyond Bitumen to create a meaningful event where we could bring people together and raise awareness about mental health and remember Beth by providing a welcoming space where people could open up in a safe and supportive environment."

"Many of the Beyond Bitumen rally participants have told us how much the camaraderie within the event has meant to them and given them something to look forward to."

"We didn't know Beth was struggling, if we had we certainly would have sought help for her so we want people to know that there are people who care and will listen to you when you reach out."

For the first time this year, two separate rallies will be taking place.

The first rally takes place in New South Wales where participants will meet in Taree on the evening of 27 March, with the rally visiting Kempsey, Coffs Harbour, Grafton, Armidale, Port Stephens and finishing on Monday 31 March via Hunter Valley and Wisemans Ferry or an easy cruise down the freeway to Sydney.

This year marks the first Beyond Bitumen Victoria Rally which kicks off on Thursday evening 22 May in Bendigo. The next morning rally drivers head towards Mildura, followed by Horsham, Ararat, Ballarat, and most places in between, before rolling to a stop on Monday 26 May.

Peter Fehon said the rally is also an opportunity to support local communities in the areas they visit.

"We stay in local motels and engage local community groups in the towns we visit for our catering, and we welcome locals to join us."

"We want the event to be as welcoming and accessible as possible so we have a saying, 'Come as you are in your family car' because we want people to know you don't need a rally car or a 4WD to take part, a regular car will do."

Since its inception in 2015, Beyond Bitumen has raised almost \$4 million for Beyond Blue. All money raised through Beyond Bitumen goes to the Beyond Blue Support Service, which delivers free mental health support around the clock to up to 300,000 people each year.

Beyond Blue's CEO Georgie Harman said she is deeply grateful to Trish and Peter Fehon for their continued support to Beyond Blue for the past 10 years.

"The Fehon's dedication and hard work over a decade of fundraising for Beyond Blue has made a huge difference to the lives of countless people who have reached out to us for support."

“Beyond raising vital funds for our services, every year the Beyond Bitumen car rally builds community connections, smashes stigma, and sparks conversations about mental health. It continues to be a welcoming and supportive space for everyone who attends, whether they’re returning participants or newcomers.

“With this year being the 20th anniversary of the tragic death of Trish and Peter’s daughter Beth, it is a poignant reminder of the importance of connection and early support to prevent problems from snowballing.

“The money raised through Beyond Bitumen goes towards Beyond Blue’s Support Service so we can continue to provide free, immediate, and compassionate counselling, advice and referral around the clock to anyone who needs it. Every dollar can really help to turn someone’s life around,” Ms Harman said.

Registrations for the Beyond Bitumen NSW and Victoria rally are still open.

To donate or for more information, visit beyondbitumen.com.au

Beyond Blue Support Service: 1300 22 4636 or beyondblue.org.au/getsupport

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Available for interview:

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