

Beyond Blue recognises Luminary as a Supporting Partner

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Digital agency Luminary has been officially [named by Beyond Blue as one of its Supporting Partners](#), joining some of Australia's top businesses. Luminary's Supporting Partner status has been bestowed by Beyond Blue in recognition of Luminary's extensive support, including the provision of discounts, pro-bono and in-kind support.

Beyond Blue's new website, launched in 2024, was built by Luminary and Sitecore on the Sitecore XM Cloud platform, was launched in 2024. Luminary will continue to work with Beyond Blue to Luminary on leveraging digital solutions to improve the design and adoption of mental health information, support and advice across the Australian community.

Commenting on the partnership, Luminary's CEO Marty Drill said, "As a purpose-driven organisation we believe in Beyond Blue's mission and are proud to be working with one of Australia's most well-known, trusted and visited mental health organisation.

"Over the past few years, we've had the privilege of supporting Beyond Blue's digital transformation efforts, through offering financial support and providing strategic guidance on how to use technology effectively.

"We are honoured to be recognised as a Supporting Partner of Beyond Blue and we look forward to further collaborating with them to achieve better mental health outcomes in the broader community," said Drill. "Digital has the potential to make life easier, but it also brings challenges. We see this partnership as an opportunity to show that technology can also be a force for good."

Drill said the partnership was in line with Luminary's guiding mission, which is to 'make digital bright, and the human experience brighter'. "We see it as our responsibility to make the human experience brighter by using the tools at our disposal to provide better access to mental health support," he said.

Beyond Blue CEO Georgie Harman thanked Luminary for their generous support and looks forward to working with them in the future.

"This partnership will help us continue to improve our digital supports, making it easier for people to access the right information and support at the right time, in a way that best suits them."

"Almost half of the population will experience a mental health condition at some point in their life. Beyond Blue's website is often the first port of call for someone trying to navigate a mental health issue. Our partnership with Luminary has been crucial to ensuring we continue to be a safe and reliable place for people to access support, advice and information."

"We know that the earlier people get support, the sooner they can get back on track. With Luminary we're making it easier for people to feel better earlier, get well and stay well," Ms Harman said.

Mental wellbeing is a strong focus within Luminary, with team members having access to an on-staff coach to support them in their personal and professional development, a policy of 'no-questions-asked' sick leave, mental health and mindfulness training, regular events to keep

people connected, and an Employee Assistance Program (EAP) that is available to team members and their families.

Since 2021, Luminary has also been a certified B Corp, solidifying the agency's commitment to balancing profit with the needs of people and the planet.

For the past two years, Luminary's Melbourne team has taken part in Beyond Blue's 2XU Wellness Run and will this year take on the Coastrek team hiking challenge to raise funds for Beyond Blue. The agency also plans to roll out a number of mental health initiatives throughout the year under the banner of 'Brighter Days'.

About Luminary

Luminary is an independent Australian digital agency that has been creating award-winning experiences since 1999. With a portfolio that includes some of the most well-known names in the Australian government, retail and corporate sectors, Luminary's offering includes digital strategy and transformation, UX design, development, hosting, and digital marketing. The agency specialises in the implementation of mid to large-scale digital projects across leading DXP, CMS and headless platforms including Kentico, Kontent.ai, Optimizely, Sitecore, Contentful and Umbraco. www.luminary.com

About Beyond Blue

Beyond Blue is an independent, not-for-profit organisation working to reduce the impact of anxiety, depression and suicide in Australia. Beyond Blue provides information and support to help everyone achieve their best possible mental health, regardless of age, background and wherever they live. Beyond Blue works to give everyone in Australia the confidence to speak openly about anxiety, depression and suicide – both to seek support when they need it and to check in with those close to them – and tackle prejudice and discrimination wherever they exist. Beyond Blue's tools, resources and services create mentally healthy environments. Through dedicated programs, Beyond Blue supports schools, workplaces and community organisations to protect and promote good mental health.

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