

Steel Blue's Boot the Blues Campaign Marks \$500,000 Milestone in Support of Mental Health

Steel Blue proudly supports Australians through their annual Boot the Blues campaign, raising awareness for physical and mental health. Run in partnership with Beyond Blue and the Australian Physiotherapy Association (APA), the campaign shines a spotlight on the importance of mental and physical well-being in a sector where stigma remains high and help-seeking behaviour is still low.

This year marks a powerful milestone in the campaign's journey: \$500,000 raised for Beyond Blue through the sale of more than 43,000 pairs of blue men's and women's work boots. For every pair sold, \$10 is donated directly to Beyond Blue's 24/7 Support Service. Thanks to these contributions, more than 9,500 Australians have received immediate support when they have needed it most.

"Steel Blue's continued commitment to mental health, particularly within the trade industry, is helping to create real change. Reaching half a million dollars raised is an extraordinary milestone and a testament to the power of community-led action," said Georgie Harman AO, CEO Beyond Blue.

"While many tradies have received life changing help, the 2025 survey results are a wake-up call that more needs to be done. A 10% drop in tradies feeling comfortable speaking to friends or family about their mental health is deeply concerning. Through campaigns like Boot the Blues, and with partners like Steel Blue, we're working to turn those numbers around by encouraging open conversations and connecting more people with the support they need."

Each year, Boot the Blues campaign not only raises funds but drives powerful conversations around the health and wellbeing of tradies. In 2025, Steel Blue conducted a nationwide survey capturing insights from over 900 respondents across a variety of trades, exploring the evolving state of mental and physical health in the industry.

Steel Blue's Boot the Blues Survey results revealed the following trends:

- In 2025, 54% of respondents said they would feel comfortable talking to a friend or family member about their mental health. This is a 10% drop from 2024, indicating a possible decline in openness or confidence when it comes to speaking about mental health concerns with loved ones.
- Talking to friends and family still ranks as the top support option (43%).
- Tradies are increasingly turning to positive lifestyle changes:
 - Diet being seen as the most important to help improve their mental health, followed by exercise/physical activity and sleep.
 - Reducing alcohol intake and taking breaks from digital overload were also noted as rising self-help strategies.
 - Skills shortages remain the biggest economic factor impacting mental wellbeing (60%) up 6% from 2024.

"We know mental health challenges are real on the worksite, but too often they go unspoken," said Peter Bell, CEO Steel Blue.

"Through our blue boot initiative, we're working to break that silence and help tradies feel supported and heard. Every pair of blue boots sold helps someone take that first step towards seeking help."

For more information on the *Boot the Blues* campaign, visit www.steelblue.com.

The [24/7 Beyond Blue 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. Free web chat is also available 24/7 at beyondblue.org.au/support-service/chat and you can join Beyond Blue's Forums [here](#).

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