



30 SEP, 2025

Beyond Blue backs Just a Farmer

Yorke Peninsula Country Times - Kadina, Kadina



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BEYOND Blue has announced the appointment of Leila McDougall as its campaign ambassador for farming and rural communities, as part of the Just a Farmer Regional Screening Project.

Ms McDougall — a farmer, filmmaker and mental health advocate — was chosen for her alignment with Beyond Blue’s commitment to supporting the mental health of people living and working in rural and regional Australia, including small business owners, a Beyond Blue spokesperson said.

“Her involvement brings lived experience to the role, informed by the financial pressures, isolation and mental health challenges commonly faced in rural communities,” the spokesperson said.

Ms McDougall said, living and working in a rural community, she had seen how mental health struggles could go unnoticed or unspoken.

“Through Just a Farmer, I wanted to start conversations that matter and genuinely reflect what life is like on the farm for rural communities.

“As a Beyond Blue ambassador for farming and rural communities, I’m proud to help to continue to break down stigma and encourage people to seek support.

“Beyond Blue is there for farmers and rural communities and offers support such as NewAccess for Small Business Owners — a free and confidential service, tailored to the realities of farming and small business life.

“It’s exactly what our communities need.”

The NewAccess for Small Business Owners program offers free, confidential mental health coaching.

Designed for small business owners, including farmers, it does not require a GP referral and supports early intervention for work and life pressures.

Beyond Blue CEO Georgie Harman welcomed Ms McDougall’s appointment.

“Leila’s deep connection to rural life and firsthand understanding of the challenges faced by farmers and communities in rural and regional Australia make her an invaluable voice in this campaign,” Ms Harman said.

“Her compassion and commitment to mental health align perfectly with Beyond Blue’s mission to support Australians wherever they live and work.

“Together, we can help encourage open conversations around mental health to reduce stigma and ensure more people can access the support they need, when they need it.”

Just a Farmer is currently touring across regional Australia.

The film explores themes of mental health, suicide, resilience and the realities of rural life.

The screenings aim to promote local engagement, spark important conversations, and raise awareness of the free support services available in areas where access is often limited but urgently needed, Ms McDougall said.

For details on how to request a screening of Just a Farmer visit www.vampaddockproductions.com/contact. To view the current nationwide screening schedule, visit www.vampaddockproductions.com/communityscreenings.

For more information about

the NASBO program or to access support, visit beyondblue.org.au or call 1300 945 301.

The Beyond Blue Support Service is free and available 24/7, call 1300 22 4636 or beyondblue.org.au/getsupport.

Just a Farmer was screened in Kadina in August.

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– Leila McDougall, Beyond Blue ambassador



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ADVOCATE... Leila McDougall, newly appointed Beyond Blue ambassador for farming and rural communities.

