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Beyond Blue welcomes Leila

Warwick Today, Warwick



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Beyond Blue had announced the appointment of Leila McDougall, farmer, filmmaker, and mental health advocate, as Campaign Ambassador for Farming and Rural Communities as part of the Just a Farmer Regional Screening Project.

Ms McDougall’s appointment to the campaign reflects a strong and genuine alignment with Beyond Blue’s mission to support mental health in farming and rural communities, in addition to supporting small business owners who live and work in rural and regional Australia.

As both a farmer and the creator and lead actress of the feature film Just a Farmer, Ms McDougall brings authenticity to her advocacy.

She understands firsthand the pressures of financial uncertainty, isolation, and mental health challenges that often affect farmers, their communities and rural small business owners.

“Living and working in a rural community, I’ve seen how mental health struggles can go unnoted or unspoken,” Ms McDougall said.

“Through Just a Farmer, I wanted to start conversations that matter and genuinely reflect what life is like on the farm and 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 (NASBO) – a free and confidential service, tailored to the realities of farming and small business life. It’s exactly what our communities need.”

The NASBO program offers free, confidential mental health coaching designed specifically for small business owners, including farmers and agricultural operators, without the need for a GP referral.

It supports early intervention for work and life pressures, helping individuals feel better, get well, and stay well.

Beyond Blue CEO Georgie Harman welcomed Ms McDougall’s appointment in the campaign, saying: “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.

“Leila’s 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.”

Ms McDougall’s regional tour of her film, Just a Farmer, traverses themes of mental health, suicide, resilience, and the realities of rural life, making it deeply relevant to Beyond Blue’s mission to support people wherever they are in Australia.

The film, which Ms McDougall is currently touring across regional Australia, offers a unique opportunity to engage local audiences, spark meaningful conversations, and promote the free support that is available in communities where support is often limited but urgently needed.

Her voice will resonate with the communities Beyond Blue seeks to support, helping to foster a culture of openness, resilience, and early intervention in regional Australia.

For details about how to request a screening of Just a Farmer visit vampaddockproductions.com/contact

To view the current nationwide screening schedule, visit 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



Leila McDougall - farmer, filmmaker, and mental health advocate, Campaign Ambassador for Farming and Rural Communities as part of the Just a Farmer Regional Screening Project.