International Post Corporation

# Australia Post and Beyond Blue mental health campaign expands to five million households

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Five million mailboxes, including every regional and rural home across Australia, will receive a special prepaid postcard this May, thanks to an expanded campaign between Australia Post and Beyond Blue.

In response to the pressing need for mental health support, Australia Post and Beyond Blue have significantly increased distribution of their annual campaign, adding an extra one million postcards to the Connection Postcard program, now in its fourth year. These postcards carry important mental health messages to encourage greater community connection and support mental wellbeing across the country.

With research* indicating that nearly one in three Australians grapple with loneliness, especially in remote or regional areas, this initiative offers a simple way for people to connect.

Millions of Australians will open their mailbox this May to discover a newly designed two-part 'Connection Postcard'. One part includes important mental health information and Beyond Blue contact details; while the detachable second part includes a pre-paid postcard for recipients to pen a personalised note to send to a friend or loved one.

Created by regional Australian artist, Jocelyn Proust, the brand-new illustration includes two fairy wrens in a vibrant natural setting to signify the power of communication for connection and begins with the words, "sharing this postcard because I care".

Australia Post General Manager Community and Stakeholder Engagement, Nicky Tracey, said Australia Post is proud to be expanding the campaign in 2024.

"We know that when we connect, we feel better. This is why we're delighted to be a longstanding partner of Beyond Blue, helping to connect people with each other and to mental health information.

"Since 2020, over 16 million Connection Postcards have been delivered, providing Australians, including those in regional and remote communities, access to Beyond Blue's incredible resources and the opportunity to connect with someone they care about. In fact, last year's Connection Postcard

campaign demonstrated that 95%** of recipients who sent on the postcard felt more positive," Ms Tracey said.

Journalist, TV presenter, mental health advocate and Beyond Blue ambassador of 13 years, Brad McEwan, has joined the campaign to encourage more people to send a connection postcard this year.

"Having experienced loss through mental health issues and also having grown up in a regional town myself, I know the power of checking in with friends and family to increase social connection. It might not seem like a lot, but these Postcards pack a powerful message, beyond just the words on the paper. For the five million households opening their mailbox to find a connection postcard, I'd encourage you to please take a moment to read the message and think about someone in your life that would love to hear from you. This simple gesture can make a profound impact on someone's life," Mr McEwan said.

Source: Australia Post


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