



## MEDIA RELEASE

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# Tackling depression during the drought *beyondblue* and Incitec Pivot join forces

*beyondblue*: the national depression initiative and leading agribusiness Incitec Pivot have formed a partnership to address depression in drought-affected areas.

The two organisations will work together to raise awareness of depression and its impact in rural Australia during these tough times.

*beyondblue* will train Incitec Pivot's extensive rural network of field staff to recognise the signs of depression and increase their knowledge of available services.

Incitec Pivot, supported by *beyondblue*, is also planning to conduct depression-awareness farmer forums to help build resilience in rural communities and highlight the practical support available.

Chairman of *beyondblue* The Hon. Jeff Kennett said: "We are pleased to have the support of Incitec Pivot management and staff in getting the message out that depression is not a weakness and people shouldn't be ashamed to ask for help.

"You can't look after your farm, your business or your family, if you don't look after yourself first," he said.

Incitec Pivot Chairman and former dairy farmer, John Watson AM said the company had a proud history of helping rural communities in times of crisis.

"We understand the pressures many farmers are under today as stock feed becomes more expensive, crops fail and water supplies dry up."

"We like to think we are putting something back into those communities that have supported us over the years," he said.

CEO of *beyondblue* Leonie Young said: "We look forward to working with Incitec Pivot to let people in farming communities know that help is available.

"If people need more information about depression or how to help someone who may be at risk, they can go to our website [www.beyondblue.org.au](http://www.beyondblue.org.au) or call our info line 1300 22 4636."

### Contacts:

***beyondblue*, Julie Foster - (03) 9810 6100 / 0409 433 501 or John Fulcher - 0408 810 242  
Incitec Pivot Limited, Neville Heydon - 0408 123 160**

*beyondblue* PO Box 6100, Hawthorn West VIC 3122,  
Phone 03 9810 6100, Fax 03 9810 611  
Website- [www.beyondblue.org.au](http://www.beyondblue.org.au)  
*beyondblue* information line - **1300 22 4636**