



AIA

**TACKLE
TOUGH
TOGETHER**



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Media Release

Storm and AIA launch 'Tackle Tough Together' Mental Health Round

Melbourne Storm is proud to launch its inaugural Mental Health Round in partnership with health insurer AIA Australia and supported by Beyond Blue, encouraging Australians to Tackle Tough Together.

The first initiative of its kind for rugby league in Melbourne, the campaign will focus on men's mental health and how the Club and fans can Tackle Tough Together.

Taking centre stage in Round 16 when Melbourne Storm hosts the Canberra Raiders on Sunday 21 June at AAMI Park, Tackle Tough Together aims to be the game that starts the conversation.

Built around the message that no one should face mental health challenges alone, the campaign highlights that real strength isn't just shown on the field. It's checking in on your mates, speaking up when you need support, and tackling tough times together.

The Tackle Tough Together campaign was officially launched on Thursday evening, sharing a powerful message and promoting mental health resources for the Storm community with support through Beyond Blue.

Melbourne Storm prop and Tackle Tough Together Ambassador Josh King highlighted the importance of the Club's inaugural Mental Health Round.

"Rugby league is built on mateship, hard work and looking after one another, but sometimes the toughest conversations are the ones we have off the field," King said.

"Tackle Tough Together is about reminding people that you don't have to carry things on your own. Whether it's a mate, a family member, a teammate or someone in your community, checking in and starting a conversation can make a real difference."

Melbourne Storm CEO Justin Rodski said the Club was proud to launch its inaugural Mental Health Round in partnership with AIA Australia and supported by Beyond Blue.

"This is an incredibly important initiative for our Club, and one we're proud to deliver with the support of AIA Australia and Beyond Blue," Rodski said.

"We want to use our platform to encourage meaningful conversations, provide support, and help break down the stigma that can prevent people from reaching out when they need it most.



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“Our hope is that this becomes the Mental Health Round that starts the conversation, a round that not only raises awareness, but encourages people to check in on each other and seek support if needed.”

AIA Australia CEO Damien Mu said, “As a health insurer, AIA Australia sees firsthand the growing impact mental ill-health is having across the community, which is why Tackle Tough Together matters.

“We’re proud to partner with Melbourne Storm and Beyond Blue during the Mental Health Round to help make a positive difference by sparking meaningful conversations and encouraging more Australians to ask for help if they need it.”

Beyond Blue CEO, Georgie Harman AO, added that conversations about how we’re feeling can help us navigate tough times in healthy ways.

“Today, more men are talking about their mental health but are still less likely to seek support. That’s not their fault. Often support options don’t feel right or they can’t see themselves in them. It reflects a broader pattern we see across the community of people trying to ‘handle it’ on their own until things reach crisis point.

“We must move past awareness to action, and action by all of us. Not just expecting men to reach out for help, but all of us reaching in. Seeing connection and care as anchors that strengthen us.

“Effective places and spaces for men to feel connected and seen can look different. Sport plays a powerful role, creating everyday opportunities for people to have honest conversations and to look out for each other. When those moments become part of how we connect, it helps people take action earlier, so they can feel better sooner.”

As part of the campaign to Tackle Tough Together, the Club will deliver a range of initiatives and resources in the lead-up to the game and on game day, including a dedicated Moment to Check-In at AAMI Park.

Fans will be encouraged to spend 60 seconds connecting with those around them and starting a conversation that could make a difference.

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Activities planned for Mental Health Round at AAMI Park include:

- Melbourne Storm Old Boys marching to AAMI Park in support of mental health awareness
- Mental health conversation starters and wellbeing activities at Purple Paddock
- Beyond Blue mental health resources available for fans at the Purple Paddock
- Tackle Tough Together pins on sale throughout AAMI Park, with all proceeds donated to Beyond Blue's free 24/7 Support Service, staffed by mental health professionals for anyone who needs to talk, at anytime
- Moment to Check-In, a dedicated pre-game moment encouraging connection and conversation

The Facts¹:

- Only 28% of men will seek mental health support from a professional or support service (e.g. psychologist, GP, phone helpline) or someone they know (e.g. friend, family member, religious leader, boss), compared with 50% of women
- In Australia, around 1 in 2 people will struggle with their mental health during their lifetime
- Australians can delay seeking support for up to 10 years
- Of those who delayed seeking professional support, almost half (49%) waited until they were very or extremely distressed before reaching out for help
- NRL players experience higher rates of mental health challenges than the general population
- On average, nine Australians die by suicide each day, seven of them men²

Mental Health Round, Tackle Tough Together, will take place on Sunday 21 June when Melbourne Storm play the Canberra Raiders at AAMI Park.

Tackle Tough Together is delivered in partnership with AIA Australia, supported by Beyond Blue.

Starting a conversation is a powerful first step, but it's also important to recognise when you or someone you care about might need more support.

Beyond Blue's free, confidential Support Service is available 24/7 on **1300 22 4636** or via webchat www.beyondblue.org.au/get-support

¹ [Beyond Blue, The Social Research Centre \(2025\), Australia's Mental Health and Wellbeing Check \(2024\).](#)

² [Intentional self-harm \(suicide\) deaths, 2024 | Australian Bureau of Statistics](#)



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About Beyond Blue

Beyond Blue provides mental health information, support and advice to help everyone feel better earlier and stay well. Last year more than 300,000 people contacted Beyond Blue's free, confidential, 24/7 Support Service. Call **1300 22 4636** or visit www.beyondblue.org.au/get-support

About AIA Australia

AIA Australia is a leading life insurance specialist with over 50 years' experience and a purpose to make a difference in people's lives.

The lives of more than 3.1 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia to be the healthiest and best protected nation in the world.

In pursuit of this, AIA Australia has developed AIA Embrace - a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

Further information at www.aia.com.au

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