

MEDIA RELEASE

Master Builders ACT and Menslink mark World Mental Health Day with bus campaign aimed at young tradies

FOR IMMEDIATE RELEASE

Canberra, ACT | Friday 9 October 2026

Master Builders ACT is marking World Mental Health Day 2026 with a campaign urging Canberrans in building and construction to look out for their mates, on the premise that the most powerful support often starts with a simple conversation.

The World Mental Health Day 2026 theme is *Lived experiences heard: real voices, real change*. Master Builders ACT, in partnership with Menslink, is putting that theme into action with a bus campaign across the ACT featuring the message: 'Worried about your mate? Let's chat.'

The campaign features one of Master Builders ACT's own carpentry trainers, Braeden, on a branded ACTION bus, and reinforces the importance of casual conversations and offering support before problems escalate. It calls on young tradies to speak up and reach out both for themselves, and on behalf of mates they're worried about.

'Many enquiries to Menslink come through referrals from people close to those experiencing mental health issues, meaning friends, family, employers and workmates play a critical role in connecting young men with the help they need,' said Ben Gathercole, CEO of Menslink.

'Young guys rarely pick up the phone on their own. It's usually a parent, partner, mate or boss who reaches out first.

'If you're worried about your mate, the best thing you can do is start the conversation, either with them, or with Menslink to start the process of getting them help.'

The statistics in the construction industry are confronting. On average, one construction worker dies by suicide every two days in Australia,^[1] while apprentices are two-and-a-half times more likely to die by suicide than other young men their age.^[2]

Anna Neelagama, CEO of Master Builders ACT, said the campaign was a natural extension of the organisation's [mental health partnership](#) with Menslink, which focuses on providing mental health education and counselling support for carpentry apprentices.

Together, we build better. 

'Our message is simple: worried about your mate? Let's chat,' Ms Neelagama said.

'At MBA Training, fellow students and friends, along with our educators and trainers, are often some of the first to notice when a student is doing it tough.

'This campaign is about empowering everyone in our industry to have those casual conversations that can genuinely save lives.'

Photos can be accessed [here](#).

If you or someone you know needs support, please reach out.

- Menslink
<https://menslink.org.au/forms/get-help/>
(02) 6287 2226
info@menslink.org.au
- Lifeline: 13 11 14 (24/7 crisis support)
- Beyond Blue: 1300 22 4636
- Suicide Call Back Service: 1300 659 467
- In an emergency: Call 000

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About Master Builders ACT

Master Builders ACT is the peak body representing the construction industry in the ACT, advocating for the interests of its members, promoting industry standards, and supporting workforce development through quality construction industry training.

About Menslink

Menslink is an organisation dedicated to improving the mental health and well-being of young men. They provide vital support services, including counselling and mentoring, to assist young people in navigating life's challenges.

Media enquiries:

Tara Nichols | Communications & Marketing Manager
tnichols@mba.org.au | 0430 026 612

Henry Goodwin | Chief Operating Officer
henry@menslink.org.au | 0450 688 931