**News release**

**[EMBARGOED UNTIL 1 AUGUST 2025, 08:00 AWST]**

**Steel Blue’s Boot the Blues Campaign Marks $500,000 Milestone in Support of Mental Health**

* Steel Blue’s Boot the Blues campaign reaches $500,000 raised for Beyond Blue, supporting over 9,500 Australians via the 24/7 Support Service.
* Campaign run in partnership with Beyond Blue and the Australian Physiotherapy Association, promoting tradie mental and physical health.
* Over 43,000 pairs of blue work boots sold since the campaign began — with $10 from each sale donated to Beyond Blue.
* Steel Blue calls for continued national conversation to break stigma and encourage early help-seeking across the trades.

Steel Blue proudly supports Australians through their annual Boot the Blues campaign, raising awareness for physical and mental health. Run in partnership with Beyond Blue and the Australian Physiotherapy Association (APA), the campaign shines a spotlight on the importance of mental and physical well-being in a sector where stigma remains high and help-seeking behaviour is still low.

This year marks a powerful milestone in the campaign’s journey: $500,000 raised for Beyond Blue through the sale of more than 43,000 pairs of blue men's and women’s work boots. For every pair sold, $10 is donated directly to Beyond Blue’s 24/7 Support Service. Thanks to these contributions, more than 9,500 Australians have received immediate support when they have needed it most.

"Steel Blue’s continued commitment to mental health, particularly within the trade industry, is helping to create real change. Reaching half a million dollars raised is an extraordinary milestone and a testament to the power of community-led action,” said Georgie Harman AO, CEO Beyond Blue.

“While many tradies have received life changing help, the 2025 survey results are a wake-up call that more needs to be done. A 10% drop in tradies feeling comfortable speaking to friends or family about their mental health is deeply concerning. Through campaigns like Boot the Blues, and with partners like Steel Blue, we’re working to turn those numbers around by encouraging open conversations and connecting more people with the support they need.”

Each year, Boot the Blues campaign not only raises funds but drives powerful conversations around the health and wellbeing of tradies. In 2025, Steel Blue conducted a nationwide survey capturing insights from over 900 respondents across a variety of trades, exploring the evolving state of mental and physical health in the industry.

Steel Blue’s Boot the Blues Survey results revealed the following trends:

* In 2025, 54% of respondents said they would feel comfortable talking to a friend or family member about their mental health. This is a 10% drop from 2024, indicating a possible decline in openness or confidence when it comes to speaking about mental health concerns with loved ones.
* Talking to friends and family still ranks as the top support option (43%).
* Tradies are increasingly turning to positive lifestyle changes:
	+ Diet being seen as the most important to help improve their mental health, followed by exercise/physical activity and sleep.
	+ Reducing alcohol intake and taking breaks from digital overload were also noted as rising self-help strategies.
	+ Skills shortages remain the biggest economic factor impacting mental wellbeing (60%) up 6% from 2024.

“We know mental health challenges are real on the worksite, but too often they go unspoken,” said Peter Bell, CEO Steel Blue.

“Through our blue boot initiative, we’re working to break that silence and help tradies feel supported and heard. Every pair of blue boots sold helps someone take that first step towards seeking help.”

For more information on the *Boot the Blues* campaign, visit [**w**](https://www.steelblue.comw)**ww.steelblue.com.**

The [24/7 Beyond Blue Support Service](https://www.beyondblue.org.au/get-support) offers free and immediate counselling, advice and referrals via phone, webchat or email.

To talk to a mental health professional for free, contact the 24/7 Beyond Blue Support Service on 1300 22 46 36. Free web chat is also available 24/7 at [beyondblue.org.au/support-service/chat](https://www.beyondblue.org.au/get-support/talk-to-a-counsellor/chat) and you can join Beyond Blue’s Forums [here](https://forums.beyondblue.org.au/).

**ENDS**

**About Steel Blue**

* Steel Blue is a 100% Australian-owned premium safety footwear manufacturer that continually innovates to provide comfortable, safe, and durable work boots. All Steel Blue boots are backed by a 100% Comfort Guarantee.
* Established in 1995, Steel Blue is Australia’s leading supplier of safety boots and the only one to receive the Australian Physiotherapy Association endorsement. Steel Blue began exporting in 1996 and now services New Zealand, Europe, USA, Papua New Guinea, South-East Asia, West Africa, and the Middle East.
* Steel Blue aims to continuously strive to improve the lives of all stakeholders, whilst positively impacting the community and minimising our carbon footprint. Some of Steel Blue’s achievements to date include:
* Helping improve mental health in Australia.
* Raising funds and awareness for breast cancer in Australia and previously in The Netherlands.
* Providing environment disaster support to assist with recovery efforts.
* Developing a Restricted Substance policy ensuring no restricted substances that can be harmful to human health or the environment are used, which all Steel Blue suppliers adhere to.
* Being an active member of the Australian Packaging Covenant Organisation to reduce the environmental impact of packaging.

Further information: <https://steelblue.com/au/>

**About Beyond Blue**

* For more than 20 years, people in Australia have placed their trust in Beyond Blue as a reliable source of mental health information, support, and hope.
* The organisation is dedicated to supporting individuals affected by depression, anxiety, and related mental health conditions, and has become a leading voice in mental health advocacy, awareness, and support services across the country.
* Further information: <https://www.beyondblue.org.au/>

**Media Contact:**
Steel Blue, Samuel Canas on 0418 762 361 or sam.canas@steelblue.com

Beyond Blue, Bianca Villarosa on 0431 116 667 or media@beyondblue.org.au