



Newsletter

August 2006

Farm Writers' Association of NSW Inc
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Does doing good pay?

JOIN Farm Writers' Corporate Member of the Month Landmark for lunch on Friday, 25 August to learn about the corporate phenomenon of Social Responsible Marketing (SRM) and debate whether it benefits or harms the very communities it engages.

Guest speaker, Rob Hoile, Managing Director of Solutions Marketing and Research, has 27 years experience in the consumer and agricultural marketing arena and is a strong supporter of SRM and corporate philanthropy and the benefits they create.

Well known in agricultural marketing circles as an 'ideas man' to a range of high profile agricultural and consumer marketing clients, Rob has worked on several SRM projects with multi-national companies and government organisations.

"SRM is about contributing to the triple bottom line; environment, business and shareholders, and while implementation and motivation are the two most important factors for SRM success, PR also has a key role to

play," Rob said. "The Smorgon Great Scrap RoundUp is a great example of SRM applied to regional Australia where everybody wins."

Rob's address will no doubt spark debate among agricultural marketers on the issues at the heart of SRM, in particular:

1. Do corporations have a social responsibility to the communities they engage?
2. Is the only responsibility of corporations to maximise shareholder returns?
3. And, how do you measure the impact of SRM?

Alongside addressing these thorny issues, Rob will talk from experience about the rules of engaging SRM and how to identify a partner to deliver most benefit to the triple bottom line. He will also use case studies to give practical examples of SRM in action.

After 16 years at the helm of Solutions Marketing and Research engaging corporate SRM projects, and as part of the STW Group of marketers, Rob is well positioned to lead the debate.



Rob Hoile, Managing Director of Solutions Marketing and Research will lead the debate on Social Responsible Marketing.

To book go to our website: www.nswfarmwriters.org/BOOKINGS.htm

Farm Writers Celebrates 40th Anniversary, 29 September

JOIN the NSW Farm Writers' Association to celebrate our 40th Anniversary on Friday 29 September. To help mark the occasion, guest speaker Rural Press Chairman Mr JB Fairfax AM will address "The future of rural and regional media".

Register early and on-line for the luncheon on Friday, 25 August with Rob Hoile, Solutions Group

Corporate Member of the Month: Landmark

Venue: The MENZIES HOTEL, 14 Carrington Street, Sydney

When: Friday, 25 August at 12pm for 12:30pm

Cost: \$60 per head, or voucher, for members. \$70 per head for all non-members

Register: BEFORE 5:00pm on Wednesday, 23 August

on-line at <http://www.nswfarmwriters.org> or by emailing bookings@nswfarmwriters.org or by phone to Sarah Robson (02) 8204 3730

Reminder: If bookings are not cancelled by the deadline, the person making the booking will be invoiced. We will do our best to accommodate late bookings and cancellations – please phone Sarah Robson on (02) 8204 3730.

Depression helpline a lifeline for rural men

Contributed by Jenny Ward, NSW Department of Primary Industries

CONVINCING men in rural areas to not be ashamed of asking for help is the key to conquering the spiralling rate of depression and male suicide in the bush.

This is according to *beyondblue*: the national depression initiative founder and Chair, Jeff Kennett, who was the guest speaker at the Farm Writers' lunch on Wednesday, 2 August.

Highlighting the seriousness of depression and suicide in rural areas and community support for addressing it, more than 80 Farm Writers' members and guests attended the lunch. The former Victorian Premier talked about what *beyondblue* is doing to raise public awareness and help sufferers talk about the traditionally taboo topic.

One initiative that seems to be working is the anonymity of a helpline that *beyondblue* launched in July for rural people. In the first month, more than 500 calls were received with 40 per cent from men, which is a significant increase on previous helpline figures of just five per cent.

Mr Kennett said the stigma attached to mental health had to be reduced, particularly in rural areas, where suicide rates were higher among men than in city areas, with about one male farmer dying from suicide every four days.

"Less employment in country areas, women leaving for the city to pursue careers, the ongoing drought, isolation and lack of facilities are the key reasons why suicide is such an increasing and alarming problem in the bush," Mr Kennett said.

"People need to be able to talk about depression in the community in the same way we now talk about breast cancer and prostate cancer."

Depression is a huge issue for the Western world. About one million Australians suffer from it every year, who each have at least two carers, bringing the number of people affected by the disease to three million.

beyondblue funded research is showing that farmers often have a poor understanding of mental health and are reluctant to talk about their problems and access formal health care.

"A typical bloke in the bush, miles from anywhere, sitting on his tractor alone, unable to farm because of the drought and showing all the signs of depression. He doesn't go for help – he goes down to the pub and alcohol feeds into the illness and the condition worsens," Mr Kennett said.

"Male farmers wear it as a badge of honour when they are sick and still go on working – and this is what has to change. The message that people need



The Hon Jeff Kennett, Chair of beyondblue says suicide rates are higher among men in the bush.

to hear is that depression is an illness – not a weakness - and men shouldn't be ashamed to ask for help.

"Depression can be treated and people can go on to live full and active lives."

beyondblue was established in 2000 with the key objectives to destigmatise mental illness, commission research and develop better communication channels and education material to help people deal with depression.

The *beyondblue* helpline is **1300 22 46 36** or visit www.beyondblue.org.au for more information.

Thankyou to Corporate Members of the Month: Jocellin Jansson & Associates and McGrath Nicol & Partners.

Drawing a huge crowd, Jeff Kennett presents the real picture.



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