

Media Release

7 May 2026

Australia Post and Beyond Blue launch Connection Postcards to combat regional loneliness

To mark the occasion an event took place today at NSW Parliament House, with NSW Minister for Mental Health, the Hon. Rose Jackson MLC, Beyond Blue CEO Georgie Harman AO, and Australia Post Chief Executive Officer and Managing Director, Paul Graham, all present

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Over 845,000 prepaid Connection Postcards are being delivered to letterboxes across the New South Wales, as research reveals loneliness is causing distress for one in three Australians.

The nationwide delivery marks the sixth year of the Connection Postcards initiative, delivered by Australia Post in partnership with Beyond Blue, encouraging people to send a simple handwritten message to someone they care about.

Since its launch in 2021, the Connection Postcards initiative has seen Australia Post distribute 25 million postcards, a milestone reached this year as Beyond Blue marks 25 years of supporting Australians' mental health.

To mark the occasion, a special launch event took place today at NSW Parliament House, with NSW Minister for Mental Health, the Hon. Rose Jackson MLC, Beyond Blue CEO Georgie Harman AO, and Australia Post Chief Executive Officer and Managing Director, Paul Graham, all present.

The Hon. Rose Jackson MLC, Minister for Mental Health, said, "This initiative is essential in helping break the isolation that so many Australians experience, particularly in rural and remote areas. The importance of connection cannot be overstated, and I am proud to support this valuable campaign."

Paul Graham, Chief Executive Officer and Managing Director at Australia Post said, "Our national network allows us to play a unique role in helping Australians stay connected. Through this partnership with Beyond Blue, we're using that reach to support mental wellbeing, delivering simple but meaningful moments of connection to communities across Australia, particularly in regional and rural areas."

At a time where Australians are feeling increasingly lonely or isolated the Connection Postcards encourage people to reach out to friends and family.

Recent research from Beyond Blue shows only one-third of Australians feel a sense of belonging in their local community, down from previous years, with loneliness and isolation particularly pronounced in regional and remote areas.

The challenges are especially acute in farming communities, where financial pressures, extreme weather and cost of living concerns are contributing to declining mental health. Almost one in three farmers report their mental health has worsened, and rates of suicidal distress remain significantly higher than the national average. Tragically, one farmer dies by suicide every 10 days, and almost half of farmers have experienced thoughts of self-harm or suicide.

Beyond Blue CEO, Georgie Harman AO, said, "Staying connected with others is so important for our mental health, but too many Australians, particularly those in regional and rural communities, are feeling lonely or disconnected. Simple, everyday interactions that foster connection, like writing a postcard or saying hello to people in our neighbourhood, are some of the most effective ways to support mental wellbeing and strengthen the relationships we rely on for our mental health."

"The Connection Postcards are a simple and meaningful way for people to reach out, start a conversation, and remind someone they're thinking of them.

"We're proud to continue to partner with Australia Post delivering the 25 millionth postcard in the same year Beyond Blue marks 25 years. It's a good reminder that connection is at the heart of mental health and that small gestures can have a lasting impact," said Ms Harman.

As part of the campaign, Australians are being encouraged to visit the Beyond Blue and Australia Post Connection page where they can find mental health and wellbeing tips to stay connected, suggestions for how to write and send a free postcard, and links to Beyond Blue's free 24/7 support options.

The Connection Postcards will be also available at participating Post Offices nationwide or to order via the Connection page beyondblue.org.au/postcard, aiming to spark simple yet powerful acts of connection

For more information, please visit [Australia Post's community page](#).

ENDS

Methodology: Beyond Blue - [Australia's Mental Health and Wellbeing Check](#)

Notes to the editor

The number of connection postcards being delivered to households by state:

- Victoria: 816,440
- New South Wales: 845,525
- Queensland: 824,599
- WA: 738,514
- SA: 562,043
- TAS: 118,948
- NT: 62,037
- ACT: 48,665

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About Australia Post:

As Australia's postal service for more than 216 years, we're at the heart of every community. Last financial year we delivered 2.2 billion items to 12.8 million delivery points. Australia Post has one of the largest retail networks nationally, with more than 4,000 Post Offices. Australia Post employs people of all ages, genders, and abilities in our extended workforce of more than 64,000 team members, reflective of the diverse communities we operate in. We are proud to be included in the inaugural Indigenous Employment Index with 3% of our workforce identifying as Aboriginal or Torres Strait Islander and we are one of the largest Australian employers to be certified as a Disability Confident Recruiter.

About Beyond Blue

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