

24 February 2026

Beyond Bitumen rallies in Victoria for another epic backroad adventure for mental health

After more than a decade of unforgettable adventures across NSW, the Beyond Bitumen rally is returning to Victoria for its second year: a four-day, 1,500-kilometre backroads event that brings together dozens of carloads of people sharing stories, adventure and meaningful conversations about mental health along the way.

Since its inception in 2015, the rally has raised \$4.5million for Beyond Blue, helping fund the Beyond Blue Support Service, which provides free 24/7 mental health support to people across Australia.

The event carries deep personal meaning for its founders, Trish and Peter Fehon, with 2026 marking 11 years since the first Beyond Bitumen Rally, and 21 years since the loss of their daughter Beth, who took her own life in 2005. What began as a way to find purpose in life has grown into a national movement of connection, conversation, and community.

“We created Beyond Bitumen so people would have a safe, supportive place to connect and talk about their mental health,” said Trish Fehon. “We didn’t know Beth was struggling. If we had, we would have done everything we could to help her. We want people to know that there is always someone who cares and will listen when you reach out.”

The 2026 Victorian rally will run from **26 February to 2 March**, covering more than 1,500km from Geelong to Warrnambool, across to Mt Gambier, and back to Colac for the event’s legendary celebration dinner and auction night. Participants will travel through some of the region’s most spectacular landscapes, from the Great Ocean Road to the Blue Lake, supporting local communities along the way.

“Beyond Bitumen has changed lives,” said Peter Fehon. “People tell us the camaraderie gives them something to look forward to each year. We want the Victorian rally to offer that same sense of belonging. You don’t need a rally car or a 4WD, just come as you are in your family car. Everyone is welcome.”

Beyond Blue CEO Georgie Harman said she is deeply grateful for the Fehons’ ongoing commitment and support; “For more than a decade, Trish and Peter’s dedication has helped ensure people across Australia can access free, immediate mental health support. The Victorian rally adds another chapter to their remarkable impact, reminding us how important it is to act early when mental health starts to dip so people can bounce back more quickly.

“The rally’s spirit of mateship and people looking out for one another on and off the road, is part of what makes the event so powerful.

“Funds raised through Beyond Bitumen help keep the Beyond Blue Support Service running. It’s staffed by mental health professionals who are there for anyone who needs to talk, at any time. Every dollar can help change someone’s life,” Ms Harman said.

Peter said supporting regional communities remains a core part of the event’s purpose; “Many of the towns we visit have been hit hard by bushfires, floods, or drought. Staying in local motels and having community groups cater for us is our way of giving back.”

Later in the month, the Beyond Bitumen NSW Rally takes place from 26-30 March. Rolling out from Canberra through the Brindabellas, Batlow, the Murray backroads, Beechworth’s wine country, Winton

Raceway, and the lakeside towns of Yarrawonga and Mulwala, before finishing with a final cruise into Wagga Wagga and then into Cowra.

The 2026 Victorian rally is proudly supported by Smith Feutrill Accountants & Advisors whose continued partnership helps the event grow and reach more people each year.

To register or to donate for the 2026 Beyond Bitumen Victoria rally visit:

beyondbitumen.com.au/victoria

For anyone going through a hard time, the **Beyond Blue Support Service is free and available 24/7** on 1300 22 4636 or online beyondblue.org.au/getsupport - it's never too soon to reach out for support.

-ENDS-

Available for interviews:

Beyond Bitumen founders, Peter and Trish Fehon and Beyond Blue CEO, Georgie Harman.

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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 our free, confidential, 24/7 Support Service. Call 1300 22 4636 or visit www.beyondblue.org.au/get-support.