

31 July 2026

Bunnings Trade and TIACS launch new hoodie to fund free mental health support

- New limited-edition Bunnings Trade x TIACS hoodie launches nationally on Friday 31 July.
- 100 per cent of profits from every hoodie sold will help fund free mental health counselling through TIACS.

Bunnings Trade and TIACS have joined forces to launch their limited-edition trade hoodie, with 100 per cent of profits helping fund free, professional and confidential mental health counselling for tradies, truckies, farmers, blue-collar workers and their families.

The launch comes as Australia's construction industry continues to face significant pressures, with rising costs, ongoing workforce shortages and demanding workloads taking a toll on tradies' mental health. Construction workers are almost twice as likely to die by suicide as other employed men, with around 190 lives lost every year – the equivalent of one life every second day.

Available in Bunnings stores across Australia from today, Friday 31 July for \$59, this year's hoodie has been designed in collaboration with TradeMutt – the social impact workwear brand founded by tradies, for tradies. More than just workwear, the hoodie is designed to spark conversations about mental health on worksites, in lunchrooms and wherever tradies gather, while helping fund life-changing support services.

Founded by tradies Ed Ross and Dan Allen after Dan lost a close mate to suicide, TIACS provides free counselling via phone and text, removing the financial, social and practical barriers that can prevent people from seeking professional mental health support.

Bunnings General Manager of Commercial, Dan Harloe, said supporting the wellbeing of Australia's trade community remains a key priority.

"Every day, thousands of tradies visit our stores and Trade Centres, and we know how important it is to support them not only on the job, but off it too," Harloe said.

"We're incredibly proud of what this partnership has achieved over the past two years, helping fund more than 6,100 counselling sessions for tradies and their families."

"Every hoodie sold helps fund another counselling session for someone who needs it. Just as importantly, it helps start conversations between mates that could encourage someone to reach out before it's too late. If a simple conversation helps someone get the support they need, it can make a real difference."

TIACS Co-Founders Dan Allen and Ed Ross said partnerships like Bunnings Trade play a vital role in helping more blue-collar workers access support.

"Behind every hoodie is another opportunity for someone to get help when they need it most. That's what makes this partnership so powerful," they said.

"The support we've received from the Bunnings Trade community has been incredible. Together, we've helped thousands of tradies and their families access professional mental health support, and we're excited to continue building on that impact this year."

To mark the launch, participating Bunnings stores across Australia will host Bunnings Trade x TIACS Trade Brekkie BBQs, encouraging tradies to grab a free breakfast, check in with their mates and learn more about the support available through TIACS.



Since the partnership began in 2024, the Bunnings Trade community has helped raise more than \$1.2 million for TIACS, funding over 6,100 counselling sessions and connecting thousands of people with the support they need.

The limited-edition Bunnings Trade x TIACS hoodie is available now for \$59 in Bunnings stores nationally and online, with 100 per cent of profits going directly to TIACS to help fund free counselling services. Available while stocks last.

Need support?

TIACS provides free, professional and confidential mental health counselling for tradies, truckies, farmers, blue-collar workers and their families.

Call or text: 0488 846 988
Monday to Friday, 8am–10pm AEST

- ENDS -

For media enquiries, contact:

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Notes to Editor:

- Bunnings Trade x TIACS hoodies will be available in the following size ranges:
 - S-2XL
- TIACS Trade BBQ: May not run at all locations, check with your local Trade Specialist to confirm event.

TIACS

Founded by tradies Ed Ross and Dan Allen, TIACS is a not-for-profit that offers professional and confidential counselling services via phone and text nationwide, making it easy for tradies, truckies, farmers and blue-collar workers to get the support they need. Their mission is to remove the physical, financial and social barriers that prevent the blue-collar community from accessing professional mental health support. A key difference of TIACS is that you speak to the same counsellor through your journey, removing the angst of having to repeat your story every time you call.

Bunnings Trade

Bunnings Trade is a major supplier to project builders, commercial tradespeople and the housing industry. It serves the industry through a network of over 380 trading locations made up of warehouses, smaller format stores, trade centres and frame and truss centres.

Bunnings is committed to supporting the mental health and wellbeing of its team and is a founding member of the Corporate Mental Health Alliance (CMHAA), and a signatory of the National Communications Charter, a formal commitment to working together to deliver consistent and positive messages about mental health and suicide prevention.