

25 July 2025

Bunnings Trade and TIACS join forces to support tradies doing it tough

- On Friday 25 July, Bunnings Trade will release a new limited-edition hoodie, created in collaboration with TIACS.
- 100 per cent of profits from Bunnings Trade x TIACS hoodies (\$59 each) will go towards TIACS – a free professional mental health support service for tradies and their loved ones.

[Bunnings Trade](#) has teamed up with [TIACS](#), a free counselling service for blue-collar workers, to tackle the mental health crisis in Australia's trade industry.

This year's collaboration features a brand-new, limited-edition hoodie designed by TradeMutt, a social impact workwear brand by tradies, for tradies, with the aim to create meaningful conversations and drive awareness among the workers who are essential to the nation's productivity and well-being.

Available exclusively at Bunnings stores nationally, all profits from sales will go directly to support TIACS free professional phone and text counselling service for tradies and their families.

Founded by tradies-turned-mates, Dan Allen and Ed Ross, the not-for profit was born after Dan lost a close mate to suicide. It was then Dan realised there was an urgent need to address mental health challenges faced by tradies.

Since its inception in 2020, TIACS has delivered free, professional mental health counselling to thousands of workers and their loved ones across Australia's regional construction, transport, farming, and other primary blue-collar industries. With the support of Bunnings Trade, this partnership is set to amplify TIACS' mission and extend its reach nationwide.

Last year, Bunnings Trade and TIACS conversation-starting work shirt and water bottles helped raise over \$600,000. Enabling TIACS to welcome three new qualified counsellors to their team, this support resulted in an additional 385 tradies and their loved ones being able to access free mental health counselling.

TIACS Co-Founders Dan Allen and Ed Ross said the partnership with Bunnings Trade plays a crucial role in reaching tradies across the country, ensuring more workers have access to life-changing mental health support when they need it most.

"We're stoked to once again be working with Bunnings to connect more people to free, professional support. The response from Bunnings Trade community last year was incredible – we were blown away by how people embraced our funky shirts and water bottles. We'd love to see as many tradies and their loved ones join us at their local Bunnings on launch day as we fire up the barbie and kick off sales for our new co-branded hoodie."

TIACS' 2025 Impact Report reveals that more than 10 per cent of their primary clients are apprentices – a group that Dan and Ed mention faces unique mental health challenges.

One of these apprentices, who reached out to TIACS after a traumatic experience that had long impacted his mental health, said:

"For years, I thought opening up and asking for help was a sign of weakness – a feeling I know many men in blue-collar industries can relate to. But, through regular sessions with a TIACS counsellor, I finally felt heard. They helped me make sense of what I'd been carrying, build new tools to cope, and find a sense of peace – allowing me to show up as a better version of myself, both at home and on the job site."

Toby Lawrance, Bunnings Trade, Head of Commercial Segments said "We're proud to back TIACS again this year – it's all about looking out for the trade community. Every day, thousands of



tradies walk through our stores, and we know how important it is to support their wellbeing, not just on the job but off it too.

“This year’s TIACS hoodie is more than just a warm layer — it’s a symbol that says, ‘You’re not alone.’ We’re backing a culture where tradies check in on their mates and feel comfortable having a chat when things get tough.”

To celebrate the launch of the new hoodies, Bunnings stores across Australia will be hosting a **Bunnings Trade x TIACS Trade Brekkie BBQ on Friday 25 July from 7am-9am**, inviting customers to grab a free brekkie and take a moment to check-in on a mate.

Customers can get their hands on limited-edition Bunnings Trade x TIACS hoodies at all Bunnings stores from Friday 25 July, with 100% of profits from sales going directly to TIACS. Stock is limited so customers are encouraged to get in quick.

For more information on Bunnings Trade partnership with TIACS, head to [TIACS - Bunnings Trade AU](#)

Need support?

TIACS phone number: Text or call 0488 846 988, Monday – Friday, 8am – 10pm AEST.

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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.