



Screening from Tuesday
October 11 at 8.30pm,
ABC TV and ABC iview



**3-part factual series screening from
Tuesday October 11 at 8.30pm, ABC TV and ABC iview**

Gus Worland is on a mission to change our minds about what it means to be an Aussie man.

The stereotypical Australian man is strong, sporty stoic and tough as nails. He laughs in the face of fear. And when life gets him down, he drinks a cup of concrete and hardens the f**k up. Or so the saying goes. But when we tear away these long-held notions of what it means to be a man, how is the average Aussie bloke actually faring?

Enter Gus Worland: son, husband, father of three and professional talker. Captain of Triple M's Grill Team ("the manliest show on radio"), Gus is a typical Aussie bloke who loves his sport, loves his family and loves his mates. Gus is steeped in the world of men and cares about the issues that affect them. But this series will follow him on an emotional and personal journey like he's never experienced before.

In 2006, Gus lost one of his best mates, Angus, to suicide. Angus was one of the 2000 men that take their own life in Australia every year – many of whom show little or no warning signs, sending devastating ripple effects through families, friends and society as a whole.

A decade on, Gus is still bewildered by the death of his friend, who always seemed so strong and charismatic. *"He was a hero to me. This awesome, untouchable, always positive guy. The kind of guy you went to for answers."* He can't understand why Angus didn't reach out for help.

As he looks to find out why, Gus discovers a frightening link between the stoic ideals of manhood that so many men struggle to uphold– and the unacceptably high male suicide rate in Australia. Is the pressure to harden up making men crack?

Behind the larrikin façade, Australian men are lonelier and more disconnected than ever before. Common mental health problems like depression and anxiety go untreated. Men are less likely than women to seek help for these issues. And suicide is the leading cause of death for men aged 15-44 years, eclipsing road accidents, cancer and heart disease. In fact, 75% of all suicides in Australia are men, and alarming new research with male suicide survivors suggests that the burden is so great that some men are opting to kill themselves rather than appear weak or "unmanly" by speaking out. Gus is bowled over by this revelation. Are the traditional masculine qualities we've always celebrated driving men to take their own lives? And can we change it?

With his teenage son, Jack, on the edge of manhood, the timing for Gus is more critical than ever. What's the best way for any man to survive in the modern world? Gus embarks on a rollicking journey into the world of masculinity, crisscrossing Australia to reveal tough Aussie blokes as you've never seen them before: vulnerable and raw, real and relatable, senses of humour intact. Gus is up for anything, and nothing is off-limits – from charting the rise of the man hug, to unique male bonding rituals, and burgeoning fashion trends.

He'll immerse himself in different worlds and movements where positive changes are underway, all the while striking the balance between darkness and light, comedy and poignancy. He'll meet people doing brave and life-changing work to get men to speak out. He'll visit schools, construction sites, boardrooms, men's sheds, and veterans' clubs to see how certain men are redefining what it means to 'man up'.

With the memory of his mate Angus and the future of his son's generation motivating him, the series concludes with Gus launching his own campaign. Gus wants to share his insights right across Australia – challenging masculine stereotypes, getting men better connected, smashing the stigma around mental health and breaking the silence around suicide.

This is Gus Worland's mission to change our minds about what it means to be an Aussie man.





EP1: Tuesday, October 11 at 8.30pm

Gus Worland embarks on a journey to discover just why it is that men across Australia are taking their own lives at alarming rates. Motivated by his mate Angus' unexpected suicide, Gus wants to find out if the traditional masculine ideals that tell men to harden up are, in fact, making them crack.

Gus heads first to a typically male environment – a construction site in Queensland. In an industry that's full of physical risks, the biggest health and safety issues facing the construction industry are *mental* health issues. In fact, construction workers are six times more likely to die from suicide than from workplace accidents. Luckily, someone is doing something about it. Steve Toyer is a safety supervisor active in a group called Mates in Construction, an innovative program urging workers to look beyond the high-vis to see what's going on emotionally for their workmates. Steve survived a suicide attempt and knows how crucial avenues like this can be. It's about changing attitudes to save lives.

The importance of these programs is not lost on Gus. He visits Lifeline and is caught up in the drama that unfolds when a male caller reveals he has taken an overdose. Emergency services are called and hopefully, a life is saved. Gus is blown away by the volunteers' service and wonders if a call to Lifeline could have saved Angus.

The light bulb moment for Gus comes when he meets Associate Prof Judy Proudfoot at the Black Dog Institute. She and her team have pioneered groundbreaking new research that shows that so many traits we've always understood to be quintessentially male – stoicism, self-reliance, not sharing feelings or expressing emotion – are in fact harmful to men.

Gus wants to see these traits in action and heads to a place where he knows traditional notions are still upheld – the outback. Gus reckons he'll fit in well at the Carlton Hill Station in WA. Never mind that he knows nothing about cattle and has never ridden a horse. In this tough environment far from civilisation, the stockmen – even the women – tell Gus that they would never reveal how down-and-out they were to their mates. It seems the Australian male psyche may have been shaped in the bush, but as Gus notes, the world is changing.

Gus wants to be at the forefront of that change and heads back to the city, eager to get started. He meets sociologist Michael Flood at an inner city barbershop to talk about changing trends in facial hair and other male habits. Michael explains that little acts of defiance are about wanting to break free of the "the man rules." It's a ray of hope for men, who are largely stuck in the "man box" with a tightly held set of rules about acceptable behaviour. These rules govern everything from the clothes they wear to how they interact verbally and physically with each other. To challenge the rules, Gus plays dress-up with different male fashions at the headquarters of male magazine GQ, and heads to Sydney's CBD for a more risky experiment – how many men can he get to give him a "man-hug?"



EP2: Tuesday, October 18 at 8.30pm

Gus is only beginning to wrap his head around the vast implications that traditional male stereotypes have on the Australian male psyche. He wants to hear more stories from men around Australia, and is eager to discover what sorts of solutions are working. But he still has unanswered questions about his mate Angus' suicide.

Gus can't stop wondering whether Angus HAD tried to reach out to him for help and he hadn't noticed. He's been too afraid to talk to Angus' widow, Penny, and daughter, Lucy, about Angus' death, but knows he must in order to understand more. Penny and Lucy share that even they can't fathom what was going on in Angus' head. Although it's been a struggle to accept his suicide, Penny tells Gus that it's also important to start a conversation around the topic that's so often considered taboo. "If people knew how devastating suicide was on a family, they would never even contemplate doing it."

Gus is aware that there's a scary amount of people out there just like Angus – men conditioned from a young age to get on with things and not show signs of weakness – two things we now know are triggers for male suicide. Fortunately, Gus also knows that there are people doing great things to help men who are struggling.

He heads to the country, where isolation is a key contributor to people taking their own lives. In Wagga Wagga, he meets farmer John Harper, who took the bull by the horns following his bout of 'the black dog'. John's depression was tied to a drought in his region that caused a hit to his livelihood and made him question his self-worth.

With the support of his wife, he was able to come out the other side, but wanted to find a way to help other blokes like him who were doing it tough. He started Mate Helping Mate, a straight talking men's group for country blokes who speak the same language. Gus attends one of their gatherings and is impressed by John's candid speaking style. Most importantly, John's experience and now his work highlight how crucial it is for men to open up before they spiral down.

Back in Sydney, Gus challenges himself to a more unusual technique for getting men to open up – naked yoga. It's a way for men to strip away their layers and explore their vulnerability.

Getting help when you most need it is hugely important, but making sure you get the right help is imperative. Mates4Mates is an organisation that supports current and ex- defence personnel. Their members are often dealing with war-inflicted injuries, as well as PTSD. But while their wartime experiences are specific to them – much of what they battle with – needing to appear emotionally tough, seeing help seeking as weak and not opening up are traits common to so many men. So Gus goes on a sailing trip with four ex-soldiers who tell him about their harrowing experiences and the difficulty adjusting to life back home. Appallingly, since 1999 more Australian veterans have died by suicide than in war. Mates4Mates is trying to change this by helping ex-servicemen stay connected, build trust and fight the trauma and isolation that often come with return from active duty.

Gus now turns his attention to his teenage son Jack's generation – can young boys and men escape the pull of dangerous male stereotypes? Gus meets up with Steve Biddulph, psychologist and author of *Raising Boys*, for some tips. Steve notes that even though it's the simplest thing to say you're sad, it's something that is so hard for boys to do. The key is to get them to open up to someone they trust. With that in mind, Gus enlists facilitator Tom Harkin to run a masculinity workshop for Jack and his schoolmates. Tom specialises in getting men of all ages to rethink the rules of being a man. Gus hopes Tom will get the boys to challenge the macho stereotypes to which they've been taught to conform - and start speaking up. Gus is bowled over by the intense and honest stories the boys begin to share - and even more impressed by the respect that they show each other. Gus is feeling more confident that change is possible. It's been a good day at the office.



Artesian

पुस्तकें पढ़ाना

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EP3: Tuesday, October 25 at 8.30pm

Gus Worland has been on a journey to better understand male suicide in Australia. He's learnt how the stereotypes of being a bloke are not serving Australian men at all well. But Gus has discovered people that are making a difference and is hopeful that change is possible.

Armed with his newfound knowledge, Gus wants to start a campaign to address what it really means to be a man, in the hopes that Aussie men no longer see suicide as a solution. He enlists the help of advertising guru Adam Ferrier, who has built a career using male stereotypes to sell products and ideas to millions of Aussie men. Despite the non-existent advertising budget, Adam is excited to help Gus with his mission. But first he sends Gus back to the drawing board to really nut out the core of his message.

Looking for inspiration, Gus heads to a local pub to attend a "F**k Up Night." Run by Will Smith Stubbs, the event combines stand up comedy with a confessional booth - it allows people to show weakness and admit to their mistakes. Apparently, even men aren't perfect. The F**k Up Nights do a great job creating a culture where it's okay for men to be vulnerable – and true to their acronym, they're also FUN.

Gus wants even more blokes to open up. So he's off to Melbourne – to the big end of town – to meet with some very successful businessmen. Tom Harkin is running a workshop focussing on allowing blokes to express their vulnerability while fully celebrating the positive traits of masculinity. These captains of industry hold great power when it comes to potentially inspiring social change. How will they react when Tom challenges them to be vulnerable?

If Gus' campaign is to change how men behave, he can't forget the opposite sex. Men care about what women think, but are the expectations of the two sexes on the same page? Which qualities of masculinity are most attractive to women? With the blessing of his wife, Gus has come to a speed dating night to find out. He's surprised but happy to find that contrary to his and most men's expectations, most women DO want someone sensitive and caring, as opposed to stoic. Who knew?

Realising the importance of getting his message Australia-wide, Gus is taking his campaign research out of the city. He heads off to talk to the locals in Temora NSW and is shocked to discover that many men he talks to there – from the main street to the men's shed – have been touched by suicide. How can he capture this sad reality in his campaign while still delivering a positive message?

Back in Sydney, Gus catches up with Adam Ferrier, who has invited another advertising creative to help - Adam Hunt. Together with Gus, they craft an ad that features regular blokes expressing deep emotion – doing the one thing they have always been told not to do – CRY. The shoot day is an intense experience for Gus, who hopes he's done justice to both his friend Angus' memory and all the incredible men he's met along his journey. Can Gus Worland rewrite the rules and redefine what it means to man up?



HARLEY MOTORCYCLE

FULTON CITY

SKATEBOARDS

DELUXE

WARNING

DO NOT OPEN LOCKER UNTIL YOU ARE CALLED TO DO SO. IF YOU HEAR A BELL RINGING, IT MEANS YOU HAVE BEEN CALLED TO DO SO. IF YOU DO NOT HEAR A BELL RINGING, IT MEANS YOU HAVE NOT BEEN CALLED TO DO SO. IF YOU DO NOT HEAR A BELL RINGING, IT MEANS YOU HAVE NOT BEEN CALLED TO DO SO.



CRUZ

FACTS:

- 18% of Australian males aged over 16 experiencing mood disorders, anxiety disorders and/or substance use disorders in a given year.¹
- In 2014, 2,160 males died by suicide compared with 704 females. This puts the rate for males at 18.4 per 100,000 and the rate for females at 5.9 per 100,000.²
- In 2014, approximately 75% of people who died by suicide were males and 25% were females.²
- Suicide accounted for 1.9% of death from all causes in 2014. In males 2.8% of all deaths were attributed to suicide, while the rate for females was 0.9%.²
- Suicide rates are substantially higher in Aboriginal and Torres Strait Islander men. In 2014, suicide was the fifth leading cause of death for Aboriginal and Torres Strait Islander people and accounted for 6.9% of all Indigenous deaths compared to 2.7% for non-Indigenous people. The rate of suicide for indigenous men in 2014 was 34.1/100,000 compared with 17.7/100,000 for non-indigenous men (including WA, NT, NSW, SA and QLD data only).²
- Death rates for males in Remote and Very Remote areas were about 1.7 and 2.6 times as high as in Major Cities.³
- Males with mental health problems and/or suicidal thoughts are less likely to seek and receive help than their female counterparts.⁴
- Australian men are socialised in ways that reinforce norms of stoicism, independence, invulnerability and avoidance of negative emotions.⁵
- Conformity to traditional masculine norms has been associated with suicidal thinking and suicide attempts,^{6,7} depression,⁵ alcohol and substance use⁸ and negative attitudes towards help-seeking.⁹
- Social support can be a protective factor to mental health issues. Nearly a quarter of men (23%, approximately 1.1 million men) in their middle years (30-65 years) report having low levels of social support and may be at risk of isolation. Another half of men in their middle years (45%, approximately 2.2 million men) have only medium levels of social support.¹⁰
- Social support appears to dip between the ages of 35 and 54, with respondents outside this age band reporting higher levels of social support. One quarter (25%) of men have no one outside their immediate family whom they can rely on. Over one in three men (37%) are not satisfied with the quality of their relationships, typically because they do not feel they are emotionally connected or supported.
- Reasons for decreasing social connectedness are changes in family circumstances, injury, illness, mental health, finances, change in work circumstances and simply not having the time to maintain relationships.¹⁰

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BIOGRAPHIES:

GUS WORLAND

Gus Worland is an Australian television and radio personality. He is best known for his series of reality television programs for Foxtel (*An Aussie Goes Barmy*, *An Aussie Goes Bolly* and *An Aussie Goes Calypso*). In 2009, he took up the role of co-host of Triple M's breakfast show in Sydney. Within two years *The Grill Team* doubled their ratings for this time slot, and Gus was awarded Best On-Air Newcomer at the 2010 Australian Commercial Radio Awards. Gus is a 46-year-old sporting tragic. He has been married for 14 years to Vicki and has three kids. Women want him to meet their mothers and blokes want to be him... Gus just wants to give them all a hug.

JOHN HARPER

John Harper is a wheat/sheep farmer from Stockinbingal (NSW) who, in 2006, began *Mate helping Mate* in the north-east Riverina. John had recognised that as a consequence of the continuing drought, many of his neighbours were becoming isolated or socially withdrawn. Having experienced depression, John understood that this isolation and withdrawal placed people at risk of developing a mental illness. *Mate helping Mate* is based on social and creative self-help strategies for managing difficult times and revolves around the benefits of mateship and a sense of community. John was a finalist in the NSW Australian of the Year (Local Hero) for 2009, a Pride of Australia medal (Community Spirit) 2008, and was honoured by Rotary with a Paul Harris Fellow even though he's not a Rotarian.

TOM HARKIN

Tom Harkin is an international master facilitator with 15 years' experience facilitating workshops for over 100,000 people from high level CEOs to rebel teens. Tom has a deep knowledge of the human condition and a honed ability to unlock an individual and group's innate genius. His signature lies in his ability to create environments of intimate challenge and profound growth in participant's capacity, whilst balancing the diverse personalities and motivations of a group dynamic. Tom cut his teeth running 300 workshops a year nationally for over a decade with the Reach Foundation. Quickly recognized for his ability to build compelling and original content, and lead high performing teams, he trained Reach's facilitators and delivered programs for Reach's corporate partners before being appointed to the board for four years. Today, Tom facilitates long-term leadership programs and bespoke initiatives for corporations with ambition and commitment to igniting and growing their people. He also has a passion for rewriting the rule book on masculinity by creating spaces for deconstructing clichés and courageous change. He maintains a fiery passion for inspiring audacity in our young people through his work with Ireland's Soar Foundation.

MICHAEL FLOOD

Michael Flood is an Associate Professor in Sociology and an ARC Future Fellow. His research agenda focuses on gender, sexuality, and interpersonal violence. He conducts research on the organisation of heterosexual men's social and sexual lives and relations and more widely on gender and sexual relations – their social organisation and meaning, shifts in these, and efforts to change them. Flood's research at present is focused in particular on interpersonal violence and its prevention, particularly with reference to men and masculinity. He has also published on fathering, pornography, anti-feminist men's groups, homophobia, and related topics. Flood has an extensive record of community and professional engagement. He has established a reputation in Australian community and government sectors as a knowledgeable and articulate researcher on gender, sexuality, and violence. He contributes in particular to men's anti-violence activism, coordinates the pro-feminist website XY, and has a series of other community involvements. In 2006 he received a NSW Violence Against Women Prevention Award, one of ten awards given each year nationally, for playing "an important role in raising community and professional awareness of the issue of violence prevention".

ADAM FERRIER

Adam Ferrier is a consumer psychologist, and Global Chief Strategy Officer/Partner at Cummins&Partners (2014 Adnews Agency of the Year). After graduating university with degrees in commerce and clinical psychology, Adam began his career working in maximum security prisons, before making the natural move to advertising! Adam joined Saatchi & Saatchi as a Strategic Planner, and also invented a psychological board game 'The Analyst', translated into three languages (still selling well in the Benelux countries). Adam is a panellist on TV show The Gruen Transfer/Planet, Sky, Ten News, and others. He has a weekly segment on national drive show 'The One Percenters' on radio station MMM, and monthly show with James O'Loughlin ABC Sunday Nights. He's commented and/or writes for TIME, The Australian, Mumbrella, B&T (on editorial board), Fast Company, The Guardian, Wall Street Journal, and others. May 2014 saw the release of Adam's first book, 'The Advertising Effect: How to Change Behaviour' (Oxford University Press).

JENNIFER CUMMINS

Executive Producer, Man Up

Jennifer Cummins is the Principal of Heiress Films, a factual production company that specialises in programs that tell personal stories on a large scale. Some recent credits include: *Making Australia Happy* which was accompanied by a highly successful website, and has sold as an international television format, with *Making France Happy* produced for Channel M6. *Making Couples Happy* and *Making Families Happy* have also aired on ABC TV to critical acclaim. The long-running *Life Series* – most recently *Life at 9* (ABC TV) – tracks a group of Australian children from their first year of life. *A Modern Mutiny* – a tale about Norfolk Island, was a ratings hit for SBS when it aired earlier this year as part of the Untold Australia strand. Prior to establishing Heiress Films in 2003, Jennifer was Head of Factual Development at the ABC, spent several years as a freelance director and Series Producer, and notched up ten years at the beginning of her career at the ABC.

PROFESSOR JANE PIRKIS

Advisory Board, Man Up

Professor Jane Pirkis is the Director of the Centre for Mental Health in the Melbourne School of Population and Global Health at the University of Melbourne. She is a psychologist and epidemiologist with an interest in ways of improving mental health and preventing suicide. Recently, her attention has turned to novel, media-based interventions that might be beneficial. Working on 'Man Up' has been a highlight for her, and has convinced her of the power of documentaries to change the way people view themselves and those around them.

BACKGROUND:

In 2012, Heiress Films was approached by Professor Jane Pirkis – an international expert in male health, help-seeking and suicide prevention, from the University of Melbourne – to collaborate on a series that would bring about positive change in the mental health of Australian men. Jane had just launched the most significant longitudinal study of Australian men ever in this country, with 16,000 participants between the ages of 10 and 55 (*Ten to Men*), so she knew what she was talking about.

We jointly applied for a Movember grant and were successful in funding a 3-part television series and website, as well as a world-first with Jane and her team scientifically evaluating the impact of the TV series and website prior to launch. This was a ground-breaking idea marrying academia, scientific research and prime time television.

Jane set up an impressive advisory board with members from organisations across the mental health landscape, and we kicked off a most remarkable collaboration. Both parties were flexible and responsive to the other's expertise and enthusiasms. We started looking initially into 'resilience' in Australian men and how to build that. As part of that initial development, we waded through the alarming suicide statistics for men in this country. Five Australian men take their own lives every day. That's three times higher than for women. Suicide is the biggest killer of men aged from 15 – 44. Unacceptable statistics, and for a health crisis that is largely preventable!

The more we read, the more desperate we became to figure out why this was happening. We were lucky to work with mental health powerhouses like BeyondBlue, Movember and the Black Dog Institute in our quest to find answers, and early on in our research came across their significant new study of Australian men who had attempted suicide – which linked traditional masculinity with the high male suicide rates in the country.

While we were initially looking at building resilience in Australian men through our series, here was a glaring example of where our country was failing its men spectacularly. Was there an opportunity to not only look at men at the point of contemplating suicide, but those everyday blokes who were experiencing life's regular challenges? How could we get to them before their problems escalated? We rapidly came to the conclusion that a series digging down into the Australian male psyche would be a story that we could get our teeth into. This just might make a difference. If tackling male suicide meant having to change what it means to be a man, we had our mission. Driven by the combined desire of Heiress Films and our collaborators to encourage change in the mental health of our Aussie men, the series transformed into a campaign – the TV series with its own ad – and the website, now a major social media campaign.

Next – the best way to tell a story that, in effect, was becoming a thesis driven campaign series? We needed to speak to a large male audience – hopefully including men that wouldn't normally switch on the ABC. And we needed someone who could summon lots of passion to sell a whole new idea of Aussie maledom. Enter Gus Worland. Sydney morning radio host on the "manliest radio show" in the country; family man, sports nut and a man still reeling from the loss of one of his best friends to suicide in 2006. Gus' enthusiasm for this series was immense.

Our commission was to create an entertaining series about men with a very serious message. During our long development phase, Gus was full of ideas and pushed us to go strong on the main message and not shy away from the alarming numbers and largely preventable deaths from suicide. Gus claimed at the beginning that if he could save one life, it would be mission accomplished.

In their world-first evaluation, Professor Pirkis and her team are looking at changes in help-seeking behaviours, conformity to masculine stereotypes, connections with male friends, and resilience as a way of coping with stressful events. They'll also evaluate our documentary's impact by getting commentary from their study's participants. The key findings of that evaluation will support the launch of the TV series and campaign.

The MAN UP digital campaign centres around a rich media website that is both the show page for the series and an aggregation hub for all our content. The Man Up website is the portal for all things men.

PRODUCTION:

A series about men had to be navigated by a man who could relate to men – lots of different kinds of men, without turning off the women in their lives. A ‘man’s man’, a family man, a bloke who is right at home on the sidelines or on the couch (with the sport on). A man who is also in touch with his softer side. As the star of a seriously blokey morning radio show (The Grill Team, Triple M), and a star salesman in his previous life, Gus Worland was exactly who we were looking for - a modern man, still slightly ‘unfinished’.

With Gus, what you see is what you get. At my first meeting with Gus, I got the big Gus bear hug, the infectious enthusiasm and the high-octane drive to get stuff done. Having lost one of his great mates to suicide, Gus literally was a man on a mission to change things. He couldn’t wait to get started. He was, he said “up for anything”. Words he may have at times regretted.

Over the course of the series and campaign, we had Gus front up to a men’s naked yoga class, vomiting at sea while sailing, sick on a surfboard off Manly (yes sea sickness again), dressed up in a skin hugging fluoro Lion costume at the beach and herding thousands of cattle in 43 degree heat in the Kimberley.

But it was in the moments of real connection with men who have experienced mental health issues or attempted suicide that Gus really found his strength. There were many tears, both in front of and behind the camera, over the seven-month filming period.

We wanted to celebrate lots of the good stuff about our men while exploring the areas that are not working for them - the stoic attitude of seeking help as a sign of weakness, talking about issues feeling like a burden to others. One of the extraordinary things while making this series was that wherever we pointed the camera, often to talk about general bloke stuff, the minute the person being interviewed knew we were also telling a story of suicide, they would begin to speak of someone they knew who had suicided.

In country NSW, Gus approached four men on the street to have a yarn – and three of them had lost very recently either a son, brother or best friend. When Gus was recruiting for his campaign ad, two of the six men he filmed told of losing a close relative and friend. Unprompted, men were desperate to tell these stories. And there were just SO many of them. We started to wonder if the statistics were under-representing the real numbers.

With the high male suicide rate our target, forefront in our mind during production was also that we were making an entertaining series about masculinity - while at the same time highlighting that flipside. “Man Up” was an expression that we kept coming up against – men are told to toughen up, harden up... MAN UP. It seemed the perfect title that would speak to men but get to the heart of a serious problem: society tells men not to be vulnerable...to suck it up...don’t cry.

The series will go some way towards making the audience aware of the role we play in how we raise and treat our men. We are all complicit. With the title, we hope to challenge the notion that men should ‘man up’ by toughening up and shutting down. We want to take back the phrase in a provocative way. We’ll know we were successful in rewriting the rules if we can inspire people to stop saying “man up” to mean “shut up.” Instead, we hope they’ll say, “man up – speak up.”

~ Jennifer Cummins, Executive Producer



WEBSITE:

The TV series will be accompanied by a major website and social media campaign.
Check out www.ManUp.org.au

PRODUCTION:

Presenter: **Gus Worland**

Directors: **Max Bourke, Ben Lawrence**

Producer: **Danielle Brigham**

Executive producer: **Jennifer Cummins**

Digital Strategist, Man Up: **Jackie Turnure**

Head of Production: **Seema Khanna**

ABC Commissioning Editor: **Matt Scully**

ABC Head of Factual: **Steve Bibb**

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THE UNIVERSITY OF
MELBOURNE



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Images are available from abc.net.au/tvpublicity

