



Media release

Friday, 21st June 2024

Tassie lets their shorts talk this Shorts Day

Over 21,000 Tasmanians will be braving it by wearing shorts on the shortest, and often coldest day of the year – all in support of SPEAK UP! Stay ChatTY's Shorts Day!

The annual community-driven activation – held statewide on Friday June 21 - encourages people to wear shorts (or Shorts Day merchandise) on the shortest day of the year to work, school, sporting clubs.

Now in its 4th year, Tasmanians continue to find creative ways to get involved: from breakfast BBQs, shorts parades, ocean dunks, trivia events to an outdoor live radio broadcast!

"Together, we will be braving the cold and braving the conversation around mental health." Mitch McPherson, Founder of SPEAK UP! Stay ChatTY, said.

Participation ranges right across the state from Wynyard to George Town to Coles Bay, to Clifton Beach and everywhere in between. "It's always so humbling to see so many Tasmanians find their way to get involved, from individuals to different codes of sporting clubs, government departments, large and small businesses and schools" Mr McPherson said.

The theme this year is LET YOUR SHORTS TALK! Creating an emphasis on the power of visual representation – the power of wearing shorts, can remind those around you that mental health matters to you and spark meaningful conversations.

Shorts Day continues to grow in participation year on year, and the ability to expand its reach has been made possible by RACT, the major supporter of Shorts Day.

"We are a small team at Stay ChatTY; so creating a collaboration with a brand that genuinely cares about the wellbeing of Tasmanians, and that allows us to innovate and access different perspectives and expertise with the RACT team has been a game changer for the growth of Shorts Day" Mr McPherson said.

RACT is proudly standing with Shorts Day, holding events across Tasmanian branches and offices on the day and encouraging its teams to brave the elements and step up to initiate discussions on mental health.

"Shining a light on mental health fits perfectly with RACT's mission to be a shoulder to lean on and a voice when it matters," RACT CEO, Mark Mugnaioni, said.

"We provide assistance to Tasmanians during some of the most stressful times of their lives, including property loss and the aftermath of road trauma.

"RACT is committed to supporting our members during these difficult times, but also equipping our staff with mental health first aid training and other trauma-informed approaches."

The SPEAK UP! Stay ChatTY team, Stay ChatTY ambassadors, and members of RACT will take to the roads across Shorts Day to visit many of those who have registered. “Seeing how the community is embracing Shorts Day is our team’s favourite part of it all, after months preparing for the big day, we finally get to see in person how much Shorts Day means to Tasmanians” Mitch McPherson said.

Funds raised on the day will help SPEAK UP! Stay ChatTY continue their work in promoting positive mental health and preventing suicide through their ongoing delivery and expansion of Stay ChatTY programs, presentations, and initiatives.

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