



MOVEMBER® INSTITUTE
OF MEN'S HEALTH

2025 Australian Election Platform Toolkit

ENDORING MOVEMBER'S 2025 AUSTRALIAN ELECTION PLATFORM

Thank you for supporting Movember's 2025 Australian Election Platform and joining us in the fight to stop men dying too young.

We've created this toolkit to help you amplify your support. Inside, you'll find resources to help spread the word and engage others in this important cause, including:

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1. KEY MESSAGES

 2. SHAREABLE DIGITAL ASSETS

 3. TIPS ON HOW TO TALK ABOUT MEN'S HEALTH

 4. HOW TO FIND MORE INFORMATION, INCLUDING ABOUT YOUR ELECTORATE



Healthier Men.
Healthier Relationships.
Healthier Families.
Healthier Communities.

Far too many Australian men are dying young. **Two in five (37%)** men living in Australia die prematurely, before they are 75 years old. In 2023, that meant that **36,000 Australian men and boys died prematurely.**

Their deaths – including unacceptable rates of suicide – are overwhelmingly preventable.

Suicide is the leading cause of death in men aged between 15 and 44 in Australia, with **more than 2,400 deaths by suicide in 2023 alone.**

It's time we work together, to stop men dying too young and ensure Australian men and boys are being supported to lead longer, healthier, more fulfilled lives,

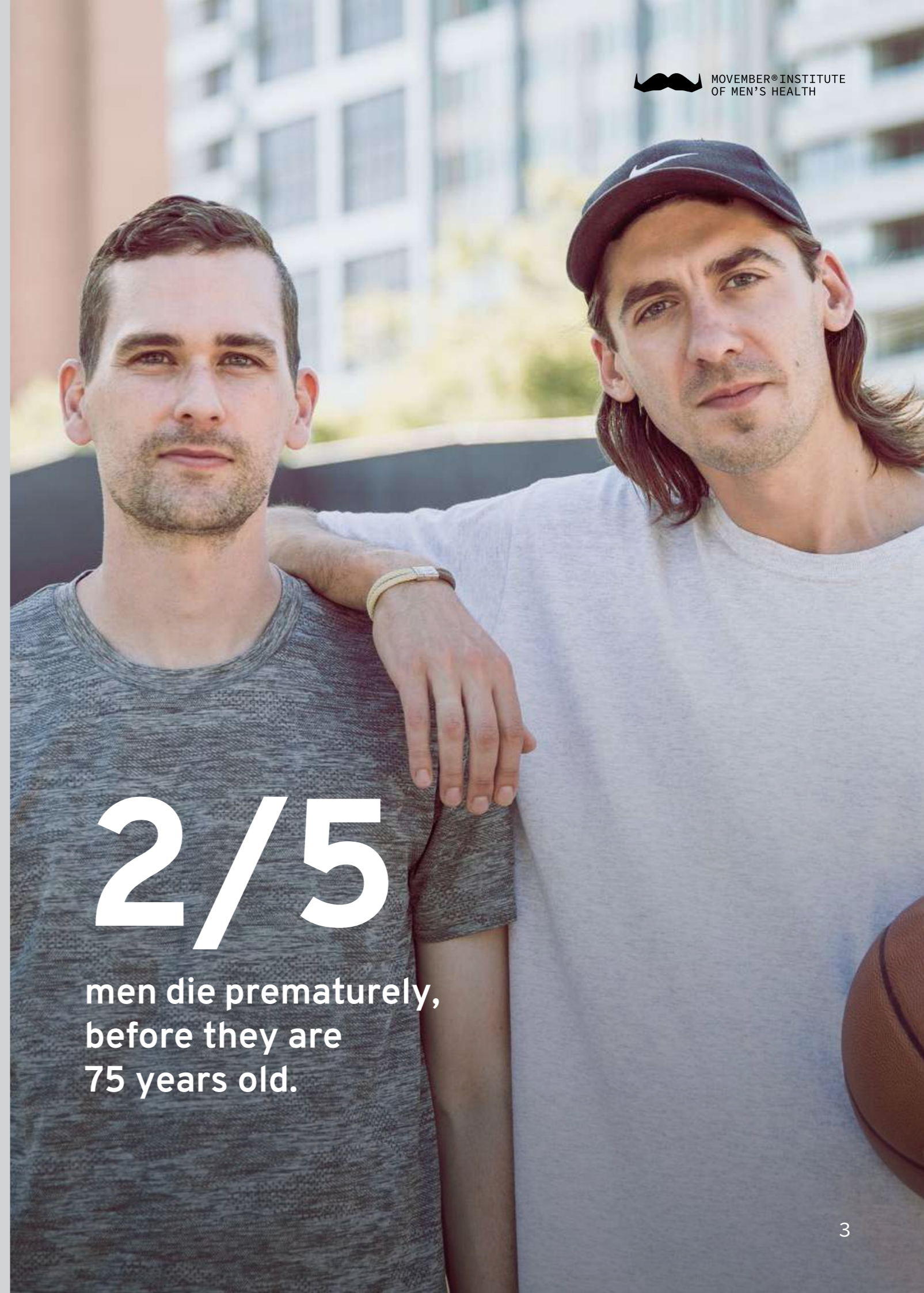
By investing in men's health, we can have a profoundly positive impact on families, relationships, and communities.

Movember is calling on all candidates and parties contesting the 2025 Federal Election to make a \$60 million commitment to men's health.

Please feel free to lift and use the below quote in your own materials and assets:

“Far too many Australian men - 2 in every 5 - die too young, and almost all of those premature deaths are from preventable causes. The urgent need for action on men's health is clear - we need a healthcare system that can respond to men in all their diversities, locations and needs. Our groundbreaking Real Face of Men's Health report outlines the state of men's health across Australia and makes clear the incredible benefits that would ripple through Australian relationships, families, and communities if we invest in improving men's health, mental health and wellbeing. That is why we are calling on all candidates and parties contesting the 2025 Federal Election to commit to a \$60 million investment into men's health, and why Movember will be contributing \$10 million towards a landmark \$70 million combined commitment to effectively operationalise the National Men's Health Strategy 2020-2030.”

Jeremy Phillips-Yelland,
Director, Policy & Advocacy
(Australia & New Zealand)



2/5

**men die prematurely,
before they are
75 years old.**

Key Platform Messaging

THE HEADLINE

Movember has pledged an initial \$10 million investment and is calling on the next Australian Government to commit \$60 million towards the National Men's Health Strategy 2020-2030. This critical funding will help drive meaningful change and prevent Australian boys and men from dying too young.

THE DETAILS

1. CULTIVATING TAILORED GRASSROOTS, COMMUNITY-LED PROGRAMS TO IMPROVE MEN'S HEALTH OUTCOMES

Change starts within communities, driven by those who understand the needs best. That's why we're calling for a \$53M investment over four years to support grassroots programs that improve the lives of boys, men, and those around them.

2. BUILDING A HEALTHCARE WORKFORCE THAT CAN BETTER REACH, RESPOND, AND CONNECT WITH MEN

We're calling for \$11.5M over four years to better equip healthcare professionals to engage with and respond to the mental health care needs of men.

3. FAST-TRACKING THE KNOWLEDGE BASE INTO SOLUTIONS

We want to continue expanding the understanding of the links between men's health, masculine norms and healthy relationships. \$5.5M will help identify the best ways to make systems more responsive to men's needs and to help them build healthier relationships with themselves, their mental wellbeing, and others.

Shareable Social Media Asset

CANVA TEMPLATE

Click the link below to
download this editable social
media carousel on Canva.



[DOWNLOAD ASSET](#) →

How we talk about men's health

For 21 years, Movember has built a strong evidence base to understand what works for men and how to engage them in conversations about their health.

Here are a few key tips and statistics to talk about Movember's platform.

WE AVOID:

- Blaming or shaming.
- Using the word “burden” – caring for loved ones is not a burden, and we would hate for any men experiencing ill health to feel like one.
- The term “committed suicide.” We prefer to say “took his/ their own life, died by suicide, or attempted suicide.”
- Using the word “crisis” – let's not be inflammatory when we talk about the state of men's health.

WE TALK STATISTICS:

- Two in five men living in Australia die prematurely before they are 75 years old.
- Suicide is the leading cause of death in men aged 15 to 44 in Australia .
- In 2024, more than 2,400 men died by suicide.
- Over two-thirds of men report facing challenges when engaging with health care.
- \$1 invested in evidence-based grassroots programs for men's health could produce a \$6 return in health benefits.

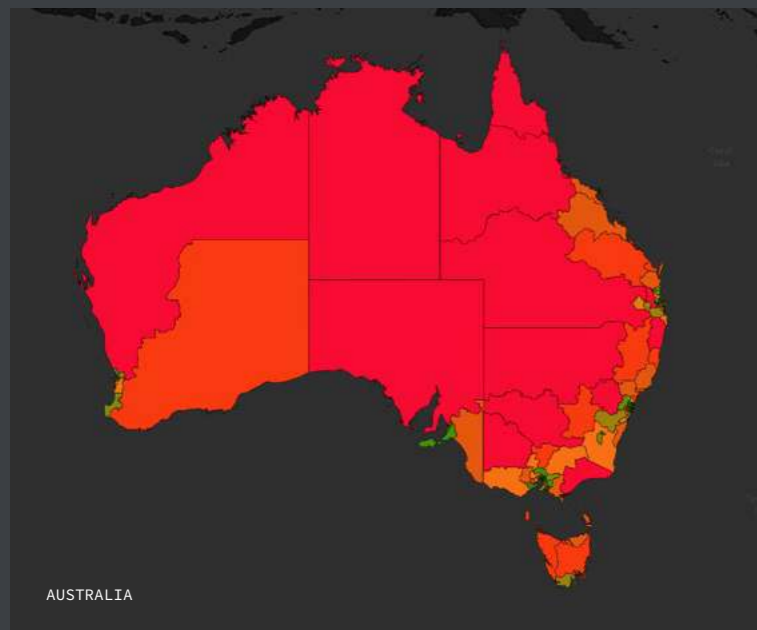
WE LEAVE STEREOTYPES, MYTHS AND STIGMAS BEHIND

- For detailed information on language to use/ avoid, please see Everymind's helpful guide [here](#).

WE ENCOURAGE HELP-SEEKING

- When speaking about suicide or serious mental health issues, Movember references Lifeline 13 11 14.
- We encourage you to reference appropriate support services within your community. Further support services can be found on the [Movember Get Support](#) webpage.

How to find more information, including about your electorate



MEN IN YOUR ELECTORATE

Movember's Real Face of Men's Health Report revealed that where men live significantly influences their health outcomes and life expectancy.

You can use the [interactive map](#) to explore statistics for your electorate, including the rate and causes of premature male death in your community, and comparisons across the region.

THE MOVEMBER POLICY & ADVOCACY TEAM ARE ALWAYS HAPPY TO SPEAK WITH PARTIES, CANDIDATES AND THEIR TEAMS TO DISCUSS OUR PLATFORM FURTHER OR TO ANSWER ANY QUESTIONS – REACH OUT TO US AT ADVOCACY@MOVEMBER.COM.

FURTHER INFORMATION AND LINKS

[Movember's Australian Election Platform 2025](#)

[The Real Face of Men's Health Report 2024](#)

[Interactive male premature mortality map by federal electorate](#)

[The Australian Government's National Men's Health Strategy 2020-2030](#)

[Movember.com](#)

[Everymind's When Talking About Mental Health and Suicide language guide](#)

ABOUT MOVEMBER

Since 2003, Movember has challenged the status quo, shaken up men's health research, and transformed the way health services reach and support men. Thanks to a global network of supporters, Movember has proudly powered over 1,300 innovative men's health projects, taking on prostate cancer, testicular cancer, mental health and suicide prevention, with unwavering determination.

When posting on social media, please tag us across our platforms:

[Facebook](#)

[Instagram](#)

[TikTok](#)

[Twitter](#)

[YouTube](#)

[LinkedIn](#)

PLEASE NOTE: As a registered charity, Movember strictly maintains political independence and does not endorse any candidates or parties. Our Australian Election Platform aligns with our charitable purpose and is entirely non-partisan.