

Brock McLean

Former AFL player, mental health advocate & coach & ambassador for the InsideOut Institute for Eating Disorders eClinic,
BRISBANE

Brock McLean is a former elite athlete and respected mental health advocate based in Brisbane. Best known for his AFL career with the Melbourne Demons and Carlton Blues, Brock was celebrated for his resilience and commanding on-field presence, playing 157 games over nearly a decade in the league.

Away from the spotlight, Brock faced a private and prolonged struggle with bulimia nervosa for more than four years. Beginning during his playing years and continuing beyond retirement, his experience was closely linked with co-occurring mental health challenges, including depression and anxiety. Like many men, he initially struggled to recognise the signs of an eating disorder or see himself reflected in the available support services.



Now in a place of strength and stability, Brock is committed to shifting the narrative around eating disorders by publicly sharing his story. He regularly speaks about the importance of seeking help, challenging stigma, and redefining vulnerability, not as weakness, but as a form of courage. Brock has collaborated with multiple mental health organisations and regularly speaks at schools, sporting clubs, and corporate events about his experience. He has also trained as a coach and mentor, supporting young athletes in both performance and emotional wellbeing.

Brock is a proud ambassador for the InsideOut Institute's eClinic – Australia's first free, fully online, national treatment hub for eating disorders. It offers flexible, self-paced programs, including BEeT for binge eating and bulimia nervosa, Skilled for a wider range of eating disorder symptoms, Supported for carers, and a Healthcare Professionals (HCP) Hub. By removing traditional barriers to care, the eClinic ensures patient access to vital support when they need it most, regardless of their postcode, socio-economic status, or cultural background.

“My experience with bulimia nervosa was scary. I felt I had no control of what I was doing and in turn, that made me feel completely helpless.”

“The biggest challenge I faced was coming to terms with the fact I wasn't well and that I needed to seek help, something that was really difficult for me, given the stigma around mens mental health and eating disorders. I honestly thought asking for help would be emasculating. But once I did, I

quickly realised how much strength that took, which in turn broke down so many misconceptions I had about allowing myself to be vulnerable. That put me in a position to start getting better.”

“The InsideOut Institute’s eClinic is a fantastic initiative, given one of the biggest roadblocks people face is the cost of accessing professional help, in what is already a fiscally tough environment for a lot of families. This is going to help so many suffering from an eating disorder and in turn, will save lives and change the course of many others and their families.”

Now in recovery, Brock continues to advocate for more inclusive approaches to treatment and greater awareness of eating disorders in sport and among men. He describes this chapter of his life with his partner Stephanie and their young daughters Bonnie and Camille as his happiest and healthiest – proof that recovery is not only possible, but worth pursuing. He believes the future of eating disorder treatment lies in accessibility, empathy, and early intervention – all of which are at the heart of InsideOut Institute's mission.

Should you suspect you, or a loved one, may be living with an eating disorder, speak to your local healthcare practitioner without delay, or head to insideoutinstitute.org.au to complete our online screener and assessment, and to access more information and professional support.

Australian professional patient support services offering 24/7 helpline services include:

- **Butterfly National Helpline: 1800 334 673**
- **Beyond Blue: 1300 22 4636**
- **LifeLine: 13 11 14**
- **Men's Line Australia: 1300 78 99 78**
- **Kids Help Line: 1800 55 1800**

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To organise an interview with Brock McLean, please contact:

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