



Press Release

FOR IMMEDIATE RELEASE

Beyond The Banter Launches “Got 8 M8?” – A Simple Code to Start the Conversation

Sydney, NSW & Gold Coast, Qld – Tuesday, 7th October 2025 – Beyond The Banter, a grassroots men’s mental health charity, has launched “**Got 8 M8?**”, a practical framework and mate-to-mate code that makes it easier for men to start real conversations about how they’re going.

The idea is simple: **Got 8 M8?** can be used like a code between mates. A bloke might say it when he needs a chat, or you can ask it to show you’re checking in. It’s not about polished programs or campaigns – it’s about giving someone eight minutes of your time and showing up.

Chris Ayshford (Sydney) and **Topher Naylor** (Gold Coast), Co-Founders of Beyond The Banter, say the simplicity of the code is what makes it powerful.

“Men often struggle to find the right words, or they worry about making a big deal out of things. Got 8 M8? strips it back to something easy. It’s a code that says *I need you* or *I’ve got you*. That’s all it takes to break the silence.” Said Chris Ayshford.

Why Eight Minutes?

The idea was inspired after watching **leadership author Simon Sinek**, who spoke about the power of asking “*Have you got eight minutes?*” — a concept supported by research published in the **Journal of the American Medical Association (JAMA)** showing that even a few minutes of genuine, focused conversation can help people feel calmer, more connected, and less alone.

That message struck a chord with the Beyond The Banter team, who saw how easily it could be adapted into a tool for mates to look out for each other in everyday life.

“Launching *Got 8 M8?* in October carries a lot of personal meaning,” said Naylor. “October is Mental Health Month, but it’s also the anniversary of my son Kaden’s passing – a time that always brings a lot of emotion. Having my best mate understand my ups and downs through just eight minutes of connection reminds me that I’m not a burden. It helps me keep talking, and that’s what this is all about.”



How It Works

The *Got 8 M8?* framework is designed to be simple and adaptable:

- **Ask it:** Got 8 M8? – a code to start the chat.
- **Give it:** switch off, listen, and give those minutes.
- **Mean it:** no scripts, no pressure – just real words.

Already, the idea has made a difference. At a local training session, one bloke quietly asked his mate “*Got 8 M8?*” after a game. That simple code opened the door to a conversation he hadn’t had with anyone else – proof that these words can work in the real world.

About Beyond The Banter

Beyond The Banter is a charity founded by **Chris Ayshford** in Sydney and **Topher Naylor** on the Gold Coast. Built on the belief that mateship is more than just banter, the organisation uses sport, community, and conversation to tackle men’s mental health. Through grassroots events, podcasts, and practical tools, it aims to make honest chats a normal part of everyday life.

“Whether it’s over a coffee, on the job site, after training, or by text – *Got 8 M8?* is a small step that can make a big difference,” said Ayshford.

Beyond The Banter is inviting community groups, local clubs, and workplaces to adopt *Got 8 M8?* as a simple, science-backed tool for checking in.

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