



SENATOR THE HON BRETT MASON

Parliamentary Secretary to the Minister for Health and Ageing

MEDIA RELEASE

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NEW LIFELINE WEB SITE LAUNCHED

Lifeline Australia's new national web site was launched today by the Parliamentary Secretary to the Minister for Health and Ageing, Senator Brett Mason.

"Lifeline has always been about reaching people – and an effective web site will broaden that reach even further," Senator Mason said.

"The redeveloped web site will enable people seeking help to go online to access information and resources, including self-help services. Features of the web site www.lifeline.org.au will be easy to use.

"For many people with a mental illness – and for many other people throughout Australia who experience emotional distress at some time, or just need someone to talk to – Lifeline is the first point of assistance in a time of need.

"Lifeline answers about half a million calls each year from Australians, averaging 1200 calls a day. People call the 13 11 14 service call for a variety of reasons, including family and relationships, mental health concerns, suicide prevention and support, violence and abuse and loneliness.

"Importantly, the web site will also be an effective way of publicly acknowledging individuals and groups who support Lifeline, while seeking to attract new supporters."

Senator Mason said the Australian Government was strongly committed to Lifeline.

In December 2006, Lifeline signed an \$18 million funding agreement over a period of five years with the Government, allowing Lifeline to support the development of a national referral database for mental health services, increase telephone counselling services and improve the quality of service for mental health callers.

Recently, the Prime Minister committed an additional \$8.2 million to Lifeline, over four years, to enable Lifeline to meet additional demand for services.

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