

MEDIA RELEASE
Saturday, 12 March 2022

AUSTRALIA UNITES TO HELP LIFELINE DELIVER CRISIS SUPPORT TO COMMUNITIES EXPERIENCING THE IMPACT OF SEVERE FLOODING

Lifeline is pleased to be selected as a beneficiary of the *Australia Unites: Red Cross Flood Appeal* taking place this weekend.

Lifeline Australia CEO Colin Seery welcomed the telethon and said that it was important that people affected by the floods took steps to acknowledge and address the mental challenges as well as the practical ones.

“The floods in Queensland and Northern NSW have devastated so many communities and we know people are really doing it tough right now,” Mr Seery said.

“After a natural disaster of this scale, it can take weeks and even months for people to be able to prioritise their mental and emotional needs, but we want people to know that we have boots on the ground reaching out to the most vulnerable as well as services available 24/7 via phone, text or webchat.”

Lifeline Queensland General Manager Luke Lindsay said his team had been out in the hardest hit areas delivering crisis support to communities as they begin the long road to recovery.

“It’s been incredible to see the resilience of people, in spite of the incredibly difficult circumstances they find themselves in,” Mr Lindsay said.

“The money raised during the Australia Unites appeal will ensure we can deliver Crisis Support services and our community recovery programs to people where they need it, when they need it.”

Lifeline Northern NSW CEO Robert Sams said that Lifeline’s Centre in Lismore had suffered catastrophic damage in the floods.

“On Monday, we lost the lot. Our call centre, three shops, our warehouse and vehicles, but we managed to ensure continuity of our services through a mix of remote working and switching our resources to important activities like delivering clothing and other necessary items to people who had lost everything. The strength and humanity of our staff and volunteers has really shone through this week,” Mr Sams said.

“The funds raised through Australia Unites appeal will go towards getting our Centres operational again as well as to support local programs to tackle the unique mental health challenges of the communities we keep safe every day.”

If you, or someone you know are feeling overwhelmed, we encourage you to connect with Lifeline in the way you feel most comfortable.

Lifeline’s 24-hour telephone crisis line 13 11 14 is pronounced ‘thirteen eleven fourteen’



You can phone Lifeline to speak to a Crisis Supporter on [13 11 14](tel:131114) (24 hours/7 days), text 0477 131 114 (24 hours a day, 7 days a week) or chat to Lifeline online at www.lifeline.org.au (7pm – midnight, 7 nights).

Lifeline is Australia's leading suicide prevention service, with 41 centres around the nation. The service expects to respond to over one million requests for support this year, creating an average of 120 safety plans to keep a person experiencing suicidal ideation safe every day. To donate to Lifeline, visit www.lifeline.org.au/donate.

For further information or comment, please contact Richard Shute on media@lifeline.org.au or 0408 407 376.