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**MEDIA RELEASE**  
**20 August 2021**

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## **Australians reaching out for help in record numbers**

For the second time in a week Lifeline Australia has smashed the record calls received in a day – with vulnerable Australians reaching 3,505 times Thursday.

The new milestone means that the four busiest days in Lifeline’s 57-year history have all occurred this month. Lifeline is on track for its busiest year ever with 694,400 calls for help in the year to date.

The incredible number of Australians reaching out is a reminder that this is a physical **and** mental health pandemic, Lifeline Australia chair John Brogden said.

“The good news is that people who need support are reaching out and they’re getting it.

“While Monday was our busiest day on record, it wasn’t a one off. It’s been a difficult few year for everyone in the community, but this also means that Australians know help is there when they need it.

“in the same period 2 years ago we were averaging under 2,500 calls, our new record is almost 40 per cent higher.

“We’ve seen demand grow 20 per cent since 2019 and it continues to ramp up. Six of Lifeline’s 10 busiest days on record have occurred just this month.”

The record setting week comes as [The AFL and Western Bulldogs join forces with Lifeline](#) to raise mental health awareness in the community.

The partnership will also raise funds to support 300 more crisis supporters needed to man phones and text services.

“Lifeline volunteers have been working harder than ever since 2019 to support people at risk, and they need support to continue operating at this pace, Mr Brogden said.

“We need the community to support our volunteers who are working harder than ever.

“These are challenging times, it is ok not to be feeling ok.

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

“Either phone us to speak to a Crisis Supporter on 13 11 14 (24 hours/7 days), or chat to us online at [www.lifeline.org.au](http://www.lifeline.org.au) (7pm – midnight, 7 nights),” Mr Brogden said.

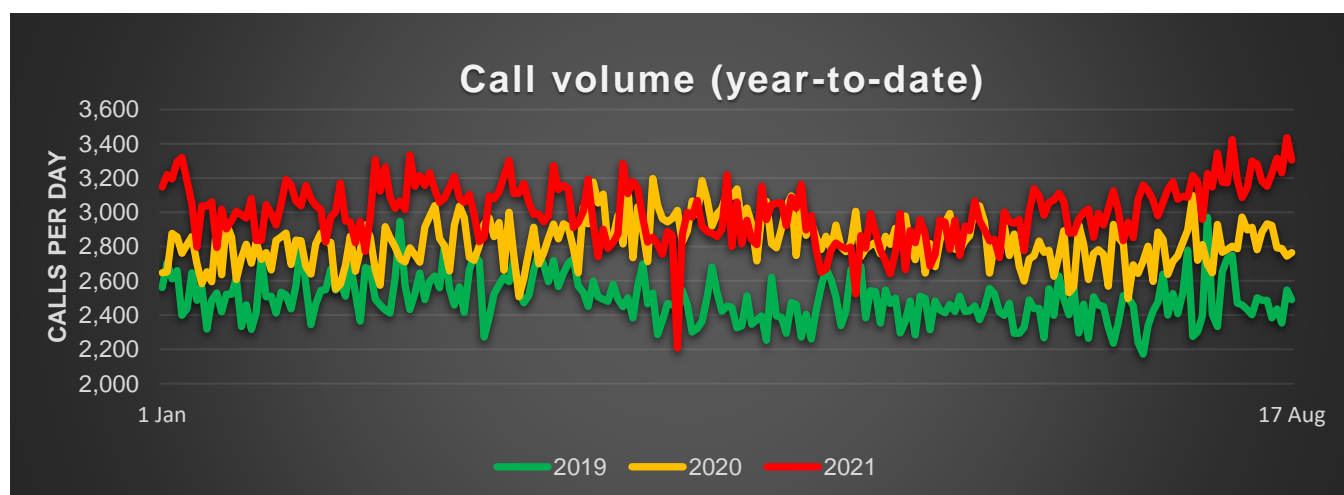
**Lifeline Australia media:** 0408 407 376 or email [media@lifeline.org.au](mailto:media@lifeline.org.au)

## Background briefing

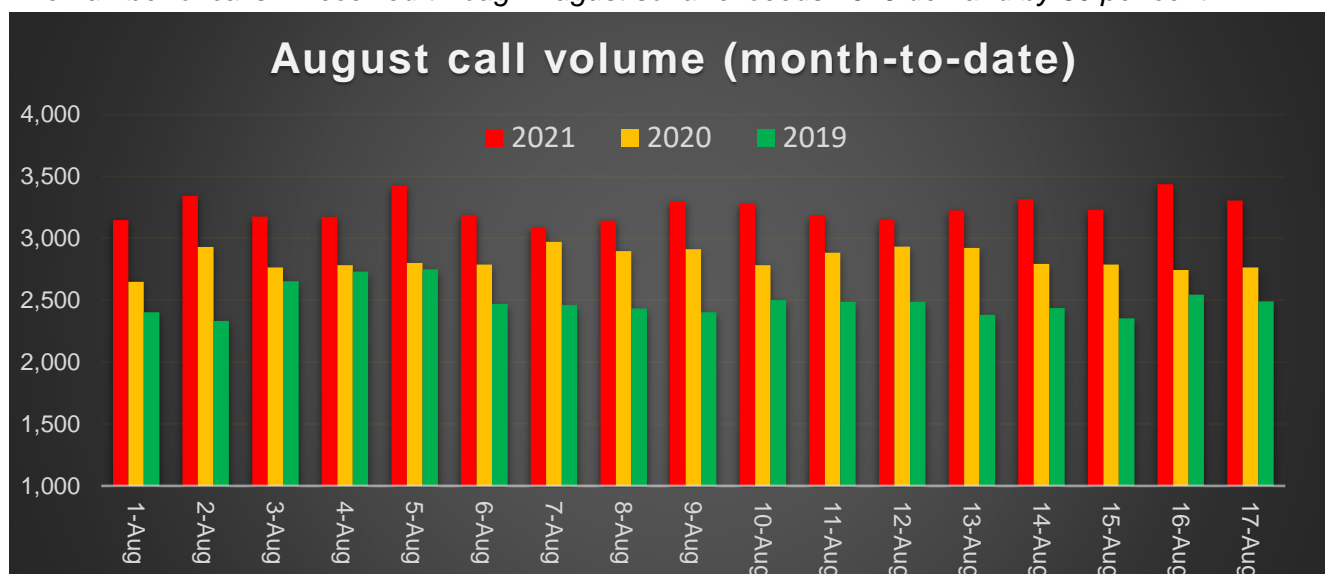
Lifeline's 10 busiest days on record have occurred in the last 2 years, 5 of them this month:

Date	Calls received
<b>19 August 2021</b>	3,501
<b>16 August 2021</b>	3,436
<b>05 August 2021</b>	3,425
<b>02 August 2021</b>	3,345
<b>20 February 2021</b>	3,335
<b>08 September 2020</b>	3,326
<b>05 January 2021</b>	3,320
<b>14 August 2021</b>	3,316
<b>13 February 2021</b>	3,306
<b>12 March 2021</b>	3,303

Demand for Lifeline surged after the 2019/20 bushfires and calls have continued to grow with a 20 per cent increase since 2019:



The number of calls received through August so far exceeds 2019 demand by 30 per cent:



**NB:** Lifeline's 24-hour telephone crisis line 13 11 14 is pronounced 'thirteen eleven fourteen'. For 24/7 crisis support or suicide prevention services, call Lifeline on 13 11 14 or visit [www.lifeline.org.au](http://www.lifeline.org.au)