



# Media Release

7 March 2024

## Beyond Now app goes to Lifeline to streamline support

Beyond Blue is transferring ownership of its highly regarded suicide prevention app, Beyond Now, to Lifeline Australia as part of a partnership that aims to provide more clarity for people seeking support during a crisis.

Lifeline, which is well known for supporting people in crisis and suicide prevention, is taking ownership of the suicide safety planning app this month and will continue to provide the service and maintain uninterrupted access for new and current users.

Beyond Now has been accessed by hundreds of thousands of people since it was first developed by Beyond Blue in 2016 providing crucial support to those who are in suicide crisis. In the past four years alone, more than 400,000 people have used the app with more than 150,000 safety plans made.

Beyond Blue CEO Georgie Harman said this carefully planned move is part of Beyond Blue and Lifeline's new partnership to reduce confusion and build a more connected support system for people.

"As Beyond Blue focuses more on early intervention and prevention – supporting people before problems snowball – it makes sense for us to hand over this important crisis management tool and precious community asset to our partner Lifeline who are well known for their work in supporting people who are in crisis.

"This is an important step in our partnership to reduce confusion for people, making it easier for people to identify which organisation to reach out to for support depending on the where they are at in their mental health journey," said Ms Harman.

While the look of the platform is changing, the service will continue undisrupted with redirects linking to Lifeline's Beyond Now App and webpage. People who currently have the Beyond Now App downloaded to their phone are being notified of the change in ownership via an In-App Message. People can continue to access their plan and use the App as they normally do, uninterrupted.

In November 2023, Beyond Blue and Lifeline Australia formalised a three-year collaboration agreement that builds on their long record of working together in operations and advocacy.

Lifeline Australia CEO Colin Seery said, "Boosting collaboration between Lifeline and Beyond Blue benefits every help seeker, as we are ultimately aiming to streamline support and provide greater clarity on the services available.

"Lifeline is pleased to take ownership of this excellent suicide prevention app, which has helped hundreds of thousands of people to stay safe in their darkest hours. Lifeline's crisis supporters have been recommending the app to help seekers for many years," he said.

Together, Beyond Blue and Lifeline Australia support millions of people every year with information, advice, online self-help and referrals via telephone, text, webchat, and digital platforms.

Lifeline and Beyond Blue will remain equipped and available to provide support to all Australians, no matter the nature of their distress.

**Beyond Blue Support Service:** 1300 22 4636 or [beyondblue.org.au/getsupport](https://beyondblue.org.au/getsupport)

**Lifeline:** 131144

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**Media queries: Call Beyond Blue media on 0404 853 764 or Lifeline Australia media on 0408 407 376**