



## Media Release

### **Pivoting to demonstrate commitment in these uncertain times**

*Released Tuesday, 30 June 2020*

Lifeline Canberra continues to observe an increase in demand for crisis support services. This need is driving continual innovation and adaptation to ensure the service continues to scale and respond to those in the community in crisis.

The team continues to work steadily. Through the first half of 2020 they have risen to the challenge, to ensure the Telephone Crisis Support Service 13 11 14 can meet demand and ensure those who reach out, have their voices heard. Lifeline has recruited, and trained, over 100 Telephone Crisis Support Volunteers over this period, as well as diverted all qualified staff to the crisis support line to get to more people in time.

Lifeline Canberra CEO Ms Carrie Leeson explains

“Through these uncertain and unprecedented times, Lifeline Canberra has worked tirelessly to remain a constant and meaningful support for individuals in crisis. Heartache and despair, exacerbated by drought, fires and storms, leaves so many with diminished hope and resolve. Our mission is, and will always be, to support every human, of every age, through any conceivable human crisis.”

The organisation, recognising the courage it takes for someone to pick up the phone and ask for help, has rapidly scaled their services to meet individuals in their time of need. A critical success factor in this capability is the ability to generate new revenue streams to cover the costs of the services as government funding wraps up.

“We remain committed to the community, to those in need, and our ability to support should not be determined by our funding.” Said Ms. Leeson

In this light Lifeline Canberra will therefore restructure its famous Bookfair commercial model into something that can continue to fuel the organisation through the next year and beyond. This is great news for the community as the organisation starts to receive enquiries as to the future of the Bookfair. The continued and generous donations from the community in the past few weeks (and prior to Covid) means that the organisation can continue to supply incredible products at bargain prices.

The unique makeup of our organisation can be defined as we are here for the community, and we receive our support from the community, in recent times the ACT Government has shown its support which we are thankful for. As we move forward, we have been overwhelmed with the amount of support shown to our organisation, especially in regards to our donations at the Book Warehouse.

After careful planning and thought we are moving towards opening a Bookstore at the Fyshwick Fresh Food Markets. For the immediate future, this will be a permanent store filled with books, DVDs, CDs, puzzles and more.

For comment, please contact

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ENDS.

*NB Lifeline's 24-hour crisis support and suicide prevention line 13 11 14 is pronounced*

*"thirteen, eleven, fourteen".*