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Events to raise awareness and support mental health with Lifeline Australia

Expertise Events has thrown its weight behind Lifeline Australia, announcing that they will raise awareness of mental health issues, create change and drive financial support for the service.

Expertise Events Managing Director Gary Fitz-Roy said the decision to support Lifeline directly recognised the longer-term impact of the pandemic on health and mental well-being and the challenges of adjusting to a post-pandemic world.

Lifeline Australia's Senior Partnerships Manager, Teli Taktikos, said he was pleased to work with Expertise Events to educate and raise awareness of how Lifeline can support people who are struggling.

"We know that many people may be feeling afraid, worried, anxious and overwhelmed at the moment, and this support from Expertise Events combines education with raising valuable funds – an approach that helps us to ensure that no one in Australia has to face their darkest moments alone."

Mr Fitz-Roy said discussions were well underway to develop unique industry and business sessions and provide a Lifeline Australia presence at various events to raise awareness of activities across the calendar year.

"The aim is to open the conversation with the various communities we work with and to encourage exhibitors and visitors alike to get behind this necessary and important service. In addition to driving community knowledge of the important work being done by Lifeline, we are also hoping together raise in excess of \$100,000 over the coming year as part of this initiative."

Mr Fitz-Roy said the Expertise Events family recognised the events industry and, in turn, the communities it works with, have been heavily impacted by the pandemic restrictions.

"We understand what our industry has endured over the pandemic. This support of Lifeline Australia is about using the unique nature of our diverse events to let people of all ages know that Lifeline is there for them 24/7, 365 days of the year. As a family business, collaborating with Lifeline Australia is about being proactive and impactful for the community."

"Over the years, Lifeline has come under increasing pressure for their valuable services to the community and their model relies on sponsorship and donations to help support its operations. I believe the Business Events Industry and communities we work within will rally to help raise the funds and support each other" Mr Fitz-Roy said.

Mr Taktikos said that since the pandemic, daily call rates have increased by 40%, with Lifeline now receiving over 1,000,000 calls per year.

"Events bring people from all walks of life together, so to have the opportunity to collaborate with a forward-thinking organisation like Expertise Events will provide Lifeline with another great platform to educate the community on a grass-roots level, and will also raise vital funds for Lifeline's services.." he said.

Ends

For more information, please contact Gary Fitz-Roy at garyf@expertiseevents.com.au / 0417 202 307