



Suicide Prevention
Australia

2024 Membership Opportunities



About Suicide Prevention Australia

Suicide Prevention Australia is the national peak body for the suicide prevention sector. With over **400** members representing more than **140,000** workers, staff and volunteers across Australia, we provide a collective voice for service providers, practitioners, researchers, local collaboratives, and people with lived experience.

More than **3,000** people tragically die by suicide and an estimated **55,000** people attempt suicide each year. Our shared vision is a world without suicide and, with our members, we work to inform through data and evidence; influence systemic changes that drive down suicide rates and build capability and capacity.

Our 22/23 Impact



Membership

400+

Membership
Retention **87%**



Lived Experience Panel
members = **19**

Reports x6 including:



In their Words: How to Support Young People in Suicidal Distress
Right from the Start: Report on the Design of Australia's Universal Aftercare System
Unfinished Business: Implementation of the Final Advice

Submissions x 21

4 public hearings for
parliamentary
inquiries attended as
witnesses

3 POLICY
position statements

5x roundtables

= Universal Aftercare + 2 x Veterans,
Defence Personnel and their families
+ 2 x State of the States

97 focus
group

and individual
consultations with
200+ organisations
and individuals



State of the Nation
in Suicide Prevention
– 3rd iteration
283 responses



INFORM
through evidence

✓ Suicide Prevention
Australia Community
Tracker launched

✓ Adoption of our proposed
aftercare design elements in
Commonwealth - led draft
principles for best practice
aftercare

172,000+
across

25 media releases

✓ Tim Richardson First
Parliamentary Secretary
for Suicide Prevention
appointed in Victoria

✓ New Tasmanian Suicide
Prevention Strategy includes
key priorities for lived experience
, whole-of-government, workforce
and data

LinkedIn
audience
growth **30%**

3x opinion pieces
in top-tier media



INFLUENCE
systemic change



STRENGTHEN
capacity & capability



SUSTAIN
our organisation



Accreditation Program
152 registered, 57 accredited programs

A Suicide Prevention
Competency Framework
for Universities



Suicide Prevention:
A competency framework
500+ downloads

2x States in Focus Forums,
Sydney / Brisbane **4** online events with
463 in attendance

Over 1,311 delegates
attend events - online and face to face

additional
Suicide Prevention
Research Fund = **\$4 million**
for the next 2 years

Innovate
Reconciliation Action Plan



Diversified revenue streams

Total revenue = **over \$4.4 million**

Our Strategic Direction

Our framework for decision making and strategy setting, *Compass 2025*, outlines Suicide Prevention Australia's direction, with members being central to our strategy. We have been on this journey for two years now and the benefits of this approach are evident, focusing our attention on the core reasons for our existence.

Our Annual Operating Plan drives our organisation's direction towards *Compass 2025*. We are pleased to advise that we are on track to achieve our stated goals by 2025.

Compass 2025



Our Members



Member Value

As the national peak body for suicide prevention, we play a significant role in providing a clear, collective voice for suicide prevention. Members are central to everything we do, and your involvement enables us to influence policy reform, facilitate education, build best practice, promote research and enable introductions to provide meaningful connections between members.



Members are central to everything we do

400+ Members representing the suicide prevention sector.



ADVOCACY

Advocate to governments on behalf of the sector



RESEARCH

Enable and share impactful research on suicide prevention



COLLABORATION

Build collaboration/knowledge sharing within the sector



CAPABILITY

Strengthen capability in suicide prevention via tools and resources



COMMUNICATION

Communicate to influence opinion and reduce stigma

Enablers

Lived Experience is integral to our work at Suicide Prevention Australia.
Sustain the organisation with regards to operations, governance and people.

Whole-of-government: Federal, State & Local

Advocacy for funding, policy and leadership.



Individuals & The Public

Supporting the community by leading suicide prevention initiatives.



Advocacy and Policy

We consult with members to help inform our advocacy and policy work with key stakeholders, such as state and federal governments, media, other peak bodies, businesses, and communities.

Through collaboration, we have seen firsthand how insights from our members and people with lived experience have been translated into tangible outcomes that have positively impacted our community.

Last year, we delivered 21 submissions to government to aid in the design of new policies.

For example, in 2022 we put forward our NSW Government Pre-Budget Submission which resulted in the establishment of a LGBTQI Health Advisory Group and the establishment of a National LGBTQI Health Strategy.

Our members are central to informing our advocacy work and we seek their input, with close to 300 members participating in our consultations.

For example, we recently asked members to provide input on a project looking at the actions that are needed to support the suicide prevention workforce. We received **285** responses from members (approximately **65%** of our membership base), providing key insights into this project.

Building Capacity

We offer a series of initiatives designed to enhance best practice in suicide prevention. They include our Suicide Prevention Accreditation Program, Best Practice Directory and Competency Framework.



Almost 90% of respondents to Suicide Prevention Australia's State of the Nation survey believe governments should prioritise programs that are accredited as safe, high-quality and effective when funding suicide prevention services.

The Suicide Prevention Accreditation Program supports organisations to implement safe, high-quality, and effective suicide prevention and postvention programs in Australia. The program provides transparency to funders to ensure the best, evidence-informed initiatives are available to those in need. Suicide Prevention Australia works with an independent accreditation agency, Quality Innovation Performance Limited, to carry out the accreditation process.

Members of Suicide Prevention Australia receive a discount of 10% when registering to undertake the program.

Services listed in the Best Practice Directory have met or are undertaking the Suicide Prevention Accreditation Program. The directory provides a resource for funders to see what programs are committed to best practice and is an excellent resource for Primary Health Networks who have been encouraged to consider whether programs are accredited or working towards accreditation under the national standards when undertaking commissioning processes.

In collaboration with our members and stakeholders, we have developed several Suicide Prevention Competency Frameworks for different industries, including the non-clinical workforce, universities and the health sector. The frameworks enhance and build capacity and capability of industries to respond to people experiencing suicidal thoughts and behaviours.

“We are so grateful for Suicide Prevention Australia to have set these standards and give clear communication on how to deliver the very best in standards that we can. It has been a most beneficial process to undertake as an organisation and we are reaping the benefits already in the streamlining of our policies and processes.”

Iris Foundation



Knowledge Sharing and Upskilling

Introducing Learnlinc, a platform that aims to facilitate learning and skill development in the field of suicide prevention.

Learnlinc offers a range of resources and educational opportunities for individuals and organisations, enabling them to identify their learning needs, achieve learning goals, and apply that knowledge effectively in suicide prevention efforts. Similar to how workplaces have CPR or first-aid programs, Learnlinc offers a solution for upskilling in suicide prevention to enhance capability and contribute to Suicide Prevention Australia's vision of preventing suicide.

Members of Suicide Prevention Australia have the ability to promote their programs, research and resources to the broader community by adding them to Learnlinc. Licenses to access Learnlinc are provided through our membership categories.

Access 150 suicide prevention learning resources.

“It is fantastic that Learnlinc is designed to support those currently working in the suicide prevention sector, as well as those with no previous experience. As an organisation working alongside the sector, Learnlinc provides us with a clear and easy-to-use pathway to make sure that all our staff have the fundamental skills needed for our suicide prevention projects.”

Ergonomie



Data and Information

We provide our members with timely access to the latest developments in the suicide prevention sector, including summaries of the latest data releases from the Australian Bureau of Statistics and the Australian Institute of Health and Welfare.

The aim is to translate data and information in a way that provides members with relevant insights that can be used to inform their work in suicide prevention.

“Being a member of Suicide Prevention Australia provides a vital avenue for ReachOut to connect and collaborate with leaders in the mental health sector and other key stakeholders. The opportunities to connect, share and coordinate when it comes to communications and policy, including monthly check-ins and reactive media, are much appreciated by the team at ReachOut. We also highly value the events that Suicide Prevention Australia runs, including the annual conference.”

Ashley de Silva, CEO of ReachOut

Events

We host a range of face-to-face and online events, with preferential rates for members and invitations to member-only events. Our events provide unique networking and collaboration opportunities, whilst sharing the latest thinking to promote best practice and innovation in suicide prevention.

- For 25 years, our annual National Suicide Prevention Conference has brought the sector together to share the latest thinking to promote best practice and innovation in suicide prevention.
- The LiFE Awards are held annually. They acknowledge and honour the outstanding contributions made by our members in the field of suicide prevention both at a state/territory and national level.
- Member-only events like World Suicide Prevention Day, attended by our Prime Minister, Health Minister and Leader of the Opposition and Members of Parliament shine a light on key advocacy work.
- Bespoke member-only webinars connect and engage our members on specific topics, including research insights and evidence-based series.

Almost **700** delegates attended the 2023 National Suicide Prevention Conference!



Panels and Committees

We invite our members to participate in various panels and committees, including our State Committees, which act as a conduit for knowledge sharing and discussion of current and emerging issues at the jurisdictional level.

Over 100 of our members participate in our committees and panels, including:



Research Advisory Committee: guides the work of the Suicide Prevention Research Fund and is supported by expert researchers, service providers and people with lived experience of suicide.



Policy Advisory Committee: provides advice to the Suicide Prevention Australia Board, and the policy team through the CEO, on priorities, content, activities and processes for policy development and advocacy.



State and Territory Committees: serve as a specialised extension of Suicide Prevention Australia to engage, enable and empower the suicide prevention sector throughout the communities of Australia.



Reconciliation Advisory Committee: provides guidance to the Suicide Prevention Australia Board and leadership team on the activities and milestones for our Reconciliation Action Plan.



Lived Experience Panel: With all members having a lived experience of suicide. The purpose of our Lived Experience Panel is to inform and advise on organisational activities, including input to and evaluation of suicide prevention services and programs, informing policy, and collaborating on research projects.

Suicide Prevention Australia committee, board or panel participants are entitled to a reduced Associate Membership fee. Opportunities to join are shared with members via email.



Nikki Jamieson, Lived Experience Panel member reflects after attending and speaking at our Royal Commission event at Parliament House, Canberra.

“I had the absolute honour and privilege to speak as a member with lived experience of suicide at the recent Royal Commission Reception. I sincerely thank everyone who was there and thank the Commissioners for their dedication and hard work in an incredibly complex environment. What I took from the event was the immense desire, commitment and dedication for change. I believe that with an independent body to drive the recommendations, and all of our continued commitment towards reducing suicide, that we can do this - we can create positive change for all of our sons and daughters both in and out of their uniform.”

“My motivation to be a member of the Lived Experience Panel for Suicide Prevention Australia is to continue to help amplify the voices of people with a lived experience – and ensure lived experience is included at every level of suicide prevention.”

Tanya Blazewicz



Promotion

We provide members with the opportunity to promote their organisation's news, programs, events, services, and job vacancies through our communication channels which have a reach of more than **200,000** people.

Our social media reach spans **175,000** and we attract on average **20,000** unique visitors to our website each month.

Members can also promote their events on our event calendar which gets more than **6,000** views annually and is shared via monthly emails with our members who make up more than **2,300** individuals.

Governance

Members have voting rights at the Annual General Meeting, are eligible to nominate to the Suicide Prevention Australia Board and are eligible to be appointed as an Independent Director.

Funding

Together with our members, we continue to grow the sector's funding pool, including through our National Suicide Prevention Research Fund, that we deliver on behalf of the Federal Government.

The fund aims to support world-class Australian research, and facilitate the rapid translation of knowledge into more effective services for individuals, families and communities. We saw the benefits the research fund provides highlighted at the International Association for Suicide Prevention's 2023 World Congress event in Slovenia where nine researchers presented their findings, funded by the National Suicide Prevention Research Fund, on the world stage.

Additionally, qualifying members also receive exclusive access to the Strategic Grants platform, GEM Local, which has over **6,500** grants across multiple sectors and funding resources. GEM Local contains grant opportunities from public and private ancillary funds, trusts and foundations, health and medical research funders, including peer-reviewed, corporate foundations, local, state and federal grants and tenders, and international funders that give to Australian-based organisations.

This benefit is for not-for-profit members who have an annual revenue under \$1 million. For-profit organisations with an annual revenue of under \$1 million can still obtain the access code but it is important to note that GEM Local primarily caters to the specific needs of charitable funding and, as such, its full potential for members in this category may be limited.

Get Involved

MEMBER BENEFITS	Organisational Member	Associate Member	Subscriber
Voting rights for the Board	X		
Opportunities to promote and share news via our communications channels	X		
Discount on Suicide Prevention Accreditation Program	X		
Access to Strategic Grants database (GEM Local)	X		
Voting rights for the Annual General Meeting	X	X	
Opportunity to consult on policy	X	X	
Advocacy to government on your behalf, with access to key stakeholders	X	X	
Opportunities to participate in panels and committees	X	X	
Eligibility to be on the Suicide Prevention Australia Board	X	X	
Member networking and collaboration opportunities	X	X	
Priority access to data and information	X	X	
Licence for Learnlinc	X	X	X
Events and knowledge exchange monthly brief	X	X	X
Preferential rates for Suicide Prevention Australia events, knowledge exchange and webinars	X	X	X

Organisational Member

This category is for organisations whose primary or significant work area is suicide and self-harm prevention and/or postvention. To become an organisational member, you must agree to be bound by, and compliant with, the Suicide Prevention Australia Constitution and provide a commitment to the Guiding Principles.

Organisational Member fees are classified by:

- **National:** organisations with a federated structure or similar, operating in multiple states/territories.
- **State:** organisations operating in one state/territory.
- **Community:** organisations established to operate with a focus on a specific geographic area or where suicide prevention is part of a broader remit.

Please note, 'licences' refers to the number of Learnlinc licences an organisation will be given to access the platform. Learn more about Learnlinc, [here](#).

Fees

The Suicide Prevention Australia membership and subscriber period runs from 1 January to 31 December each calendar year. It is based on the month of joining to the end of December of that year. Renewals are sent annually prior to December each year. Your fee will be calculated from the month of joining. For example, if you join halfway through the year, your pro-rata rate is 50% of the full 12 months and will be calculated at check-out.

Associate Member

This category is for individuals who are working or volunteering in suicide prevention and want to be involved in the work of the suicide prevention sector, advocacy and research, and those with lived or living experience. To become an associate member, you must agree to be bound by, and compliant with, the Suicide Prevention Australia Constitution and provide a commitment to the Guiding Principles.

Cost: \$220 GST Included

Subscriber

This category is for individuals who would like to access the learning and development benefits of Suicide Prevention Australia, such as the Learnlinc and our events, without the interest in policy, advocacy and governance of the organisation.

*Please note that subscribers are **not** members of Suicide Prevention Australia and **do not** hold the same constitutional rights or benefits.*

Cost: \$150 GST Included

MEMBER	NATIONAL		STATE		COMMUNITY	
Annual Income	Annual Fee	Licences	Annual Fee	Licences	Annual Fee	Licences
\$25M+	9,450	30	8,990	25	6,145	20
\$10M < \$25M	6,750	20	6,430	20	4,390	15
\$7.5M < \$10M	5,200	15	4,525	15	3,380	10
\$5M < \$7.5M	3,950	10	3,400	10	2,570	8
\$2.5M < \$5M	2,600	8	2,270	8	1,690	6
\$1M < \$2.5M	1,275	5	1210	4	830	3
\$500K < \$1M	670	3	595	2	435	2
< \$500K	400	1	380	1	250	1

All fees include GST.



Get In Touch

02 9262 1130

membership@suicidepreventionaust.org

www.suicidepreventionaust.org

There are crisis services available 24/7 if you or someone you know is in distress.

Lifeline: 13 11 14
www.lifeline.org.au

Suicide Call Back Service: 1300 659 467
www.suicidecallbackservice.org.au

Acknowledgements

Suicide Prevention Australia would like to acknowledge the Traditional Owners of all Country throughout Australia. We recognise their continuing connection to land, water and culture and pay our respects to Elders, past and present, for they hold the memories, traditions, culture and hopes of Aboriginal and Torres Strait Islander peoples of Australia.

Suicide Prevention Australia would like to acknowledge the importance of lived experience and all those lost to suicide. We remember those we have lost to suicide and acknowledge the suffering suicide brings when it touches our lives. We are brought together by experience and unified by hope.