



World Suicide Prevention Day

– MP Engagement
Toolkit and Day of
Action



World Suicide Prevention Day
10 September, 2025





This World Suicide Prevention Day (10th September), we're asking every member, supporter, service provider, and advocate to send a message to their local MP. If we all take action on the same day, we can't be ignored.

Imagine the impact: Every MP across Parliament receives messages calling for action. One powerful, united voice demanding that suicide prevention be made a national priority — with more funding to back it. Together, we can send a message that's impossible to miss.

How to use this toolkit

This toolkit has been developed by Suicide Prevention Australia to support our members to engage local MPs this World Suicide Prevention Day.

It contains practical tools, template communications, and key messages to help you raise awareness about suicide prevention, build relationships with local decision-makers, and advocate for lasting, national action. On Wednesday 10 September, we'll all hit send. Together, we'll call on MPs across the country — sending a clear, united message to the Australian Government: Suicide prevention must be a national priority. The more letters, the greater the impact. Let's show them the power of our collective voice.

Together, we can ensure suicide prevention is a national priority—on World Suicide Prevention Day and every day.

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What's in the toolkit?

- Template letter to personalise and send to your local MP on Wednesday 10 September, calling on them to raise awareness and prioritise suicide prevention — includes key national insights from our Community Tracker.
- State-by-state data breakdown to help you localise your message and make it relevant to your MP's electorate.
- MP contact list with email addresses for all federal Members of Parliament to help you quickly identify and reach your local representative.
- Key national statistics on suicide and distress levels to highlight the urgency of the issue.
- Infographics featuring Community Tracker data for easy sharing across digital platforms.
- Social media tiles and suggested captions to help spread awareness and drive action in the lead-up to World Suicide Prevention Day.

Timing:

We are asking everyone to send their letters on the same day – World Suicide Prevention Day (10th September) – for a day of action. You can either send a letter from yourself personally, or on behalf of your organisation.



Template letter

Date

The Hon [Full Name] MP
Member for [Electorate]
[Email address or postal address]

Member Organisation
Letterhead or Logo

Dear [salutation – see MP contact list],

I'm writing to you on behalf of [organisation name], a member of Suicide Prevention Australia and a proud part of the suicide prevention community in [your local area/region].

Today is World Suicide Prevention Day, so we are reaching out to ask for your support in making suicide prevention a national priority.

Each year, more than 3,000 Australians die by suicide, and an estimated 55,000 people attempt to take their own lives. The impacts ripple across families, workplaces, and entire communities.

Suicide Prevention Australia's latest Community Tracker shows:

 77% of Australians are feeling elevated distress compared to this time last year. The top causes of distress are:	46%  Cost-of-living and personal debt	28%  Family and relationship breakdown	25%  Social isolation and loneliness
 29% of Australians have reached out to a support service (e.g. Lifeline, GPs, digital services or community services) in the last 12 months which is 10 percentage points more than the previous tracker in May 2025.			
28% of Australians know someone who has died by suicide in the last 12 months	14% of Australians have experienced suicidal behaviours in the last 12 months		

Despite the release of the National Suicide Prevention Strategy earlier this year, there is still no commitment to fully fund or implement it. We are deeply concerned that this delay puts lives at risk and undermines the positive momentum that has been built across the sector.

We respectfully urge you to:

- Champion full funding and implementation of the National Strategy.
- Raise the issue of suicide prevention in Parliament—whether through a speech, question or statement of support—as a sign of leadership and solidarity with the thousands of Australians impacted by suicide every year.

[Optional personal sentence – e.g. "Our service supports more than 500 people a year in this region, many of whom are impacted by suicide." OR "As someone with lived experience of suicide, this issue is deeply personal to me."]

Thank you for your time and for your commitment to the wellbeing of our community.

Warm regards,
[Your Full Name]
[Your Role]
[Organisation Name]
[Contact Details]

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 Suicide Prevention Australia

[Download template letter here](#)

[MP and Senator Contact list](#)

Key national stats

- Over 55,000 Australians make a suicide attempt each year
- Over 3,000 Australians die by suicide every year
- During the past ten years the rate of suicide deaths has increased 10% (11.2 to 12.3)
- Men make up 75% of deaths by suicide
- Rates of death by suicide are higher in regional Australia: 16.2 and 16.0 deaths per 100,000 for inner and outer regional, compared with 10.5 in capital cities
- Suicide is the most common cause of death for young people
- Rates of deaths by suicide amongst Aboriginal and Torres Strait Islander peoples is double that of non-Aboriginal and Torres Strait Islander Australians

Community Tracker stats



National

- 77% of Australians are feeling elevated distress compared to this time last year. The top causes of distress are:
 - Cost-of-living and personal debt (46%)
 - Family and relationship breakdown (28%)
 - Social isolation and loneliness (25%)
- 29% of Australians have reached out to a support service (e.g. Lifeline, GP, digital services or community services) in the last 12 months which is 10 percentage points more than the previous tracker in May 2025.
- 28% of Australians know someone who has died by suicide in the last 12 months and 14% of Australians have experienced suicidal behaviours in the last 12 months.





State-by-state

Note: You can use this localised data in your letter instead of the national figures if you prefer. It can help create a stronger, more relevant picture for your local member.



New South Wales

- 74% of people in NSW are feeling elevated levels of distress due to social and economic circumstances. The top three drivers of distress are:
 - Cost-of-living and personal debt (45%)
 - Family and relationship breakdown (27%)
 - Social isolation and loneliness (26%)
- 12% of people in NSW have experienced suicidal behaviour in the last 12 months (includes thinking seriously about suicide, making a suicide plan, or attempting suicide)
- 29% of people in NSW reached out to a support service (e.g. crisis lines, GP, community services) in the last 12 months.



South Australia

- 74% of people in SA are feeling elevated levels of distress due to social and economic circumstances. The top three drivers of distress are:
 - Cost-of-living and personal debt (46%)
 - Family and relationship breakdown (27%)
 - Social isolation and loneliness (21%)
- 9% of people in SA have experienced suicidal behaviour in the last 12 months (includes thinking seriously about suicide, making a suicide plan, or attempting suicide)
- 26% of people in SA reached out to a support service (e.g. crisis lines, GP, community services) in the last 12 months.





Victoria

- 80% of people in Victoria are feeling elevated levels of distress due to social and economic circumstances, the highest of all states. The top three drivers of distress are:
 - Cost-of-living and personal debt (47%)
 - Family and relationship breakdown (28%) and social isolation and loneliness (28%) – the highest in the country
 - Housing access and affordability (24%) and unemployment and job security (24%)
 - 15% of people in VIC have experienced suicidal behaviour in the last 12 months (includes thinking seriously about suicide, making a suicide plan, or attempting suicide)
 - 31% of people in VIC reached out to a support service (e.g. crisis lines, GP, community services) in the last 12 months.
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Queensland

- 80% of people in Queensland are feeling elevated levels of distress due to social and economic circumstances, the highest of all states. The top three drivers of distress are:
 - Cost-of-living and personal debt (50%) – the highest in the country
 - Family and relationship breakdown (32%)
 - Housing access and affordability (23%) and unemployment and job security (23%)
 - 20% of people in QLD have experienced suicidal behaviour in the last 12 months (includes thinking seriously about suicide, making a suicide plan, or attempting suicide). This is the highest in the country.
 - 31% of people in QLD reached out to a support service (e.g. crisis lines, GP, community services) in the last 12 months.
-



Western Australia

- 78% of people in Western Australia are feeling elevated levels of distress due to social and economic circumstances. The top three drivers of distress are:
 - Cost-of-living and personal debt (48%)
 - Housing access and affordability (26%)
 - Unemployment and job security (25%) – the highest in the country.
- 11% of people in WA have experienced suicidal behaviour in the last 12 months (includes thinking seriously about suicide, making a suicide plan, or attempting suicide)
- 24% of people in WA reached out to a support service (e.g. crisis lines, GP, community services) in the last 12 months.





Australian Capital Territory

- 73% of people in ACT are feeling elevated levels of distress due to social and economic circumstances. The top three drivers of distress are:
 - Cost-of-living and personal debt (32%)
 - Family and relationship breakdown (28%)
 - Unemployment and job security (21%)
- 19% of people in ACT have experienced suicidal behaviour in the last 12 months (includes thinking seriously about suicide, making a suicide plan, or attempting suicide)
- 32% of people in ACT reached out to a support service (e.g. crisis lines, GP, community services) in the last 12 months.



Northern Territory

- 79% of people in NT are feeling elevated levels of distress due to social and economic circumstances. The top three drivers of distress:
 - Cost-of-living and personal debt (44%)
 - Social isolation and loneliness (28%)
 - Housing access and affordability (26%)
- 12% of people in NT have experienced suicidal behaviour in the last 12 months (includes thinking seriously about suicide, making a suicide plan, or attempting suicide)
- 32% of people in NT reached out to a support service (e.g. crisis lines, GP, community services) in the last 12 months.



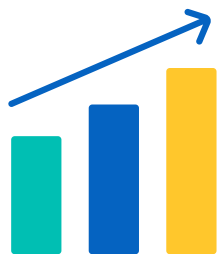
Tasmania

- 73% of people in TAS are feeling elevated levels of distress due to social and economic circumstances. The top three drivers of distress:
 - Cost-of-living and personal debt (40%)
 - Family and relationship breakdown (26%)
 - Social isolation and loneliness (25%)
- 20% of people in TAS have experienced suicidal behaviour in the last 12 months (includes thinking seriously about suicide, making a suicide plan, or attempting suicide)
- 32% of people in TAS reached out to a support service (e.g. crisis lines, GP, community services) in the last 12 months.





Infographic



77%

of Australians are feeling elevated distress compared to this time last year. The top causes of distress are:

46%



Cost-of-living and personal debt

28%



Family and relationship breakdown

25%



Social isolation and loneliness



29%

of Australians have reached out to a support service (e.g. Lifeline, GPs, digital services or community services) in the last 12 months which is 10 percentage points more than the previous tracker in May 2025.

28%

of Australians know someone who has died by suicide in the last 12 months

14%

of Australians have experienced suicidal behaviours in the last 12 months

[Download infographic here](#)



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Suicide Prevention Australia

Social media tiles and suggested captions



Caption 1:

This #WorldSuicidePreventionDay, we're part of a national day of action. We've written to our local MP. We've called for full funding of the National Suicide Prevention Strategy. Join us — the more voices, the louder the impact.

#WSPD2025 #DayofAction

[Download tile here](#)



Caption 2:

Behind every suicide statistic is a person. A family. A story. This #WorldSuicidePreventionDay, we're sending a message to our MP: It's time to fully fund the National Suicide Prevention Strategy — and save lives. We've contacted our local MP — will you?

#WSPD2025 #DayofAction

[Download tile here](#)



Caption 3:

We're backing Suicide Prevention Australia's Day of Action on World Suicide Prevention Day. Today, we've joined services, advocates, and communities around Australia in contacting our MP and calling for urgent action. Add your voice to the call.

#WSPD2025 #DayofAction

[Download tile here](#)

