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FOR IMMEDIATE RELEASE

## MHCA WELCOMES ABC LEADERSHIP ON MENTAL HEALTH

The Mental Health Council of Australia (MHCA) has today applauded the Australian Broadcasting Corporation (ABC) for leading a national discussion on mental health, following the announcement of their 'Mental As' campaign.

The ABC has outlined plans to lead a significant discussion on mental health through comprehensive programming and content during National Mental Health Week, 5-12 October 2014, helping facilitate a nationwide conversation on the topic.

"With the nationwide Review of Mental Health Programs and Services due to report to the Federal Government in November, it is fitting that our national broadcaster leads such an important discussion at this time," MHCA CEO Frank Quinlan said today.

"Knowing that mental illness will affect 1 in 5 Australians this year, it is very important for us to be discussing our approach to mental health.

"This is a conversation that we have to have, and have to keep having. I hope the ABC's campaign will shed light on the issues that people who experience mental illness, and the people who care for them and offer them support, face every single day.

"This is a chance for Australia to think about how we promote a more mentally healthy community and how we respond when people experience mental illness."

The MHCA has already been involved in the development of a documentary for National Mental Health Week, starring comedian Felicity Ward. The program focusses on World Mental Health Day, which is 10 October each year.

"We look forward to working closely with the ABC on this important campaign, and encourage others to share their experiences."

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