

## **MENTAL HEALTH BUDGET PUSH CONTINUES: THOUSANDS OF FACES IN FULL PAGE AD TODAY**

Just a day before the Opposition Leader is set to make an announcement on Coalition plans for mental health, GetUp has placed a full-page colour ad in the *Australian* newspaper, continuing the organisation's pre-budget push for mental health funding.

The ad features the faces of over 1,800 GetUp members, who submitted their photos online, formed into the image of a candle emblazoned with "Fund Hope for Mental Health."

"The Prime Minister said just a year ago that mental health would be a second-term priority for the Government, but right now it stands as a second-tier priority," GetUp Deputy National Director Sam Mclean said. "With the 2011-12 budget about to be locked-down, it is so important that the Government see Australians are waiting with high expectations for mental health services to receive the funding they need."

The announcement comes just prior to an expected announcement of increased Coalition support for mental health funding, with Tony Abbott appearing at the University of Sydney's Brain and Mind Institute tomorrow.

**"It must be said that if Tony Abbott were Prime Minister, mental health would have greater funding at the moment** – the Government really must step up to match the commitments made by both the Coalition and Greens," Mr Mclean said. "Mental ill-health is the leading cause of death for Australians under 44 and the Government needs to address the problem and deliver the comprehensive mental health reform we need."

The full-page ad quotes the Prime Minister's commitment to make mental health a priority on July 27, 2010, and includes the following petition, now signed by 104,064 GetUp members:

*Dear Prime Minister,*

*Will you live up to your promise and deliver on mental health reform in this year's budget?*

*Experts agree that your total mental health package needs to be over \$2 billion if you are going to transform mental healthcare in Australia.*

*We are calling for equality of access to the healthcare system for those experiencing mental ill health.*

*A focus on early intervention, community based treatments and quality services must become the norm.*

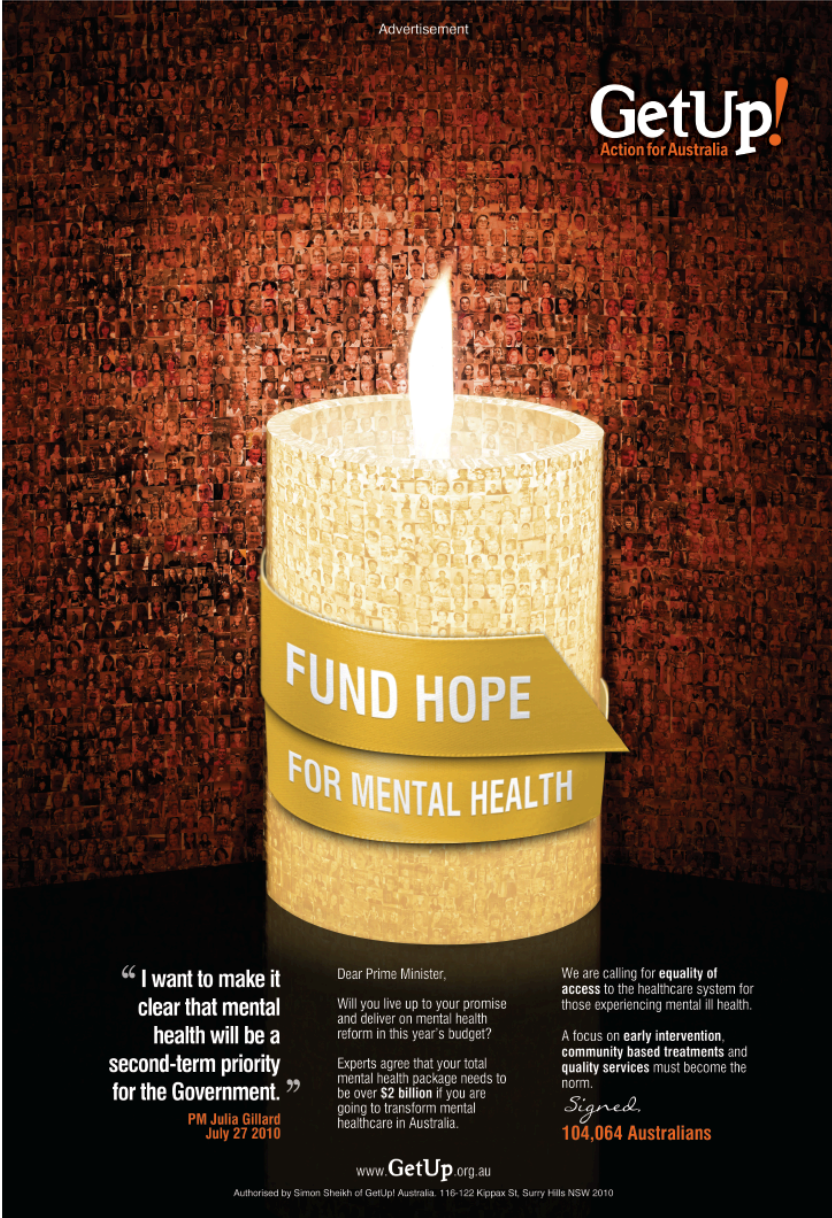
Last week GetUp members used 4,000 candles to spell out the words, "Fund Hope for Mental Health" on Parliament House lawns, and delivered a petition of 104,064 names to Mental Health Minister, Mark Butler.

***For further information or to arrange comment from GetUp, please contact:***

***Paul Mackay – 0415 182 402 | [media@getup.org.au](mailto:media@getup.org.au)***

**APPENDIX I: THE ADVERTISEMENT**

Advertisement



**GetUp!**  
Action for Australia

**FUND HOPE  
FOR MENTAL HEALTH**

**“ I want to make it clear that mental health will be a second-term priority for the Government. ”**  
PM Julia Gillard  
July 27 2010

Dear Prime Minister,  
Will you live up to your promise and deliver on mental health reform in this year's budget?  
Experts agree that your total mental health package needs to be over **\$2 billion** if you are going to transform mental healthcare in Australia.

We are calling for **equality of access** to the healthcare system for those experiencing mental ill health.  
A focus on **early intervention, community based treatments and quality services** must become the norm.  
*Signed,*  
**104,064 Australians**

[www.GetUp.org.au](http://www.GetUp.org.au)  
Authorised by Simon Sheikh of GetUp! Australia, 116-122 Kippax St, Surry Hills NSW 2010