

Media alert

15 April 2024 | Please cascade to all media staff

Safe and sensitive reporting regarding the recent tragic events in Bondi, Sydney.

Australian media professionals are reminded to apply *Mindframe* guidelines when reporting on the tragic events that took place in Bondi over the weekend as further details, including background information about the mental health history of the perpetrator, emerge.

Given that media portrayals of mental illness linked to violence and crime can be among the most stigmatising, it is vital that media professionals ensure that this incident is covered safely and responsibly.

Other recommendations for media in reporting on the incident in Bondi:

- Avoid implying that everyone living with a mental illness is violent or a risk to the community
- Rely on authoritative sources (e.g. Police statements, mental health professionals) when reporting on an individual's mental health status
- If mental illness has been verified as playing a role in the person's behaviour, report the diagnosis in the context of discussing other factors that may have also contributed to the behaviour (e.g. a history of violence against women, alcohol or drug use)
- Avoid portraying mental illness as a hopeless situation, as something someone 'suffers with' or 'battles' forever, or as something that cannot be managed or recovered from
- Remain mindful that negative reports about mental health services might discourage help-seeking by others with a living experience of mental health concerns – while such reports may be in the public interest, it's important to be accurate and precise about issues so as not to give a negative or alarmingly exaggerated perception of all services
- Consider the prominence and volume of reporting being released, as prolonged and sustained reporting can have significant lasting negative impacts on the community and the families of those involved.

Please refer to the *Mindframe [Guidelines on media reporting of severe mental illness in the context of violence and crime](#)*. Further language guidance can be found in the *[Our words matter: Guidelines for language use](#)* along with *[guidance for the use of images](#)* when illustrating stories relating to mental health concerns.

Mindframe support for media

For free support in reporting safely on complex mental illness in the context of violence and crime, call 02 4924 6900, visit mindframe.org.au or email mindframe@health.nsw.gov.au

Everymind would like to remind all journalists and managers supporting journalists that this tragic incident can impact on the welfare of those reporting the story. Everymind, in consultation with the DART Centre Asia Pacific, provides [self-care tips for journalists](#) as well as advice for editors and line managers.

Support services

Adult

Lifeline: 13 11 14 | Text 0477 13 11 14
lifeline.org.au

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

Beyond Blue: 1300 224 636
beyondblue.org.au/forums

MensLine Australia: 1300 789 978
mensline.org.au

StandBy Support After Suicide
1300 727 247

Youth

Kids Helpline: 1800 551 800
kidshelpline.com.au

headspace: 1800 650 890
headspace.org.au

ReachOut: ReachOut.com

Other resources

Head to Health: mental health portal
headtohealth.gov.au

Life in Mind: suicide prevention portal
lifeinmindaustralia.com.au

SANE: 1800 187 263 (10am-10pm)
online forums: saneforums.org

Aboriginal and Torres Strait Islander: 13YARN.org.au or 13 92 76

Lesbian, gay, bisexual, trans, and/or intersex: 1800 184 527 qlife.org.au

Culturally and linguistically diverse: embracementalhealth.org.au

For more information including free advice for media, please contact **Mindframe:**

mindframe@health.nsw.gov.au | Twitter: [@MindframeMedia](https://twitter.com/MindframeMedia) | 02 4924 6900