

Media alert

24 April 2025 | Please cascade to all media staff

Safe and sensitive reporting regarding the Coroners Court of New South Wales inquest into the 2024 Bondi Junction Westfield Shopping Centre killings.

Australian media professionals are reminded to apply *Mindframe* guidelines when reporting on the NSW Coronial Inquest into the deaths of seven people during the incident that occurred at Westfield Shopping Centre, Bondi Junction on 13 April 2024.

Due to the nature of Bondi Junction Inquest, which is due to commence on Monday 28 April, the investigation process is likely to include a focus on the mental health history of the man responsible for the violent attack.

Media professionals are reminded to refer to and apply the *Mindframe [Guidelines on media reporting of severe mental illness in the context of violence and crime](#)*, and to remain mindful of their important role in challenging stigma and stereotypes about mental illness.

Given that media portrayals of mental illness linked to violence can be among the most stigmatising, it is important that these stories are covered safely and responsibly.

Key recommendations for media professionals when reporting on Coronial Inquests:

- Quotes from expert or witness testimony can be stigmatising. In instances where someone testifying does use problematic or stigmatising language, it is recommended to paraphrase their comments instead of publishing verbatim.
- Avoid sensationalised terms such as ‘schizo’, ‘psycho killer’, ‘lunatic’ and ‘crazed’.
- Often headlines are the most stigmatising elements of a story. Make sure editorial staff who may be drafting headlines or working on articles/content have access to the *Mindframe* guidelines.
- There are many reasons why people carry out violent acts. It is important to provide context when reporting on individual cases.
- Ensure mental illness is not described as the sole cause of a violent attack. Try to describe the other contextual (social and environmental) factors that also may have influenced a perpetrator’s behaviour. Depending on the circumstances of a case, this may things like include not receiving or having access to treatment, drug and alcohol concerns, experiencing homelessness, lacking social connection, and beliefs towards women or people from particular demographic groups or populations.

In addition, please refer to the [Reporting suicide and mental ill-health: A Mindframe resource for media professionals](#). 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 stories involving mental health concerns, 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 reporting on these kinds of distressing stories and events can impact on the welfare of those covering 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

Support services



Adult

Lifeline 13 11 14 | Text 0477 13 11 14 (24/7) | lifeline.org.au
13 YARN 13 92 76 | 13yarn.org.au
Aboriginal and Torres Strait Islander service available 24/7

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

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

StandBy Support After Suicide 1300 727 247

QLife 1800 184 527 | qlife.org.au
LGBTIQ+ service available 3pm - midnight

MensLine 1300 78 99 78 | mensline.org.au

Youth

Kids Helpline 1800 551 800 | kidshelpline.com.au
headspace 1800 650 890 | headspace.org.au
ReachOut reachout.com.au

Other resources

Medicare Mental Health medicarementalhealth.gov.au
SANE online forums saneforums.org | 1800 187 236 (10am-10pm)
Embrace Multicultural Mental Health embracementalhealth.org.au
National Alcohol and other Drug Hotline 1800 250 185
National Gambling Helpline
1800 858 858 | gamblinghelponline.org.au

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