care beyond crisis

Care Beyond Crisis
Supporter Toolkit

Your guide to putting community-based mental health care first.

mhcc.org.au/care-beyond-crisis

mhcc
mental health coordinating council

About Care Beyond Crisis

Care Beyond Crisis is Mental Health Coordinating Council's campaign to put community-based mental health care first in the lead-up to the 2027 NSW State Election.

Community-based mental health services help people access support earlier, stay well and connected to their communities, and reduce the need for crisis and hospital care.

But too many people are missing out on the support they need. An estimated **80% of people in NSW who need psychosocial supports outside the NDIS are not receiving them**, while community-managed organisations are facing growing demand and workforce and funding pressures.

There is strong evidence that community-based mental health care works. **#CareBeyondCrisis** is calling on the NSW Government to invest more in community-based services, supports and the workforce needed to meet growing community need.

Learn more about Care Beyond Crisis:
mhcc.org.au/care-beyond-crisis

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Ways to support the call

Download all campaign assets here.

For specific resource downloads, keep reading.

1. Download the Election Priorities Brief

Learn about the case for community-based mental health here.

WHY COMMUNITY-BASED MENTAL HEALTH SUPPORTS MATTER

Mental health reform in New South Wales is at a pivotal moment.

Demand for mental health support services continues to grow, yet too many people are unable to access the community-based care they need before reaching crisis. While hospitals and public services in the community remain essential, a sustainable mental health system also depends on access to strong community-based supports that help people stay well, recover and remain connected to their communities.

THE EVIDENCE IS CLEAR

The Australian Productivity Commission found that investing up to $4.2 billion a year in mental health reform could generate annual savings of $1.7 billion[1], quality-of-life benefits of up to $18 billion (approximately $23 billion in March 2026 dollars[2], and a further $1.3 billion through increased economic participation and productivity.[3])

Mental Health Coordinating Council (MHCC)'s recent member surveys show community-managed mental health organisation have consistently faced three key challenges: funding and inadequate indexation, demand exceeding available resources, and workforce shortages and sustainability. These challenges are limiting the sector's ability to meet increasing demand and deliver the community-based supports that improve outcomes for people with lived experience of mental health challenges and reduce pressure on hospitals.

As New South Wales approaches the 2027 State Election, now is the time to invest in community-based mental health and build a stronger, more sustainable mental health system.

DEFINING THE COMMUNITY-MANAGED MENTAL HEALTH SECTOR

'Community-based' supports refers to mental health and psychosocial services delivered by community-managed organisations that are non-government organisations.

We need to invest where evidence shows the greatest long-term outcomes by supporting people to stay well before crises happen.

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Ways to support the call

2. Spread the word

Download social media assets, banners, background and the Care Beyond Crisis logo here.

Suggested social media copy

OPTION 1
This Mental Health Month, we're adding our voice to the call to put community-based mental health care first.

Through #CareBeyondCrisis, Mental Health Coordinating Council is calling for greater investment in the services, supports and workforce that help people access support earlier, stay well in their communities and reduce the need for crisis care.

With the 2027 NSW State Election approaching, now is an important time to keep community-based mental health care on the agenda.

Learn more: mhcc.org.au/care-beyond-crisis
#CareBeyondCrisis #NSWvotes2027

OPTION 2
We're supporting #CareBeyondCrisis and the call to put community-based mental health care first.

Community-managed mental health organisations play an important role in helping people stay well, recover and remain connected to their communities. But too many people are still missing out on the support they need.

We're joining Mental Health Coordinating Council in calling for greater investment in the services, supports and workforce needed to make community-based mental health care available to more people.

Learn more: mhcc.org.au/care-beyond-crisis
#CareBeyondCrisis #NSWvotes2027

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Ways to support the call

Suggested newsletter copy

OPTION 1
This Mental Health Month, Mental Health Coordinating Council is calling for greater investment in community-based mental health care ahead of the 2027 NSW State Election.

Through Care Beyond Crisis, MHCC is calling on all parties and candidates to put community-based mental health care first – so more people can access support earlier, stay well in their communities and reduce the need for crisis care.

Learn more and get involved: mhcc.org.au/care-beyond-crisis

OPTION 2
Ahead of the 2027 NSW State Election, Mental Health Coordinating Council is calling on all parties and candidates to put community-based mental health care first.

Through Care Beyond Crisis, MHCC is calling for greater investment in the services, supports and workforce that help people access support earlier, stay well in their communities and reduce the need for crisis care.

Learn more and get involved: mhcc.org.au/care-beyond-crisis

@ Tag us:

Facebook: @mhcc.nsw
LinkedIn: @mhcc
Instagram: @mhcc.nsw

Hashtags:

#CareBeyondCrisis
#NSWvotes2027

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Ways to support the call

3. Print the poster

Put up the poster in your workplace, local community and share it with your networks. Download here.

4. Contact your local MP

Engage with your Member of Parliament (MP) here.

Learn how to engage with your MP, share the Election Priorities Brief, along with a suggested letter template for you to use.

5. Snap a supporter sign photo

Print the supporter sign and take a picture holding it with you or your colleagues. Download here.

Share with your networks, and tag us on social media, or email communications@mhcc.org.au for us to use your photos with permission.

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Mental Health Support

In an emergency

In an emergency where you or someone you know is in immediate danger or at risk of harm call Triple Zero (000).

Counselling and support

- **1800 RESPECT**: 1800 737 732 or 1800respect.org.au, National, 24/7
- **13YARN**: 13 92 76 or 13yarn.org.au. National, 24/7
- **Beyond Blue**: 1300 224 636 or beyondblue.org.au, National, 24/7
- **GriefLine**: 1300 845 745 or griefline.org.au, 7 days, 8am–8pm (AEST/AEDT)
- **Jewish House**: 1300 544 357 or jewishhouse.org.au, 24/7
- **Kids Helpline**: 1800 55 1800 or kidshelpline.com.au. National, 24/7
- **Lifeline**: 13 11 14 or lifeline.org.au, National, 24/7
- **MensLine Australia**: 1300 789 978 or mensline.org.au, National, 24/7
- **Mental Health Line**: 1800 011 511, NSW, 24/7
- **QLife**: 1800 184 527 or qlife.org.au, 3pm–9pm, 7 days (AEST/AEDT)
- **ReachOut.com**: au.reachout.com, online support site
- **SANE Helpline**: 1800 187 263 or sane.org, Mon–Fri, 10am–8pm (AEDT/AEST)
- **Suicide Call Back Service**: 1300 659 467 or suicidecallbackservice.org.au, National, 24/7

Visit MHCC's support contacts page for a full list.

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Who we are

mhcc
mental health coordinating council

Mental Health Coordinating Council is the peak body for community mental health organisations in New South Wales.

We represent community-based, non-government organisations who work to support people living with mental health challenges. Our members support people to live well in the community by delivering psychosocial support and rehabilitation services.

MHCC provides leadership, advocacy and education and together with our members, we drive reform and make a positive impact in the mental health sector.

Learn more about us: mhcc.org.au

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Thank you

By being part of the campaign, you're helping show that our communities need #CareBeyondCrisis.

mhcc.org.au/care-beyond-crisis

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