

# It's 'Bulk Aussie Death'. Happening silently... 8/day in 2014.

A comparison of how Aussie Deaths are treated by our Politicians and Media.

Each and every preventable life lost **is a HUGE loss to Australia.**

- **Shark Attack.** National headlines. Huge media coverage. More safety measures announced. **1 death recorded in 2015.**
- **Terrorist Attack on Australian soil.** National headlines. Huge media coverage. P.M. very active. Acts of Parliament debated and rapidly passed. **3** deaths in 2015.
- **Digger killed in Middle East conflict.** National front page headlines. National Grief. P.M. addresses the Nation. Huge media coverage. **39** Diggers killed in Afghanistan between 2001 and 2012.
- **Domestic Violence.** – **Around 2/week.** National Headlines. Australian of the year (2015) chosen re Domestic Violence – to help highlight it. White ribbon groups, sports organisations and Domestic Violence advocates get very active. Around 2/ week or **100/year.**
- **Road fatalities.** **1,153** Fatalities recorded in 2014 - **3/day**, down from **3,798** in 1970. A 'stunning' **77%** reduction in Fatalities since 1980. **A HUGE success story! Well done Australia! \$ 5.5 Billion/year (average) spent on infrastructure.** Huge, persistent and ongoing Road Safety Campaigns on all media, with huge, prominent editorial and coverage of accidents.
- **Suicide.** **2,864 Deaths from Suicide in 2014 or 8/day. No reduction at all since 1980.** The Suicide rate was **10.9** per 100,000 of population in 1980 – it was still **12/100,000** in 2014. A mere **\$41** Million/year spent on the 'emotional roads' of 24 Million Aussies (beyondblue - Australia's peak body for Mental Health and Suicide prevention), less than 1% of the expenditure amount on infrastructure at the same time. Our Federal Government has continually starved our Health Sectors for funds. In the (then) new Abbot Government's first budget was a proposed increase of around \$6.00 in the personal cost to every Aussie to visit their Doctor.

This website, my whole advertising campaign since I started in June 2013, the \$13,000 of my own very hard earned money I have spent putting adverts in papers – is dedicated NOT just to those 22,631 who ended their own lives last decade but ...

**To the 22,631 'Good Aussies' who will take their own lives in the next decade...**

because...

**Suicide Prevention Advertising CAN and WILL save many of these preventable deaths.**

Shame, shame, shame on each and every Politician and media editor in Australia who allows this situation to continue because **now we can and will do better...**

**There IS another way to help save precious lives.**

***Tim Barritt.***

***Updated 19.5.16.***