MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Securing the future of the Breastfeeding Helpline: ABA calls for long-term Federal funding

The Australian Breastfeeding Association (ABA) is urging the Australian Government to commit to secure, long-term funding for its National Breastfeeding Helpline and LiveChat services, which have supported over 1.2 million families since launch.

For more than 60 years, ABA has been a cornerstone of Australia’s public health infrastructure, providing trusted, evidence-based breastfeeding support through its volunteer-led services. As a key implementation partner of the *Australian National Breastfeeding Strategy 2019 and Beyond*, ABA’s Helpline and LiveChat services are vital lifelines for parents.

In FY24 alone, ABA’s 464 trained volunteer breastfeeding counsellors and educators received 57,000 calls and chats, with 94% of users reporting satisfaction and 98% recommending the service to others. The Breastfeeding Helpline operates 24/7, including public holidays, offering free, expert support when most other services are closed.

Despite proven impact, ABA’s funding has been reduced to 12-month cycles under the current government, undermining long-term planning and service stability. The organisation’s FY26 budget faces a shortfall, threatening business-as-usual operations.

ABA’s current proposal seeks a 4-year, $14.8 million investment to:

* Sustain the 24/7 National Breastfeeding Helpline and LiveChat services
* Support and train ABA’s volunteer workforce
* Deliver health professional education
* Rebuild end-of-life telecommunications infrastructure for the Helpline

“Every call matters,” said Victoria Marshall-Cerins, ABA Executive Officer. “ABA volunteers are there at 3am, even on Christmas Morning, and every moment in between. Without secure funding, a service that thousands of families rely on every year is at risk.”

ABA invites all those who care about providing the best support for new families, to jump into the campaign by contacting their local MP and advocating for sustained investment in breastfeeding support.

To learn more or get involved, visit <https://ozbreastfeeding.good.do/fundhelpline/>

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