

Burra local steps into Ambassador role

A Burra woman renowned for her community advocacy has been announced as Lifeline Regional SA and Far West NSW's newest ambassador.

Dr Deb Selway was unveiled as a Lifeline Ambassador, joining 'Desert Swimmer' author Brendan Cullen and Broken Hill artist gallery owner Amanda Johnson in championing mental health and suicide prevention across regional communities.

Dr Selway brings a wealth of experience in counselling, community development, and advocacy, with a strong focus on supporting people experiencing mental health challenges, social isolation, and marginalisation in rural and regional Australia.

Currently working as a counsellor and recovery coach in the Mid North of South Australia, Dr Selway has dedicated her career to supporting individuals living with mental illness, as well as advocating for improved access to services in regional areas.

She is also widely recognised for her leadership in community initiatives, including programs that foster inclusion and connection for LGBTIQ+ individuals in rural communities.

Lifeline Regional SA and Far West NSW Chair Sam Maiden said the organisation was delighted to welcome Dr Selway to the Ambassador group.

"Deb's deep understanding of regional communities, combined with her professional expertise and passion for advocacy, makes her an exceptional addition to our ambassador team," he said.

She brings both credibility and compassion to this role, and we are excited to work alongside her to amplify awareness



Lifeline Regional SA and Far West NSW directors Ann Alder and Helen Macdonald with new ambassador Deb Selway. (Supplied)

of mental health and suicide prevention."

As a Lifeline Ambassador, Dr Selway will consist of raising awareness of Lifeline's services, supporting community engagement, and advocating for improved mental health outcomes across South Australia and Far West NSW.

Dr Selway said she was truly honoured to

take on the role.

"Regional communities, including farmers and LGBTIQ+ folks, face greater mental health challenges — whether from isolation, financial stress, or fewer services," she said.

"I'm committed to travelling across these regions, sharing Lifeline's resources and guiding people toward hope."

Dr Selway said she was passionate about ensuring people in regional communities feel seen, heard, and supported.

"Lifeline plays a critical role in providing that support, and I am proud to contribute to their work in any way I can," she said.