

## Media Release

### Gold for MTAA Super and Lifeline

**MTAA Superannuation Fund (MTAA Super), in collaboration with Lifeline, today received a gold communication award at the Conference of Major Superannuation Funds (CMSF) for its readthesigns campaign.**

MTAA Super and Lifeline are proud to receive recognition 'for exceptional achievement in the quality of communication materials' for this joint cause-related initiative promoting help seeking and suicide prevention, and success in meeting the objectives for which they were designed.

For the past two years MTAA Super and Lifeline have been working together to address concerns relating to the suicide rates of fund members. The **readthesigns** campaign is the first industry specific suicide prevention campaign in Australia between a Superannuation fund and Lifeline Australia.

"This initiative was established in response to the Fund's concern about suicides among its members, evidenced by the increasing number of death benefit insurance claims. Lifeline was approached as a partner, and selected due to its nation-wide presence, resources, and high levels of community recognition," stated Michael Delaney, Principal Executive Officer and Fund Secretary of MTAA Super.

Following a year of research, and input from fund members and professionals, the campaign commenced in July 2004 with a pilot study, and accompanying communication materials.

"The objectives of the campaign included promoting positive help seeking attitudes and increasing awareness around options for help, particularly in situations involving mental health or suicide. With the predominately male MTAA Super membership base, it was important to develop employer skills in recognising and responding to those at risk of suicide and to provide resources for supporting individuals who have been affected by suicide," Mr Delaney said.

Preliminary findings have enabled Lifeline to gain insight and experience into promoting help seeking and suicide prevention among MTAA Super members.

"Conducting awareness raising campaigns in the workplace is an effective way to communicate with people on mental health issues and promote suicide prevention. **readthesigns** is a great initiative that demonstrates how the corporate and community sectors can work together to encourage help-seeking behaviour within this target group" said Dawn Smith, CEO of Lifeline Australia.

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Lifeline operates a national 24-hour telephone counselling service 13 11 14, available for anyone, at anytime, from anywhere in Australia. Additionally, the charity provides a range of services from 60 locations across Australia based on the needs of the community. Lifeline is a vital service and plays a key role in advocating volunteering and promoting mental health education and training in Australia.

MTAA Super has over 16 years experience in superannuation fund management. With more than 16,900 employers, over 232,000 members and \$2.6 billion of assets under management, MTAA Super is one of the largest industry-based superannuation funds in Australia.

Visit the **readthesigns** website at [www.readthesigns.com.au](http://www.readthesigns.com.au)

Statement ends

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