

Sunsuper says all contact centres should ask Australians 'R U OK?'

Sunsuper has thrown its support behind RUOK Day and is appealing to call centres across Australia to join Sunsuper in asking callers "Are you ok?" on Thursday 14 September.

According to The National Centre of Excellence in Youth Mental Health, one third of all deaths of young men in Australia last year were due to suicide¹ but it is a problem that affects too many in communities.

Terri Hamilton, Sunsuper Executive General Manager, Customer Engagement said that Sunsuper was proudly joining the RUOK campaign to help start conversations that could save lives.

"To help raise awareness for suicide prevention, we want all call centres across the country to join us on Thursday and ask Australians 'Are you ok?'" Ms Hamilton said.

"Our highly trained contact centre employees speak to thousands of Australians each week, and whilst many are checking their super balance or member number, we also speak to many Australians who are going through a really tough time in their lives.

"We are also acutely aware that mental health issues are becoming more prevalent in insurance claims and that suicide rates amongst young people are increasing.

"At Sunsuper we have a culture based on trust and candour, and we believe it is incredibly important we all look out for each other. By simply asking a friend, colleague or even someone over the phone "Are you ok?" could make a real difference."

Auscontact Association, the united voice for Australia's customer contact industry added their support to Sunsuper's appeal. Fiona Keough, Auscontact Association CEO encouraged its members from contact centres around Australia to join Sunsuper and take part in RUOK Day.

"Customer care is at the heart of what our members strive to deliver, so taking that extra step to reach out and meet customers on this level will be a natural thing to do", Mrs Keough said.

"Mental and emotional health is as important as our physical health. The customer contact industry is a highly people focused, relationship driven profession, and I believe we are uniquely placed to lead and model the skills of care, conversation and connection that might just save a life."

As one of Australia's largest and fastest growing superannuation and retirement businesses, Sunsuper receives more than 2000 calls a day at its Brisbane-based contact centre and manages more than \$45 billion in funds for its more than 1 million members nationwide.

Auscontact Association provides education and promotes industry best practice to professionals and organisations all over Australia in the customer contact profession.

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1. *Raising the bar for youth suicide prevention* report by Orygen, The National Centre of Excellence in Youth Mental Health
<https://www.orygen.org.au/Policy-Advocacy/Policy-Reports/Raising-the-bar-for-youth-suicide-prevention>