

HONOURABLE Mention for Business & Industry is presented to

“Help a mate stay in the game” CAMPAIGN

Lifeline Australia together with the National Rugby League conducted a suicide prevention and help-seeking awareness campaign, over a six week period commencing on Sunday, 6 May, 2007.

This “Help a mate stay in the game” campaign – driven by Lifeline Australia with the support of NRL’s *One Community Program* – was an integrated marketing communications campaign, with a focus on promoting a set of key messages about suicide prevention and help-seeking particularly aimed at men (a demographic traditionally found challenging to reach with information and help-seeking messages about suicide). The NRL heavily promoted this campaign through television, ground signage and at NRL clubs, with 80,000 campaign postcards distributed at NRL matches.

The success of this campaign is a testament to the way in which high profile corporate or sporting organizations can work with not-for-profit organizations to help educate and reach the broader community about help-seeking and suicide prevention.