

**AWARD** for Business & Industry is presented to

**readthesigns**+CAMPAIGN

a joint initiative of the Motor Trades Association of Australia Superannuation Fund

AND

Lifeline Australia

**'readthesigns'** a collaborative initiative between the two organisations was commenced in 2004 as a direct response to concerns relating to the rate of suicide of M.T.A.A. Super Fund members.

The project was initially rolled out and trialled in NSW and SA., and after an extensive evaluation extended to sites in Adelaide, Western Sydney, Canberra and Melbourne.

Importantly, **readthesigns** has begun to achieve set objectives in that there has been a noted **65%** reduction in suicide-related death claims within the M.T.A.A Super membership base.

Significantly, the initiative has encouraged other industry superannuation funds to develop similar mental health awareness and help-seeking campaigns targeting their fund members.