



How Medibank used Viva Engage to amplify its commitment to mental health

Cat Owen

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Did you know?

National research report 'State of Mind: Australia's Mental Health Conversation' conducted by News Corp Australia's The Growth Distillery, found that:

Two thirds of young Australian adults say they would find it hard to talk to their parents about mental health challenges.

Half of all parents of 16–30 year olds say they would find it hard to tell their children they're struggling with their own mental health.



Announcing our commitment and launching the Family Roast card game

19 March 2025

Medibank to invest an extra \$50m into mental health

8 June 2025

Medibank and Magda Szubanski team up to start an important conversation about mental health in Australia



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Tip #1: Give your employees the inside scoop



Cat Owen

Tue at 10:14 AM • @11

1 share • Seen by 175 • ...

REMINDER: DK Live | TODAY | 11.00am

Join us today for a special DK Live where we'll be sharing an update on our ongoing commitment to mental health. Joining DK on the panel is [Christopher Robinson](#), [Becky Hyde](#) and [Emily Ritchie](#) to discuss why improving mental health in Australia is so important and how we plan to play a meaningful part of the solution. See you there!

Click here to join: <https://engage.cloud.microsoft/main/events/0ce695a4-4a05-47c5-b124-4ec6abea90d2?eventReferrer=GlammerAttendeeLink>



Cat Owen

May 29 • @2

Seen by 201 • ...

🔔 Don't miss out on the DK Live x Milo-Palooza collab today at 11.00am! 🔔

[Milosh Milisavljevic](#) is stepping in to host another special update on our commitment to mental health.

Joining him on the couch to discuss the exciting next phase of our cause, will be Simon Vicars from our creative agency, Colenso, Maya Zerman from our Mental Health Reference Group, [Amie Saichania](#) from our Marketing CX team and [Lauren Fry](#) from our Brand Marketing team.

You'll hear about a new game that's designed to bring families together to talk about mental health and get a sneak peek of our tv commercial which launches on Sunday 1 June, featuring a VERY iconic Aussie family....

[Click here](#) to tune in at 11.00am today!





Tip #2: Tailor external content for internal use

**Michael Modica**
Jul 15 • @3
Seen by 834 ...

In case you missed it....
The Medibank Family Roast was featured yesterday morning on Channel 7's Sunrise

Aussie football legend Brendan Fevola spoke about how he's played the game with his family, the benefits of getting involved, and his experience with it so far — encouraging others to give it a go.

It's all ahead of this Sunday, 20th July, which marks our Official Day of Play for Australia.

Check out the video below!

credit: Channel 7 Sunrise, Monday 14.07.25



FamilyRoast

 Celebrate  Comment  Share

   You and 57 others

**Alison Sutton**
Yesterday at 4:02 PM • Edited • @18
Seen by 143 ...

Do you struggle with mental health conversations with your teen?

Check out [this article](#) I recently shared with my top tips on talking to your teen. If you're a parent and you have other tips that you've found helpful, I'd love to hear it! Please post a comment.



 Love  Comment  Share

  You and 10 others

**Luke Rezzara** 1h ago
The biggest thing I have found in dealing with my 13yr old daughter is to find out whether or not she wants to just rant and get her feelings out, or if she wants a solution. My default mindset is a problem solver, so identifying her needs at the start of the conversation is key for us to establish understanding.

   ...

**Alison Sutton** 1h ago
[Luke Rezzara](#) love this! I think all of us have a natural tendency to want to "fix" someone else's problems or rescue them, especially when they are our children. It's so great that you can take a step back and establish what your daughter needs from you in that moment...and also acknowledge that the need won't always be the same. Each mental health conversation will always be different!

   ...

Tip #3: Build momentum



Cat Owen
Mar 19 • @10

Seen by 549 ...

🔥 Extra extra, read all about it! 🔥

🌸 Medibank invests \$50 million into mental health over the next five years! 🌸

📰 If you've got time today, pop out to your local news agency and pick up a copy of the Herald Sun, Courier Mail, Daily Telegraph or The Advertiser to see our two page spread on why we're committed to improving mental health access, innovation and prevention.

🔗 Interested in learning more? Check out the links below:

- [Read](#) more on the intranet.
- [Watch](#) the DK Live recording to hear the conversation with DK, Dr Chris Robinson, Becky Hyde and Emily Ritchie.
- [Register](#) to attend our **Lunch and Learn: Making mental fitness the norm** with Dr Chris Robinson and psychologist, Maria Ruberto on Thursday 3 April at 12.00pm.
- [Comment, like and share](#) our post on LinkedIn.



Kylie Williamson Mar 21

I happened to be at my Mum and Dad's house when this came out. They get the paper every day. I was able to tell them 'This is Medibank'. Love it every time something we do impresses my mum 🥰 #theMumTest



Cat Owen Mar 21

Kylie Williamson love it! My Dad kept sending me new articles he'd found and highlighting the stats back to me!!



Write a reply



Bailey Cunningham Mar 21

Go Medibank!

I got lots out of Maria Ruberto's episode on The Imperfects Podcast, and am excited to see her in the flesh at the mental fitness lunch and learn in April.



Sarah Heading
Apr 2 • @8

Seen by 100 ...

Last Chance to Register – Lunch & Learn on Mental Fitness!

Missed the invite? Don't worry – there's still time to sign up for our **Lunch & Learn: Making Mental Fitness the Norm**, happening **tomorrow, April 3 at 12:00 PM (AEDT)**!

Join us **in person** at the Melbourne Medibank Hub or **virtually** via livestream to hear from:

- **Dr Chris Robinson** – Leading the conversation on mental fitness
- **Maria Ruberto** – Psychologist & Medibank Mental Health Reference Group member

What you'll learn:

- The current state of mental health in Australia
- Why prevention is key – shifting from treatment to proactive mental fitness
- Practical ways to build and strengthen your mental fitness

Register here: [Sign up link](#)

(Tip: If you haven't signed into My Learning recently, refresh the page for it to load correctly!)

🌸 **Attending in person? Stay for a catered lunch after the session!**

Let's prioritise mental fitness together – see you there! 💙💜 [#MentalFitness](#)
[#MedibankWellbeing](#)



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Tip #4: Create opportunities for story telling and sharing



Krystal Reynolds
Jul 15 • @14 Seen by 248 ...

Turns out **Minnie** (the Golden) and **Koda** (the Swiss Shepherd) couldn't resist joining in on *The Family Roast* fun!

This card game is all about sparking real, meaningful (and sometimes hilarious) convos with the ones you care about — whether that's your biological fam, chosen fam, or in my case... my furbabies 🐾

Grab your pack in store or head to familyroast.com.au to play the digital version. Let's get Australia talking — and tagging!

📸 Show us your best #FamilyRoast moments below 🙌
Bonus points if your pets are involved!

#FamilyRoast #MedibankMoments #DogApprovedConvos



Amanda Dawe
Jul 14 Seen by 573 ...

#familyroast I ran into the local ahm Wollongong office to get involved in this as I knew my 7 year old neurodiverse child and our family would benefit greatly from these cards, I was blown away by just how much I learnt about my son who has many struggles, it was nice to share and understand each other on a different level and has open up these type of conversations for the future. This is such a useful tool for so many people and so proud that it came from my workplace. Thank you Medibank! #grateful

FamilyRoast

Love Comment Share

You and 24 others

Show 1 previous comment

Kylie Bishop Jul 16
Thanks for sharing Amanda :)

Love Comment Share

Sally Haydon Wed at 2:48 PM
thanks so much for sharing Amanda Dawe - I love this so much and what it's opening up for your family ❤️ I have also been playing with my kids - we are stuck on useless talents which ends up with who can make the craziest faces or wiggle their eyes (my son can!!) a lot of laughs and connection

Love Comment Share

Laura Kroll
Yesterday at 11:52 AM Seen by 117 ...

Played a serious game of #familyroast last night with our 8 and 10 year olds. Lots of laughs were shared, the kids loved sharing and listening about each other. They want to make it a weekly tradition (they also pulled them out over breakfast this morning but I hadn't had my coffee yet ha).

FamilyRoast

Love Comment Share

You and 3 others



HOT TIP: Prizes always help increase engagement – we gave away 5 x \$100 Hello Fresh vouchers to help employees keep the conversation going over a tasty meal at home.

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Using Swoop Analytics to monitor and track engagement

Hot Topics



Hot Topics are the topics associated with the most engagement.

Sort by the total of:

Post ☒ Reply ☒ Reactions ☒ People ☒

Apply



FamilyRoast	47	219	1609	487
geostorytime (hashtag)	36	209	1017	292
familyroast (hashtag)	26	105	743	314
Reviewed	60	324	536	162
Mymentalfitness	21	90	719	248



Same great conversations, now tailored for the workplace

**Medibank
Family Roast for
workplaces is here.**
Get your workmates together
and have a tasty convo.



Thank you!

To learn more, check out the Medibank case study in the Swoop Analytics benchmarking report.

