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## MEDIA RELEASE

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### **IAG team puts purpose into pedalling for Lifeline**

Insurance giant IAG sees its role as much more than policies, premiums and paying out claims, which is why – as a corporate partner of Lifeline Australia – it is rallying staff to ride the Bobbin Head Cycle Classic.

Cycling enthusiast, Lee Heycox, who is also the company’s executive general manager of People and Culture, says IAG is committed to building safer, stronger and more confident communities by fostering resilience in the workplace and beyond.

So its fundraising arm, the IAG Foundation, has set a generous goal to help staff raise funds for Lifeline Harbour to Hawkesbury by pledging to match every dollar raised by staff who cycle one of the four tracks in “the Bobbo” cycle classic on March 26.

“We think Lifeline has got a huge overlap with our purpose statement,” Lee said. “In partnering with Lifeline, we believe there is scope for an effective synergy between IAG’s commitment to resilient communities and empathic communication with clients, and Lifeline’s expertise in telephone crisis support and suicide prevention.

Interacting with clients in crisis is a major part of an IAG consultant’s job.

“They deal with quite distressed people and part of our customer value proposition is dealing with them in an empathetic way. That’s what people are buying when they buy their insurance,” Lee Heycox said.

When Lee, an IAG Foundation board member, came to visit Lifeline Harbour to Hawkesbury with the foundation’s senior management, Daniel Murray and Emma Watson, they were so impressed listening to the way our telephone crisis supporters handled callers seeking help, they felt sure there was “something our customer service people could learn” from them in the way client calls were handled. “And vice versa,” Lee said.

But for now, it’s all power to the IAG Bobbo team, one among several corporate teams pedalling for Lifeline and other local charities supporting communities in need.

**Picture caption:** Lifeline H2H centre manager, Nicola Probert, (left) explains the workings of the telephone crisis support line to visiting IAG Foundation board member, Lee Heycox, and group strategy specialist, Emma Watson.

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