



Media Release

Beyond Blue and SuperFriend are merging to strengthen workplace mental health

Thursday 23 July, 2026

Beyond Blue and SuperFriend are uniting to reshape workplace mental health in Australia.

The merger will see SuperFriend's highly respected products, research capability, key data assets, and workplace mental health expertise transfer to Beyond Blue from 1 October 2026.

It brings together two of Australia's leading organisations, with a combined 44 years' experience and expertise supporting mentally healthy workplaces across Australia. Together, SuperFriend and Beyond Blue will form Australia's most influential voice and capability for workplace mental health, spanning prevention, earlier intervention, evidence and system change.

The move will strengthen national capability by combining Beyond Blue's reach, influence and service delivery experience with SuperFriend's leading workplace mental health tools, research, data and advisory expertise - including Australia's largest and most trusted workplace mental health annual benchmark survey, the Indicators of a Thriving Workplace.

SuperFriend Chair, Nicholas Vamvakas said the move would ensure the continuation and expansion of SuperFriend's legacy.

"For nearly two decades, SuperFriend has built deep relationships and one of Australia's most respected bodies of evidence and expertise on mentally healthy workplaces," Mr Vamvakas said.

"This merger will protect and grow that legacy. Beyond Blue offers the national reach, brand and strategic ambition to ensure our work does not just endure, but scales and shapes workplace mental health in Australia for years to come,"

"We are incredibly proud of what SuperFriend's people have achieved, with the backing of the superannuation and insurance industries."

Beyond Blue Chair, The Hon Linda Dessau AC CVO added: "This decision reflects a shared conviction that the greatest gains in mental health will come from joining forces and acting earlier, in the settings that influence our everyday lives."

"By uniting SuperFriend's evidence and expertise with Beyond Blue's reach and influence, we can accelerate data and insights-informed action by employers across all industries."

The merger also creates future opportunities to integrate Beyond Blue's complementary national support services, products and insights to better support employers and workers.

SuperFriend CEO, Darren Black said, "this move not only enables SuperFriend's unique workplace capability and assets to be leveraged for national reach and impact, it also reflects the value of greater

sector collaboration and consolidation in maximising our collective impact for the Australian community”.

Beyond Blue and SuperFriend will continue to work closely together throughout the transition period ahead of the transfer date of 1 October 2026.

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Available for interview

- **Darren Black**, CEO, SuperFriend
- **Georgie Harman AO**, CEO, Beyond Blue

Media contacts

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About SuperFriend

SuperFriend is a leading national workplace mental health thought leader. Created as the mental health initiative of the Industry Super Funds, SuperFriend has established itself as a leading voice in workplace mental health through its unique industry dataset, research and advisory capability – including Australia’s largest and most trusted workplace mental health annual benchmark survey, the Indicators of a Thriving Workplace, and its evidence-based Five Domains Framework.

About Beyond Blue

Beyond Blue provides mental health information, support and advice to help people feel better earlier and stay well. For free, confidential, 24/7 support call 1300 22 4636 or visit www.beyondblue.org.au/get-support. For workplace mental health advice and support visit Work and mental health - Beyond Blue.