

17 May, 2021

Beyond Blue and Sydney FC call on A-League fans to ‘play their role’

Beyond Blue and community partner Sydney FC are encouraging football fans to get involved in the Play Your Role campaign ahead of the 2021 A-League Beyond Blue Cup.

The Sky Blues will go head-to-head against traditional rivals Melbourne Victory this Wednesday for the Cup.

Fans are encouraged to make an online commitment to support their mates in one of the following ways:

- **Look** out for changes in behaviour that may be a sign a mate might be struggling. They might seem on edge or are less social than usual.
- **Ask** how they are going. Even if they say they’re fine, checking in shows you care.
- **Listen** openly and without judgement if a mate says they’re not fine.
- **Support** a mate by making sure they know you’re there for them and connect them with support if they need it.

Fans will have the opportunity to “make the commitment” to which role they will play prior to the game by entering the competition at www.beyondblue.org.au/playyourrole which will put them in the running to win a special Inner Sanctum Experience.

The experience includes a pre-match tour of the stadium, pitch-side viewing of the A-League team warm up and an open air outdoor uncatered box for eight people to watch a Sydney FC home game of their choice*.

Beyond Blue CEO Georgie Harman said the ongoing community partnership with the Sky Blues is helping spread the word about how fans, players and the community can be there for each other.

“The past 12 months have really highlighted how people close to us can make a positive difference to our mental health. We can’t underestimate the importance of supporting one another through the tough times, and it is something we can all do,” Ms Harman said.

“The Beyond Blue Cup and our partnership with the Sky Blues help make mental health a part of everyday conversations, smash stigma and encourage support-seeking.

“I want to thank Sydney Football Club for their continued support and passion as we work together to support the community.”

Sydney FC Chief Executive Officer Danny Townsend emphasized the importance of Members and fans supporting each other.

“We’d encourage all football fans to play your role and be a good team-mate for your friends and family,” Mr Townsend said.

“Working in football, we understand how vital it is to be there for one another and to be looking out for your team-mate.

“That message is more important than ever in today’s world, and we are delighted to be continuing to raise awareness of mental health issues and to be making a difference alongside Beyond Blue.”

For more information on how you can play your role and to make your commitment, visit beyondblue.org.au/playyourrole

The Beyond Blue Support Service is available via phone 24/7 on 1300 22 4636 or via beyondblue.org.au/get-support for online chat (3PM – 12AM AEST or email responses within 24 hours).

Contact: media@beyondblue.org.au

The Coronavirus Mental Wellbeing Service is available 24/7 at coronavirus.beyondblue.org.au. Its dedicated phone line, staffed by mental health professionals briefed on the pandemic response, is now open on 1800 512 348.

**Terms and Conditions for Beyond Blue Competition 2021*

Please note this voucher is only applicable to Sydney FC home games and excludes WSW, Melbourne Victory, ANZ Stadium & Finals Series. The Sydney FC match day experience will be valid for the 2021/22 season. The matchday experience cannot be redeemable for cash and is strictly for 8 people only. Please note the voucher is not redeemable on the day of the game. Ticketek fees apply if additional tickets are purchased.