

Suncorp Vulnerability Profiles

Life Stages



Well Being



Grief or trauma



Domestic Abuse



Financially Vulnerable



Diverse



Environmental



Potential Indicators or cues

Changing jobs

Disability

Losing or supporting a loved one

Domestic abuse

Financial hardship

Culturally diverse

Natural disasters

New child

Elderly

Losing a home

Family violence

Financial capability & literacy

Linguistically diverse

Geographically isolated

Relationship concluding

Mental illness

Involved in an accident

Elder abuse

Financial abuse

Digitally excluded

Big ticket purchase

Physical illness

Post traumatic stress

WINZ beneficiary

Retirement

Addiction

Scams

Getting married

Connected to gang culture

Points to remember:

1. Vulnerability can come in a range of guises, and can be temporary, sporadic or permanent in nature. It is a fluid state that needs a flexible, tailored response.
2. Many people in vulnerable situations would not diagnose themselves as 'vulnerable'.
3. Just because someone has a potential indicator (i.e. being elderly), doesn't necessarily mean they are vulnerable, these indicators are cues or signals that mean you might need to take a moment to check in with your customer to understand how they are feeling and what support they might need.

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