

The Board of Directors  
RUOK? Limited  
1 Kent Street  
Millers Point NSW 2000

16 August 2021

BY EMAIL TO : [hello@ruok.org.au](mailto:hello@ruok.org.au)  
FROM : [gordon@getmail.com.au](mailto:gordon@getmail.com.au)

**RE: Mr. Jack Singleton - published Director RUOK? Limited**

Dear Board of Directors

I refer to the LinkedIn page for Jack Singleton at <https://www.linkedin.com/in/phonenames> where Mr. Singleton publishes that he is a director of R U OK? (September 2011 to present 10 yrs).



**Director**  
R U OK?  
Sep 2011 – Present · 10 yrs  
Sydney

RUOK? Limited is listed with ASIC as being a public company, and is also a Registered Charity with the *Australian Charities and Not-for-profits Commission* as a suicide prevention charity in Australia, when a suicide can be brought about by the mental health disorder of depression.

It is reported here:

<https://www.mi-3.com.au/16-09-2019/jack-singleton-car-crash-media-alan-jones-and-coming-smelling-roses>

**that your Mr. Singleton** is the *“the kingpin of delivered or ‘gifted’ flowers, with close to 20 per cent of the \$300m market - which in turn is part of the overall \$1bn Australian flower market”*, and is building a *“flowers empire”*.

I bring to your attention, the activities of Flowerscorp Group Limited (Flowerscorp), a corporate conglomerate which presides over misleading behaviour that is exposed in part at :

- Getup Petition - End Phony Florists & Google Misleading Consumers  
<https://me.getup.org.au/petitions/end-phony-florists-google-misleading-consumers>
- Roses Only Review  
<https://rosesonly.review>
- Fake Florist  
<https://fake.florist>

It is clear from the above websites that Flowerscorp is responsible for these activities.

It is a fact that Mr. Singleton is :

- a director of Flowerscorp as per <https://fake.florist/FLOWERSCORP-GROUP.pdf>; and
- the apparent “*kingpin*”, of the Flowerscorp conglomerate and the “*flowers empire*”; and
- according to LinkedIn, a director of RUOK?;

and given the said exposed activities and his apparent involvement in this behaviour, I pose the following questions to RUOK? Limited:

1. What does RUOK? say about the distress (and associated depression), caused to Real Local Florists in Australia by the loss of revenue caused by the unfair competition of the Flowerscorp activities, on top of the distress caused by the current Covid-19 lockdowns?
2. What does RUOK? say about any distress (potentially adding to any existing depression) caused to consumers in Australia and across the world, by being the target for the misleading activities of Flowerscorp?

I refer you to the recent decision of the Full Federal Court of Australia, regarding a dishonest corporate rogue, paying Google Ads to publish misleading content :

<https://www.accc.gov.au/media-release/full-federal-court-finds-employsure-google-ads-misleading>

Yours faithfully



Gordon Craven