

Annual Report

2021

Supporting more Australians
than ever before. Anyone,
anytime, anywhere.





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Artist Acknowledgement

Beautiful Healing in Wildflower Banksia Country describes a story about the life affirming inter-connections between people, land, oceans, waterways, sky and all living things. The painting began in the Sister Kate's Home Kid's Aboriginal Corporation Healing (SKHKAC) Hub, at the second National and World Indigenous Suicide Prevention Conference held in Perth, Western Australia in 2018. During the conference participants came together in the Healing Hub to collaborate on the triptych which was then respectfully completed by the SKHKAC team. The Sister Kate's Children's Home began in 1934 and closed in 1975, and was an institution for Aboriginal children who are now known as the Stolen Generations. The Home Kids of SKHKAC are planning to build an all accessible Place of Healing on the Bush Block adjacent to the old Home, and will run Back to Country Bush Camps and other cultural healing activities.

Acknowledgement of Country

Lifeline Australia acknowledges the Traditional Aboriginal and Torres Strait Islander Custodians of the land on which we are based — the Gadigal people of the Eora nation — and all of the land across which our national network of Centres spans.

We pay deep respect to Elders past, present and emerging.

We acknowledge the multiple and complex factors impacting on Aboriginal and Torres Strait Islander Peoples as the original peoples of this country.

We value the protective role of connection to family, country, culture, and spirituality, celebrating those strengths as the foundation of Aboriginal and Torres Strait Islander peoples' social and emotional wellbeing for more than 60,000 years.

Lifeline Australia proudly supports Aboriginal and Torres Strait Islander peoples' self-determination and recognises equality as fundamental to realising our vision of a country free of suicide.

Acknowledgment of Lived Experience

We acknowledge the lives lost to suicide and recognise those who have survived suicide attempts, and those who struggle today or in the past with thoughts of suicide, mental health issues and crisis situations.

We acknowledge all those who have felt the deep impact of suicide, including those who love, care and support people experiencing suicidality, and those experiencing the pain of bereavement through suicide.

We respect collaboration with people who have a lived or living experience of suicide and mental health issues and value their contribution to the work we do.



The Silver Lining

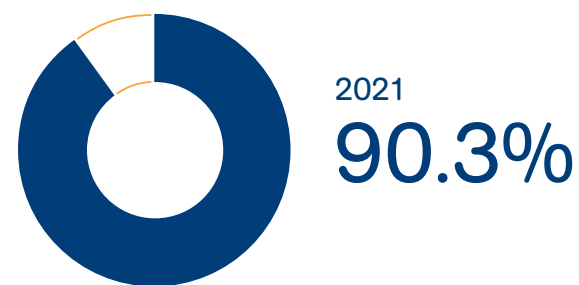
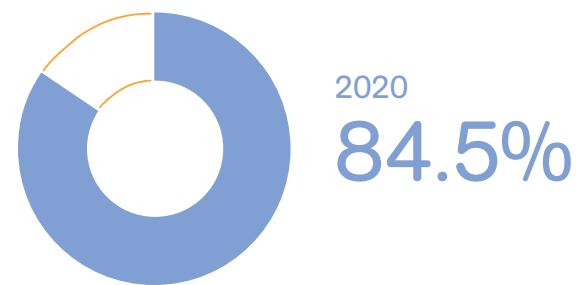
I want to share a message of hope with you.

We thought last year would be the biggest year in the history of Lifeline. We were so wrong. We received well over one million calls from people in crisis this year, more than double the number when I first joined the Board of Lifeline more than 12 years ago.

We broke records of incoming calls most weeks and answered on average over 90% of them. Making sure calls to our 13 11 14 number are answered has been one of my obsessions since I became Chairman, when the call-answer rate (CAR) was sitting at 66% of less than half a million calls.

It might seem counter-intuitive, but I am convinced that the doubling of calls to Lifeline is a good thing. Yes, it means Australians are in crisis and at risk of suicide, but it also means people are reaching out for help.

Call Answer Rate



Back when Lifeline started on 16 March, 1963, suicide was hidden — it was illegal in much of the Western world and certainly not talked about. Our brave organisation decided to get out into the community and work to prevent suicide. We asked people to ring a complete stranger and tell them the most emotional, painful thing in their life — something they couldn't share with family or friends, so that we could support them. We have never wavered from that purpose.

Today we are Australia's leading suicide-prevention agency. Our volunteers don't stand on a beach wearing yellow and red caps, but each and every one of them is a lifesaver. When we ask people to volunteer for Lifeline we ask them to devote hours, often every week, to speak to people who are in crisis, and many of whom are on the brink of suicide. Our volunteers are extraordinary human beings.

In more recent times we've expanded the ways people can reach out to us using new technology, such as text and online chat. That's brought us a whole new group of help seekers — more than 42% of text users have told us they would not have contacted Lifeline at all if not for text. Back in 1963, it was a radical idea that you could pick up the phone and ring a stranger when you were in a mental-health crisis. Today some might think it's pretty radical to text a stranger your life story, but at Lifeline we are simply saving lives with new technology.

The silver lining of 2020 is that despite the toll COVID-19 has taken on our mental health, there has been a 5.4% reduction in deaths by suicide. This is surely one of the most remarkable statistics of the COVID-19 pandemic.

This is my last message to you as Chairman of Lifeline Australia. I am so pleased that Lifeline has asked me to remain involved as Patron. Our Deputy Chair Jacinta Munro will become the new Chair and will be outstanding, just as Colin Seery will continue to be a game-changing CEO.

Despite the hardships and heartbreaks of this year, I genuinely believe that COVID will be a watershed moment for mental health in Australia, that we will look back and see this time as when people who had never talked openly about mental illness reached out for support. That is the silver lining I was referring to at the start of this message.

It has been one of the great privileges of my life to be the Chairman of Lifeline Australia. I've always said I'd like to be the Chairman of an organisation that we could close down one day, but I know now that now more than ever Australia and Australians need Lifeline.

Whatever success I have achieved has been on the shoulders of the thousands of volunteers that are Lifeline. And whatever effort I've put in to Lifeline, I have received much more back in the knowledge that I am part of an Australian icon that saves lives every day.

Mr John Brogden AM
Lifeline Australia Chairman



Lifeline has never been needed more

In FY21, the support Lifeline offers to Australians has been in unprecedented demand. We have seen one very challenging year followed by another that's been even tougher for many.

As Australia's largest suicide prevention service, Lifeline has been there for more Australians than ever this past year. At a time when we've never been needed more, I'm so proud to say that we've never responded better.

Thanks to the extremely hard work and continuous adaptability from the Lifeline staff, our members and our volunteers across Australia, those in need of support were able to reach out to us in more ways than has been previously possible. They were able to connect with us over the phone, via text, online, and even face-to-face consultations, and we are constantly adding to our range of digital channels and more hours of coverage across these new platforms.

All of these additions are bolstering Lifeline's vital services. We need to ensure that people can reach us in more ways, wherever they are and however best works with their personal circumstances. For example, younger people are more likely to reach out via text and tell us they would never have picked up a phone. Similarly, online can be a discreet and therefore safer way for domestic violence victims to get in touch with us.

The initial research we've done shows that with these additional channels we are being reached out to by more LGBTQI people, close to double from the Aboriginal and Torres Strait Islander community, more people in rural and regional Australia, and that the average age of the person getting in touch via these new channels is under 24.

We have further expanded our DV-alert program, which was originally designed around face-to-face workshops. The pandemic meant we had to shift to virtual delivery, which was a huge effort and showed a lot of creative thinking on the part of our team and the member network, who turned it around quickly to keep the training program going. I would like to thank our member network who not only delivered our digital services but also continued to play a critical role within the community, adapting to ensure our vital Lifeline community programs continued.

Continuing our digital transformation is critical to our future service. That said, our crisis phone line remains our beating heart. As I write, with millions of Australians in extended lockdown, every week we keep breaking daily records for calls to the 13 11 14 number which has become synonymous with care in crisis for Australians. In the month of August we received 3,501 calls on one day alone.

While it's a record no one wants to break, our Call Answer Rate (CAR) has also never been higher — 90.34% in 2021. Everyone has done an amazing job and I want to make a huge call-out to the volunteers who make it possible.

As those rolling lockdowns continued in the second year of the pandemic, we also fast-tracked not merely our business continuity plans, but the immense project of enabling our call takers to work from home if they desire. For Lifeline, unlocking the capability for a remote workforce will fundamentally transform the organisation. We will be able to welcome to our amazing family of volunteers those who previously couldn't find the time or means to travel to a centre to take calls.

We've trialled the new remote systems with volunteers working from within established centres, but doing so as if they were operating remotely. That means we know when we roll it out, any technology bugs have been ironed out with that robust safety net.

Technology is also assisting us in our ability to deliver greater surge capacity when calls go up, with a mixture of real-time data and a new app to make the call-out to volunteers. Obviously the ability for them to jump online from home for a couple of hours will enormously increase our capacity in times of need.

Offering a choice of how and where you give your time to us will be crucial to Lifeline's volunteers of the future. That said, we know how important our bricks and mortar centres are and will remain central to our service.

For the second year running, we organised an emergency fundraising appeal to help us continue to answer the unprecedented demand for our support. We couldn't have done this without additional financial support from governments around Australia, as well as our generous corporate sponsors and donors. I thank them all for their contributions, which have been more important than ever.

The wellbeing of our own people across the organisation has been another important focus. They've been investing so much of their energy in looking after others in the turbulent time we're living through, and we know how important it is to ensure they're looked after, too. To that end, we've expanded the Centralised In-Shift Support Service that was piloted last year. This program enables us to better support both help seekers and the wellbeing of our volunteer Crisis Supporters.

Finally, as well as thanking our Directors for their ongoing support and expertise, I'd like to add my personal thanks to that of the Board and our whole organisation to our Chairman, John Brogden. This year, John retires from the position to which he's brought so much energy and passion. He's done a truly extraordinary job for Lifeline and has been the driving force in lifting us to where we are today.

As you'll see in our financial results this year, we're in an excellent position to provide even more services in the future. John's vision to make Lifeline sustainable long-term has been invaluable. I'm grateful that John will remain as a Patron of Lifeline, so we can look forward to his continued contribution to helping us save lives.

Colin Seery
Lifeline Australia CEO

Financial Year Highlights

Total calls answered


1,070,860

Average call time

16 Minutes


Average wait time

70 Seconds




Call Answer Rate

90.34%



Total calls received on our busiest day


3,335



In-shift supervised support calls


up **178%** to 410,567

2019-20: 147,782



3x Calls to 13HELP

Year	2020-21	2019-20
Calls	100,441	36,163



Safety plans per day

159



Total safety plans created

58k+




Text conversations answered

51,265

Chat conversations answered

27,898

Hi | 

DV-alert
Domestic Violence Response Training

Workshops **469**

Participants **6,900**





Total followers

248,461

New followers 

45,352

Average engagement rate

4%+

Total post impressions


11m+

Facebook post reach

17m+


Unique page views to our help and crisis support pages

1.3m




Unique Australian visitors to the website

1.6m



Articles and news stories mentioning Lifeline

111,740



Faces of Lifeline

Merlyne Thompson

Winner of the Volunteer of the Year Award

The Mary Parissons Outstanding Volunteer Award recognises above-and-beyond efforts from the volunteering community across Australia. It awards volunteers who have shown excellence in their field, contributed to the community and have been an inspiration and a leader within their centre.

"I congratulate Merlyne and would like to pass on my thanks to her, as a representative of all Lifeline volunteers, when we say you save lives and protect lives, that's what you do," said Minister for Health and Aged Care, the Hon. Greg Hunt MP when he announced the winner at the AGM in November 2020.

Lifeline Harbour to Hawkesbury CEO Wendy Carver said that Ms Thompson, who has been volunteering since 1998 (22 years), has demonstrated an unwavering commitment to the organisation's vision of an Australia free of suicide.

"Merlyne has been with us for more than 22 years, volunteering as a Crisis Supporter, Board Secretary, and providing a significant contribution to Lifeline in her role as an administrative volunteer. Merlyne has been involved in a wide range of important projects, including the internal recognition of Lifeline's large workforce of volunteers and ensuring good governance of our Lifeline centre. It has always been my pleasure to work with Merlyne and we are delighted to see her many years of compassionate contribution being recognised at the national level," said Mrs Carver.



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Merlyne Thompson has made an extraordinary contribution to Lifeline. She is a highly regarded member of the Lifeline family and we are delighted to recognise her today.

Mr John Brogden AM
Lifeline Australia Chairman

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Our Volunteers

In July 2020, we launched a new service, Lifeline Text with the first group of volunteers recruited and trained for this additional and important way for people to connect with Lifeline. This year, we recruited and trained 242 volunteers, with 122 volunteers on the service and giving 427 hours of service per week via Text. We introduced a volunteer portal to improve our recruitment.

At this time of high need when we are calling for more volunteers than ever, it helps us to manage our volunteers and give them a smoother experience, too. We also brought in MyLifeline, a dedicated connection point for our Text volunteers. It's a collection of discussion boards, news articles and a frequently updated knowledge base. We will continue to improve these important tools and resources to support our extraordinary volunteers.

Lifeline Lived Experience Advisory Group

The Lifeline Lived Experience Advisory Group (LLEAG) was formed in 2018, bringing together people who have lived experience of suicide and crisis, as well as carers of people experiencing suicidality. At a time when our services have never been more needed, the LLEAG helps to guide Lifeline and ensures that we incorporate the experience of people with lived and living experience of suicide and mental ill-health and their loved ones into our service design, delivery, evaluation and improvement.

Throughout 2020-21, the LLEAG met every two months to provide advice on:

- Participatory consultation and co-design of new Lifeline Australia initiatives, including Site Intervention Project initiatives, Out of the Shadows campaign and the Holding on to Hope podcast.
- Issues of accessibility and diversity, including positioning of Lifeline's brand and the Eclipse online evaluations.
- The needs of people in crisis and those of their families, friends and carers, including referral system consultation, Lifeline Direct's Suicide Prevention Aftercare Service, and the wording of the Lifeline Text Chat bot.

At Lifeline's biannual National Congress, members of the Lived Experience Advisory Group made the opening address.

Lifeline Australia is committed to collaborating meaningfully with individuals who have lived and living experience of suicide, and the LLEAG opening address is an opportunity to hear about their needs from the heart. This address brings to life the value of the work that we do at Lifeline, and has been especially powerful through 2020-21, when help seekers have been reaching out to us in record numbers.

November 2020

Graeme Holdsworth addressed the Lifeline Network, sharing his story and interweaving the themes of the importance of connection and value-based action to recovery.

April 2021

Dave Peters addressed the National Congress in-person, highlighting the fundamental principle that 'recovery' looks different for different people, and that it does not necessarily mean an absence of symptoms.



Dr Anna Brooks, Chair of the LLEAG, at National Congress April 2021

Staff

During the year, Lifeline Australia has invested in and focused on our people and culture. We have implemented a series of programs to further enhance the health and wellbeing of our workforce, at the same time nurturing a high-performing culture.

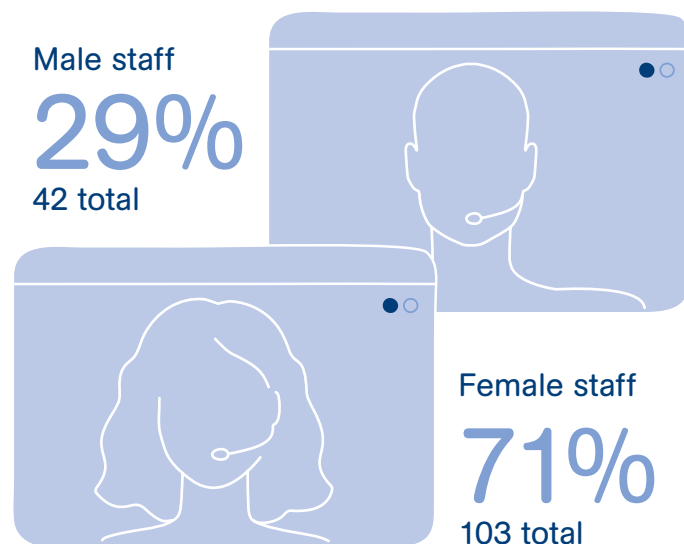
The financial year commenced with the successful relocation of our national office from Canberra to Sydney during the COVID-19 pandemic and the various lockdown orders. The relocation was successful and the new facility enhances the engagement of our national office employees who are now centrally located in Sydney.

The People and Culture team also implemented various initiatives to further improve our employee's work-life experience. These initiatives included a Mental Health and Wellbeing calendar of events for all employees, Reward and Recognition and Performance Appraisal programs, improvements to our Onboarding and a new Leadership Development program. These initiatives were implemented in person when possible and virtually delivered using technology during periods of lockdown.

The Reward and Recognition program focuses on recognising exceptional performance in line with Lifeline Australia's strategic framework, positive behaviours and values and is open to all employees across all departments. The reward categories are celebrated on a monthly and quarterly basis, with annual awards for exceptional and outstanding contributions.

Lifeline Australia's staff headcount in comparison to June 2020 has increased from 115 to 145 (as of June 2021). Of those, 92 staff are based at national office and 53 staff work remotely in crisis support roles. The headcount growth has been primarily due to an increase in Central In-Shift Supporters (C-ISS) in line with maintaining and further enhancing the delivery of all services.

As at June 2021, the gender breakdown of our staff skews female.



Lifeline Australia Members

At our core, Lifeline Australia is a Member-centric organisation and one of our great strengths lies in the diversity of our distributed Network comprising Lifeline Australia (National Office), Members, and Lifeline Centres located in every state and territory across Australia.

17 
Affiliate
Members
operating

41 
accredited
Lifeline Centres
across Australia

	Member Organisation	Centre(s) owned and operated
ACT	Lifeline Canberra Inc.	Canberra
NSW	Lifeline Broken Hill Country to Coast Inc.	Broken Hill, Country to Coast
	Lifeline Central West Inc.	Central West NSW, Dubbo
	Lifeline Harbour to Hawkesbury Inc.	Harbour to Hawkesbury
	ERAC Australia Ltd.	Albury Wodonga
TAS	Lifeline Northern Beaches Inc.	Northern Beaches
	The Uniting Church in Australia Property Trust (NSW) represented by Uniting NSW ACT	Macarthur, Mid Coast, North Coast, South Coast, Sydney & Sutherland, Western Sydney
VIC	Lifeline Tasmania Inc.	Hobart, Devonport
	The Uniting Church in Australia (VIC.TAS) Property Trust	Ballarat, Melbourne
	Lifeline Central Victoria & Mallee Inc.	Central Victoria & Mallee
NT	Lifeline Gippsland Inc.	Gippsland
	Lifeline Central Australia Inc.	Central Australia
QLD	The Uniting Church in Australia Property trust (Q.) trading as UnitingCare Queensland	Brisbane, Far North Queensland, Bundaberg, Central Queensland, Fraser District, Gold Coast, Greater Sunshine Coast, Caboolture, Ipswich & West Moreton, Mackay-Whitsunday, North Queensland
	Lifeline Darling Downs & South West Queensland Ltd.	Darling Downs and South West Queensland
	Lifeline South East Queensland Ltd.	South East Queensland
SA	Uniting Communities Adelaide	Adelaide
	Lifeline South East (SA) Inc.	South East SA
WA	Living Stone Foundation Inc.	Western Australia

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Non-Affiliate
Members

A Non-Affiliate Member is an individual or a body corporate and represent the communities served by Lifeline Direct Centres. Lifeline Australia's five Non-Affiliate Members are:

- Mrs Mary Graham
- Mr Chris Liddell
- Mr Craig Corby
- Ms Anne Charlton
- Mr Joe Crosbie

Data is as on
30 June 2021

Member Engagement

Working with Our Members and the Community

Working with Lifeline Centres around the country, Lifeline Australia continues to develop knowledge in key areas of suicide prevention and mental health.

In this reporting period, Lifeline Australia worked with Members to make a submission to the National Suicide Prevention Adviser's Interim Advice on the Government's Toward Zero initiative.

Lifeline Australia has engaged in a broad range of forums, meetings, conferences and workshops with sector colleagues, supported by leaders from across the organisation, including our CEO, the Head of Crisis Services and Quality, the National Manager of the Lifeline Research Foundation, Lifeline's Practice Management leadership team and others. This is an important part of Lifeline Australia's ongoing commitment to improve service offerings for help seekers, and to achieve greater efficiency by collaborating with other organisations in the mental health sector.

Lifeline Australia has worked closely and proactively with our Members and Centre CEOs to transform the approach to engagement between LLA and the network leading to greater benefits for all of Lifeline.

Engagements included:

- Suicide Prevention Australia policy round-up sessions.
- State level CEO/Centre Manager monthly meetings.
- Quarterly 1-1 meetings with individual Centre CEOs/Managers.
- A two day 'Ways of Working' workshop to develop a defined set of principles to improve how we work collaboratively as a network.

- Provision of an ongoing HR advisory service for all Centres through Wentworth Advantage. This service allows Centre CEOs/Managers to access HR/IR guidance on demand. The HR advisory service also provides ongoing support to Lifeline members via written articles and podcasts.
- Delivery of a 'Climate Survey' which sought feedback from the Network on the performance of the national office. The survey included questions about Lifeline Australia's performance in the strategic areas of network engagement, marketing and fundraising, government relations and service delivery.
- Lifeline Australia's November Sessions, March & August 2021 Business Update webinars & the May 2021 National Congress Meetings. These are forums that bring together all Centre CEOs/Managers and Board Chairs to update them on business-critical matters. The content includes progress of key projects, marketing and fundraising updates, work being done by the Lifeline Research Foundation and updates on Lifeline's work with State and Federal Government funders.
- Lifeline Australia's Annual General Meeting. The AGM was held in November 2020. It brought together Centre CEOs/Managers and Centre Board Chairs with Lifeline Australia's Board and Executive. The AGM delivers the annual update on Lifeline Australia's national performance in key strategic areas. This AGM and Members' forum also included keynote addresses (delivered by video) by the Minister for Health and Aged Care, the Hon. Greg Hunt MP, and the then Premier of NSW, the Hon. Gladys Berejiklian.

Our Pandemic Response

The COVID-19 Pandemic and subsequent public health responses placed a great strain on Australians' mental health in the reporting period. Lifeline Australia and Lifeline Member Centres and volunteers rose to the occasion and provided an unparalleled level of support to Australians at this time of crisis.

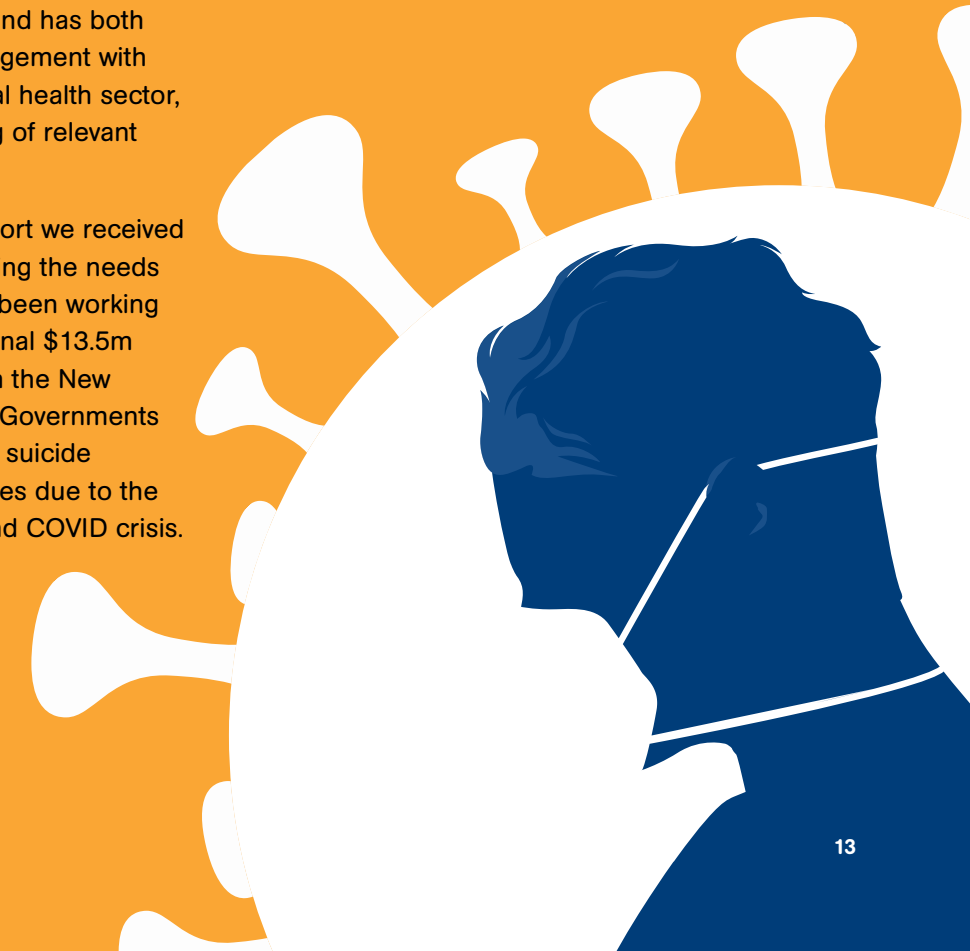
Much of the consultation with Members during the reporting period focused on Lifeline Australia's consultative approach towards ensuring communities are equipped to deal with circumstances arising from the pandemic. Lifeline's services have been a vital part of Australia's mental health response to the pandemic. Lifeline Australia engaged frequently with Members to solicit input for reporting to Government agencies. Through the pandemic lockdowns, Lifeline Australia worked with Members to ensure continuity of service for all help seekers in the communities we serve at a time of such great need.

The ongoing challenges of COVID-19 have meant this has been a time of significant engagement between the mental health sector and Government. Lifeline Australia has played an important role in the broader response to the crisis and has both coordinated and led extensive engagement with its Members and the broader mental health sector, with a focus on the effective sharing of relevant information and collaboration.

We are thankful for the record support we received from governments to assist in meeting the needs of Australians at this time and have been working collaboratively with them. An additional \$13.5m of funding in total was secured from the New South Wales, Victorian and Federal Governments in support of increased demand for suicide prevention and crisis support services due to the compounding trauma of bushfire and COVID crisis.

Engagements during the reporting period included:

- Frequent and informal engagements with the Federal Minister for Health throughout the pandemic.
- Collaboration with the Department of Health and Australian Institute of Health and Welfare in the development of help seeker and service utilisation metrics for use in pandemic tracking reports, including the Prime Minister's daily dashboard.
- Services Coalition meetings with the Victorian Department of Health and Human Services during the extended lockdown measures to help coordinate the continuity of service delivery.
- Delivery of a virtual workshop in collaboration with the Australian Institute of Company Directors for Lifeline Australia member representatives/Centre board members on 'Leading through COVID-19'.



Lifeline Digital

13 11 14

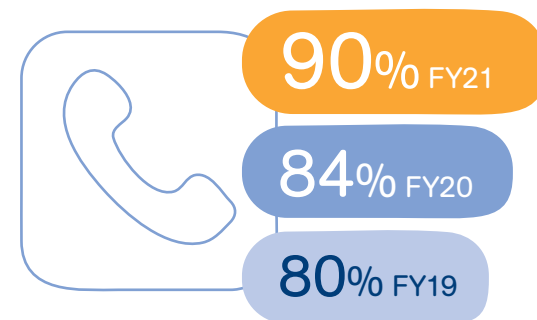
The call volume for FY21 of **1,070,860** is the highest in Lifeline's history.

The ongoing impact of the COVID-19 pandemic saw call volume to Lifeline's 13 11 14 service increase in all states and territories. The call volume increased in comparison to FY20 (previously the highest call volume in Lifeline history) by 8%. FY20 call volumes were tied to the Black Summer bushfires, with COVID-19 arriving in early 2020. FY21 call volumes continued to be impacted by those adversely affected by the bushfires and the escalating COVID-19 pandemic.

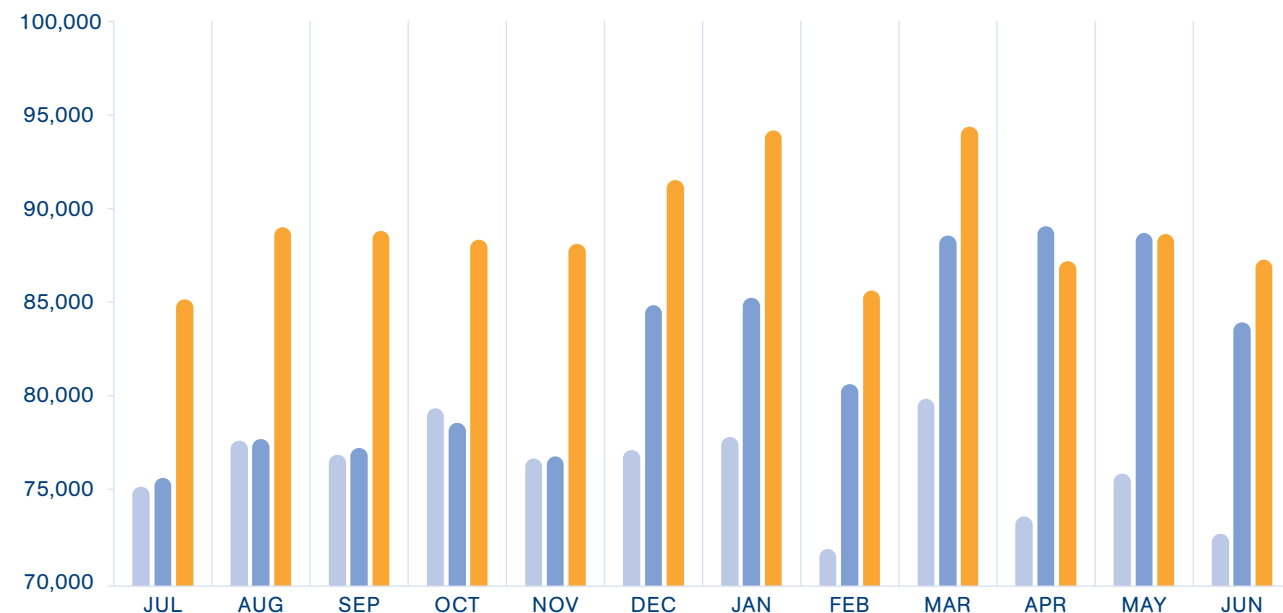
Despite receiving the greatest volume in the Lifeline network's history, the Call Answer Rate was also the **highest in Lifeline history**. The Lifeline network answered 90% of all calls received to 13 11 14.

Part of the Lifeline model is to build community resilience by training volunteers to be Crisis Supporters so that their communication skills and their mental health literacy is lifted. Continuously doing this builds more compassionate and resilient communities across the Australia-wide Lifeline centre network. In FY21 there were 4,043 Crisis Supporters who contributed to delivering that record high Call Answer Rate. This is a 15% increase on FY20.

At a time when it has never been more needed, the Lifeline network has been able to lift to meet community needs through continuous recruitment and training of new Crisis Supporters, using remote technology.



Help Seeker Volume ● FY21 ● FY20 ● FY19



Centralised In-Shift Support



Centralised In-Shift Support (C-ISS) lifted from supervising 147,782 calls in FY20 to 410,567 in FY21. The C-ISS has improved crisis supporter supervision coverage for hard to fill shifts across 30 of Lifeline's member centres. This has enabled regional and metro centres to answer more calls at a time when Lifeline has never been needed more. Supporting the growth has been a focus on collaboratively working with centres to uplift support process and centre feedback channels.

Centralised In-Shift Support provides another career path for those looking to work within the mental health field. Lifeline employed 38 Centralised In-Shift Support Supervisors and two Senior Team Leaders in order to deliver 24/7 support to 30 centres.



13HELP Bushfire Recovery Line

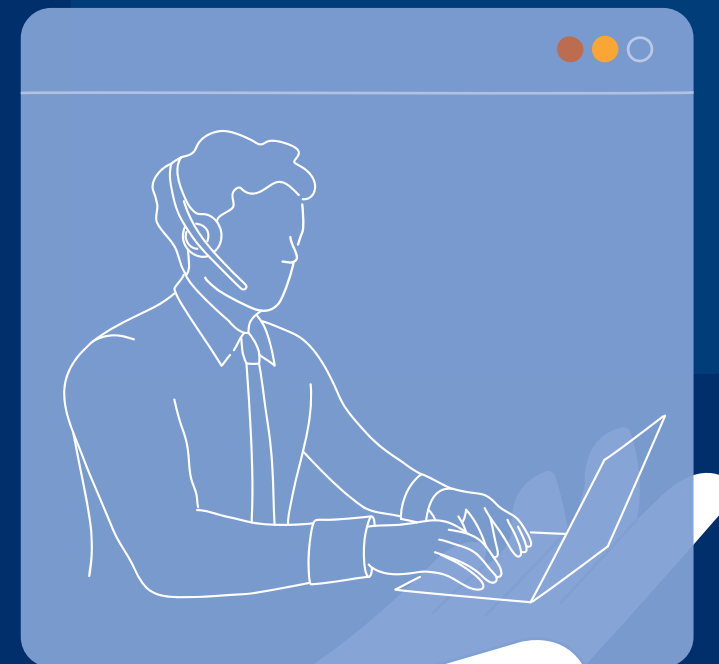
Lifeline established the bushfire crisis and support service 13HELP in February 2020. Crisis Supporters managing 13HELP have completed specialised online training designed to equip them for managing bushfire trauma-related presentations. The service operates 24 hours a day, 7 days a week and has continued to field significant demand.

The compounding effects of Australia's recent multiple disasters (drought, bushfires, COVID-19) have driven unprecedented demand for Lifeline's crisis support and suicide prevention services. Lifeline continued to field record monthly call volumes to the 13HELP service into 2021.

Even with this level of demand, Australians in need experienced timely access to crisis support with 13HELP offering best practice rates of responsiveness. On average over the past six months, callers to 13HELP are connected to speak with a crisis supporter within 22 seconds.

Lifeline has worked to target promotion of 13HELP into bushfire-impacted regions. Social media (Facebook and Instagram) proved particularly useful in promoting the service.

With support from the Australian Government and generous donors, this critical service is scheduled to continue throughout FY22.





Agnel D'Souza
Text Volunteer

What is it like to be part of a new and growing service?

When people across the world were going through hard times due to COVID-19, I started my volunteer life with Lifeline and it was the best thing that happened to me in a very long time. It was not just the fact that as part of the Lifeline team we were offering support when someone was facing their darkest moments, but the fact that Lifeline was doing so with changing times when people feel more comfortable to reach out for help via text. Being part of Lifeline's new mode of service was not just a pleasure but a privilege, as the difference we can make in someone's life is beyond measure.

Tell us a little about you, what attracted you to volunteering at Lifeline and where you volunteer from?

As an immigrant who wanted to be part of the Australian community, I was exploring options to put myself to best use as I was quite involved in social awareness activities overseas. The R U OK Day and World Suicide Prevention Day campaigns made me acutely aware of suicide rates in Australia, which were very alarming. To be with someone when they are in a dark space and help them come out of it to live their life was my motivator. Life is beautiful and if I can be part of saving a fellow Australian, I have done something meaningful in my life. I am able to volunteer from the comfort of my unit, at home in Sydney.

Lifeline Text

Lifeline's newest digital services Text and Chat continued to grow across 2020-2021. Supporting the safe expansion of these services to 24/7 continued to be the focus of the organisation.

As part of our commitment to quality and continuous improvement, we moved to combine the Text and Chat services on one consistent response platform. This streamlined the service, allowing us to cross-train and combine the Text and Chat workforces.

We also aligned the hours of operation for both services and began a planned systematic expansion. We are now offering both chat and text support during day hours for the first time. Current hours are from noon to midnight 7 days per week, with expansion to 24/7 by December 2021.

Lifeline Text and Chat can also be delivered remotely. All of our training and e-learning has transitioned to remote as well; this year we had our first remotely trained volunteer cohorts providing service to help seekers.

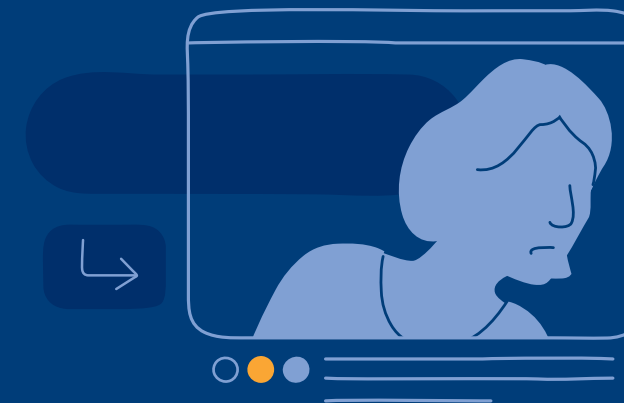
Our Digital Team Leaders onboard, train, conduct placement shifts and support our volunteer workforce. They also work as In-Shift Support Supervisors for that workforce. We combined and centralized the In-Shift Support Supervisor staff as well.

Our Crisis Supporters, both paid and volunteer, are now combined and cross-trained to support both text and chat interactions. Recruitment and training of the volunteer base has been accelerated to create a larger workforce to support higher demand.



Lifeline Text

Lifeline Text provides a digital avenue of support for people who are feeling overwhelmed or having difficulty coping and prefer the ease of using 'SMS' technology. A targeted campaign was launched to build awareness of Lifeline's text service in rural/regional NSW, driving recruitment of volunteers and educating the wider NSW community about text.



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I spoke to a man on Saturday who really helped me through some dark thoughts. He helped me so much and gave me the courage to tell my daughters what I had been going through and now I feel like all that stress is just lifted completely off my shoulders. I'm so energised and motivated and upbeat its like I'm a new person. The work you do at Lifeline is so important and I just wanted to let you know that.

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NSW GOVERNMENT

Lifeline Text

Help is at your fingertips.
0477 13 11 14

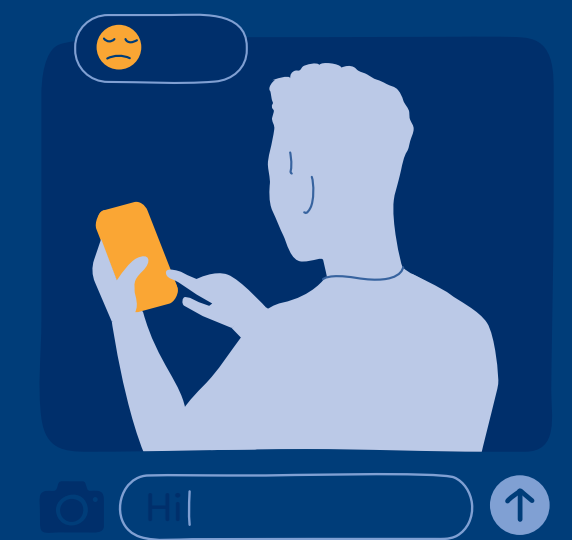
Midday-Midnight (AEST)

Word cloud containing terms like: LONELY, HOPEFUL, CALM, OPEN, HEARD, SUPPORTED, CONFIDENT, RESILIENT, COURAGEOUS, PREPARED, ACCEPTED, UNDERSTOOD, MINDFUL, RELAXED, OPTIMISTIC, CONFIDENT, RESILIENT, OPEN, HEARD, SUPPORTED, CONFIDENT, RESILIENT, COURAGEOUS, PREPARED, ACCEPTED, UNDERSTOOD, MINDFUL, RELAXED, OPTIMISTIC.

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I don't know what I would have done without you. I probably wouldn't still be here today if I didn't have Lifeline. Thankyou for being so kind, you have no idea how much it means to me. I just wanted to ring today and let you know that I am going good, I am so grateful to have contacted you guys.

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Lifeline Community



DV-alert

This year, DV-alert trained more than 6,900 people to recognise, respond and refer people experiencing, or at risk of, domestic and family violence. Of those we trained, 4,700 were frontline workers and a further 2,200 people received training at our public awareness workshops. Overall, 469 face-to-face and virtual workshops were delivered by Lifeline centres around Australia in FY21. Keen interest in the DV-alert eLearning modules saw 560 frontline workers achieving competence.

In addition to workshop delivery, a new website was launched, the DV-alert brand was refreshed, and the language of workshop content was reviewed to ensure recognition of diverse sexual orientation and gender identity communities.

Funded by the Department of Social Services under the *National Plan to Reduce Violence against Women and their Children 2010-2022*,

Lifeline has been delivering domestic and family violence response training since 2007, with the program expanding to include accredited workshops in Indigenous, Working with Women with Disabilities, Multicultural and Settlement contexts. Specialist workshops offered are Men who use Violence, Engaging with Interpreters, and Complex Forms of Violence, which includes topics on Forced Marriage, Domestic Servitude, Female Genital Mutilation/Cutting and Dowry Abuse.

DV-alert is committed to ending violence against women and their children and Lifeline is proud to be offering this significant program to empower frontline workers to act to support those who are in crisis due to domestic and family violence.



Workplace and Community Training

In this critical period, Lifeline Australia invested in its workplace and community training program to support our vision of eliminating suicide in Australia. Our goal is to create mentally healthy workplaces and communities by sharing our depth of experience to educate, raise awareness and build resilience among everyday Australians. Newly developed course materials and resources are shared with Lifeline Centres to build a national offering. We draw from our research and well-established Crisis Supporter training experience to deliver a high-quality offering across our nation.

Our flagship program, Accidental Counsellor was redesigned with an award-winning eLearning component and an updated facilitated workshop. It was rolled out to the Lifeline Centre network for delivery to communities and workplaces of all sizes and across industry sectors, from government departments and corporate organisations to charities and sporting clubs. All are seeking to support their members and staff who are under stress in their roles, particularly when regularly dealing with contacts or customers who are struggling. As the pandemic directly caused increased stress across all sorts of workplaces, the ability to deliver the course virtually ensured it was widely and continuously available. This course underpins the IAG Community Connections Project, where more than 70 sessions were run by Lifeline Centres in NSW and Victorian bushfire and COVID-affected areas. The course received overwhelmingly positive feedback from participants who gained skills to support each other during such difficult times.

Lifeline Australia also created its first self-paced eLearning program, Mental Health and Wellbeing. It's designed to demystify mental health concepts and provide strategies to build resilience. Industry-specific versions have been developed by working with peak bodies such as the collaboration with Healthy Heads in Trucks & Sheds, where user input was incorporated into the development of components to help shift workers and those who spend long periods away from home, such as truck drivers. Lifeline eLearning supports the implementation of the HHTS National Mental Health & Wellbeing Roadmap, to promote mental health in the logistics industry and is accessible by large organisations and small operators alike.

This work has provided a solid foundation for Lifeline Australia to continue to build a national framework of engagement with Centres to develop and deliver further learning programs to support the resilience of all Australians.

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The Accidental Counsellor training course assisted our staff and management in dealing with the COVID-19 challenges that our industry is facing.

Steve Cox
Chief Executive Officer, Destination NSW

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Lifeline Community



- Increase suicide prevention awareness through geographically dispersed communities. A remote training and working model will enable regional and remote Aboriginal and Torres Strait Islander people not only to staff the national service, but also to recognise difficulties in individuals and assist them to seek help; and
- Create learning opportunities for the broader 13 11 14 Lifeline service in culturally responsive mental health support for Aboriginal and Torres Strait Islander people.

Aboriginal & Torres Strait Islander Help Line

First Nations people will have access to a 24/7 crisis support and suicide prevention phone service. This program will be designed, delivered and informed by Aboriginal and Torres Strait Islander people, for Aboriginal and Torres Strait Islander people.

Announced within the 2021 Federal Budget, Lifeline has been funded to deliver this national 24/7 crisis support and suicide prevention phone line for Aboriginal and Torres Strait Islander people. Lifeline is collaborating with Gayaa Dhuwi (Proud Spirit) Australia (the national Aboriginal and Torres Strait Islander social and emotional wellbeing, mental health and suicide prevention leadership body) in designing and delivering this critical service with funding from the Australian Government.

The new service will be co-designed and co-delivered with Aboriginal and Torres Strait Islander people and will:

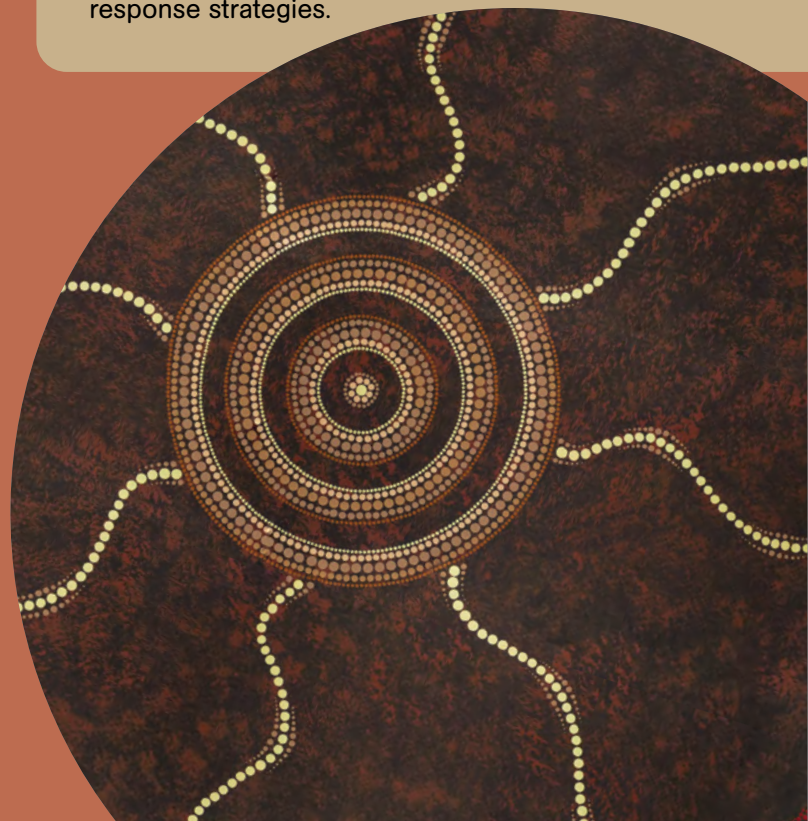
- Ensure 24/7 availability of culturally safe and responsive crisis support regardless of geographic location;
- Overcome barriers to help-seeking via delivery through Aboriginal and Torres Strait Islander staff;
- Upskill and provide employment to Aboriginal and Torres Strait Islander crisis staff;

Artwork was created by Garry Purchase and commissioned by Lifeline Australia.

Suicide in Public Places

Lifeline's suicide in public places program aims to support communities across Australia with the knowledge to increase safety and prevent suicides at public places. Lifeline continues to engage with communities to provide advice and support in implementing local strategies and facilitate increased public awareness.

With support from the Australian Government Department of Health Lifeline has delivered targeted training to community stakeholders, implemented crisis signage, delivered targeted help-seeking campaigns, and developed a range of resources and toolkits to support the implementation of prevention and response strategies.

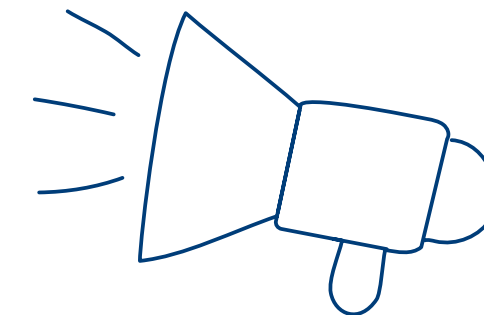


Research and Advocacy

Sector Advocacy

Over the past 12 months, several major reports have been released across the suicide prevention and mental health sectors.

Those included the Productivity Commission Inquiry into Mental Health, the National Suicide Prevention Advisor's Report, the Royal Commission into Victoria's Mental Health System, the National Mental Health Workforce Strategy, and the National Peer Workforce Development Guidelines.



Drawing on the main findings from those reports, key themes are outlined below:

1 Timely action on suicide prevention is required

Processes supporting the development of recommendations from the various reports have been extensive. Community and sector consultation has been deep and wide, and the extensive whole-of-government reforms required to prevent suicide are well founded. The human and economic costs of mental ill health and suicidality clearly support the need to implement recommendations from the various reports without delay.

2 Elevate suicide prevention as a stand alone issue

Rather than a subsidiary issue to mental health, suicide prevention is required to stand as an issue in its own right. In a paper that arguably represents the culmination of decades of sector-based discussion, consultation, and research evidence, this distinction has been formally proposed by the National Suicide Prevention Advisor. Lifeline endorses the approach and submits that implementation requires ongoing policy and service provision-based fidelity to the distinction.

3 Integrated, scalable services

In terms of mental health and suicide prevention, the experiences of recent successive crises were, broadly speaking, unusual as regards the volume of demand but not the nature of people's needs: As noted by the Royal Commission into Victoria's mental health system, the crises should not be considered an aberration but rather events that shone 'a spotlight on the pressures' faced by existing approaches. On that basis, going forward, Lifeline submits that a key characteristic of effective systems — and in part dependent on the governments' provision of appropriate support — is that they enable the development of population-level, integrated, *scalable* services.

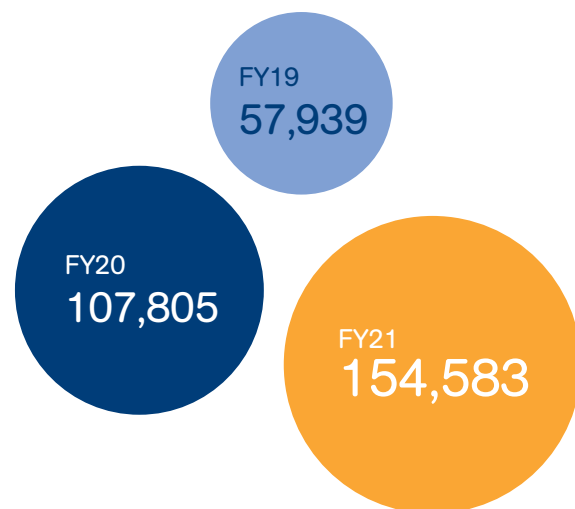
Lifeline Direct

Lifeline Direct (LLD) provides services that are designed to specifically cater to local needs.

LLD continued to extend its services in the New England region with the addition of an AfterCare service in Tamworth, as well as a new community-led service that provided emotional support across communities in the New England and Mid-Coast regions of NSW following the bushfires of 2019. Lifeline Peer Workers in Armidale, Walcha, Inverell, Glen Innes and Tenterfield provide support to individuals in the community unsure of how and who to turn to for psychological support.

13 11 14 Service Support

During FY21, LLD supported more than **154,583** people through its contribution to Lifeline's national telephone and Text Crisis Support services. This is an increase of **30%** on the previous year and **250%** since FY19, and was delivered through **55,383 hours** of support from LLD's Crisis Supporters.



Volume of voice and text services



Lifeline Direct Training

LLD Training is designed to strengthen our capacity to support people within our communities by building suicide-aware and safe communities through suicide-prevention courses for business and community members.

Over FY21 LLD delivered 315 training events and engaged with 4,503 participants. This is a 16% increase on course participation compared to FY20, which is attributed to LLD's ability to adapt quickly to be able to deliver the training online. Over the year, LLD expanded the course offering to maximise opportunities and continued to engage with businesses and communities as remote working became the norm across the regions serviced.

Community Suicide Prevention Services

The LLD team was thrilled to commence the new AfterCare service in FY21. The service is delivered in the Tamworth, Singleton and Forster regions to improve care for people after a suicide attempt. This is a high priority for the funder, the Hunter New England Central Coast Primary Health Network, as a suicide attempt is known to be the most significant risk factor for further suicidal behaviour.

The service holds the person who attempted as its central focus and is supported by Community Coordinators, counsellors, an after-hours CareLine and Lifeline's Eclipse support group. In the first two months of delivery, 50 people were supported by the AfterCare service.

To ensure quality and ongoing learning, LLD has engaged the University of New England (UNE) to conduct a formal evaluation of the service.

Face-to-face and video counselling

During FY21, LLD delivered 3,357 counselling sessions at no cost to the person seeking help and without the requirement for a referral. Of these sessions, 577 were delivered via telehealth (either video or phone counselling) and 2,780 were face-to-face. LLD's community-based counselling services aim to provide relief from distress and crisis through short-term interactions and are available to all in our communities.

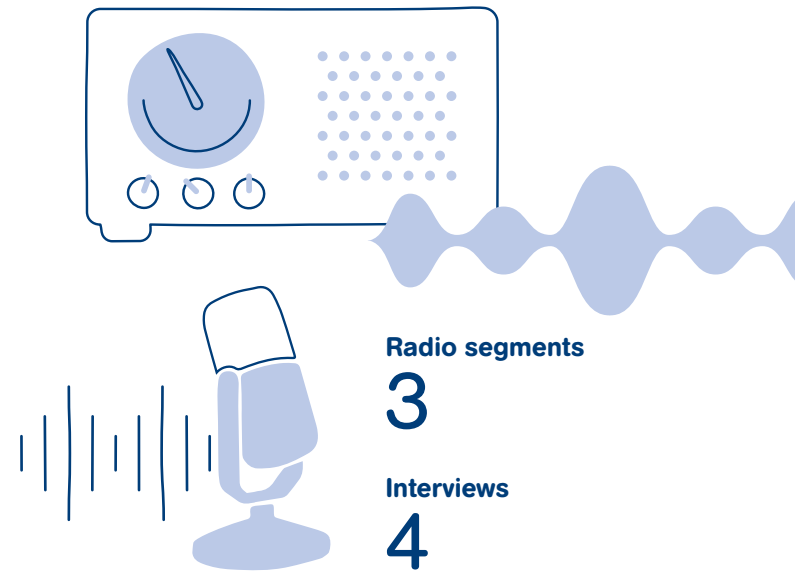


Marketing and Fundraising

ABC Your Mental Health

ABC approached Lifeline to partner with them on timely mental health and wellbeing messaging to help keep people safe through the challenge of COVID-19 and the ups and downs of rolling lockdowns.

For the week of July 5 – July 12, all platforms of the ABC shared content related to mental health and wellbeing. The main campaign shared how adding a small thing to your daily routine will make a big difference to your mental health. With Lifeline's guidance, the ABC highlighted the importance of connection through their social channels, outdoor advertising, apps, website, radio and TV.



There were also radio interviews with Lifeliners across the network, including:

- ABC Weekend Breakfast interview with our chairman John Brogden.
- ABC Sydney Radio, Brunch with Simon Marnie featured volunteer Keith Garner from Wesley Mission to talk about Rev. Dr Sir Alan Walker and the founding of Lifeline, then Rachel Bowes and a Crisis Supporter Adam Savage from Newcastle along with a profile of John Brogden.
- triple j The Hack, featured an interview with Selina from Lifeline Text, as well as covering nib Foundation's grant to support Lifeline Text and the ins and outs of accessing the new service.



New Years Eve #PartyatYours

ABC partnered with Lifeline and Kids Helpline in a joint appeal to help fund frontline services and crisis support. The New Year's Eve broadcast live from the Sydney Opera House and Melbourne's Sidney Myer Music Bowl brought communities together for an evening of music, fun and fireworks.

A dedicated telethon call centre was set up, as well as text-to-donate and 100 volunteers engaged for on-air mentions through the evening. The ABC NYE Your Mental Health appeal raised an incredible **\$733,230**. With support from Uber, Domino's and Woolworths to keep our volunteers safe and nourished on New Year's Eve and New Year's Day.



Lives impacted
18,800 calls covered



triple j Hottest 100

Research shows that mental health is one of the most pressing concerns for triple j's audience, leading to Lifeline becoming the chosen partner for the Hottest 100 for the second time.

Voting started in December, with the countdown on Saturday January 23. Across that period, triple j's audience raised more than **\$700,724** for Lifeline, which will help to answer almost 18,000 calls this year.

It costs Lifeline around \$39 to answer each call, so triple j priced this year's Hottest 100 t-shirt at \$39. Their message — "Buy a t-shirt and you could save a life".

The new design was a huge hit: more than **14,400** t-shirts were sold across the campaign, with over 7,000 t-shirts bought on January 23 alone.

Lives impacted
17,967 calls covered

T-shirts sold
14,400



Out of the Shadows

Lifeline observes World Suicide Prevention Day every year through the Out of the Shadows campaign and associated events. In 2020, due to COVID-19 restrictions nationally, Out of the Shadows had to shift to a virtual delivery.

The focus of Out of the Shadows 2020 was a new virtual garden; an online space for people to come, reflect, and plant a flower. The four flowers each held special significance; the Morning Flag, in memory, the Magenta Mist, for lived experience, the Sunny Rambler, advocating for mental health and suicide prevention, and the Snow Flake, in support of Australians currently in need of support.

The inaugural launch of the virtual garden raised more than \$33,000 for Lifeline, with a total of 856 flowers planted by individuals in support of World Suicide Prevention Day.

The annual Out of the Shadows walks also became virtual; with 42 virtual walks registered across Australia. These walks, although a departure from the traditional community events Lifeline usually organises, still gave rise to a strong sense of community, reflection and remembrance at a time that Australians were unable to come together physically.

Lives impacted
846 calls covered



Holding on to Hope

Holding on to Hope is Lifeline's podcast series, featuring deeply personal stories of Australians who have experienced suicidality, and sharing what gave them hope to continue. Holding on to Hope is an important piece of storytelling, connecting listeners with lived and living experience and delivering key messages around hope, wellbeing and suicide prevention.

Holding on to Hope covers a wide range of topics and stories; from overcoming a gambling addiction, to the impacts of family violence, and surviving traumatic events such as bushfires.

To date, there have been more than 40,000 listens to Holding on to Hope episodes. Through 2020/2021, five episodes have been released, with 12,000 more listens.



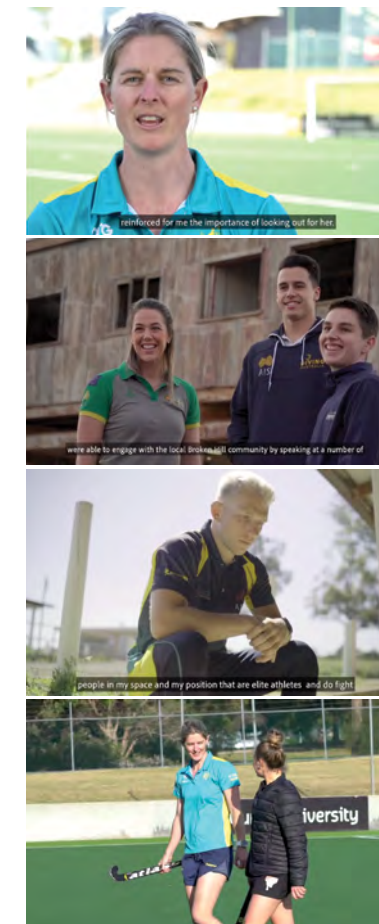
A highlight was Anthony Hart's episode, which had the highest listenership of any episode released in 2020/2021 with a total of 1,500 individual listens.



Australian Institute of Sport Partnership

The Lifeline Community Custodians program in partnership with the Australian Institute of Sport continued through 2020/2021. Across this time, 21 elite athletes signed up to be Community Custodians, working with Lifeline to raise awareness of suicide and mental illness, reduce stigma and encourage vulnerable people to seek help. Many of the participating athletes have lived and personal experience with suicide and mental health issues, and are passionate about community engagement, raising awareness and destigmatising suicide in Australia.

While the pandemic and lockdowns affected the scope of how the athletes could participate in the program, we continued with AIS Community Custodians providing support via social media virtual speaking engagements for corporate partners and media interviews.



- Participating Athletes**
- Amanda Bateman
 - Dane Bird-Smith
 - Catriona Bissett
 - Belle Brockhoff
 - Josh Di Nucci
 - Louise Ellery
 - Jonathan Goerlach
 - Lily Gresele
 - Kristy Harris
 - Juliet Haslam
 - Erik Horrie
 - Nathan Katz
 - Rachael Lynch
 - Amber Merritt
 - Karen Murphy
 - Monique Murphy
 - Jenna O'Hea
 - Caitlin Thwaites
 - Natasha Van Eldik
 - Alexandra Viney
 - Georgia Wilson

Big Bike Ride

In March 2021, Tara Lal and friend Sarah Davis combined their shared passion for adventure and their personal mission to foster conversation around mental health by making an epic cycling trip.

Over two months, they travelled across Australia from its most westerly point, Steep Point in WA, to the most easterly point, Cape Byron in NSW, pedalling some 5,000km, the equivalent of cycling from England to America.

Along the way they shared the lessons they have learned over the years facing their own challenges with mental health, encouraging growth through struggles and ultimately spreading a message of hope.

Lives impacted

538 calls covered
through the Big Bike Ride

Standing on my brother's shoulders

I was only 17 when my beloved brother Adam died by suicide back in 1988. My life changed forever. There had been other events before that that had shaken the ground I walked on. My mother's cancer led to her death when I was 13 and my father endured a debilitating lifelong battle with mental illness. But nothing was as earth-shatteringly traumatic as my brother's death. Suicide and mental illness has impacted and altered every single day of my life since.

I see honouring Adam's memory as my purpose — to use what I learned from him to help make a difference in the world.

This is what drives the passion for my work, my book, my research and my motivation for this ride to raise money for Lifeline and also to raise awareness for suicide prevention in communities across Australia.

My own story speaks to the ripple effect of suicide over 30 years, and how it affected every aspect of my life. I am not alone. For every person that dies by suicide, 135 people are impacted, with at least 10 of those suffering long-term psychological and emotional distress, increased risk of suicide,

difficulty forming healthy relationships and social isolation. The ripple effect stretches far beyond immediate family, affecting friends, colleagues and first responders.

But I am the living proof that there is always hope, and I'm so grateful that — especially now when it's more needed than ever — Lifeline is here supporting all Australians.

So, from me to you, my heartfelt thanks for your support. Just by being here, you are literally a lifesaver in so many ways.

Tara X



The Push-Up Challenge

This year Lifeline was a beneficiary of The Push-Up Challenge, which attracted more than 160,000 participants.

Free to register, participants were challenged to complete **3,318** push-ups between 1-25 June, putting the spotlight on the tragic number of lives lost to suicide in Australia in 2019, at the same time raising vital funds.

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Every push-up counts... each push-up remembers a life lost to suicide. It's a real challenge, but so is preventing suicide.

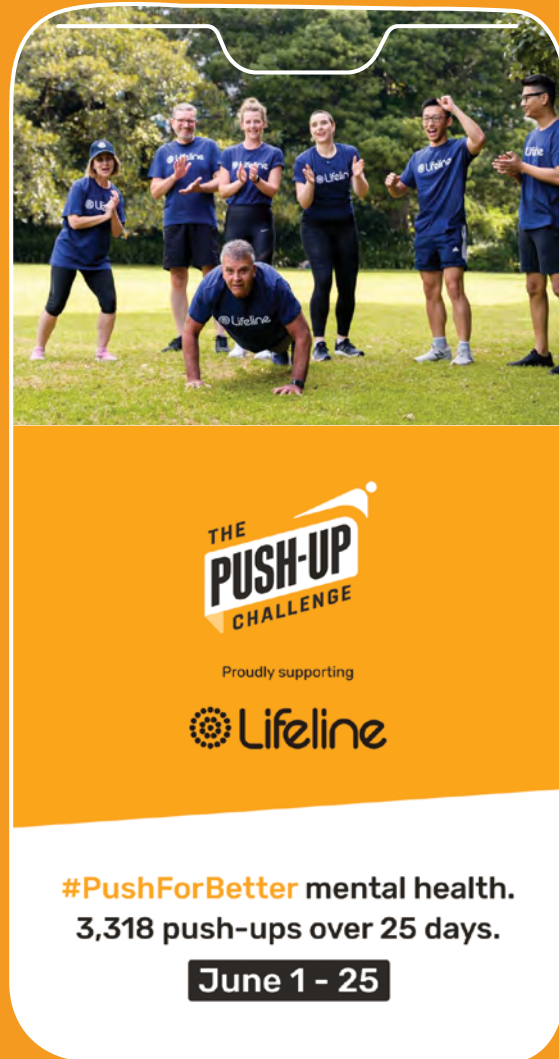
Nick Hudson
Founder of The Push-Up Challenge

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Each day, participants learned about mental health as they performed their push-ups. The number of push-ups changed each day, one day it was **80**, another **220**, with each number tied to an important mental health statistic.

Open to all ages and all abilities, participants could aim for 25%, 50% 75% or 100% of the daily push-up target and other exercise alternatives were welcome including sit-ups, squats or tailored exercise.

Participants could take on push-ups solo or create a team with their friends, family, co-workers or teammates and push-up together. Push-up progress was tracked via a purpose-built app, which also pushed-out daily mental health facts.



Participants

160,000

Participating Centres

39

Lives impacted
54,733 calls covered



Value Exchange

Lifeline has made affordable, pandemic-proof regular giving a strategic priority. The Care Kit campaign focused on providing tangible and useful information to support loved ones who might be struggling, while creating a new opportunity for the community to support Lifeline through monthly giving. The Care Kit campaign attracted more than **1,400** new regular givers and over **1,000** new one-time givers. Most importantly, it put Care Kits into the hands of more than **20,000** Australians, sharing some of the same tips and skills that Lifeline volunteers use to help people in times of crisis, growing the community of mental health supporters ready to respond at a time when it's never been more needed.

Winter Appeal

Lifeline's Winter Appeal raised more than \$920,000 from 3,982 generous donors who were motivated to give to Lifeline's urgent need to extend the hours of our Text Crisis Support service. We were so privileged to have the involvement and support of Tara Lal, who showed enormous courage in sharing her journey of loss and grief after her brother's death by suicide. Tara poured her whole self into helping us express her story to our supporters. We also ran a Giving Day, where for 24 hours only an important segment of special-event donors had their gifts matched thanks to the registered charity of Domino's Pizza, Give for Good. All of these activities combined to produce the most successful Winter Appeal in Lifeline's history.

Donors

3,982

Lives impacted

23,589 calls covered

PayPal

Our generous friends at PayPal have been an ongoing supporter of Lifeline Australia and we are again enormously grateful this year. Their support and dedication this year has helped us achieve incredible things in this extremely difficult time, helping us to increase our services when they have never been more needed.

PayPal Australia gifted Lifeline \$50,000 to support us with the huge volumes of support needed all over Australia in communities affected by fires, floods and COVID-19.

PayPal Giving Fund and the donors and fundraisers on GoFundMe together raised \$78,705.

PayPal Give at Checkout enabled PayPal customers to add a \$1 donation on top of their purchases when using PayPal, and this campaign alone raised \$310,440.

Fabulous Facebook fundraisers combined to raise a whopping \$412,307.

Lives impacted

21,832 calls covered

Donate

Marketing and Fundraising



The FulGaz Virtual French Tour

This opportunity presented at the perfect time for Lifeline, with a model that was incredibly well thought-out, making it easy for us to join. Stepping into the COVID void of cancelled cycling events, the idea was to stage a virtual indoor cycling grand tour, with 21 stages over three weeks.

ACTIV Brand Management, who are usually busy organising live sporting events, and FulGaz, the leading indoor cycling app, set out with a target to cover the cost of 1000+ calls to Lifeline. Answering one call and supporting one help seeker costs Lifeline Australia around \$39, so the messaging of the virtual event was pedalling for real-world impact at a time when it's never been more needed.

More than 400 riders from 25 countries took part on their indoor bikes, collectively cycling more than 100,000km 'around France' on the FulGaz app. Thanks to ACTIV Brand Management and FulGaz for bringing such a well-organised event to Lifeline Australia — you and your virtual peloton created a powerful social impact.

Lives impacted
2,179 calls covered

Stress Down Day

This was our final year of running Stress Down Day as a national event and we would like to thank everyone who took time during their workday to slow down and talk to the importance of work-life balance. This fun and easy-to-implement campaign will continue to run from our incredible network of local centres.

Lives impacted
421 calls covered



Berry Motorfair

Lifeline would like to thank Jordan Tang and all the sponsors of the inaugural Berry Motorfair. Set in the idyllic town of Berry on the south coast of NSW, this event in November 2020 was a wonderful combination of supporting the local community and Lifeline Australia. There were more than 100 classic cars, collectibles and cool vehicles on show, live music, food trucks and market stalls. The 2021 event, also set to support Lifeline, was postponed to March 2022 because of COVID lockdowns.

Lives impacted
1,282 calls covered



Blake MacDonald

Throughout lockdown, cricketer and psychology student Blake MacDonald was inspired to keep moving and instead of running a marathon as he'd originally intended, Blake ran as many 1km laps of his backyard as possible on the lead-up to World Suicide Prevention Day. Blake ran the laps across two days in September 2020 and clocked an impressive fundraising result.

Lives impacted
482 calls covered

Our Partners and Supporters

Principal Partners and Supporters



National Partners



Partners



Principal Partners

Woolworths

Lifeline has been a proud partner of Woolworths since 2016, sharing a commitment to improving the wellbeing of the communities in which we live.

Woolworths were one of the founding supporters of the pilot Lifeline Text program, underpinning the critical test phase of the service that would lead to the national roll-out of a new and important crisis support channel for Lifeline and many of our most vulnerable communities.



Since that founding commitment, Woolworths has continued to provide the foundation support for some of Lifeline's newest and most important services.

Through their national S.T.A.N.D. program which provides Support Through Australian Natural Disasters, the Woolworths Group has provided important funding for ongoing drought recovery initiatives across the Lifeline Network including an innovative peer support program delivered by Lifeline in Queensland.

Across this last year, the S.T.A.N.D. program has raised over \$2 million to support the disaster recovery work of four beneficiary charities, including Lifeline through the sales of a cause-related water range. Funds from this program continue to play a significant role in the delivery of Lifeline's 13HELP Bushfire Recovery crisis help line, which is still receiving upwards of 300 calls per day.



IAG

The joint NRMA Insurance and RACV \$2 million funding has enabled Lifeline Australia to deliver targeted and personal mental health training and counselling support to vulnerable individuals and communities affected by drought, bushfire, flood and COVID-19.

Lifeline has taken the established face-to-face counselling services and made them available on a digital/telehealth platform, complemented with community training and supporting resources to build deeper and lasting resilience in communities.

The first year of the program has seen the delivery of these services to regional towns in QLD, NSW and Victoria with 70 training sessions completed and 3,080 counselling sessions offered.

The program delivery will assist Lifeline by providing:

- Telehealth counselling to connect with our most affected communities.
- Training for community members to build Recognise, Respond and Refer skills for those they meet daily.

These initiatives aim to bolster the long-term social and emotional wellbeing of people by supporting them to recognise, strengthen and develop their community connections.

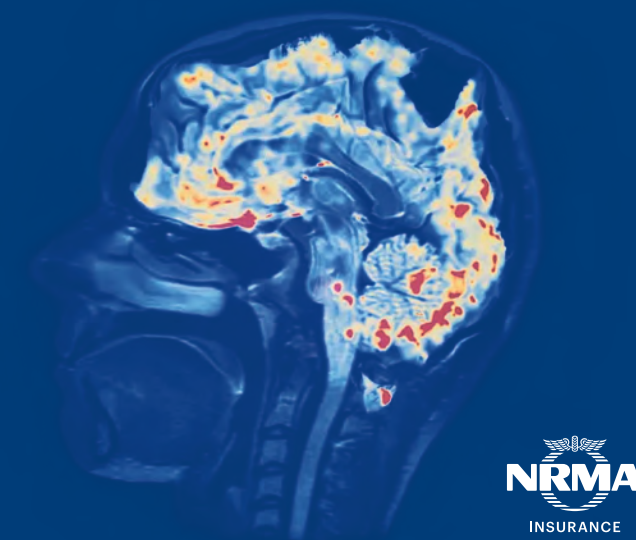
In the first year:

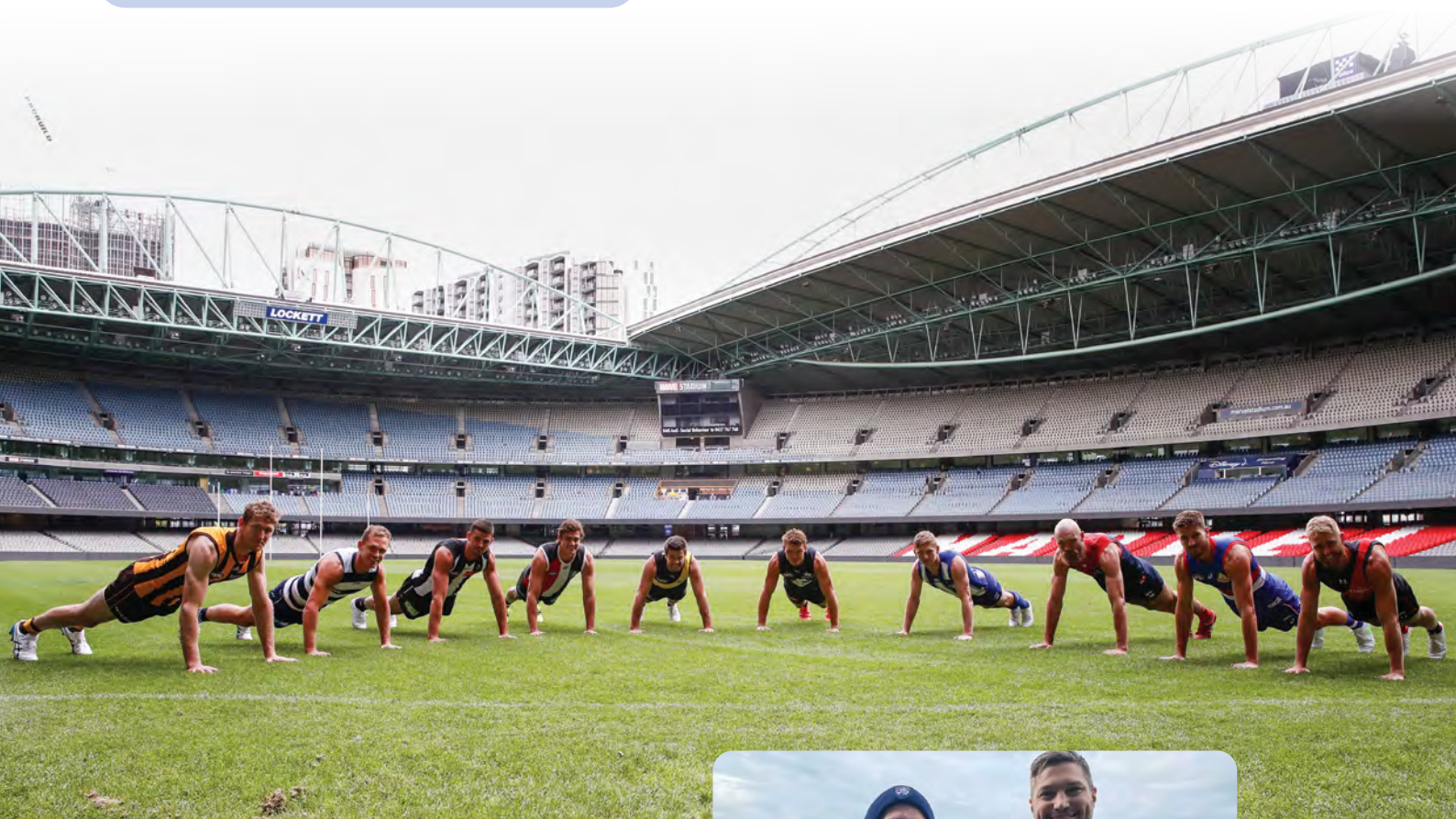


Invisible Fires

NRMA Insurance partnered with Lifeline and top Australian singer-songwriter Julia Stone to create a beautiful and powerful campaign to capture the link between natural disaster and mental distress, highlighting the need for ongoing mental health support for people affected by the bushfires.

Julia Stone wrote a moving poem, 'Invisible Fires' that revealed the ongoing mental health trauma people experience in the wake of a natural disaster. It aimed to reassure those who were still struggling that help was available and to help others understand that even after the physical bushfires have been extinguished, for many the invisible fires burn on for much longer.





AFL and the Western Bulldogs

As the Official Charity Partner of the AFL, Lifeline branding featured on the football used in this year's AAMI Community Series pre-season competition.

The AFL also supported Lifeline in raising awareness and encouraging the AFL Community to take part in The Push-Up Challenge in June 2021. AFL CEO Gillon McLachlan personally endorsed the Challenge and the AFL Club Captains staged a Push-Up Challenge at Marvel Stadium.

As an extension of our partnership with the AFL, Lifeline announced a new partnership with the Western Bulldogs in 2021. Through this partnership, we aim to deliver a range of mental health awareness and education initiatives across the season, stretching from grassroots players to elite athletes. The Western Bulldogs lead the way in advocating for better mental health and wellbeing in the AFL Community, via the Club's Sons of the West and Daughters of the West programs.



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For a long time we have focussed on improving the mental health of people in the west of Melbourne and western Victoria, particularly through our men's and women's health and wellbeing programs. Having Lifeline to integrate into these programs will only strengthen their impact, which is extremely exciting for us.

Ameet Bains
Western Bulldogs CEO

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Give for Good

Commencing in October 2020, Give for Good, the registered charity of Domino's Pizza, embarked on a three-year partnership with Lifeline to support our digital service offering.

This funding has contributed to the expansion of the crisis support hours and helped train more crisis supporters. Through the support of Give for Good and the network of Domino's stores around Australia, we have been able to share our message and reach more people in need.

Additional activations have included a dedicated Round Up Campaign in the month of December, in-kind support for our Text Crisis Supporters in Volunteer Week and the company's year-round Workplace Giving program.

AGL

As an essential service provider to millions of Australian homes and businesses, the safety and wellbeing of customers and team members is a key priority for AGL.

In 2020/21, AGL supported the growth of Lifeline Text with funding contributing to the development of the text platform, training, and delivery of the service. This enabled Lifeline to increase the capacity of Lifeline Text to reach up to 7,000 additional help seekers struggling across the COVID-19 crisis over the past 12-months.



nib and nib foundation's partnership with Lifeline has enabled Lifeline to extend the availability and capacity of its Text Crisis Support in this past year.

The funding supported Lifeline Text to reach up to 14,360 additional help seekers struggling due to the COVID-19 crisis through the recruitment and training of 60 dedicated Text Crisis Support Volunteers, two team leaders and additional targeted marketing of the service across our social platforms.

The support of the nib Foundation has been transformative and assisted Lifeline enormously in developing and enhancing the service offering, particularly as we embark on a goal of achieving a 24/7 service in FY22.



Commonwealth Superannuation Corporation

Following a successful workplace giving showcase in 2019, Commonwealth Superannuation Corporation (CSC) and Lifeline entered into a three-year partnership. This bolster to our services came at a time of increasing demand for Lifeline services, with more Australians than ever before seeking crisis support. It helped us to meet the growing need.

We were able to share stories with staff through our AIS Ambassador program and we are developing customer-facing collaborations to support further awareness, education and fundraising.

In addition to their partnership pledge, CSC committed to The Push-Up Challenge with staff fundraising and matched giving as well as ongoing support via workplace giving.



Thank You to Our Major Supporters

Government

NSW Ministry of Health
Victorian Department of Health
Australian Government Department of Social Services
Australian Government Department of Health
Northern Territory Department of Health
Tasmanian Department of Health
Resilience NSW
Hunter New England Local Health District
Newcastle City Council
Central Coast Council

Primary Health Networks

Healthy North Coast (NSW)
Hunter, New England and Central Coast (NSW)
Western Victoria

Pro Bono Supporters

Cisco
Microsoft
ooH Media
Thinkerbell
TikTok

Corporate Supporters

AGL
Aurizon
Cater Care Group Pty Ltd
Chubb Insurance
Commonwealth Superannuation Corporation
Drummond Golf
Employers Mutual Limited
Endes Pty Limited
Facebook
Give for Good
ING Bank Australia Limited
Insurance Australia Limited
Isuzu UTE Australia
Lion Pty Ltd
McGrathNicol
Mental Health Academy
nib Foundation
NRMA Insurance
Northrop Grumman Australia
Nutrien Ag Solutions
Ocean and Earth Aust Pty Ltd
Omni Executive Pty Ltd
Paypal Giving Fund
Petra Capital
Programmed Maintenance Services Ltd
Real Pet Food Company
Rebel Sport Limited
Scentre Group
SEEK Limited
Servcorp
Stacks Of Snacks
The Westpac Group
Uber
Wesfamers Limited
Whites Group Pty Ltd
Youfoodz
Zen Imports

Individual and Community Supporters

Tom Atkins
Annie Corlett AM
Donna de Kort
Blake Etienne
Julian Farren-Price
Jack Hendy
Clive and Jennifer Hughes
Andrew Karpel
George Livanos
Kyle Mangini
Robin McCosker
Patrick McCullagh
Jean Newnham
Caroline Olding
James Ranck
Rachael Rofe
Bryan Rollins
Bruce Saint
June Sainty
Mitchell Skinner
Sam van der Griend

Estates and Tributes

Estate of the Late Edena (Dena) Owen
Estate of the Late Frank Howard Boreham
Estate of the Late James Robert Howard
Estate of the Late Ruth Murchland

Trusts and Foundations

Aberdeen Fund
ACME Foundation
Amp Foundation Charitable Trust
Buildcorp Foundation
Camceda Pty Ltd ATF
The Roberts Family Foundation
Charities Aid Foundation
Charles Warman Foundation Pty Ltd
Count Charitable Foundation
Davies Family Foundation
Emorgo Foundation
IMC Pacific Foundation
ISPT
J Sowter Foundation
JLDJS Foundation
Kamener Foundation
Kevin Irwin Memorial Foundation
Lacetree Pty Ltd
Liptember Foundation
Nielsen Foundation
Packer Family Foundation PAF
Randall Foundation
Reuban Pelerman Benevolent Foundation
Scrimshaw Foundation
The Honda Foundation
The Lady Fairfax Charitable Trust
The Mandy Dean Foundation Pty Ltd
The Push For Better Foundation
Thyne Reid Foundation

Financial Highlights

Retained/Surplus

	2021 (\$)
Opening balance as at 1 July 2020 as previously reported	13,705,775
Net surplus for the year	4,906,948
Closing balance as at 30 June 2021	18,612,723

Financial results at a glance

Lifeline Australia and controlled entities

	FY20 (\$)	FY21 (\$)	Percentage
Revenue			
Government Grants	43,569,231	44,422,746	63%
Fundraising	10,076,182	12,756,302	18%
Sale of Goods/Services	4,290,452	6,367,263	9%
Other income (including Other Comprehensive Income)	2,132,332	6,847,619	10%
Total Revenue	60,068,197	70,393,930	100%
Use of funds			
Services	42,005,754	38,945,720	59%
Lifeline Direct	11,163,489	15,188,022	23%
Fundraising	3,147,879	3,876,010	6%
Marketing and Research	838,461	1,256,586	2%
Administration	4,152,034	6,220,644	9%
Total Expenditure	61,307,617	65,486,982	100%
Surplus/(Deficit)	(1,239,420)	4,906,948	

Financial

Statements

2021

Corporate Governance

Lifeline Australia is a company limited by guarantee established to support the organisation, establishment, development and operation of Lifeline National Services and Lifeline Centres throughout Australia. Lifeline Australia develops and conducts programs, projects and initiatives to enable people to overcome isolation and cope with problems and crisis affecting mental health, well-being, life and safety.

The Lifeline Australia Board is committed to achieving and demonstrating the highest standards of corporate governance. Our corporate governance framework and practices are underpinned by the *Corporations Act 2001 (Cth)*, *Australian Charities and Not-for-Profits Commission Act 2012 (Cth)* and Lifeline Australia's core governance documents (including the Constitution and Board Charter).

Our approach to corporate governance is based on a set of values and behaviours that underpin day-to-day activities, provide transparency and protect stakeholder interests. The Board and Executive Leadership Team are committed to pursuing excellence in corporate governance, as it is fundamental to Lifeline's sustainability and performance.

Corporate Governance Framework

The appended diagram illustrates Lifeline Australia's corporate governance framework. It reflects the relationship between the Board, its Committees, the CEO and the Executive Leadership Team, and the numerous independent assurance functions.



Website

Further details regarding Lifeline Australia's approach to corporate governance are available at: www.lifeline.org.au/about/governance/. This website provides access to core governance documents, and other policies/documents of interest to our Members and stakeholders.

The Lifeline Australia Board

The Lifeline Australia Board is responsible for the stewardship and, long term sustainability of Lifeline Australia and, bears ultimate responsibility for the organisation achieving its purpose. In providing strategic leadership, the Board provides input that assists in identifying and understanding emerging trends and issues likely to impact the Lifeline Australia Group, Member Centres, stakeholders and help seekers. The Board monitors corporate performance against the strategic direction, including assessing operating results to evaluate whether the business is being properly managed, and identifies and evaluates the principal risks faced by Lifeline.

The Board is comprised of eight directors elected or appointed by the Members of Lifeline Australia and three directors appointed by the Board.

Mr John Brogden AM	Chairman, Independent Director
Mrs Jacinta Munro	Deputy Chair, Chair — Audit and Risk Committee, Independent Director
Mr Travis Dillon	Independent Director
Rev. Geoffrey Flynn	Non-Independent Director
Ms Michelle Harpur	Chair — Governance Committee, Independent Director
Dr Daniel Mainville	Non-Independent Director
Mr Bruce Mansfield	Independent Director
Mr Brent McCracken	Non-Independent Director
Mr Geoffrey McClellan	Independent Director
Ms Linda O'Farrell	Independent Director
Mr Tony Windever	Chair — Service Committee, Independent Director

The Board's Charter, Diversity Policy, and Code of Conduct and Ethics are available at: www.lifeline.org.au/about/governance/

Key Focus Areas of the Board During FY21

Throughout FY21, the Board has overseen and provided direction to the transformation program underway in Lifeline Australia, with a particular focus on the areas below:

- Oversight of Lifeline's strategic direction across the five priority areas of enhancing service delivery, ensuring effective alignment with Lifeline's Members, financial sustainability, leadership in the sector and enhancing the organisation's capability.
- Review of Lifeline Australia's strategic priorities and role in the context of the Mental Health and Suicide Prevention ecosystem.
- Leadership and support of the organisation through the challenges presented by COVID-19 and the ongoing pressures on Lifeline's services.
- Working in partnership with our Network to address the challenges of increase in service demand and the sustainability of the Lifeline Network.
- The performance of Lifeline's National Services, including significantly improving the 13 11 14 call answer rate and expanding Lifeline Text to 12 hours per day.
- Reviewing policies to improve the Company's system of corporate governance and operational controls.
- Leadership of advocacy activities, enhancement of Lifeline's profile nationally and informing mental health and suicide prevention public policy outcomes.
- Finalising reforms to the Lifeline Australia Constitution in close collaboration with Lifeline Australia's Members via the 'Be Clearer' Working Group.

Directors' Report

Your Directors present this report on the company for the financial year ended 30 June 2021.

Directors

The names of each person who has been a Director during the year and to the end of this report are:

Mr John Brogden AM

Mr Travis Dillon

Rev Geoffrey Flynn

Dr Daniel Mainville

Mr Bruce Mansfield

Ms Linda O'Farrell

Mr Geoffrey McClellan

Mr Brent McCracken

Mrs Jacinta Munro

Ms Michelle Harpur

Mr Tony Windever

Information on Directors

Mr John Brogden AM

Chairman

Director since	Chairman since
28/11/09 - 5/11/11	2/11/12

Director qualifications	Lifeline Direct Chairman until
MPA, FAICD	21/4/21

Experience

John is the Chief Executive Officer of Landcom. Between 2015 and 2017 John was MD & CEO of the Australian Institute of Company Directors (AICD). From 2009 to 2015 John was the CEO of the Financial Services Council and from 2006 to 2009 he was CEO of Manchester Unity Australia. From 1996 to 2005 John was the Member for Pittwater in the NSW Parliament and from 2002 to 2005 Leader of the Opposition. John is also a Member of the Australia's Mental Health Think Tank, an Adviser to the Mindaroo Foundation Flood and Fire Resilience Project, Chairman of Furlough House Retirement Village, Patron on Kookaburra Kids, Sailability Pittwater, Bilgola Surf Lifesaving Club and Avalon Beach Surf Lifesaving Club. In 2014 John was made a Member of the Order of Australia (AM) for significant service to the community.

Mrs Jacinta Munro

Deputy Chair, Audit and Risk Committee Chair

Director since	Lifeline Direct Chairman since
16/4/13	21/4/21

Director qualifications
BBus (Accounting), CA, GAICD

Experience

Jacinta is a Chartered Accountant with 30 years' experience with KPMG, with over fifteen years as Partner. Jacinta currently has the role of Partner responsible for Regulatory Compliance. Her experience spans audit, governance, compliance and risk advisory services and she has extensive experience working with Boards. She is a graduate and member of the AICD and is a key figure in the financial services industry in Melbourne.

Mr Travis Dillon

Director since	Deputy Chair since
10/11/17	19/05/21

Director qualifications	Lifeline Direct Deputy Chair since
MBA, Adv Dip RBM, MAICD	19/5/21

Experience

Travis has nearly 30 years' experience in the agribusiness industry, having worked previously for Ruralco Holdings Limited & Wesfarmers subsidiary Landmark. His previous directorships include several of the Ruralco entities along with AuctionsPlus Pty Ltd, the market leader in online transactions of livestock services. Travis is currently Chairman of Terragen Holdings, Clean Seas Seafood and Non-Executive Director of S&W Seeds Australia. Over his career Travis has had extensive involvement in Rural & Regional Australia and is passionate about bringing this experience to Lifeline.

Rev Geoffrey Flynn

Director since
17/2/16

Director qualifications
BE (Communications), BD, MA (Pastoral Supervision)

Experience

Geoffrey is currently the Minister / Executive Officer of the Wollongong Mission of The Uniting Church in Australia which has a long history of supporting persons in crisis through Lifeline South Coast and its Community Care Centre. Geoffrey has 25 years' experience serving in leadership positions within the Church including the NSW/ACT Boards of the UCA Synod and UnitingCare (now Uniting). Geoffrey is passionate about promoting mental health, and is an experienced Defence and Mental Health Chaplain, and Clinical Pastoral Educator. He has a strong interest in Public Theology and the integration of Christian proclamation and community service.

Mr Geoffrey McClellan

Director since
17/10/11

Director qualifications
BEc, LLB

Experience

Geoffrey is a Senior Litigation Advisor at one of Australia's largest law firms, Herbert Smith Freehills, where he was Chairman and Senior Partner of Freehills for six and a half years. Geoffrey is widely recognised as one of Australia's leading commercial litigators and has extensive experience advising major public companies across a broad range of significant strategic issues. He brings to the Board, from both his professional practice and the leadership of a major law firm, extensive experience in matters of corporate governance, strategy and organisational change. Geoffrey is a Director of Oxfam Australia.

Dr Daniel Mainville

Director since
17/11/17

Director qualifications
BSc (Eng)(Honours), M.Sc., PhD, GAICD, FARLF

Experience

Daniel is the Head of Consulting & Major Partnerships at GippsTech. He has also served on the Board of Lifeline Gippsland Inc. since 2014. Living in regional Victoria, Daniel brings to the Board a passion for helping communities embrace diversity and build resilience — particularly in support of LGBTQIA+ people who face additional mental health challenges and suicidality due to community attitudes, stigma, bullying, isolation and the internal acceptance of their sexuality. Daniel's career spans over 25 years of working at senior levels in consulting, government and private industry leading strategy development, innovation, stakeholder management, and emergency preparedness and response. He possesses advanced qualifications in environmental engineering. Daniel is a Fellow of the Australian Rural Leadership Foundation and a Graduate member of the Australian Institute of Company Directors.

Mr Bruce Mansfield

Director since
19/4/13

Director qualifications
BCom, MAICD, F Fin

Experience

Bruce is currently an advisor to Andrew and Nicola Forrest's Minderoo Foundation, a private philanthropic foundation in Australia, with Bruce's area of focus covering cancer, tobacco control and technology-based welfare delivery. Bruce joined Minderoo in September 2017 as Chief Operating Officer, prior to this, Bruce was Managing Director of eftpos Payments Australia Ltd from August 2010 to August 2017. Prior to joining eftpos, Bruce held a number of senior executive positions for Visa Inc. globally where he worked for over 18 years including Executive Vice President of a number of local and global business operations spanning Australia, New Zealand, Asia Pacific and International operations. He has substantial board experience in the NFP sector, including six years on the National Board of Save the Children Australia Limited. Bruce is a member of the Financial Services Institute of Australasia and the Australian Institute of Company Directors.

Mr Brent McCracken

Director since
17/11/17

Director qualifications
B Soc Sc, Grad Dip Adult Ed, Executive MPA

Experience

Brent is Group Executive of Family and Disability Services, UnitingCare Queensland. Brent has over 30 years' experience working in the community services sector in a variety of roles including as a case worker, client services manager, teacher, funder and contract manager, operational manager and senior leader in Victoria, NSW and Queensland. Prior to joining UnitingCare Queensland, Brent was the Regional Executive Director, North Coast with the Department of Communities, Child Safety and Disability Services, responsible for leading the delivery of child and family, disability, community recovery, domestic and family violence and community services and initiatives in the northern suburbs of Brisbane, Sunshine Coast and Gympie regions.

Mr Tony Windever

Chair Service Committee

Director since
21/8/17

Director qualifications
BEc, GAICD

Experience

Tony is an accomplished senior executive with 25 years' experience in the information technology and financial services industries. With leadership roles spanning national, regional, and global theatres, Tony has led technology organisations and businesses of significant scale and complexity. With strategic and operational accountability across all enterprise functions, Tony has notable experience in business transformation, general management, strategy, customer experience management, and service delivery. He is currently the Chief Executive, Operations & Deputy CEO at Coal Long Service Leave Corporation, responsible for strategic leadership and operational management of the scheme. Tony's prior role was Managing Director for Unisys Asia Pacific where he was also Chair of the Unisys Australia Board. In the preceding years, Tony held executive leadership positions at Adobe and Dell.

Ms Michelle Harpur

Chair Governance Committee

Director since
22/11/19

Director qualifications
BA LLB GAICD

Experience

Michelle is a Telephone Crisis Supporter based in Maroochydore. Michelle is also a lawyer with over 30 years' experience as a commercial litigator across different industries. Since early in her career as a partner of national and international firms, she has been involved in management, sitting on her firms' boards and executive committees. She was one of the early female managing partners of a law firm, and throughout her career has been a champion of diversity in the workplace. Since 2016, Michelle has been the principal of Harpur Phillips, and is a trusted advisor to a small number of clients, advising mainly on governance and risk management. Michelle is a graduate member of the Australian Institute of Company Directors. She is a director of Eildon Capital Limited, and Chair of its Audit and Risk Committee.

Ms Linda O'Farrell

Director since
20/11/19

Qualifications
BEc

Experience

Linda O'Farrell is a senior executive with extensive experience in the Western Australian resources sector. Linda has shaped people strategy for leading resource companies including Newcrest, BHP, Mount Gibson Iron and since 2013 has led the People and Infrastructure Services teams for Fortescue Metals Group (FMG). In 2015 Linda was honoured to be awarded the CME Women in Resources Champion award and has continued to contribute to empowering women through her involvement with Dress for Success WA (2017) and Chief Executive Women. Linda joined the Board of the Australian Institute of Management WA in 2018 and the board of Australian Mines and Metals in 2018.

Board and Committee Membership

Board Chair

Mr John Brogden AM
Since 2/11/12

Board Deputy Chair

Mrs Jacinta Munro
Since 18/11/16

Audit and Risk Committee

Mrs Jacinta Munro — Chair
Member since 16/4/2013
Chair since 20/11/2017

Mr Bruce Mansfield
Member since 19/4/13
Chair to 20/11/17

Mr Geoffrey McClellan
Member since 1/7/17 – 4/12/20

Mr Travis Dillon
Member since 13/12/19)

Mr Samuel Hinchliffe
Co-opted member since 22/4/15

Ms Zoe Henham
co-opted member since 15/3/20

Governance Committee

Ms Michelle Harpur — Chair
Member since 13/12/19
Chair since 19/05/21

Mr Geoffrey McClellan
Member since 17/10/11
Chair from 6/7/2012 – 19/05/21

Rev Geoffrey Flynn
Member since 17/2/16

Dr Daniel Mainville
Member since 17/11/17

Ms Kristy Do
Co-opted member since 15/3/18

Service Committee

Mr Tony Windever — Chair
Member since 21/8/17
Chair since 13/12/19

Mr Brent McCracken
Member since 17/11/17

Ms Linda O'Farrell
Member since 13/12/19

Ms Michelle Harpur
Member since 13/12/19 – 24/06/21

Mr Peter Morrison
Co-opted member since 1/7/19

Members

As at 30 June 2021 there were 22 members of Lifeline Australia. If the company was wound up, each member would be required to contribute \$2.

Performance measures

Lifeline Australia measures and reports on both financial and non-financial data to the Board. The financial reports provide information pertaining to performance against budgets and viability of the organisation. The non-financial measures include information on National Service performance, progress on strategic projects, work health and safety, statutory and regulatory obligations, compliance matters, and human resource matters.

Significant changes in state of affairs

No significant changes in the state of affairs of the group have taken place which require disclosure.

After balance date events

No matters have occurred subsequent to the balance sheet date that require disclosure.

Future developments

There are no significant future developments that require disclosure other than those events detailed under the heading of 'After Balance Date Events'.

Environmental issues

The company's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a state or territory.

During the financial year, 10 meetings of Lifeline Australia Directors were held. Attendance by each Director was as follows:

	Number eligible to attend	Number attended
Mr John Brogden AM	10	9
Mrs Jacinta Munro	10	10
Mr Travis Dillon	10	10
Rev Geoffrey Flynn	10	10
Mr Daniel Mainville	10	10
Mr Bruce Mansfield	10	10
Mr Geoffrey McClellan	9*	7
Mr Brent McCracken	10	10
Mr Tony Windever	10	10
Ms Michelle Harpur	10	10
Ms Linda O'Farrell	10	10

* Approved leave of absence for the Board Meeting held on 18th June 2021.

During the financial year, 6 meetings of Lifeline Direct Limited Directors were held. Attendance by each Director was as follows:

	Number eligible to attend	Number attended
Mr John Brogden AM Resigned on 21/4/2021	4	3
Mrs Jacinta Munro	6	6
Mr Travis Dillon	6	5
Rev Geoffrey Flynn	6	6
Mr Daniel Mainville	6	6
Mr Bruce Mansfield	6	5
Mr Geoffrey McClellan	5*	5
Mr Brent McCracken	6	6
Mr Tony Windever	6	5
Ms Michelle Harpur	6	6
Ms Linda O'Farrell	6	6

* Approved leave of absence for the Board Meeting held on 18th June 2021.

Auditors Independence Declaration

A copy of the auditor's independence declaration in accordance with Section 60-40 of the Australian Charities and Not-for-profits Commission Act 2012 for the year ended 30 June 2021 has been received and is set out on the following page.

This report is made in accordance with a resolution of directors.

On behalf of the directors



John Brogden AM
Director

Dated: 12 October 2021



Jacinta Munro
Director

Dated: 12 October 2021

Independence Declaration



RSM Australia Partners
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AUDITOR'S INDEPENDENCE DECLARATION

As lead auditor for the audit of the financial report of Lifeline Australia LTD and its controlled entity for the year ended 30 June 2021, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

- (i) the auditor independence requirements as set out in the *Australian Charities and Not-for-profits Commission Act 2012* in relation to the audit; and
- (ii) any applicable code of professional conduct in relation to the audit.

RSM AUSTRALIA PARTNERS

RODNEY MILLER
Partner

Canberra, Australian Capital Territory
Dated: 12 October 2021

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AUDIT | TAX | CONSULTING

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INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF

LIFELINE AUSTRALIA LIMITED AND ITS CONTROLLED ENTITY

Opinion

We have audited the financial report of Lifeline Australia Limited (the Company) and its subsidiary (the Group), which comprises the consolidated statement of financial position as at 30 June 2021, the consolidated statement of comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion, the accompanying financial report of the Group is in accordance with the *Australian Charities and Not-for-profits Commission Act 2012* (ACNC Act 2012), including:

- (i) giving a true and fair view of the Group's financial position as at 30 June 2021 and of its financial performance for the year then ended; and
- (ii) complying with Australian Accounting Standards – Reduced Disclosure Requirements and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Group in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of *Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *ACNC Act 2012*, which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.



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Other Information

The directors are responsible for the other information. The other information comprises the information included in the Group's annual report for the year ended 30 June 2021 but does not include the financial report and the auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards – Reduced Disclosure Requirements and the *ACNC Act 2012* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the ability of the Group to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Group or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.




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A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: http://www.auasb.gov.au/auditors_responsibilities/ar4.pdf. This description forms part of our auditor's report.


RSM Australia Partners

Canberra, Australian Capital Territory
Dated: 12 October 2021


Rodney Miller
Partner

Directors' Declaration

The Directors of the Company declare that

The consolidated financial statements and notes, as set out on pages 10 to 22 are in accordance with the Australian Charities and Not-for-profits Commission Act 2012:

- (a) comply with Australian Accounting Standards-Reduced Disclosure Requirements; and
- (b) give a true and fair view of the financial position as at 30 June 2021 and of the performance for the year ended on that date of the Company and the consolidated entity;

In the Directors' opinion there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.



Mr John Brogden AM
Director



Jacinta Munro
Director

Dated: 12 October 2021

Dated: 12 October 2021

Page references relate to the original signed financial report.
The declaration refers to pages 53 to 67 of this report.

Consolidated Statements

Statement of Comprehensive Income

For the year ended 30 June 2021

Revenue	Consolidated	Consolidated
	2021 (\$)	2020 (\$)
Operating activities		
Grants	44,422,746	43,569,231
Donations and Sponsorships	12,756,302	10,076,182
Contracted services	1,186,331	843,079
Training Income	964,887	489,141
Sale of goods	6,032,111	4,355,542
Functions revenue	33,401	80,849
	65,395,778	59,414,024
Other revenue		
Affiliation fees	545,015	3,000
Interest and dividends	129,182	154,321
Change in fair value of investments	362,050	125,823
Government subsidies	2,772,070	1,091,000
Other revenue	266,664	38,896
	4,074,981	1,413,040
Gains/(losses on disposal of assets)	(41,786)	(204,636)
Fair value of assets distributed by Lifeline Geelong Barwon Region Inc. (in Liquidation)	1,594,692	-
Total income	71,023,665	60,622,428
Purchase of goods and services for resale	(629,735)	(554,231)
Gross operating surplus for the year	70,393,930	60,068,197
Expenses		
Employee benefits expense	(28,430,978)	(22,985,900)
Consultants, subcontractors and IT costs	(6,175,901)	(6,569,512)
Amortisation of right-of-use assets	(2,547,241)	(1,437,242)
Lease interest expense	(465,387)	(229,987)
Depreciation and amortisation of other non-financial assets	(1,228,182)	(974,862)
Occupancy costs	(531,713)	(1,020,839)
Marketing and communications	(3,564,242)	(1,471,104)
Meeting and travel costs	(381,886)	(1,080,545)
Other administrative costs	(3,058,633)	(1,516,946)
Staff recruitment costs	(457,222)	(486,862)
Payments to Lifeline centres	(16,692,376)	(21,782,063)
Telecommunications	(1,953,221)	(1,751,755)
Total expenses	(65,486,982)	(61,307,617)
Net surplus/deficit) for the year	4,906,948	(1,239,420)
Other comprehensive income	-	-
Total comprehensive income for the year	4,906,948	(1,239,420)

The accompanying notes form part of these financial statements.

Statement of Financial Position

As at 30 June 2021

		Consolidated	Consolidated
	Note	2021 (\$)	2020 (\$)
Assets			
Current assets			
Cash and cash equivalents	3	17,832,966	20,941,318
Trade and other receivables	4	2,411,218	1,603,380
Inventories		17,810	18,187
Other current assets	5	748,834	493,470
Total current assets		21,010,828	23,056,355
Non-current assets			
Financial assets	6	2,981,782	1,619,062
Other assets	5	99,591	87,511
Property, plant and equipment	7	3,552,159	2,445,693
Intangible assets	8	1,562,094	1,270,905
Right-of-use assets	9	8,136,187	8,875,293
Total non-current assets		16,331,813	14,298,464
Total assets		37,342,641	37,354,819
Liabilities			
Current liabilities			
Payables	10	5,802,929	3,927,473
Lease liabilities	11	2,341,529	1,927,078
Provisions	12	1,407,938	1,094,079
Unearned revenue	13	2,368,717	8,162,135
Total current liabilities		11,921,113	15,110,765
Non-current liabilities			
Unearned revenue	13	–	1,000,000
Lease liabilities	11	6,400,733	7,284,888
Provisions	12	408,072	253,391
Total non-current liabilities		6,808,805	8,538,279
Total liabilities		18,729,918	23,649,044
Net assets		18,612,723	13,705,775
Equity			
Retained earnings		18,612,723	13,705,775
Total equity		18,612,723	13,705,775

The accompanying notes form part of these financial statements.

Statement of Changes in Equity

For the year ended 30 June 2021

	Retained surplus (\$)	Total (\$)
2020		
Balance at 1 July 2019	14,945,195	14,945,195
Net deficit for the year	(1,239,420)	(1,239,420)
Closing balance at 30 June 2020	13,705,775	13,705,775
2021		
Balance at 1 July 2020	13,705,775	13,705,775
Net surplus for the year	4,906,948	4,906,948
Closing balance at 30 June 2021	18,612,723	18,612,723

Statement of Cash Flows

For the year ended 30 June 2021

	Consolidated	Consolidated
	2021 (\$)	2020 (\$)
Cash flows from operating activities		
Cash receipts from grants and other	51,991,573	55,563,210
Donations and sponsorships received	13,629,056	12,433,011
Interest and dividends received	138,077	294,877
Payments to suppliers and employees	(64,099,825)	(64,681,997)
Net cash generated from operating activities	1,658,881	3,609,101
Cash flows from investing activities		
Payments for plant and equipment	(533,955)	(1,676,958)
Payments for intangible assets	(723,049)	(1,536,090)
Cash distributed by Lifeline Geelong Barwon Region Inc. in Liquidation)	145,549	–
Lease fit-out contribution received	104,652	–
Net receipts from/payments for) investments	(1,000,000)	142,942
Proceeds from disposal of plant and equipment	–	3,631
Net cash used in investing activities	(2,006,803)	(3,066,475)
Cash flows from financing activities		
Lease liabilities paid	(2,295,043)	(929,115)
Lease interest paid	(465,387)	(229,987)
Net cash used in financing activities	(2,760,430)	(1,159,102)
Net increase/(decrease) in cash held	(3,108,352)	(616,476)
Cash at the beginning of year	20,941,318	21,557,794
Cash at the end of the year	17,832,966	20,941,318

Notes to the Financial Statements

Note 1

Significant accounting policies

The principal accounting policies adopted in the preparation of the financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

New or amended Accounting Standards and Interpretations adopted

The Group has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

Basis of preparation

These general purpose financial statements have been prepared in accordance with Australian Accounting Standards — Reduced Disclosure Requirements and Interpretations issued by the Australian Accounting Standards Board ('AASB') and the Australian Charities and Not-for-profits Commission Act 2012 as appropriate for not-for-profit oriented entities.

Historical cost convention

The financial statements have been prepared under the historical cost convention.

Income tax

Lifeline Australia and Lifeline Direct are public benevolent institutions under section 50-5 of the Income Tax Assessment Act 1997, as amended, and are exempt from paying income tax.

Comparative figures

Comparative figures are adjusted to conform to changes in presentation for the current financial year.

Current and non-current classification

Assets and liabilities are presented in the consolidated statement of financial position based on current and non-current classification.

An asset is classified as current when: it is either expected to be realised or intended to be sold or consumed in the company's normal operating cycle; it is held primarily for the purpose of trading; it is expected to be realised within 12 months after the reporting period; or the asset is cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least 12 months after the reporting period. All other assets are classified as non-current.

A liability is classified as current when: it is either expected to be settled in the company's normal operating cycle; it is held primarily for the purpose of trading; it is due to be settled within 12 months after the reporting period; or there is no unconditional right to defer the settlement of the liability for at least 12 months after the reporting period. All other liabilities are classified as non-current.

Principles of Consolidation

A controlled entity is any entity Lifeline Australia Limited has the power to govern the financial and operating policies of, so as to obtain benefits from its activities. In assessing the power to govern, the existence and effect of holdings of actual and potential voting rights are considered.

A controlled entity is fully consolidated from the date on which control is obtained by the parent entity and ceases to be consolidated from the date on which control is transferred out of the Group. Details regarding the controlled entity are contained in Note 14 to the financial statements. The controlled entity has a 30 June financial year end.

As at reporting date, the assets and liabilities of the controlled entity have been incorporated into the consolidated financial statements, as well as its results for the year then ended.

All inter-group balances and transactions between the two entities in the consolidated group, including any unrealised profits or losses, have been eliminated on consolidation. Accounting policies of the subsidiary have been changed where necessary to ensure consistency with those adopted by the parent entity.

Significant accounting policies (continued)

Revenue recognition

Revenue from contracts with customers

Revenue is recognised at an amount that reflects the consideration to which the Group is expected to be entitled in exchange for transferring goods or services to a customer. For each contract with a customer, the Group: identifies the contract with a customer; identifies the performance obligations in the contract; determines the transaction price which takes into account estimates of variable consideration and the time value of money; allocates the transaction price to the separate performance obligations on the basis of the relative stand-alone selling price of each distinct good or service to be delivered; and recognises revenue when or as each performance obligation is satisfied in a manner that depicts the transfer to the customer of the goods or services promised.

Variable consideration within the transaction price, if any, reflects concessions provided to the customer such as discounts, rebates and refunds, any potential bonuses receivable from the customer and any other contingent events. Such estimates are determined using either the 'expected value' or 'most likely amount' method. The measurement of variable consideration is subject to a constraining principle whereby revenue will only be recognised to the extent that it is highly probable that a significant reversal in the amount of cumulative revenue recognised will not occur. The measurement constraint continues until the uncertainty associated with the variable consideration is subsequently resolved. Amounts received that are subject to the constraining principle are recognised as a refund liability.

Grants

Grant funding that contain specific conditions and enforceable obligations on the use of those funds are recognised as and when the Group satisfies its performance obligations stated within the grant agreements. A contract liability is recognised for unspent grant funds for which a refund obligation exists in relation to the funding period. General grants that do not impose specific performance obligations on the Group are recognised as income when the Group obtains control of those funds, which is usually on receipt.

Sponsorships

Funding for special purpose projects via sponsorship is recognised as revenue to the extent that the monies have been applied in accordance with the conditions of the funding.

Donations and bequests

Donations and bequests that contain specific conditions and enforceable obligations on the use of those funds are recognised as and when the Group satisfies its performance obligations stated within the donation agreements. Otherwise, revenue from donations and bequests is recognised when the income is received.

Resources received free-of-charge

Resources received free of charge are recognised as revenue when, and only when, a fair value can be reliably determined. They are recognised concurrently as an expense of the same amount.

Affiliation fees

Affiliation fee income covers the financial year and is recognised on an accrual basis, evenly throughout the year.

Interest and Dividends

Interest income from a financial asset is recognised when it is probable that the economic benefit will flow to the Group and the amount of revenue can be reliably measured. Interest income is accrued on a time basis by reference to the principal and the effective interest rate applicable. Dividend revenue is recognised when the right to receive the dividend has been established.

Goods and Services Tax ('GST') and other similar taxes

Revenues, expenses and assets are recognised net of the amount of associated GST, unless the GST incurred is not recoverable from the tax authority. In this case it is recognised as part of the cost of the acquisition of the asset or as part of the expense.

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the tax authority is included in other receivables or other payables in the consolidated statement of financial position.

Cash flows are presented on a gross basis. The GST components of cash flows arising from investing or financing activities which are recoverable from, or payable to the tax authority, are presented as operating cash flows.

Commitments and contingencies are disclosed net of the amount of GST recoverable from, or payable to, the tax authority.

Note 2

Critical accounting judgements, estimates and assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors, including expectations of future events, management believes to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities (refer to the respective notes) within the next financial year are discussed below.

Impairment

The Group assesses impairment at each reporting date by evaluating conditions specific to the Group that may lead to impairment of assets. Should an impairment indicator exist, the determination of the recoverable amount of the asset may require incorporation of a number of key estimates. No impairment indicators were present at 30 June 2021.

Employee Provisions

Employee provisions include an estimation component in respect of long term employee benefits, measured as the present value of estimated future entitlements. In determining the present value management has applied the following judgements: probability of becoming legally entitled, future salary growth rate and long-term bond rates.

Note 3

	Consolidated	Consolidated
Cash and cash equivalents	2021 (\$)	2020 (\$)
Cash on hand	5,679	6,710
Cash at bank	10,409,748	11,319,568
Term deposits	7,417,539	9,615,040
Total cash and cash equivalents	17,832,966	20,941,318

Lifeline Australia Limited and Lifeline Direct Limited have a commercial credit card facility to the value of \$115,000 and \$150,000 respectively.

Accounting policy

Cash includes cash on hand, deposits held at call with banks, and term deposits with banks or financial institutions.

Note 4

	Consolidated	Consolidated
Trade and other receivables	2021 (\$)	2020 (\$)
Trade debtors	547,001	513,999
Accrued income	666,556	711,444
Net GST receivable	1,197,661	377,937
Total trade and other receivables	2,411,218	1,603,380

Accounting policy

Accounts receivable and other debtors, which generally have 30 day terms are recognised and carried at original invoice amount less any expected credit losses. Collectability of these balances is reviewed on an ongoing basis and individual debts that are likely to be uncollectable are written off when identified. This includes amounts due from Members as well as amounts receivable from customers for goods sold or services performed in the ordinary course of business. Receivables expected to be settled within 12 months of the end of the reporting period are classified as current assets with all other receivables being classified as non-current assets.

Note 5

	Consolidated	Consolidated
Other assets	2021 (\$)	2020 (\$)
Current		
Prepayments	748,834	493,470
Non-current		
Rental bonds	99,591	87,511
Total other assets	848,425	580,981

Note 6

	Consolidated	Consolidated
Financial assets	2021 (\$)	2020 (\$)
Financial assets measured at fair value through profit and loss		
Investments in listed shares, securities and managed funds	1,981,782	1,180,137
Financial assets measured at amortised costs		
Investments in fixed interest securities	1,000,000	438,925
Total financial assets	2,981,782	1,619,062

Accounting policy

Financial assets and financial liabilities are recognised when the Group becomes a party to the contractual provisions of the instrument. For financial assets, this is the equivalent to the date that the Group commits itself to either the purchase or sale of the asset (i.e. trade date accounting is adopted).

Financial assets are initially measured at fair value plus transactions costs, except where the instrument is classified 'at fair value through profit or loss' in which case transaction costs are expensed to profit or loss immediately.

Classification and subsequent measurement

Financial assets are subsequently measured at either fair value or amortised cost using the effective interest rate method. The subsequent measurement depends on the classification of the financial instrument as described below.

All recognised financial assets are subsequently measured at either amortised cost or fair value, depending on the classification of the financial assets.

Financial assets that meet the following conditions are subsequently measured at amortised cost:

- the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding; and
- the financial asset is held within a business model whose objective is to hold financial assets in order to collect contractual cash flows.

Financial assets that meet the following conditions are subsequently measured at fair value through other comprehensive income (FVTOCI):

- the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding; and
- the financial asset is held within a business model whose objective is achieved by both collecting contractual cash flows and selling the financial assets.

All other financial assets are subsequently measured at fair value through profit or loss (FVTPL).

Note 7

	Consolidated	Consolidated
Property, plant and equipment	2021 (\$)	2020 (\$)
Land and buildings at deemed cost	2,060,760	490,000
Leasehold improvements	50,147	34,132
Accumulated depreciation	(60,274)	(35,358)
	2,050,633	488,774
Computers	662,266	1,685,578
Accumulated depreciation	(347,636)	(1,037,663)
	314,630	647,915
Office equipment	19,063	29,098
Accumulated depreciation	(13,212)	(20,236)
	5,851	8,862
Furniture and fittings	1,296,868	1,383,364
Accumulated depreciation	(396,037)	(315,452)
	900,831	1,067,912
Motor Vehicles	181,518	150,320
Accumulated depreciation	(88,749)	(79,348)
	92,769	70,972
Plant and equipment	319,606	260,552
Accumulated depreciation	(132,161)	(99,294)
	187,445	161,258
Total Property, plant and equipment	3,552,159	2,445,693

Accounting policy

Plant and equipment

Plant and equipment items are recognised when their initial cost is greater than a certain value (Lifeline Australia: \$10,000, Lifeline Direct Limited: \$1,000) and are measured at cost, less (where applicable) accumulated depreciation and impairment losses.

Land and buildings

Land and buildings are carried at cost less, where applicable, accumulated depreciation and impairment losses. The carrying amount of property, plant and equipment is reviewed annually by management to ensure it is not in excess of the recoverable amount from these assets. The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each financial year end.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are recognised in the profit or loss in the period in which the asset is disposed.

Depreciation

Plant and equipment assets are depreciated on a straight line basis over their useful lives commencing from the time the asset is held ready for use.

The depreciation rates used for each class of plant and equipment assets are:

Class of asset	Depreciation rate
Buildings	2.50%
Computers	20% – 40%
Office equipment	20% – 33%
Office fittings and furniture	20% – 33%
Motor vehicles	20% – 25%
Plant and equipment	20% – 33%

Impairment

At each reporting date, the Group reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. As a not-for-profit entity, value in use, according to AASB 136 Impairment of Assets, is depreciated replacement cost. Any excess of the asset's carrying value over its recoverable amount is recognised in the consolidated statement of comprehensive income as an impairment loss.

Movements in carrying amounts for each class of property, plant and equipment between the beginning and the end of the current financial year:

	Land and buildings at deemed cost	Computers	Office equipment	Furniture and fittings	Motor Vehicles	Plant and equipment	Total
	\$	\$	\$	\$	\$	\$	\$
Opening balance at 1 July 2019	488,774	647,915	8,862	1,067,912	70,972	161,258	2,445,693
Additions	1,578,156	186,100	1,625	71,112	31,198	67,673	1,935,864
Reclassification to intangible assets (Note 8)*	–	(296,634)	–	–	–	–	(296,634)
Transfers	8,619	–	–	–	–	(8,619)	–
Disposals	–	(3,495)	–	–	–	–	(3,495)
Depreciation expense	(24,916)	(219,256)	(4,636)	(238,193)	(9,401)	(32,867)	(529,269)
Carrying amount at the end of year	2,050,633	314,630	5,851	900,831	92,769	187,445	3,552,159

*During FY20, \$296,634 Platform Optimisation costs were capitalised to PPE (Computers) however during FY21 these costs were correctly reclassified to Intangible assets (Software).

On 19 July 2019 the Board of Lifeline Direct (following endorsement by the Board of Lifeline Australia) approved the acceptance of Lifeline Geelong Barwon Region Inc.'s surplus assets and service operations by Lifeline Direct as part of Lifeline Geelong Barwon Region Inc opting-in to Lifeline Direct. The formal liquidation of the Lifeline Geelong Barwon Inc Centre and subsequent transfer of assets, which included real property and cash, were measured at fair value and recognised as revenue by Lifeline Direct Limited on 17 Dec 2020. For the purpose of recognising the assets at fair value, the land and building included in the distributed assets were revalued at \$1,350,000 by reference to an independent property valuation obtained in November 2019.

Note 8

	Consolidated	Consolidated
Intangible assets	2021 (\$)	2020 (\$)
Computer software — at cost	2,635,079	3,125,016
Accumulated amortisation	(1,072,985)	(1,854,111)
Total Intangible assets	1,562,094	1,270,905

Movements in carrying amounts

Movements in the carrying amounts between the beginning and the end of the current financial year:

Balance at the beginning of the year	1,270,905	186,820
Additions at cost	723,049	1,536,090
Reclassification from Plant and Equipment (Note 7)	296,634	–
Amortisation expense	(698,913)	(452,005)
Disposals	(29,581)	–
Carrying amount at the end of the year	1,562,094	1,270,905

Note 9

	Consolidated	Consolidated
Right-of-use assets	2021 (\$)	2020 (\$)
Land and building right-of-use assets at cost	9,354,292	8,736,746
Accumulated amortisation	(2,231,873)	(1,200,632)
	7,122,419	7,536,114
Information technology right-of-use assets at cost	1,820,227	1,645,981
Accumulated amortisation	(806,459)	(306,802)
	1,013,768	1,339,179
Total right-of-use assets	8,136,187	8,875,293

Movements in carrying amounts

Movements in carrying amounts for right-of-use assets between the beginning and the end of the current financial year:

Right-of-use assets recognised at transition date – 1 July 2019	8,875,293	1,273,307
Additions	1,868,298	8,984,420
Re-measurements	(39,944)	–
Transfer of make good assets	–	54,808
Disposals	(20,219)	–
Amortisation expense	(2,547,241)	(1,437,242)
Carrying amount at the end of the year	8,136,187	8,875,293

Accounting policy

At inception of a contract, the Group assesses whether a contract is, or contains, a lease. A contract is considered to contain a lease if it allows the Group the right to control the use of an identified asset over a period of time in return for consideration.

Where a contract or arrangement contains a lease, the Group recognises a right-of-use asset and a lease liability at the commencement date of the lease.

A right-of-use asset is initially measured at cost, which is the present value of the future lease payments adjusted for any lease payments made at or before the commencement date, plus any make-good obligations. Lease assets are depreciated using the straight line method over the shorter of their useful life and the lease term. Periodic adjustments are made for any re-measurements of the lease liabilities and for impairment losses.

Note 10

	Consolidated	Consolidated
Payables	2021 (\$)	2020 (\$)
Unsecured liabilities		
Accounts payable	2,138,294	190,247
Accrued expenses	3,125,128	2,258,284
Other current payables	539,507	1,478,942
Total payables	5,802,929	3,927,473

The average credit period on accounts payable (excluding GST payable) is 30 days. All payables are within terms and no interest is payable on outstanding payables during the period.

Accounting policy

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by Lifeline Australia during the reporting period but which remain unpaid as at the end of the reporting period. The balance is recognised as a current liability (at amortised cost and not discounted) as usual credit terms imposed upon Lifeline Australia are 30 days.

Note 11

	Consolidated	Consolidated
Lease liabilities	2021 (\$)	2020 (\$)
Current		
Lease liabilities	2,341,529	1,927,078
Non-current		
Lease liabilities	6,400,733	7,284,888
Total lease liabilities	8,742,262	9,211,966

Movement of lease liabilities between the beginning and the end of the current financial year:

Lease liabilities recognised at the beginning of the year	9,211,966	1,181,113
New leases	1,825,339	8,959,968
Lease payments	(2,760,430)	(1,159,102)
Interest expense	465,387	229,987
Balance at the end of the year	8,742,262	9,211,966

Accounting policy

At inception of a contract, the Group assesses whether a contract is, or contains, a lease. A contract is considered to contain a lease if it allows the Group the right to control the use of an identified asset over a period of time in return for consideration. Where a contract or arrangement contains a lease, the Group recognises a right-of-use asset and a lease liability at the commencement date of the lease.

Lease liabilities are initially measured at the present value of future minimum lease payments, discounted using the Group's incremental borrowing rate if the rate implicit in the lease cannot be readily determined, and are subsequently measured at amortised cost using the effective interest rate. Minimum lease payments include fixed payments, amounts expected to be paid under a residual value guarantee, the exercise price of purchase options for which the Group is reasonably certain to exercise and incorporate the Group's expectations of lease extension options.

The lease liability is remeasured when there are changes in future lease payments arising from a change in rates, index or lease terms from exercising an extension or termination option. A corresponding adjustment is made to the carrying amount of the lease assets.

The Group's leases relate primarily to property leases and the rental of IT hardware and software. The Group has an option to extend certain leases for a further 2 to 5 years after expiry. As at balance date, for the lease for which the Group is reasonably certain the options will be extended, the options have been included in the measurement of lease liabilities.

Short term leases (lease term of 12 months or less) and leases of low value assets (\$10,000 or less) are recognised as incurred as an expense in the consolidated statement comprehensive income. The amount expensed in the consolidated statement of comprehensive income in relation to short-term and low-value leases was \$78,414 (2020: \$533,976).

Note 12	Consolidated	Consolidated
Provisions	2021 (\$)	2020 (\$)
Current		
Annual leave	1,260,572	929,163
Long service leave	147,366	154,916
Makegood provision	–	10,000
	1,407,938	1,094,079
Non-current		
Long service leave provision	212,656	149,908
Makegood provision	195,416	103,483
	408,072	253,391
Total provisions	1,816,010	1,347,470

Accounting Policy

Provision is made in respect of liabilities for employee benefits arising from services rendered by employees. These benefits include wages and salaries, annual leave and long service leave entitlements. Employee benefits expected to be settled within one year are measured at the amounts expected to be paid when the liability is settled, plus related on-costs. Annual leave entitlements are considered a short-term benefit as Lifeline Australia does not have an unconditional right to defer the settlement of these amounts in the event the employee wishes to use their leave entitlement. This is in accordance with AASB 119 Employee Benefits.

The liability for short-term employee benefits is classified as current payables. Employee benefits expected to be settled later than one year are measured at the present value of the estimated future cash outflows to be made for those benefits to the employees concerned. Expected future payments incorporate anticipated future wages including superannuation, service duration, and are discounted with reference to market yields on government bonds that have maturity dates that approximately equate to the obligations. Remeasurement of obligations for long term employee benefits is recognised in the profit and loss as part of employee benefits expense. The liability for long-term employee benefits is classified as a non-current provision. Contributions are made to employee superannuation funds in compliance with government legislation and are recognised as expenses when incurred.

Note 13	Consolidated	Consolidated
Unearned revenue	2021 (\$)	2020 (\$)
Current		
Other deferred income	1,508,103	416,256
Unexpended grants	860,614	7,745,879
	2,368,717	8,162,135
Non-current		
Unexpended grants	–	1,000,000
Total Unearned revenue	2,368,717	9,162,135

Accounting Policy

Grants are recognised as revenue in the year received or receivable to the extent of expenditure during the year for the purpose of the grant. Grant monies that have been received or are receivable but have not been expended at balance date, including interest thereon where required under the terms of the grant, are recognised as Unexpended grants in unearned revenue.

Note 14	Consolidated	Consolidated
Controlled entities	2021 (\$)	2020 (\$)
Name of subsidiary	Country of Incorporation	Ownership interest held by Lifeline Australia Limited
Lifeline Direct Limited	Australia	100% 100%

Note 15

Key management personnel	2021 (\$)	2020 (\$)
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Any person(s) having authority and responsibility for planning, directing and controlling the activities of the Group, directly or indirectly, including any Director (whether executive or otherwise) is considered key management personnel.

(a) Details of Key Management Personnel

The names of persons who comprised the Board of Directors during the year ended 30 June 2021 are:

Mr John Brogden AM	Mrs Jacinta Munro	Ms Michelle Harpur
Mr Travis Dillon	Ms Linda O'Farrell	Dr Daniel Mainville
Mr Geoffrey McClellan	Mr Tony Windever	Mr Brent McCracken
Mr Bruce Mansfield	Rev Geoffrey Flynn	

None of the above Directors or parties related to them received any remuneration from the company during the year (2020: none) other than that described at Note 16 for their reimbursement for expenses incurred.

Total compensation	1,970,545	1,880,228
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The compensation relates to the CEO and the Executives.

Note 16

Related parties

Directors holding office as Lifeline Australia Directors also held office, or were employed by the following Lifeline Members:

Mr John Brogden AM	Director of Lifeline Direct Limited (Resigned: 21 April 2021) and Lifeline Australia.
Mr Travis Dillon	Director of Lifeline Direct Limited and Lifeline Australia.
Rev Geoffrey Flynn	Director of Lifeline Direct Limited, Director of Lifeline Australia and a Director of the UCA Wollongong Mission which has delegated control of Lifeline South Coast from the Uniting Church in Australia NSW Property Trust. The Uniting Church in Australia NSW Property Trust is a Member of Lifeline Australia.
Ms Michelle Harpur	Director of Lifeline Direct Limited and Lifeline Australia.
Dr Daniel Mainville	Director of Lifeline Direct Limited and Lifeline Australia, and Director of Lifeline Gippsland Inc. (which is a Member of Lifeline Australia).
Mr Bruce Mansfield	Director of Lifeline Direct Limited and Lifeline Australia.
Mr Geoffrey McClellan	Director of Lifeline Direct Limited and Lifeline Australia.
Mr Brent McCracken	Director of Lifeline Direct Limited and Lifeline Australia, and Group Executive, Child and Family Services, UnitingCare Queensland which is a Member of Lifeline Australia.
Mrs Jacinta Munro	Director of Lifeline Direct Limited and Lifeline Australia.
Ms Linda O'Farrell	Director of Lifeline Direct Limited and Lifeline Australia.
Mr Tony Windever	Director of Lifeline Direct Limited and Lifeline Australia.

The majority of transactions between Lifeline Australia and the above Members related to various agreements whereby Centres undertake service delivery operations on behalf of Lifeline Australia. The NSW State Government provided financial assistance for distribution to NSW Members involved in delivering crisis telephone services. These payments were made in accordance with the distribution policy agreed by those Members.

In addition, some Members undertook particular service delivery elements on behalf of Lifeline Australia (e.g. paid telephone crisis services and DV Alert training delivery). Such arrangements have been determined based on assessments in response to requests for expression of interest in providing such services and commercial contract arrangements.

All transactions with the Members have been conducted on normal commercial terms except for Affiliation Fees which are determined by Lifeline Australia on an annual basis. Transactions between related parties are on terms and conditions no more favourable than those available to other persons / entities unless otherwise stated. Lifeline Australia records and manages all conflicts of interest in accordance with Lifeline Australia's Board Charter, (available at: www.lifeline.org.au/about-lifeline/corporate-governance/our-corporate-governance) and good governance principles.

Note 17

Principal activities

Lifeline

Lifeline Australia is a company limited by guarantee with 22 Member organisations. Lifeline Australia accredits Member organisations to enable them to provide national Lifeline services, which are presently crisis support services, suicide prevention programs and the Lifeline Information Service.

Lifeline Australia provides service infrastructure and support to Member organisations in the operation of national Lifeline services, particularly through the provision of virtual contact centre technology.

Lifeline Australia has responsibility for the protection and management of the Lifeline Trade Marks on behalf of its Members and undertakes national marketing and fundraising activities to foster financial support for national services and to promote the work of its Members in the general community.

Lifeline Direct Limited

Since the establishment of the first lifeline Centre in Sydney, Lifeline Centres have been established in all states and territories in Australia. The Lifeline model of service delivery is one in which each Lifeline Centre identifies and seeks to meet the needs of the community it serves. Together, the Lifeline Centres in Australia form a national network that is able to service the entire national population.

In July 2016, Lifeline Australia resolved to establish Lifeline Direct as a company limited by guarantee pursuant to the Corporations Act and as a wholly owned subsidiary of Lifeline Australia. The establishment of Lifeline Direct is a structural and governance reform of the Lifeline Centre network to gain efficiency and effectiveness through the voluntary amalgamation of some Lifeline Centres.

The aim of the Lifeline Direct service function is to deliver a suite of services that have a measurable impact on reducing suicide in our communities to a high standard of quality, so that help seekers receive the best possible care.

The objects of the Company are:

- deliver the Lifeline program of crisis support and suicide prevention, intervention and recovery services with consistency and quality by integrating the training, support, supervision, policies and procedures across all Lifeline Direct sites;
- improve Lifeline's sustainability using predictable, scalable and profitable business models of retail and fundraising and strong governance on financial management and reinvestment;
- develop and conduct programs, projects and initiatives to enable people to overcome isolation and cope with problems and crisis affecting mental health, well-being, life and safety;
- simplify and strengthen Lifeline's operations model so as to expand Lifeline's presence to meet the needs of help seekers in all areas of Australia; and
- do any other things incidental or conducive to the furtherance of its objectives.

Note 18

Contact details

The registered office and principal place of business is at Level 12, 70 Phillip St, Sydney NSW 2000.

Note 19

Subsequent events

The Directors are not aware of any significant events since the end of the reporting period.

Note 20

Economic dependency

The future operations of Lifeline Australia in its current form are largely dependent upon funding from the Commonwealth Government. A comprehensive fundraising strategy incorporating a National Community event has been formulated with the aim of reducing this dependency. Lifeline Australia has also been actively pursuing funding available through non-government grants, and trust / foundation arrangements.

Note 21

Contingent Liabilities

The bank guarantees as at 30 June 2021 were \$1,050,716 (2020: \$1,122,900). The bank guarantees are secured against the company's cash assets at St George Bank. These bank guarantees relate to property leases for the Sydney and Canberra premises. Management are in discussions with the prior landlord for the return of the bank guarantee for the Canberra office.

As at 30 June 2021, there were no indications that these bank guarantees would need to be exercised (2020: Nil).

Lifeline Direct Limited has paid security deposits to each relevant landlord to secure against the potential non-payment of rent and for any potential damage to property. The security deposits at 30 June 2021 were \$99,591 (2020: \$87,511).



**We're here
for you.**

If you or someone you care for needs support or is thinking about suicide, please contact Lifeline.

13 11 14

24 hours • 7 days

0477 13 11 14

Lifeline Text

24 hours • 7 days

lifeline.org.au

Chat to a crisis supporter online

12pm to 6am (AEDT) • 7 days