

A smiling man with a blue cap and sunglasses on his head, wearing a green t-shirt and blue jeans, stands in a field. The background is a soft-focus landscape. The text 'Lifeline Australia annual report 08/09' is overlaid on the left side of the image. The word 'annual' is in a smaller font than 'report'. There are several semi-transparent yellow circles of varying sizes in the bottom left corner.

Lifeline Australia
annual
report
08/09

A woman with long brown hair is shown in profile, laughing joyfully. She is wearing a light blue shirt. The background is a bright, warm sunset over a field, with the sun low on the horizon, creating a golden glow. The overall mood is one of happiness and optimism.

our vision

Communities where
anyone can give and
receive care



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our mission

To place services that
support living and well
being within the reach
of everyone

our strategic goals

Leadership

Clients have access to high quality Lifeline services

Our service quality and performance will establish Lifeline as a leader in the provision of crisis support, suicide prevention and mental health support.

Services

Lifeline services are effective in achieving social impact and outcomes for callers and consumers

Our service development will be based on evidence of what works best and on practice models that draw on the capabilities of the Lifeline network to respond to particular individual and community needs.

Our services will address risk and safety considerations in a planned and accountable way.

Our services will be designed to generate social inclusion outcomes through engagement with communities and through the training of volunteers and carers.

Learning

Lifeline operates in an efficient, effective and focused way

Our organisational reform program will build our internal capacity to deliver Lifeline services and to continually learn about organisational improvement.

We will create intellectual capital for Lifeline so good ideas, best practices and workable techniques can be shared.

We will enhance our technological capability to provide services in innovative and responsive ways.

We will build the skills and opportunities for our people to achieve Lifeline's mission and vision and through their involvement in Lifeline, to experience personal growth and development.

Influence

We shape our external environment

Our performance in service delivery and our organisational capabilities will be used to position Lifeline as a major participant in public policy.

We will form partnerships and seek to influence our stakeholders to foster support for Lifeline's mission.

We will use the trusted name of Lifeline to create awareness of the importance of seeking help and creating a caring community.

Resources

We will achieve sustainability in all our activities

We will actively seek funds, donations and financial support for our work.

We will set targets to increase the funding for service delivery so the performance and quality expectations we set can be met.

We will ask people from all backgrounds and communities to volunteer and contribute to the work of Lifeline.



our national service programs

Crisis support services that provide immediate support to individuals at times of difficulty in their lives and to communities in the recovery from major events.

Suicide prevention services that educate individuals and communities about suicide, and that offer appropriate support for people who are at risk of suicide or bereaved by suicide.

Mental health support services that provide support for people experiencing mental illness and that offer reliable information and self-help resources to empower them to take steps towards maintaining mental health and emotional wellbeing.

A message from the CEO and Chair

It has been a year of change and achievement for Lifeline across Australia and we should all be proud of the progress we have made together.

With completed take up across the country of the national infrastructure that supports our 13 11 14 telephone counselling service, we have increased our network answer rate to 99 %, which is a fantastic achievement and world's best practice.

Substantial work has also taken place in fundraising with the launch last year of Lifeline's first national campaign – Stress Down on 24/7. An innovative concept combined with the collaborative efforts and support of Lifeline Centres across the country turned it into an award winning success. Through the media coverage, we were able to raise awareness of the detrimental effects prolonged, chronic stress can have on our physical, emotional and social wellbeing. Our Newspoll results showed that 91 % of Australians experience stress in their lives. It is a serious concern for our country and our role in raising awareness of the extent of the issues facing society is an important one.

The results of our latest brand awareness survey are also very pleasing. 92 % of Australians continue to view Lifeline as a trusted organisation and the number who strongly trust us has increased by 10 % since last year.

We must continue to earn this trust and deliver our services to the best of our ability. To maintain the public's trust and confidence, we have been working hard on improving our 13 11 14 service. We commenced a whole of organisation review to challenge our thinking, practices and processes around the service, and together we developed an evidence based service model and set of improvements that will ensure we continue to deliver a caller focused service.

How far we have come this year is a result of the stronger relationships we have formed across the organisation and the efforts of Centres and National Office to work together in partnership. We would like to take this opportunity to thank Lifeline staff across the country for their dedication, hard work and ongoing focus on the future and the needs of our communities.

But these achievements would mean nothing without the support of our 11,000 dedicated volunteers who donate their time and skills to make our essential and life saving work possible. We thank them wholeheartedly for their time, efforts and commitment.

We would also like to acknowledge the members of the National Board, the colleagues who support and guide us and Lifeline with professionalism and unwavering commitment, and we welcome Geoffrey Robinson and Jeff Whalan who joined the Board during the year. The Board would also like to congratulate Dawn on her appointment as a member of the Order of Australia this year in recognition of her services to mental health and the community.

The strength and importance of the role the Lifeline family plays in shaping future social policy has been evident this last year with the appointment of Dawn to both the Commonwealth's National Advisory Council on Mental Health and the Australian Suicide Prevention Advisory Council. We are now in a position to significantly influence how our society deals with important wellbeing issues, meaningfully at both a national level and locally in our communities.

In the past financial year, we have again seen significant political, economic and social change. Natural disasters, such as the Victorian bush fires, ongoing droughts and the floods in northern NSW and QLD, as well as financial pressures have impacted all areas of our lives.

Lifeline is here to connect people with care and Australian communities need us now more than ever to continue to offer our support. We have been working closely with government, our corporate partners and each other to ensure this happens.

It is pleasing, therefore, to see that the sustainability fund targets set by the Board last year have been achieved with Lifeline Australia achieving its best ever surplus as well. A solid foundation such as this puts us in a much stronger position. Additionally, our broad funding base means we have been able to weather the global financial crisis reasonably well.

This is an exciting time of growth for Lifeline. We look forward to working closely with Lifeline Centres and our Members to turn our collective vision into reality.



Micaela Cronin
National Board Chair



Dawn O'Neil AM
Chief Executive Officer

A photograph of a middle-aged man with a grey beard and mustache, wearing a plaid shirt, leaning over the open hood of a car. He is looking towards the camera with a slight smile. The background is blurred, showing what appears to be a workshop or garage setting.

our strategic priorities

1. To improve the access to and quality of Lifeline's 13 11 14 service.
2. To build our capability and reputation as a national network
by developing improvements in service delivery and
by introducing organisational reforms to be more efficient,
effective and focused in our operations.
3. To seek to increase funds and volunteer support for Lifeline services.

Key achievements for 08/09

Our five strategic goals inform how we operate. Everything we do is aimed at achieving these goals.

LEADERSHIP

National fundraising takes off!

Lifeline's first national fundraising campaign was launched in July – Stress Down on 24/7. A new concept, hundreds of organisations on board, valuable funds raised as well as awareness across the country of Lifeline. The campaign won the Fundraising Institute of Australia's National Award for excellence in 2009 and was commended for most outstanding fundraising project as well.

Focusing on our people

We worked hard on improving staff satisfaction and are dedicated to making National Office a great place to work. With the appointment of a full time HR Manager, we developed new and innovative people policies and procedures, ensuring we became compliant with the Equal Opportunity for Women in the Workplace Act.

World leading development

We achieved an international first with the development of best practice Suicide Bereavement Support Group Standards and Guidelines. We brought together collaborative partners to develop these resources, which will train and guide suicide bereavement support group facilitators across Australia.

Recognition of our leader

Our CEO, Dawn O'Neil AM, was appointed a member of the Order of Australia in 2009 in recognition of her services to mental health and the community. She was also a finalist in the Telstra Business Woman of the Year ACT awards at the end of 2008.

SERVICES

A new service model

We worked with our Members and 42 Centres across the country to achieve buy-in and understanding of a new service model for the 13 11 14 service that focused on crisis support.

Trial gives insight

A successful trial of paid telephone counsellors was run for the 13 11 14 service. It gave us some valuable insights and allowed us to mobilise resources quickly in response to the Victorian bush fires.

Innovation

We continued to deliver assistance to those in need with the Domestic Violence & Sexual Assault Helpline and the Cannabis Information & Helpline, the only helpline in the world specialising in supporting those with cannabis problems or addictions.

Overachieving targets

We reached and exceeded the government's target for the 13 11 14 service – an 85 % target for network access was outperformed with a 99 % access rate, meaning only 1 % of calls are not getting through to the service.

MLC partnership helps our trainers

As part of our partnership with MLC Community Foundation to enhance Lifeline's 24 hour telephone counselling service, we established an online training portal and held our first trainers' forum, which provided information sharing, networking and professional development opportunities.

Committed to Indigenous wellbeing

We announced our commitment to raise awareness of Indigenous suicide prevention and we formed a partnership with Menzies School of Health Research to assist with message generation and promotion to Indigenous communities.

LEARNING

Shoring up our 13 11 14 service

A disaster recovery and business continuity review of the network architecture that underpins Lifeline's 13 11 14 service was undertaken. The purpose was to ensure stability and back-up of the system that supports this service.

Online efficiency

We worked with eight Centres on a shared website trial aimed at rebranding and improving Centre websites and to ease the burden of website management across the organisation.

A national event

For the second time, the Lifeline National Conference provided a forum for discussion between professionals in the mental health sector. With nearly 200 attendees, we facilitated collaborative working between helpline operators, mental health service consumers, carers and other related service providers.

Media liaison support

Media support for Centres significantly increased this year with 29 media release templates, talking points and media materials distributed to Centres, as well as 32 responses to individual requests for advice or assistance.

24 hour IT support

We developed and implemented an IT service support framework to respond more efficiently to service requests from Centres and the National Office, 24 hours a day.

INFLUENCE

Celebrity advocates on board

Nine celebrity advocates were recruited and engaged to raise the profile of Lifeline. They appeared in TV advertisements, at launches, in online promotions, print advertisements and brochures, at speaking opportunities and were involved in countless media interviews.

A world class online resource

The Lifeline website increased its Google ranking this year, achieving a seven out of ten for the homepage. A ranking over five is reported as good and an eight is rare for Australian websites and not for profit websites across the globe.

Working with business

Companies and organisations are now approaching us for partnerships, with more and more websites linking to ours. All enquiries that came through the Lifeline website last year resulted in either a national Lifeline relationship or local corporate participation with a Centre.

Social networking increases contact with Lifeline

We began using social networking as a marketing tool this year and increased our online interactions with the public dramatically through sites such as YouTube, Facebook and Twitter.

Lifeline in the game

We continued to partner with the NRL for the promotion of help-seeking, suicide prevention and the Stress Down campaign. Activities included hosting the Stress Down launch and promoting us on the Footy Show, with ground signage, print advertisements, game day activities and on-air announcements during games.

Helping to improve education

We participated in the development of three new education training units that cover suicide bereavement, loss and grief, and supervision support, as part of the revised Community Services Training Package.

Media exposure

With the employment of a new National Media Manager, focused engagement with the media and the federal press gallery resulted in a significant increase in media coverage, commentary and exposure for Lifeline nationally, as well as the securing of a federal cabinet minister as an advocate.

Our voice is being heard

We actively contributed to social policy development in Australia through our involvement with national advisory councils focusing on mental health and suicide prevention, our engagement with numerous committees, and our regular input into submission development and State and Federal planning.

RESOURCES

Commercial training

We began to make inroads with our national commercial training program this year, building new corporate relationships and strengthening existing ones.

ICT savings

A comprehensive review of the 13 11 14 service's ICT resulted in major reductions in our operating costs. The savings are expected to be several hundred thousands of dollars.

Our funds are growing

Corporate donations and funding has increased over the last financial year, with workplace giving arrangements taking off as a result of better brand and recognition of Lifeline and its services. Community fundraising has also gone from strength to strength, including the way we manage our relationships with our donors.

Taking care of our people

National Office introduced innovative people policies that provide employees with flexible working conditions and improved work life balance. Paid paternity and maternity leave, working from home arrangements, flexible working hours, a modern work space and virtual office capability are now standard.

Sustainability

We are working hard to ensure the national organisation is in a strong, sustainable and secure position. Our focus is squarely on achieving a sustainable business model and our best ever surplus has moved us closer to this goal.

Sponsorship renewed

Our valuable relationship with Prime Super will be continuing for another three years as they renewed their commitment to support the Lifeline Information Service.

Our performance

MARKETING

- Over 1,500 enquiries from Lifeline Centres and the public regarding marketing were responded to last year, ranging from brand, collateral, event and communications.
- Traffic to the website increased by over 40 % since last financial year, with 340,000 total visits.
- Nearly 3,000 donors, corporate supporters and industry professionals have now subscribed to receive our enewsletter.
- Over 9,000 social networking contacts and impressions were made via YouTube, Facebook and Twitter.
- The Google ranking for our website increased to 7/10 for the homepage (a world class ranking).

BRANDING*

- 94 % of Australians are aware of the Lifeline brand.
- 92 % of Australians view Lifeline as a trusted brand and the number who strongly trust Lifeline has increased by 10 % since last year.
- 89 % of Australians are aware of our 24 hour telephone counselling service and 84 % know that we provide suicide prevention services.

* Newspoll brand research Oct 2008

FUNDRAISING

- Stress Down on 24/7, Lifeline's first ever national fundraising campaign, generated \$180,000 in cash and donations, \$310,000 of in-kind support and the equivalent advertising spend of \$283,675. A total combined campaign result of \$773,675.
- Stress Down on 24/7 resulted in 393 media items and directly engaged hundreds of organisations from across the country.
- 90 % of Lifeline Centres engaged on some level with the campaign.
- 1,185 new donors were recruited to the national donor base.

MEDIA

- 32 occasions of assistance or guidance were provided to Centres and 29 different media release templates, talking points and media materials were developed and sent to Centres to assist with local media story generation.
- 21 national media releases were issued compared with 10 the previous year.
- Over 180 media enquiries were received, with some passed directly onto local regions and Centres for comment.
- There were nearly 6,000 mentions of Lifeline in papers, magazines, on radio and television.

OUR PEOPLE

- We now proudly comply with the Equal Opportunity for Women in the Workplace Act and our employees enjoy new and innovative people policies that offer them more flexibility and a better work life balance.
- Staff turnover rates have significantly reduced from 53 % in 2006/07 and 24 % last year to just 14 % in 2008/09 (compared with the Australian average of 18 %–20 %).

SERVICE SUPPORT

- Our telephone counsellors across the country answered 397,051 calls to the national 13 11 14 service.
- Centres were supplied with telephone counsellor headphones and training cords for use in the delivery of the 13 11 14 service.
- We answered around 8,000 enquiries from the public via the website, phone and email.
- 1,628 copies of the Survivors of Suicide booklet were distributed.
- National Office supported 8 Lifeline Centres in the trial of suicide bereavement support groups, of which 7 continue to operate in their communities with facilitators who are trained, supervised and guided by best practice standards.
- National Office undertook an accreditation review with 16 Centres as part of the Lifeline Accreditation and Standards Program.
- The Domestic Violence & Sexual Assault Helpline took 14,005 calls and the Cannabis Information & Helpline took 2,812 calls last year.
- Our ICT Service Desk responded to 2,500 jobs and these requests for assistance to the 24/7 service came from over 60 locations across Australia.
- In the last quarter, more than 2,100 separate ICT issues were resolved using the new Service Desk system.

TRAINING IN THE COMMUNITY

- We delivered Domestic Violence Response Training to 674 nurses and Aboriginal health workers in remote and rural areas as part of the 2 year project funded by the Department of Families, Housing, Community Services and Indigenous Affairs.
- 5 commercial training courses were run in a range of industries over the last year.
- We worked with 400 trainers across the country to deliver suicide awareness training – 6,325 people completed LivingWorks ASIST training and 2,866 people completed LivingWorks safeTALK training.
- 415 motor trade apprentices took part in the 27 depression and suicide awareness courses we ran last year as part of the **Readthesigns** program with MTAA.



Lifeline and its governance

Lifeline was founded in 1963 by the late Reverend Dr Sir Alan Walker, after he received a call by a distressed man who three days later took his own life. Determined not to let loneliness, isolation or anxiety be the cause of other deaths, Sir Alan launched a crisis line out of Sydney. On day one, Lifeline received over one hundred calls for help.

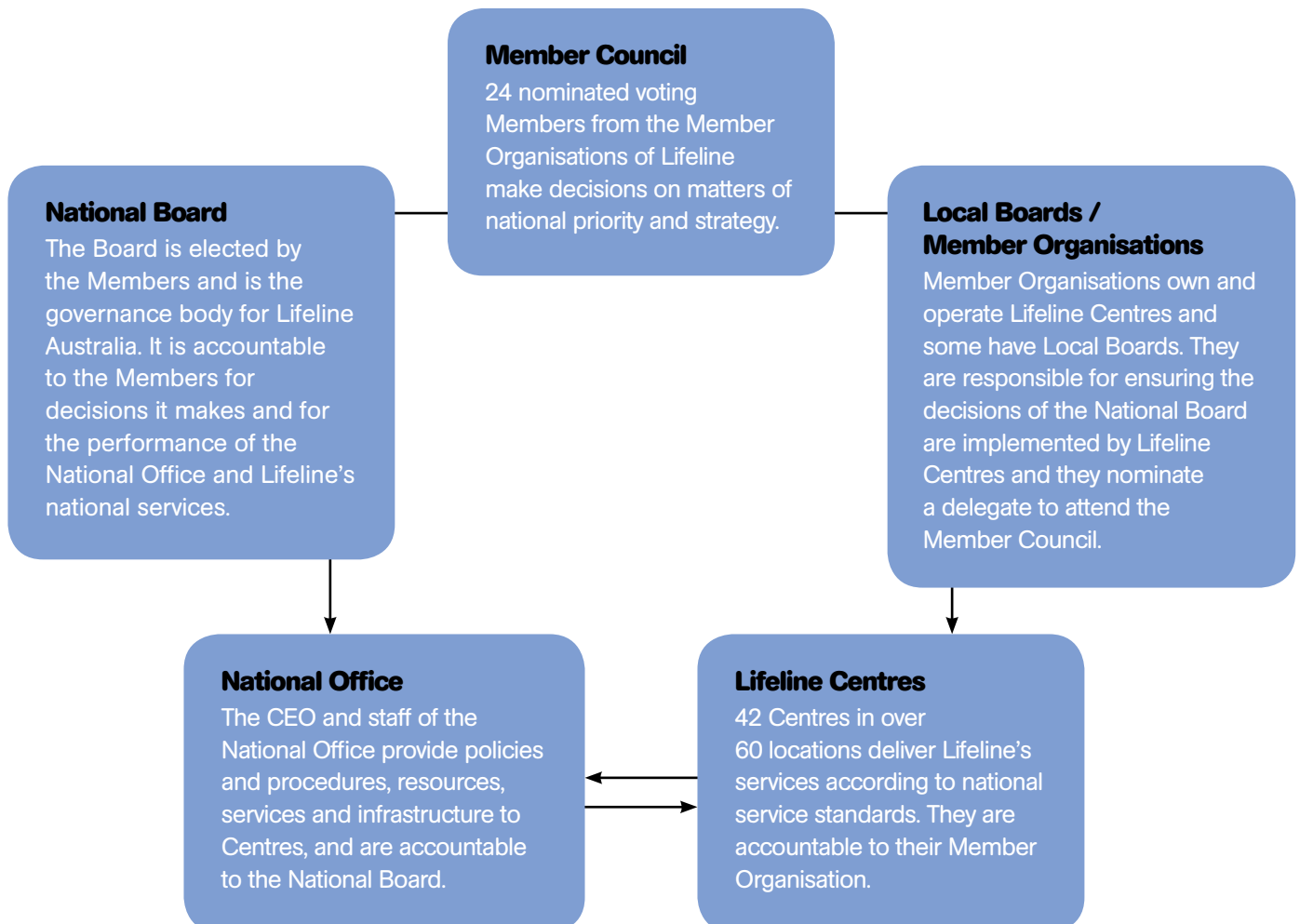
Today, Lifeline's 24 hour telephone counselling line answers over 1,200 calls every day.

Lifeline also receives over a million contacts each year from people needing care and support, either by telephone, the web or face-to-face.

Lifeline has a presence in every state and territory, operating from hundreds of locations and delivering a range of services specific to the needs of local communities.

The work of Lifeline is made possible by over 11,000 volunteers and 1,000 staff who dedicate themselves to making our essential and life saving work possible.

LIFELINE GOVERNANCE MODEL



National Board

Our National Board consists of 11 directors – 8 elected from the Member Council and three appointed by the Board.

The Board is responsible for the National Office's overall performance and compliance, providing strategic direction, effective governance and leadership on behalf of Members and supporters. The Board delegates responsibility to the Chief Executive Officer of the National Office. Further details about the Board's role and responsibilities are defined in the Lifeline Governance Charter and Board Charter.

The National Board has established a comprehensive framework of committees to support Lifeline in policy formulation, governance and accountability. They meet regularly to consider priority issues and inform decisions made at the Board meetings. These committees include:

AUDIT AND RISK

Chair – Tim Hantke

Members – Tony Eviston, Allan Gray, Geoffrey Robinson

SERVICE PERFORMANCE

Chair – Trevor Carlyon

Members – Richard Bialkowski, Mary Parsissons, Kathy Bowe

GOVERNANCE AND REMUNERATION

Chair – George Fox

Members – Richard Bialkowski, Micaela Cronin

MEETINGS ATTENDANCE

Board Member	A	B
Micaela Cronin	7	4
Richard Bialkowski	7	7
Mary Parsissons	7	6
Tim Hantke	7	5
Trevor Carlyon	7	5
George Fox	7	4
Kathy Bowe	7	6
Tony Eviston	7	7
Allan Gray	7	6
Geoffrey Robinson	2	2
Jeff Whalan	2	2

A – Number of Board meetings eligible to attend

B – Number of Board meetings attended



National Board members



**MICAELA CRONIN
(BOARD CHAIR)**

Micaela joined the National Board in November 2006. As a general manager community services at Wesley Mission Melbourne, she has been involved with

Lifeline Melbourne for over four years. She has extensive experience in the delivery and management of community services, including youth, homelessness, sexual assault, aged care and disability services. Micaela has qualifications in community development and social work and is currently completing an MBA. She has a sound understanding of stakeholder requirements and community sector governance issues, and is also the current deputy chairperson of the Victoria Council of Social Services Board.



**TIM HANTKE
(AUDIT AND RISK
COMMITTEE CHAIR)**

Tim was elected to the National Board in October 2002 and serves as the Chair of the Audit

and Risk Committee. He also joined the Board of Lifeline WA in 2002. Tim has a commerce degree and is a fellow member of the Australian Institute of Management, Australian Institute of Company Directors and (formerly) CPA Australia. Tim manages his own franchise consulting business after a career in management in a range of industries. He is a director of Joyce Corporation, chairman of Cooperative Purchasing Services and chair of TEC 47 for The Executive Connection.



**RICHARD BIALKOWSKI
(DEPUTY CHAIR)**

Richard was elected to the National Board in November 2007. He has been a director of Lifeline Canberra from 2001 to 2009 and was the board chair from

2004 to 2008. Richard has extensive senior executive and governance experience in community based, not for profit organisations both in Canberra and at a national level, and holds undergraduate and postgraduate qualifications in business management and corporate governance. Richard continues to be actively involved with Lifeline Canberra and the broader community services sector and he recently took up the position of CEO of Home Help Service ACT.



**TREVOR CARLYON
(SERVICE
PERFORMANCE
COMMITTEE CHAIR)**

Trevor joined the National Board in 2004 and is the Chair of the

Service Performance Committee. He is executive director of Lifeline Community Care Queensland and was previously the executive director of Kids Help Line. Prior to these roles, he held senior positions in the public sector, including assistant director-general. Trevor has worked in child protection, mental health, juvenile justice and adult corrections reform, and private practice consulting environments. He has also served on a number of non-government organisation boards. Trevor has been a judge for the Queensland Premier's Excellence in Public Sector Management awards, is a member of the Queensland Compact Governance Committee, visiting fellow at ANU, business fellow at University of Queensland and has a long term interest in public sector and NGO partnerships.



**MARY PARISSONS
(LIFELINE INTERNATIONAL
PRESIDENT)**

Mary has been involved with Lifeline for the past 21 years, beginning as a telephone counsellor. Her many roles

have included president of Lifeline Hobart between 1991 and 1997, and secretary and chair to the Southern Regional Council. She currently chairs the Lifeline International Board and is also the Australian representative on the Board. Mary holds a Masters of Education and worked as a family and child health nurse in Hobart and as a counsellor for Relationships Australia. Mary has been a member of the National Board for seventeen years, both in the capacity of vice-president and as an elected Board Member.



**GEORGE FOX
(GOVERNANCE AND
REMUNERATION
COMMITTEE CHAIR)**

George joined the National Board in 2005 and is the Chair of the

Governance and Remuneration Committee. He has served on the Board of Lifeline Darling Downs and South West Queensland from 1995 to 2005. George has been a solicitor in a private practice for 30 years and is a past president of the Queensland Law Society. He was also a member of the Law Society's disciplinary tribunal for many years and served as a law reform commissioner in Fiji. George is a qualified mediator and arbitrator, and continues to work and teach in these areas. He is currently the chair of the Dispute Management Foundation, Queensland Tax Agents Board and the governance committee of the University of Southern Queensland, and is an adjunct professor of law at Murdoch University.



KATHY BOWE

Kathy joined the National Board in April 2007. As the community services consultant for UnitingCare NSW.ACT, Kathy works with UnitingCare church agencies and

programs across NSW and ACT, including nine Lifeline Centres, to provide support in areas such as service planning and development, networking and sharing of resources. During her career, Kathy has worked in the private and not for profit sectors and her roles have included health service management in both hospital and community care, followed by project management where she spent ten years in health service planning and development.



TONY EVISTON

Tony joined the National Board in January 2001 and served as Chair for three years. He has been involved with Lifeline Central West for over 20 years and is a member

of their board. Tony has a retail management and training background, as well as 14 years of experience in financial institutional management with the Catholic Development Fund, where he is currently manager. Tony has an involvement in many community-building activities in the western area of NSW.



ALLAN GRAY

Allan joined the National Board in 2007. He has been involved with Lifeline South East for the past six years as a member of the board, and he became the chair in 2005.

Before retirement, Allan was a senior manager with Forestry South Australia and has a degree, diploma and masters in the areas of science and forestry. He was the deputy chair of the Limestone Coast Area Consultative Committee and brings experience in corporate governance, policy development and strategic development to the National Board.



GEOFFREY ROBINSON

Geoff joined the National Board in November 2008. He has extensive experience in senior positions in the public sector and in leading teams involved in service delivery.

In particular, Geoff has led the delivery of telephony assistance to clients in multiple sites across Australia. Through his involvement in these roles, Geoff has gained a broad understanding of service delivery models for meeting the needs of different client segments. He also has significant experience in corporate governance. Geoff is currently a deputy commissioner of taxation in the role of secretary to a newly established national Tax Practitioners Board, which is an independent regulatory authority in the Treasury portfolio.



JEFF WHALAN AO

Jeff joined the National Board in November 2008. Until September 2008, Jeff was the CEO of Centrelink and it was for his work here that he was appointed an

Officer of the Order of Australia. He has held many senior positions in government in the past including CEO of Medicare, and deputy secretary positions in the Prime Minister's Department, Department of Defence and Department of Family and Community Services. Jeff is a fellow member of the Australian Institute of Management and the Australian Institute of Company Directors, and a board member for the Global Masters Resources Fund and the Canberra Grammar School.



National Office

The National Office represents Lifeline Members throughout Australia. It is responsible for setting requirements for, and supporting Lifeline Centres in the delivery of, Lifeline's national services. This includes quality assurance, maintenance of service standards, accreditation of Lifeline Centres and operation of a national call network to support the 13 11 14 service, a 24 hour telephone counselling line.

The National Office pursues funding and partnerships to support the development and implementation of new innovative services in the areas of crisis support, mental health support and suicide prevention.

It is also responsible for managing the Lifeline brand and marketing Lifeline and its services around the country.

The National Office is led by the Leadership Team who operationalise the strategic directions set by the National Board and Members of Lifeline. They also provide leadership, manage risk and harness the passion and commitment of staff and supporters.

National Office Leadership Team

DAWN O'NEIL AM, CHIEF EXECUTIVE OFFICER

Dawn has been involved with Lifeline for over 15 years and has a passionate interest in evolving and improving Australia's mental health and suicide prevention services. Working as the CEO since 2000, Dawn has fostered a period of major governance and service reform across the organisation. Dawn is also the deputy chair of the Mental Health Council of Australia, a member of the Commonwealth's National Advisory Council on Mental Health and the Australian Suicide Prevention Advisory Council, a member of the Advisory Council for the Centre for Social Impact and a fellow of the Australian Institute of Company Directors. Dawn was appointed a member of the Order of Australia in 2009, was voted as a finalist in the Telstra Business Woman of the Year ACT in 2008 and Equity Trust CEO of the Year in 2005 and 2006.

SHANNON ANDERSON, GENERAL MANAGER FUNDRAISING & MARKETING

Shannon has worked for Lifeline for five years in roles ranging from marketing and communications, relationship management, project management, business development and fundraising. In her current role, Shannon is responsible for all aspects of national income generation for Lifeline, from sources such as government, the corporate sector, high net worth individuals, philanthropic trusts, prescribed private funds and the community. Shannon has been responsible for developing the national fundraising and marketing capability for the organisation, and the team has won a number of national awards from the Fundraising Institute of Australia, Givewell and Suicide Prevention Australia. Prior to Lifeline, Shannon worked in the corporate sector and for government, and she has a graduate certificate in corporate management and an MBA.

ANGUS CLELLAND, GENERAL MANAGER NATIONAL OPERATIONS

Angus (Gus) began working for Lifeline in January 2008 and is responsible for Lifeline's national information and communication infrastructure, human resources, finance, day to day Lifeline Centre support for the 13 11 14 service and the Domestic Violence and Cannabis Information Helplines. Prior to joining Lifeline, Gus worked as a management consultant working

with technology organisations to improve governance, security and project management practices. He also worked for the Australian Government in a variety of executive intelligence and security, international policy and corporate roles. Gus has degrees in science and economics, a masters in international security, and an MBA. He is currently completing a graduate diploma in applied corporate governance and is a member and graduate of the Australian Institute of Company Directors.

ANNE NELSON, CHIEF FINANCE OFFICER

Anne began working for Lifeline in 2006 advising the organisation on its financial strategic direction. In addition to her part time role with Lifeline, Anne holds financial positions with three other not for profit organisations in the health and mental health sectors. She began her career in tax and business services for various chartered accounting firms, and has been the finance manager for the Canberra Grammar School and chief financial officer for a large radiology practice. Anne is a qualified accountant and a member of the Australian Society of Certified Practising Accountants and the Australian Institute of Company Directors.

ALAN WOODWARD, GENERAL MANAGER NATIONAL SERVICES

Alan has had senior management responsibility for the strategic development of national services in Lifeline for the last five years. This development has been in crisis support through telephone counselling, suicide prevention and mental health support, including information and self-help services. Prior to joining Lifeline, Alan worked as a private consultant specialising in human services planning, service evaluation and improvement, social needs assessment and community building. Alan also has 14 years of experience in public sector management, specifically in housing services, aged care services, management review and organisational change. Alan has a masters in policy studies with majors in social research, social policy and program evaluation, a bachelor of business with focus in public administration and a diploma in arts/communications.





Financial summary

Lifeline Australia achieved its best ever surplus of \$714,572 for the 2008/09 financial year, putting it in a stronger, more sustainable position.

Our total revenue increased by 10 % this year to \$13,810,862 as a result of increased fundraising activity and greater awareness and support of Lifeline in the community and from the government. The investment in our staff also increased and we reduced funds expended on external consultants and subcontractors at the same time. The launch of our first national fundraising campaign has also contributed to our revenue result, however, we expect it will take a further three to five years to reach anticipated growth targets in community fundraising.

Our corporate partners continued to support us with substantial funding. This contributed to the growth of our sustainability fund and supported various staff positions that focus on further business development for Lifeline. The sustainability fund established last year is starting to grow and had \$476,661 at the end of the financial year. The fund is part of our long term plan to broaden our funding base and reduce risk.

Micaela Cronin
National Board Chair

Tim Hantke
Audit and Risk Committee Chair

Highlights

We have almost doubled our operating surplus from \$0.38m to \$0.72m this year, leaving us in a stronger, more sustainable position.

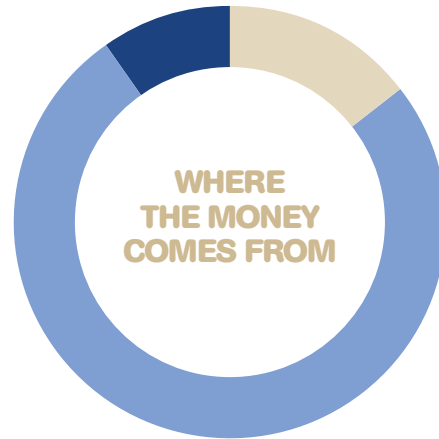
Our revenue has increased by 10 % from \$12.5m to \$13.8m as a result of increased fundraising activities and greater awareness and support in the community and government for our services across the country.

Money received this year from donations, bequests and LivingWorks training nearly doubled in size to \$1.5m.

We received in-kind contributions of over \$1m.

The valuable support of our corporate partners continues to be strong with over \$1m in funds received to assist with telephone counsellor training, development of our people and our general financial sustainability.

Snapshot

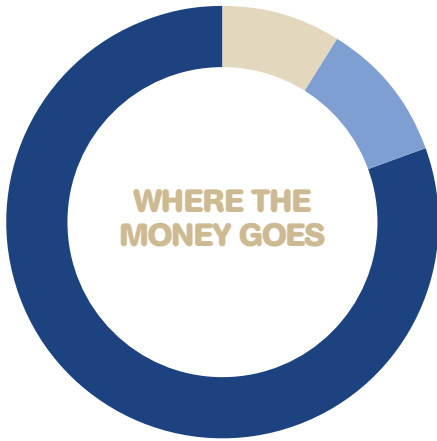


- Community support (14.61 %)
- Government grant income (75.67 %)
- Other income (9.72 %)

Community support income is money received from the Australian public, whether by donations, community fundraising, corporate supporters, bequests or events.

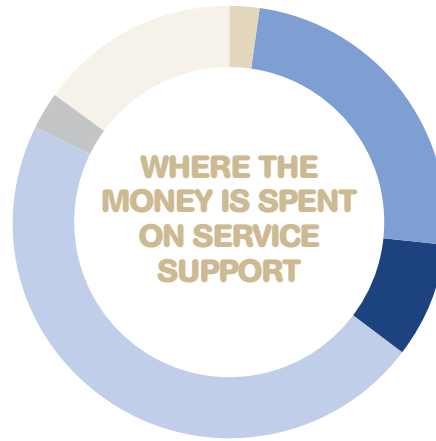
Government grant income includes funding from the federal government for specific programs.

Other income relates to income generated through investments, affiliation fees and income generating activities such as commercial training.



- Administration (8.92 %)
- Fundraising and promotion (10.56 %)
- Service support (80.52 %)

The majority of our service support expenditure is used to support the delivery of services by Lifeline Centres across the country and the development of new national services.



- Governance (2.31 %)
- Helplines – Domestic Violence & Sexual Assault Helpline and Cannabis Information & Helpline (24.39 %)
- LivingWorks and commercial training (8.68 %)
- 13 11 14 service (47.09 %)
- Lifeline Accreditation and Standards Program (2.6 %)
- Other services, community engagement and evaluation (14.93 %)

Thanks

Our donors and supporters form an invaluable part of the Lifeline community. Your contribution is essential and deeply appreciated. We would like to acknowledge and thank you for your support.

AMBASSADORS, ADVOCATES AND PATRONS

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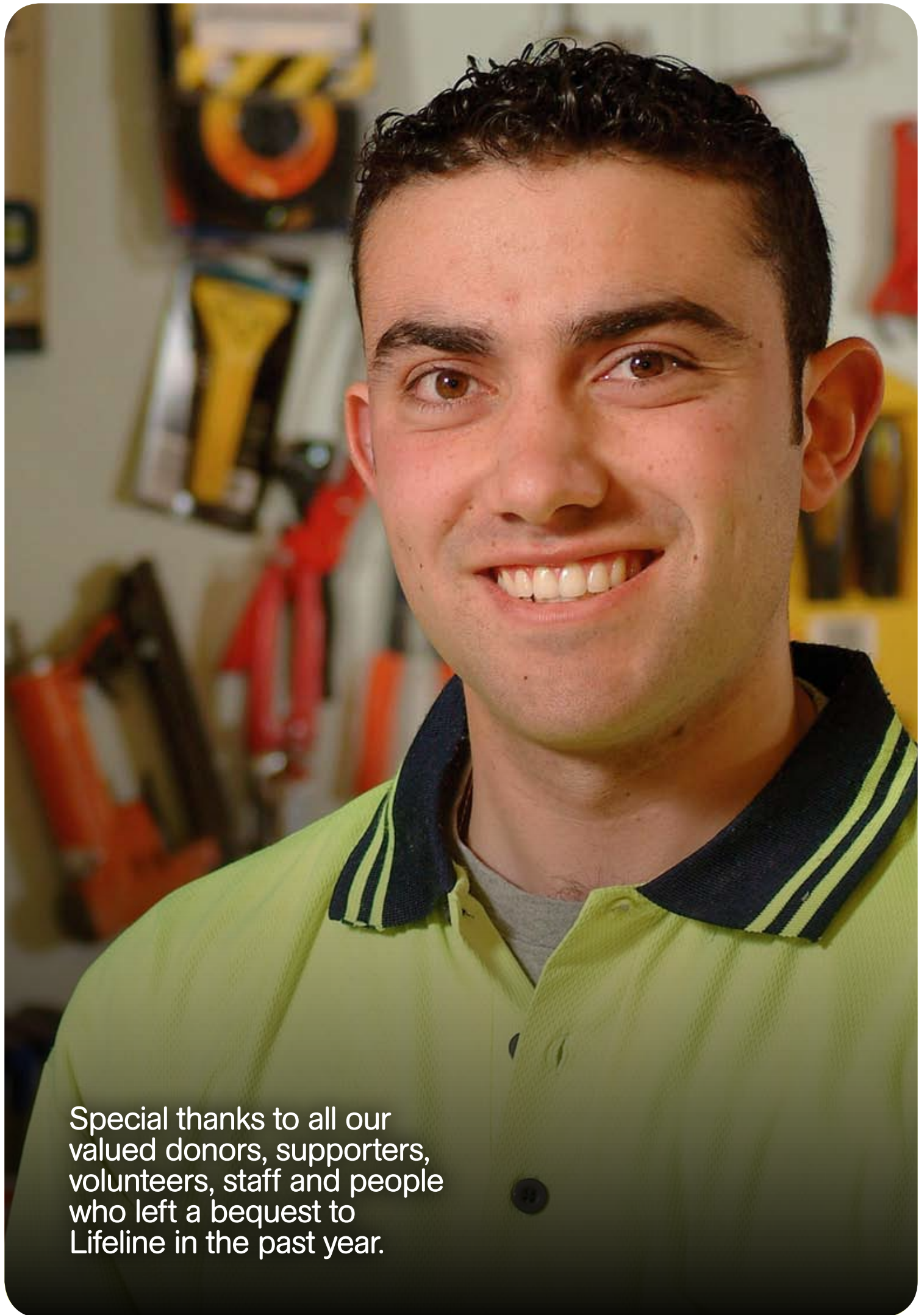
INDIVIDUAL SUPPORTERS

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BEQUESTS AND MEMORIAL DONATIONS

Shirley Allen
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Kate Stephens
Bruce Reimer
Lorna Stout
Joan Viney

We would also like to thank our dedicated volunteers and staff, the backbone of Lifeline, who work tirelessly to connect people with care.



Special thanks to all our valued donors, supporters, volunteers, staff and people who left a bequest to Lifeline in the past year.

How can you help?

Lifeline relies on community support to help fund vital services such as 24 hour telephone counselling, mental health awareness programs, the provision of self-help resources and suicide prevention programs.

There are many different ways you can contribute to Lifeline and support the Australian community:

- make a donation
- volunteer your time
- become a corporate supporter
- help raise awareness
- get involved in fundraising.

For further information on how you can make a difference to the community with Lifeline, call us on 1800 800 768 or visit our website www.lifeline.org.au



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