

**Annual Report**  
**07/08**

**The 2007/08 Annual Report is principally produced for  
Lifeline Australia's key stakeholders, including the  
Lifeline Members as listed below:**

Lifeline Canberra Inc  
Lifeline Broken Hill Inc  
Lifeline Central West Inc  
Lifeline Harbour to Hawkesbury Inc  
Erac Inc  
Lifeline Northern Beaches Inc  
Lifeline North West NSW  
The Uniting Church in Australia Property Trust (NSW) represented by Uniting Care NSW.ACT  
The Uniting Church in Australia Property Trust (Q.) Trading as Lifeline Community Care Queensland  
Lifeline Darling Downs & South West Queensland Ltd  
The Uniting Church in Australia (VIC.TAS) Property Trust, represented by UnitingCare Ballarat  
Wesley Mission Melbourne  
Lifeline Central Victoria and Mallee Inc  
Lifeline Geelong Barwon Region Inc  
Lifeline Gippsland Inc  
Lifeline South West Vic Inc  
Uniting Care Wesley Adelaide  
Lifeline Central (SA/NT) Inc  
Lifeline South East (SA) Inc  
Lifeline Central Australia Inc  
Crisis Line Inc  
Living Stone Foundation Inc  
Lifeline Hobart Inc  
Lifeline North West Tasmania Inc

# Contents

<b>Lifeline in Brief</b> .....	<b>2</b>
Lifeline Australia .....	2
Lifeline's Living History .....	2
<b>Lifeline's Beliefs and Shared Values</b> .....	<b>3</b>
Lifeline Australia's Strategic Priorities.....	3
<b>CEO's Report</b> .....	<b>4</b>
<b>Board Chair's Report</b> .....	<b>5</b>
<b>Board Profiles</b> .....	<b>6</b>
<b>National Operations Report</b> .....	<b>8</b>
<b>National Services Report</b> .....	<b>9</b>
<b>Lifeline Australia – Key Milestones, Achievements and Activities 2007/2008</b> .....	<b>10</b>
<b>Lifeline Call Data 2007/08</b> .....	<b>13</b>
<b>National Fundraising and Partnerships Report</b> .....	<b>14</b>
<b>Thank You</b> .....	<b>15</b>
<b>Financial Reports</b> .....	<b>16</b>

# Lifeline in Brief

For 45 years Lifeline has provided Australians with access to mental health support services that connect people with care. Lifeline delivers a range of national services that promote emotional wellbeing, encourage help seeking, and address suicide prevention and awareness.

Lifeline's 24 hour telephone counselling service – 13 11 14 – was launched by the late Rev. Dr. Sir Alan Walker in 1963, and today continues to operate nationally and provide emotional support to anyone in their time of need.

Lifeline also offers access to a range of programs specific to the needs of local communities. These programs are delivered by a network of Lifeline Centres operating from more than 60 locations Australia wide, with a presence in every state and territory.

Each year Lifeline receives over one million contacts from people connecting to care and support by telephone, web or face-to-face. The Lifeline 24 hour telephone counselling line answers an average of over 1200 calls every day.

**Lifeline's services overcome time and distance by providing care at any time day or night, across both rural and metropolitan Australia.**

Lifeline views suicide prevention as a strategic priority, and provides a range of prevention, awareness and education activities throughout Australia. Suicide prevention and awareness programs are run with a range of corporate partners, sponsors and supporters who are also committed to saving lives.

The work of Lifeline is made possible by around 10,000 dedicated volunteers who donate their time and skills to support others. Over 3,600 of these volunteers work as trained telephone counsellors, while others assist with the fundraising, retail and administrative activities that keep Lifeline sustainable.

Lifeline relies on community support to help fund vital services and to ensure that it can continue connecting people with care into the future. The generosity of individuals, groups and organisations that support Lifeline make this essential and life saving work possible.

## Lifeline Australia

Lifeline Australia is the national body representing Lifeline Members throughout Australia. Lifeline Australia's primary responsibility is to manage Lifeline's national services, including the 24 hour telephone counselling line. This management involves quality assurance, maintenance of service standards, accreditation of Lifeline Centres, and operation of a national virtual call centre connecting telephone counsellors in 60 locations through Internet Protocol (IP) telephony to meet call demand.

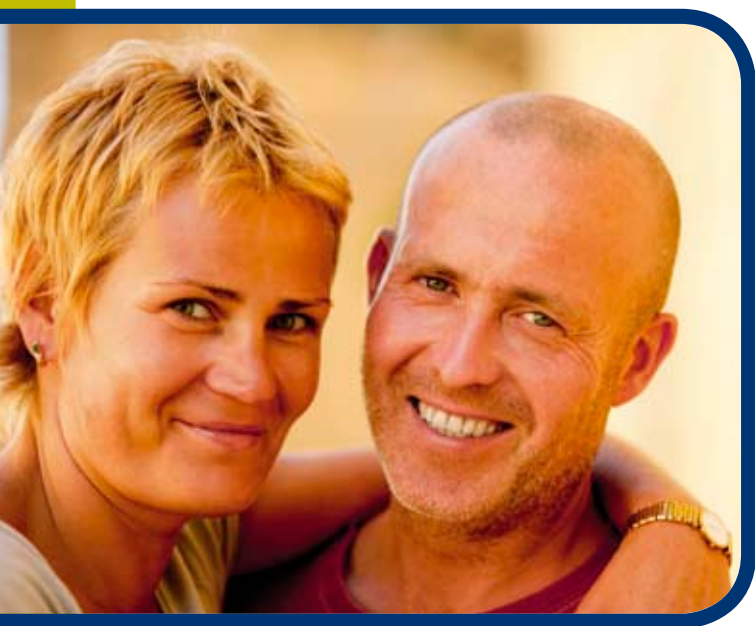
Lifeline Australia actively pursues funding and partnerships for the development and implementation of new innovative service delivery projects that address specific mental health issues in the Australian community, such as suicide prevention and awareness and other emotional wellbeing initiatives. Lifeline Australia is also responsible for managing the Lifeline brand and marketing Lifeline and its services around the country.

## Lifeline's Living History

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, which operated out of the Methodist Central Mission in Sydney. On the first day it was established Lifeline received over one hundred calls for help.

Lifeline continues to investigate new mediums for the delivery of accessible support services to those in need, and to implement programs that cater to the needs of specific audience groups such as Indigenous Australians, men, women, individuals living in rural communities, people experiencing violence, people with substance abuse problems, and more.

Lifeline has also established an international presence through its affiliation with LifeLine International, which has Centres in 19 countries. Lifeline is also a member of Volunteer Emotional Support Helplines (VESH) network, which provides services in 61 countries around the world.



# Lifeline's Beliefs and Shared Values

Lifeline aspires to be a leader in providing opportunities for people to benefit from and contribute to quality services in local communities across Australia. These opportunities link people with counselling, personal support, self-care resources, information about community services and training.

Three key beliefs and shared values underpin the work of Lifeline:

**We affirm our living heritage**

**We support people in community**

**We respect everyone's right to be heard, understood and cared for**

## Lifeline Australia's Strategic Priorities

Lifeline Australia's key priorities (until 2009) are:

- **Improving the Sustainability of Lifeline Centres and Lifeline Australia**
- **Improving the value and awareness of the Lifeline brand in Australia**
- **Developing the quality of and access to 13 11 14**
- **Contributing to the mental health and well being of Australians**
- **Promoting and achieving suicide prevention**
- **Offering self-help and e-health services**

## Lifeline

Connect with someone who cares

### Vision

Imagining communities where anyone can give and receive care anywhere anytime

### Mission

Placing services that support living and well-being within reach of everyone

### Process

Connecting people to counselling, learning and information through personal service and innovative technology

### Values

Respecting that everyone has a right to be heard, understood and cared for

# CEO's Report



The past year has been one of more change for Lifeline as a network, and for the community as a whole. We have seen big changes in the way Lifeline delivers its well known telephone counselling service, 13 11 14, growth in other areas of service, and a change in government at the federal level.

Lifeline's 13 11 14 telephone counselling line has become an essential service for Australia much like the fire, police and ambulance now are. Like these well known essential services, Lifeline began as a 'grass roots' response to a serious community need – suicidality and social isolation.

Like all essential services, as the community begins to rely on them more, expectations and demand increases. Lifeline now needs to be able to assure the Australian community that all calls will be answered on first attempt and that the quality of service will be consistently high. Transforming a largely grass roots network into a modern essential service is a large undertaking.

**It takes energy, belief and passion – thankfully we have this in spades within Lifeline and are well and truly on our way to meeting this challenge.**

To meet this need however Lifeline needs more resources. For this reason our first national fundraising campaign, "Stress Down on 24/7" seeks to raise funds for Lifeline's *Sustainability Fund*, ensuring we can respond to the communities need for help today and into the future. Thank you to all in the community who contribute to Lifeline's fundraising activities. We couldn't do this without you.

I would also like to take this opportunity to acknowledge the thousands of volunteers within Lifeline who have patiently adapted to so many changes. Our volunteers have seen new technology, new data collection systems, new practices and in particular the much busier pace that all this change has engendered. You truly make up the brain, back bone, organs and limbs of this great network. In addition I would like to thank all the Members of Lifeline Australia and Centre staff that have also actively embraced these

changes and managed the associated challenges with skill and commitment.

I am acutely aware that for many people, Australian life today is highly stressful, with people working longer hours, often travelling long distances each day, amidst a climate of rising living costs and uncertain times, both economically and environmentally. This of course affects even the most resilient and that is why many Australians are connecting with care through one of Lifeline's emotional and practical support services.

A new federal government always means a period of uncertainty and opportunity for the social sector. Lifeline's goal will be to work with the new Government, to ensure the very best outcomes for those needing mental health services and those at risk of suicide. The focuses on social inclusion, homelessness, child abuse and other social issues are very encouraging and ones we will activity support.

I also want to thank all the staff at Lifeline Australia, as well as the National Board who give so much of their personal time to this endeavour. Thank you all for your ongoing support and hard work, you have helped us go from strength to strength, enabling Lifeline to be always there for people, to connect them with someone who cares.

A handwritten signature in black ink that reads "Dawn O'Neil".

**Dawn O'Neil**  
CEO  
Lifeline Australia



## Board Chair's Report

This year I have been witness to the enormous progress that continues to be made by Lifeline and the positive outcomes that have been achieved together. 2007/08 has been one of continual change and growth, and Lifeline has reached some significant milestones that will make a real difference to the lives of those who use our services.

Three years ago when Lifeline embarked on the *Greater Access Program*, with the goal of achieving national call flow, the challenge seemed monumental. In October 2007, Lifeline Australia completed a project to introduce a new system for answering calls more efficiently at a national level. This new system is more responsive to consumer needs, and will enable us to connect even more individuals with care. Our Lifeline mission of placing services that support living and wellbeing within reach of everybody is gradually being achieved however it will continue to be both a positive journey and a challenge.

I would like to acknowledge the hard work of Lifeline's staff and volunteers who are always ready and willing to learn, grow and contribute in ways that keep the best interests of our consumers at heart, work within our values and propel Lifeline forward.

I would also like to acknowledge the members of the National Board – my colleagues who support me and Lifeline with professionalism and unwavering commitment. I offer thanks to outgoing board members Joe Crosbie and a very supportive Deputy Chair, Adam Friedrich, and welcome Allan Gray and Richard Bialkowski who joined us during this year.

The annual report is also a chance for me to recognise the dedication of Lifeline Australia CEO, Dawn O'Neil. Dawn's insight, professionalism, and determination to make a difference have earned her the respect of her colleagues and also the broader mental health sector. Dawn's appointment to the National Advisory Council on Mental Health in June 2008 is testament to the esteem in which she is held by the Australian Government and her peers. Thanks also to the dedicated staff in the national office.

Of course the support of our community and corporate partners can never be underestimated.

**Without our like-minded partners, supporters, and donors we cannot hope to make our vision for Lifeline a reality.**

This past financial year has seen some significant political, economic and social change which has shaped our society and the problems faced by our community. Growing stress from financial pressures and an increased concern for the environment can impact on all areas of our life. Lifeline is here to connect people with care if they feel that they cannot cope and need emotional support. These changes do not just affect the individuals who use our services, but also Lifeline itself. Lifeline is committed to working with the Australia Government and the community, to ensure sustainable services are available well into the future.

In 2007/08 Lifeline found itself in a position of increased brand maturity, and it was time for us to start planning our first national fundraising campaign, *Stress Down on 24/7* – a venture that will seek to raise funds and awareness about the importance of emotional health.

In March 2008 Lifeline celebrated its 45 year anniversary. In these decades since the aspirations of our founder Rev Dr. Sir Alan Walker, Lifeline has responded to change and always been a part of providing that 'mantle of care'. Our challenge for the future is just as important and we have an obligation to those who have forged a path to where we stand today to respond in a positive way to the realities of our time. Major challenges for Lifeline over the coming years will be to introduce new mediums for care to reach even broader audiences, and to build on our sustainability so that we can all find hope in knowing that Lifeline will be part of our community for another 45 years and beyond.

**Tony Eviston**  
Board Chair

## Board Profiles



**Tony Eviston**  
(Board Chair) MAICD, MFIA

Tony joined the Board of Lifeline Australia in January 2001, and served as Chair since November 2005. He is a lifetime resident of Bathurst and been involved with the Lifeline Central West centre for almost 20 years. He has a retail management and training background and financial institutional management experience 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.



**Micaela Cronin** (Deputy Board Chair) B.Fin, Grad Dip Comm Dev, B. Social Work

Micaela Cronin joined the Lifeline Australia board in November 2006. As a Director of Wesley Mission Melbourne, she has been involved with Lifeline Melbourne for over three years. She has extensive experience in the delivery and management of community services, including youth, homelessness and adult support services, sexual assault, drug and alcohol and counselling. Micaela has qualifications in Community Development and Social Work and is currently completing an MBA. Micaela has a committed to understanding the needs of stakeholders, has a sound understanding of community sector governance issues, and is also a current board member of the Victorian Council of Social Services.



**Mary Parsissons** (Lifeline International President) R.N, M.Ed

Mary has been involved with Lifeline for the past 20 years, beginning as a telephone counsellor. Her many roles include: President of Lifeline Hobart for six years from 1991–1997; Secretary and Chair to the Southern Regional Council; a member of the National Board for eight years in the capacity of vice-President and now as an elected Board Member. Mary is Australian representative on the International Board which she chairs. Mary holds a Masters of Education and works as a Family and Child Health Nurse in Hobart and as a counsellor for Relationships Australia.



**Tim Hantke** (Chair of National Board Audit & Risk Committee) B.Comm, FAICD, FCPA, FAIM

Tim joined the Board of Lifeline WA in 2002 and has subsequently become Deputy Chairman. He was elected to the National Board in October 2002. He has a Commerce degree from UWA and is a Fellow Member of the Australian Institute of Management, Australian Institute of Company Directors and CPA Australia. Tim manages his own franchise consulting business after a career in management within organisations across a variety of industries. He is a Director of Joyce Corporation, Chairman of Cooperative Purchasing Services and Chair of TEC 47 for The Executive Connection.



**Trevor Carlyon** (Chair of National Board Service Performance Committee) B.Sc, Dip. Psych, M.App.Psych

Trevor joined the Lifeline Australia Board in 2004. He is State Executive Director, Client Services, Lifeline Community Care Queensland. He is a former Executive Director of Kids Help Line, Parentline and Peer Skills. Prior to this role he held senior positions in the public sector. Trevor has worked in child protection, mental health, juvenile justice, adult corrections and private practice environments. He has been an Assistant Director-General in the QLD State Government and has served as Chairperson on a number of Government and not-for-profit boards. He is strongly committed to the principles of client/child centred practice and has experience in engaging corporate partners in this mission.



**George Fox** (Chair of the Governance & Remuneration Committee) B.Com, LLB (Hons)

George served on the Board of Lifeline Darling Downs and South West Queensland from 1995 to 2005. He has been a solicitor in a private practice for 30 years and is a past President of the Queensland Law Society. He was a member of the Law Society's disciplinary tribunal for many years and served as a Law Reform Commissioner in Fiji. He is a qualified mediator and arbitrator and has taught in these areas. He is chair of the Dispute Management Foundation and the Queensland Tax Agents Board, and is an adjunct professor of law at Murdoch University. George is also a member of the Council of the University of Southern Queensland and Chair of its governance committee.



### **Kathy Bowe R.N, Dip Nursing Adm**

Kathy joined UnitingCare NSW.ACT in March 2007 in the role of Community Services Consultant. She joined the Board of Lifeline Australia in April 2007. In her role Kathy works with UnitingCare church agencies and programs, across NSW and the ACT, including the nine Uniting Care Lifeline Centres to provide support in the areas of service planning and development; to facilitate networking and sharing of resources; and to develop a relationship of support for the church's community services to ensure continued viability and quality of services. During her career Kathy has worked in the private and not-for-profit sectors. Her roles have included health service management in both hospital and community care, followed by a career change into project management where she spent 10 years primarily in the areas of health service planning and development.



### **Allan Gray Dip. Forestry, B.Sc (Forestry), M Forest Resources**

Allan has been involved with Lifeline South East for the past five years as a member of the Board, and was elected to the position of Chair in 2005. He was elected to the Board of Lifeline Australia in 2007. Allan has been retired for five years and was previously a senior manager with Forestry South Australia. He has a Bachelor of Science from the University of Adelaide, a Diploma of Forestry and a Masters degree in Forest Science from the University of Washington. He is currently the Deputy Chair of the Limestone Coast Area Consultative Committee and brings skills in corporate governance, policy development and strategic development to the Lifeline Australia Board.



### **Richard Bialkowski B. Bus M.Bus, Dip Company Directors, Grad Dip Applied Corp Finance**

Richard was elected to the Board of Lifeline Australia in November 2007. He has been a director of Lifeline Canberra since 2001 and the Board Chair since 2004. Richard has extensive senior executive management and governance experience in community based, not-for-profit organisations both in Canberra and at a national level. Richard holds undergraduate and postgraduate qualifications in business management and corporate governance. Through his involvement with a wide range community based organisations he has gained a sound understanding of the critical role that community based organisations such as Lifeline have in providing effective and accessible programs and services that respond to community needs.



### **Adam Friederich B.Sc (Hons), Grad Dip Sci Comm**

Adam has been involved with Lifeline for more than a decade. He joined the National Board in September 2001, and conducted a term as the Deputy Chair of the Board in 2006/07. Adam is also a past president of both Lifeline Mountains to Murray and Lifeline Canberra. Working in the Commonwealth Public Service, Adam brought a range of practical governance and administrative experience to the National Board. **Adam's term on the Board was completed in November 2007.**



### **Joe Crosbie**

Joe joined the Board of Lifeline Australia in 2004. He has been a member of Lifeline Geelong Barwon Region since 1997 and is the Chairperson and Public Officer. Joe has an extensive knowledge of rural Australia gained from a forty year career in farming, which included farming in Western Victoria and being an inaugural member on a national oilseeds research committee (1977 to 1984). He then spent 12 years with Cargill Australia trading grain, oilseeds and wool from Australia and New Zealand. He has worked in a senior management position in a retail company. Joe has also established his own business in agricultural equipment. **Joe's term on the Board was completed in November 2007.**

# National Operations Report

The National Operations Team is responsible for the administration of the infrastructure, resources and brand that underpin the work of Lifeline. In 2007/08 National Operations encompassed Information Technology, Marketing & Communications, Human Resources, and National Office Administration.

The following Operations report provides a snapshot of activity for these teams in 2007/08 in contribution towards Lifeline Australia's strategic priorities.

## Improving the Sustainability of Lifeline Centres and Lifeline Australia

Marketing and Communications activities in 2007/08 focused on providing a support role for national fundraising, awareness and partnership activities, with major achievements including the planning, marketing and promotion in the lead up to Stress Down on 24/7 campaign (to occur in July 2008) and promotional work conducted with the National Rugby League's One Community Program. These activities contributed to Lifeline's income stream, profile and awareness, and in forming partnerships for long term sustainability.

During 2007/08, the National Operations Team initiated a review of Lifeline Australia's internal processes aimed at enhancing the organisation's capabilities in Risk Management, Contract Management, Project Management and Human Resources. The result has been the introduction of business processes based on Australia Standards and industry best practice.

## Improving the value and awareness of the Lifeline brand in Australia

Lifeline Australia continues to work on developing its national brand, with a strong focus on protecting brand assets and intellectual property, and building brand equity. In 2007/08 Lifeline Australia began implementing internal processes to enable Lifeline Centres to more efficiently and consistently use the Lifeline brand.

**Independent research conducted through a Newspoll survey in September 2007 demonstrated a 94% public recognition of Lifeline's brand.**

Lifeline continued to run awareness raising activities to increase exposure of the Lifeline brand while promoting positive messages about help seeking and emotional health and wellbeing.

## Developing the quality of and access to 13 11 14

Increasing access to Lifeline's 24 hour telephone counselling service is Lifeline Australia's primary goal. In late 2007 Lifeline Australia completed a three and a half year project – the Greater Access Program – to introduce a national Internet Protocol (IP) telephony system which connects volunteer telephone counsellors in 60 locations into a single virtual national call centre. The significance of the project was that it allowed callers to connect to our service and be answered by the next available telephone counsellor anywhere in Australia, by enabling calls to flow nationally over a wide area network.

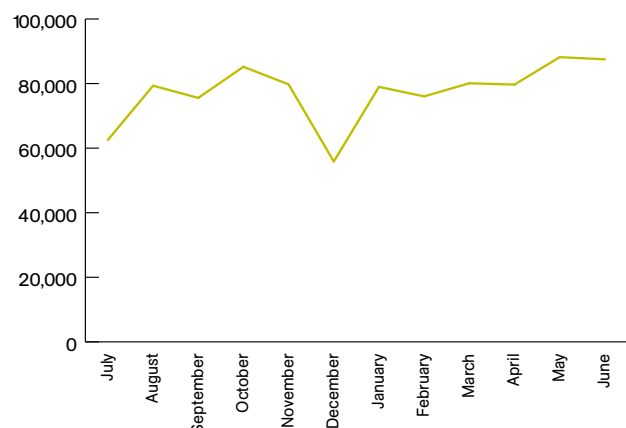
Following the introduction of the new national IP telephony system, the National Operations Team initiated an independent Post Implementation Review to assess the operation of the new system and to identify priority actions for future enhancement of the service. The Review – conducted by KPMG – found that 70% of telephone counsellors rated the new telephony system as Good to Excellent, and provided a wealth of information and suggestions on how the system may be further refined.

## Offering self-help and e-health services

Lifeline Australia has continued to investigate opportunities for new mediums for the delivery of mental health support services. Lifeline's new IP telephony system will enable Lifeline to venture into email and SMS counselling in the future.

Lifeline's website continues to be a communication tool used to provide information and resources to help seekers, and attract community support and involvement. In 2007/08 the website received over 236,158 unique visits and 928,696 page views. This is an approximate 40% increase from the previous year, and continues the annual trend of increasing access and use of the national website.

**Lifeline Australia Website – number of pageviews per month during 2007/08 financial year**



# National Services Report

The role of the National Services Team is to support and monitor national service performance throughout the Lifeline network.

The following report provides a snapshot of activity for this team in 2007/08 in contribution towards Lifeline Australia's strategic priorities.

## Developing the quality of and access to 13 11 14

During 2007/08 an extensive review of the Lifeline Centre corporate and operational standards as they apply to telephone counselling was undertaken. This involved alignment, where possible, with industry and professional bodies, the Australian Quality Training Framework (AQTF) Standards for registration and the Australian Standards AS8000-2003 good governance standards. The principles embodied in the revised program are:

- The concepts of continuous quality improvement;
- An accreditation model that aligns with the Lifeline's Key Statements and beliefs and shared values;
- Annual self assessments processes and team led on site reviews every three years.

With the introduction of the national call flow network for telephone counselling late in 2007, the application of the revised corporate and operational standards took effect from January 2008. In the period to June 2008, seven Lifeline Centres have been reviewed, and these reviews have generally shown a high degree of compliance with the new requirements. For some Centres, resources and time have limited the opportunity to fully embrace the detail in some of the new requirements. As this new process is part of a three year program, Centres will be supported to continue to work and fine tune operations in line with the new standards to ensure the highest standard of care and support for callers to the 13 11 14 service.

The Service Programs Team was established in April 2008 and brought together a range of work areas including those responsible for the Lifeline Australia Suicide Prevention Program and practice enhancement for telephone counselling and information/self help services under the COAG Mental Health Agreement.

## Contributing to the mental health and well being of Australians

The Service Programs Team is concerned with promoting and supporting consistent, effective, quality services across the national network through policy, procedure and other supporting



documentation development; consultation with service providers and other key stakeholders; ongoing evaluation of service effectiveness and performance; and ongoing knowledge creation through research, evaluation and review.

During the year, further service development for telephone counselling in the areas of supervision, recruitment, coordination and retention of telephone counselling has occurred using funding provided by the Department of Health and Ageing.

## Promoting and achieving suicide prevention

**Suicide prevention is a major focus for Lifeline Australia drawing on the historical expertise that Lifeline has developed.**

Lifeline Australia has undertaken the following initiatives this year to enhance the capabilities of Lifeline Centres in the delivery of services on suicide prevention:

- Reviewed and established nationally consistent protocols for suicide emergency intervention requests in relation to the 13 11 14 service;
- Progressed a major development project on best practice standards for suicide bereavement support groups;
- Operated an intensive support follow up service for call to 13 11 14 who are identified at high risk of suicide;
- Promoted and conducted LivingWorks ASIST and SafeTALK training programs; and
- Coordinated Lifeline centre awareness raising for motor trades apprentices under a funded program with Motor Trades Association of Australia Superannuation Fund (MTAA Super).

# Lifeline Australia – Key Milestones, Achievements and Activities 2007/2008

## **September 2007**

### **Prime Minister John Howard Announces Funding Support for Lifeline**

Prime Minister John Howard announced that the Australian Government will provide additional funding to Lifeline Australia for the operation of the 24 hour telephone counselling line – 13 11 14. Lifeline continues to work closely with a number of government departments on projects and services that benefit the community.

## **September 2007**

### **Lifeline partnership with MTAA Super wins LiFe Award**

Lifeline Australia and MTAA Super were awarded with a LiFe Suicide Prevention Award presented by Suicide Prevention Australia. The award was received in the Business and Industry Category for the “readthesigns” campaign, which promotes suicide prevention and help seeking among young men in the motor trades and associated industries. Lifeline’s “Help a Mate” campaign with Rugby League’s One Community received a highly commended acknowledgment in the same category.

## **September 2007**

### **New Lifeline Website Officially Launched**

Senator Brett Mason and Lifeline Australia CEO Dawn O’Neil officially launched the new and improved Lifeline National website at Parliament House. The new website was tailored to more effectively meet the needs of help seekers, supporters and others who visit the site for information.

## **September 2007**

### **Lifeline Brand Survey**

Lifeline conducted independent market research – via Newspoll survey – about perceptions of the Lifeline brand. The results of this research suggested a 94% public recognition of the Lifeline brand in Australia.

## **September 2007**

### **Rural Male Callers Project**

Lifeline Australia completed a project funded by the Department of Health and Ageing, to investigate the factors affecting access to Lifeline for males in rural areas of Australia and develop strategies to encourage males to access Lifeline and develop help seeking behaviours. As a result a caller profile and an information tool kit were developed.

## **October 2007**

### **New self help tool kit for men released**

The Lifeline Information Service released a new self help tool kit for Men Experiencing Difficult Times. The resource was produced to address the mental health issues and concerns faced by all men, but specifically those in rural and remote communities.

## **October 2007**

### **Annual Business Managers Forum**

Lifeline Australia held its annual Business Managers Forum in Launceston. The Forum brings together Lifeline’s retail managers, to discuss issues of financially sustainable retail management. The Lifeline retail arm contributes to around 80% of funding for Lifeline Centre Operations.

## **October 2007**

### **IP telephony network established**

Lifeline Australia completed the roll-out of the national IP telephony system which connected volunteer telephone counsellors in 60 locations into a single virtual national call centre. The significance of this Project is that it allows callers to connect to our service and be answered by the next available telephone counsellor anywhere in Australia, by enabling calls to flow nationally over a wide area network.

## **October 2007**

### **National Feedback 1800 number established**

With the introduction of the national IP telephony network, a national 1800 number was established to receive feedback from callers in order to increase opportunities to improve the Lifeline service and respond to consumer needs.

## **November 2007**

### **Lifeline National Conference**

A three day national conference was held at the Gold Coast, bringing together representatives from Lifeline Centres as well as external delegates from a range of mental health professions for a pre-conference workshop. The conference attendance included international delegates from five different nations.

## **December 2007**

### **Online Partnership with Headspace**

Headspace – an online initiative to provide mental health information to young people – launched their first website incorporating the Lifeline Service Finder database. This is the first instance of reusing Lifeline’s Service Finder IP within a third party website.

**January 2008**  
**Cannabis Information & Helpline Launched**

Lifeline Australia commenced delivery of the Cannabis Information & Helpline (CIH) in January 2008 in partnership with the National Cannabis Prevention Information Centre (NCPIC) Consortium. CIH is a nationally available free call service for the broad dissemination of information on cannabis and cannabis related harms.

**February 2008**  
**Lifeline Australia wins National Awards for Excellence in Fundraising**

In February Lifeline Australia was honored with two awards from the National Fundraising Institute of Australia for the “Help a mate” marketing campaigns run with the National Rugby League and Triple Eight Racing. These successful campaigns focused on promoting suicide awareness and help seeking behaviour among young men.

**February to June 2008**  
**Planning and Promotion for Stress Down on 24/7**

Lifeline began promoting its inaugural national fundraising campaign, Stress Down on 24/7, which aimed to encourage Australians to think about the impact of stress in their lives, and conduct a fun, stress reducing activity in turn for a financial donation to Lifeline 13 11 14 service.

**March 2008**  
**LIFE data collection software improvements**

Lifeline Australia made upgrades and improvements to the LIFE software program used by Lifeline Telephone Counsellors to collect details about callers themes and demographics in order to inform the services Lifeline provides.

**March 2008**  
**Lifeline’s Anniversary – Celebrating 45 years and beyond**

On Sunday 16 March Lifeline celebrated its 45th anniversary by remembering the journey that has taken place since its establishment in Sydney in 1963.

**April 2008**  
**Lifeline Australia wins Givewell “Best Communication Program” Award**

Lifeline Australia’s “help a mate” campaigns run in partnership with the National Rugby League’s One Community Program and Team Vodafone Triple Eight Racing were again recognised and awarded the Best Communication Program Award.

**April 2008**  
**New Version of Lifeline Service Finder**

Lifeline’s online searchable directory of resources for help seekers was rebuilt to improve search accuracy and usability.

**May 2008**  
**Indigenous Calls Profile Released**

The fifth in a series of statistical reports analysing calls to Lifeline’s 24 hour telephone counselling service was produced. Profile # 5 was titled Indigenous Lifeline Caller Statistics.

**June 2008**  
**National Rugby League’s One Community Partnership Activities commence for 2008**

Lifeline’s partnership with the NRL continued during 2008 with Lifeline’s six week promotional period commencing in June. The partnership aims to encourage help seeking behaviour (particularly in men), and promote Lifeline’s services.

**June 2008**  
**Dawn O’Neil appointed to National Advisory Council on Mental Health**

Lifeline Australia CEO, Dawn O’Neil was appointed to a newly established National Advisory Council on Mental Health. The formation of the council is a component of the Rudd Government’s plan to invest almost \$50 million into strengthening mental health services.



### **June 2008**

#### **Georgie Parker becomes Lifeline National Ambassador**

Australian actor Georgie Parker partnered with Lifeline Australia in the role of Lifeline National Ambassador ahead of the Stress Down on 24/7 Campaign. Lifeline Australia looks forward to continuing its work with Georgie in 2008/09 to promote important messages about emotional health and wellbeing, and to encourage help seeking behaviour.

### **June 2008**

#### **MLC Community Foundation becomes Lifeline's newest and largest corporate partner**

MLC Community Foundation entered into a three year relationship with Lifeline Australia for the enhancement of Lifeline's 24 hour telephone counselling service. Enhancements will include the introduction of a national training curriculum for Telephone Counsellors, website enhancements and investment in a sustainability fund for Lifeline's national services.

### **June 2008**

#### **Usage of Lifeline by Indigenous Australians Project**

Lifeline Australia finalised this project funded by the Department of Health and Ageing to undertake research into Lifeline's call data relating to Indigenous callers; produce an Indigenous caller profile; procure a specialist Indigenous consultant to analyse outcomes of stakeholder consultations and prepare a report with strategies to improve access to Lifeline by Indigenous Australians.

### **July 2007 to June 2008**

#### **National Volunteer Recruitment**

Off the back of Lifeline's National Volunteer recruitment campaign "Volunteering for a Difference" Lifeline continues to operate a national volunteer recruitment process both online and via a national inquiry number – 1800 880 681. The financial year saw a total of 5469 inquiries in response to national advertising and Centre level promotion.

### **July 2007 to June 2008**

#### **Lifeline Suicide Crisis Support Program (LSCSP)**

Funding support from Liberty International Underwriters and BHP Billiton enabled the continuation of this follow-up phone support service for people at increased risk of suicide. Seven Lifeline Centres currently operate the trial service supporting people experiencing a suicidal crisis. Lifeline has been invited to participate in an international group investigating follow-up phone support for suicidal callers.

### **July 2007 to June 2008**

#### **Suicide Bereavement Support Group Standards & Practice Project**

Lifeline received funding from the Department of Health & Ageing to investigate Standards and Practice issues relating to Suicide Bereavement Support Groups. In partnership with a number of organisations a draft set of Standards, a Practice Handbook, and a 3.5 day nationally accredited training course were developed. Eight Lifeline Centres are participating in the project, training 29 Facilitators and providing support groups in their communities.

### **July 2007 to June 2008**

#### **COAG Mental Health Program**

The COAG Mental Health Program for Lifeline Australia has continued to progress during 2007/08. Initial activities relating to website redevelopment have been completed, and the focus on Lifeline Centre engagement has resulted in Quality Improvement Planning now being well established. The next phase of the Program will see the development of national initiatives in supervision, mental health training/practice improvement, and volunteer management. Service capacity issues are continuing to require careful analysis, as are the development of new strategies for the recruitment, retention and coordination of telephone counsellors.

### **July 2007 to June 2008**

#### **Domestic Violence and Referral Training**

Lifeline Australia has been delivering Domestic Violence and Referral Training through face-to-face workshops and e-learning to Practice Nurses and Aboriginal Health Workers in rural and remote Australia. This is a project funded by the Department of Families, Housing Community Services and Indigenous Affairs.

### **July 2007 to June 2008**

#### **Prime Super sponsorship of Lifeline Information Service**

Lifeline continued to work in partnership with Prime Super to promote mental health awareness and emotional wellbeing, help seeking behaviours, and suicide awareness and prevention activities. Prime Super is also the proud sponsor of the Lifeline Information Service – a mental health and self help resource.

### **July 2007 to June 2008**

#### **Domestic Violence & Sexual Assault Helpline**

Lifeline continued to deliver the national Domestic Violence & Sexual Assault Helpline.

# Lifeline Call Data 2007/08

In 2007/08 Lifeline answered 384,762 calls on its 24 hour telephone counselling line, from individuals all over Australia.

In 2007 Lifeline Australia completed the establishment of a national IP telephony service which for the first time linked together Telephone Counsellors in 60 locations into a single national virtual call centre.

The result is that calls to Lifeline's 13 11 14 number are now able to be answered anywhere in Australia by the next available Telephone Counsellor. This system has enabled Lifeline to respond to callers in need in a more efficient and timely manner.

Since 2005 Lifeline has been utilising a purpose built data collection system called LIFE. This system is used by Lifeline Centres to collect demographic information about callers, along with information about issues discussed in counselling calls. Lifeline Telephone Counsellors are required to ask permission to collect demographic data, and information collected is kept confidential – no individual call data is publicly released. This information is used to gauge overall trends in the nature of calls received so that Lifeline can better tailor the service to meet the needs of its callers.

By understanding what issues are affecting the Australian community and causing crisis or distress, Lifeline is better able to understand each individual caller's situation and mental health concern.

## Understanding these issues also helps Lifeline to train volunteers and equip Telephone Counsellors to deal with all types of calls.

While every call to Lifeline is different, there are mental health concerns that are more commonly experienced in Australian society. The following statistics were taken from Lifeline's LIFE database during the 2007/08 financial year. They provide a snapshot of who is calling Lifeline and what they are calling about.

*\* Please note that data is not collected in all instances, and partial data is collected during some calls.*

### Top issue categories

The top three issue categories discussed in calls to Lifeline's 24 hour telephone counselling line were:

**1) Family and Relationship (30%)**, which includes sub-issues such as family challenges, relationship breakdown and divorce, parenting issues, pregnancy, family planning and other family and relationship challenges. **2) Self and Community (23%)**, which includes life direction, spirituality,

discrimination, loneliness, stigma, self confidence issues, sexuality issues, and other community issues. **3) Health and Disability (23%)**, which includes intellectual disability, mental health of the caller, mental health of someone being cared for by the caller, physical disability, physical illness or ill-health, and other health or disability issues.

Other key issue categories recorded include: Adjustment and Loss, Abuse and Trauma, Practical Help, Problem Behaviour, and Suicide Related. Lifeline continues to answer over 30 calls each day in relation to suicide.

### Gender of Caller

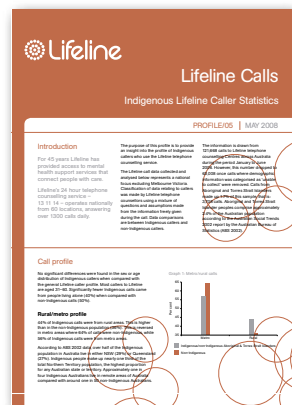
While female callers make up more than half of the callers to Lifeline (61%), the percentage of male callers (31%) is still significant. This difference in call levels by gender may be partially explained by the suggestion that men are often more reluctant to speak about mental health and/or their feelings. Lifeline Australia has in recent years worked with a number of partners to create awareness about mental health problems faced by men, and to encourage help seeking behaviour among men.

### Age of Caller

Where age of caller was able to be collected, approximately half of calls were from callers in the 35–54 year age bracket, while approximately 24% of callers were under the age of 35, and approximately 27% were 55 and over.

### Calls Stats in Spotlight

In May 2008 Lifeline developed the latest in a series of statistical reports, which analysed trends in calls to Lifeline's 24 hour telephone counselling service. The fifth in a series of reports (reports have previously examined issues such as loneliness, the help seeking behaviours of rural men, metropolitan versus regional callers) this report examined Indigenous Lifeline Callers Statistics. All calls profiles can be downloaded from the Lifeline national website.



# National Fundraising and Partnerships Report

The national fundraising and partnership activities of Lifeline Australia contribute to Lifeline's strategic priorities by improving sustainability and assisting to improve the value and awareness of the Lifeline brand in Australia.

In 2007/08 Lifeline Australia won numerous fundraising and marketing awards for its corporate partnerships, including award winning partnerships with MTAA Super, Rugby League's One Community and Triple Eight Racing. *These awards are fully detailed in the Milestones, Achievements and Activities section of this report.*



Lifeline Australia would like to acknowledge the generous support of our corporate partners, sponsors and supporters over the 2007/08 financial

year. These corporate organisations provide valuable financial and in kind support to Lifeline in a variety of areas. These organisations enable Lifeline to continue providing free or low cost emotional support services to the Australian community, whilst also ensuring that our services remain sustainable to meet the needs of future generations.

## Corporate Partners



In June 2008, Lifeline Australia was pleased to become the new flagship partner of MLC Community Foundation. MLC Community Foundation has entered into a three year relationship with Lifeline to contribute to the enhancement of Lifeline's 24 hour telephone counselling service. Enhancements will include:

- The introduction of a national telephone counselling training curriculum for all telephone counsellors;
- Establishment of an online training portal and specific professional development activities for Telephone Counselling Trainers in Lifeline Centres;
- Development of a suite of national practice notes and guidelines on the assessment of suicide risk, and utilisation of crisis counselling models;
- Enhancement of the Lifeline national website to provide more accessible and relevant information for help seekers; and
- Investment of funds into the Lifeline National Sustainability Fund to contribute towards the on-going technology costs for the 13 11 14 service into the future.



In 2007, Rugby League's One Community and Lifeline developed a national awareness campaign entitled "Help a mate stay in the game". A series of promotional materials, such as postcards, were distributed at the Channel Nine Sunday One Community matches over a six week period in 2007. This award winning campaign was an integrated marketing communications campaign, with a focus on promoting a set of key messages about suicide prevention and help seeking aimed primarily at men. This is a demographic Lifeline has traditionally found challenging to reach.



MTAA Super continues to support Lifeline in a collaborative partnership which addresses help seeking and suicide prevention with apprentices in the motor trades and related industries. The project has had significant impact on the suicide rates noted by MTAA Super. This can be attributed to many factors, including the raised awareness from the project, increased skills in identifying issues, and the readiness and willingness for members to seek help in times of crisis.

## Corporate Sponsors



Prime Super continues to support Lifeline and provide help seeking and suicide prevention information for their members across Australia, through sponsorship of the national Lifeline

Information Service. The Lifeline Information Service provides accessible mental health and self-help resources, and referral information for individuals and/or their family or friends who have been touched by mental illness.

# Thank You

**Lifeline Australia would like to acknowledge the individuals, groups and organisations that have supported our work during the 2007/08 financial year:**

## Corporate Partners

MLC Community Foundation  
National Rugby League – One  
Community Program  
Motor Trades Association of  
Australia (MTAA Super)

## Sponsors

Prime Super

## Corporate Supporters

3 Minute Angels  
ActewAGL  
Adjuvate Australia  
ADP Employer Services  
AGL Energy Limited  
Alco Foundation  
Alinta LGA  
Allianz  
Australian & New Zealand  
Banking Group  
Australian Communications  
Media Authority  
Australian National University  
AVIVA  
BATA  
Bendigo Bank  
Bunnings  
BHP Billiton  
Card Company  
Channel Nine  
Cisco Systems  
Coach Approach  
Creative Festival Entertainment  
(Big Day Out)  
Creative Promotions  
CRS Australia  
Dun & Bradstreet  
Ebsworth & Ebsworth Lawyers  
Empowered Communications  
Excel Australasia  
Foxtel  
Gallagher Bassett  
Healthworks  
Holistic Services Group (Aust)  
Insurance Australia Group  
Insurance Manufacturers of  
Australia  
Integral Energy  
Liberty International Underwriters  
Media Planet  
Metlife  
Orange Whip Films  
Orima Research  
Mental Health@Work

Network Ten Pty Ltd  
Newspoll  
ninemsn  
NRMA Insurance  
OneSteel  
Oroton  
Pacific Brands  
Petra Capital  
Pilotlight  
Plant Growers Australia  
Rathbone Investment  
Management  
Reserve Bank of NSW  
Benevolent Fund  
SEEK Limited  
Skilled Group  
Stage Addiction  
St George Bank  
Sun Herald  
Sydney Water  
Team Vodafone – Triple Eight  
Racing  
Val Morgan  
Webster Signage  
Westfield Shopping Centres  
Westpac  
Z00 Communications Pty Ltd

## Individual Supporters

Tina Daines  
Raymond Denn  
Martin Graham  
Shannon Heinitz  
Mark Hooper  
Sandra Marder  
Craig Souter  
Kelly Thorpe  
Dr Grahame Utley

## Advocates/Ambassadors/ Patrons

Patrick Brammall  
John Brogden  
Lauren Burns  
Missy Higgins  
INXS and Jon Farriss  
Damien Leith  
Craig Lowndes  
Georgie Parker  
Joe Roff  
Ben Ross  
David Timothy Schwarz  
Dr John Tierney  
Jamie Whincup  
Greg Wilson

## Government Agencies

Australian Government  
Department of Defence  
Australian Government  
Department of Health &  
Ageing  
Australian Government  
Department of  
Communication, Information  
Technology and the Arts  
Australian Government  
Department of Families,  
Housing, Community Services  
and Indigenous Affairs  
Australian Government  
Department of Education,  
Science & Training

## In Memory

Bequests and memorial  
donations were made to Lifeline  
Australia in 2007/08 celebrating  
the lives of:

Joelene Brasser  
Jean Margaret Bryant  
Catherine Chausse  
Greg Edwards  
Luke Elliot  
Tom Klos  
Max Loveday  
Grant James Moore  
Rita Thorn  
Aaron Douglas Wright

## Our Donors and the Public

We extend a special thank  
you to our generous donors  
and members of the public  
who donate time, funds, skills,  
goods or support to Lifeline.  
Without community support  
Lifeline could not continue  
to provide emotional health  
support services to the  
Australian community.

## Our Staff and Volunteers

Lifeline Australia also extends a  
thank you to all of our dedicated  
staff and volunteers, who are the  
backbone of Lifeline and work  
tirelessly to connect people  
with care.

## LIFELINE AUSTRALIA INCORPORATED

ABN 12 345 678 910

### STATEMENT BY BOARD OF MANAGEMENT

1. The names of each person who held a position as a member of the Board of Management during the year ended 30 June 2008 or at the date of this statement are:

Richard Bialkowski	Kathy Bowe
Trevor Carlyon	Micaela Cronin
Joe Crosbie	Anthony Eviston
Adam Friedrich	George Fox
Allan Gray	Tim Hantke
Mary Parsissons	

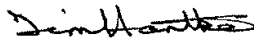
2. The principal activity of the Association during the year ended 30 June 2008 was to provide support and governance for a network of 42 Lifeline Centres in Australia. As the national office for this network, Lifeline Australia accredits Lifeline Centres to provide national Lifeline services, which are presently telephone counselling, LivingWorks suicide intervention programs and the Lifeline Information Service. Lifeline Australia provides service infrastructure and support to Lifeline Centres in the operation of national Lifeline services, especially through the provision of a national IP Telephony network and a National Service Finder. Lifeline Australia raises funds to support its operations. Lifeline Australia represents the needs and interests of its members in contributions to public policy and development of effective services in Australia to promote emotional well being. Lifeline Australia has responsibility for the protection and management of the Lifeline Trade marks. Lifeline Australia undertakes national marketing and fundraising activities to foster financial support for national services and to promote the work of Lifeline in the general community.
3. The operating result of the Association for the year ended 30 June 2008 was a surplus of \$376,087 (2007 surplus: \$358,623).
4. In the opinion of the Board of Management, the accompanying financial report presents fairly the financial position of Lifeline Australia Inc. as at 30 June 2008 and its performance for the year ended on that date in accordance with Accounting Standards, Australian Accounting Interpretations, other authoritative pronouncements of the Australian Accounting Standards Board and the requirements of the Associations Incorporations Act of the Australian Capital Territory.
5. In the opinion of the Board of Management, at the date of this statement, there are reasonable grounds to believe that the Association will be able to pay its debts as and when they fall due.

Signed in accordance with a resolution of the Board of Management.



Signature

**Anthony Eviston**  
*Chairman of the Board*



Signature

**Tim Hantke**  
*Chairman of the Audit & Risk Committee*

23 September 2008

# Financial Reports

## LIFELINE AUSTRALIA INCORPORATED ABN 84 081 031 263

<b>BALANCE SHEET</b>	Note	2008	2007
<b>AS AT 30 JUNE 2008</b>		\$	\$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	5	4,550,527	3,427,117
Receivables	6	1,409,971	1,133,730
Other	7	174,663	114,658
<b>TOTAL CURRENT ASSETS</b>		<u>6,135,161</u>	<u>4,675,505</u>
<b>NON CURRENT ASSETS</b>			
Plant and equipment	8	393,577	560,869
<b>TOTAL NON CURRENT ASSETS</b>		<u>393,577</u>	<u>560,869</u>
<b>TOTAL ASSETS</b>		<u>6,528,738</u>	<u>5,236,374</u>
<b>CURRENT LIABILITIES</b>			
Payables	9	1,420,626	1,043,683
Provisions	10(a)	71,338	47,815
Unearned revenue	11	3,210,029	2,699,007
<b>TOTAL CURRENT LIABILITIES</b>		<u>4,701,993</u>	<u>3,790,505</u>
<b>NON-CURRENT LIABILITIES</b>			
Provisions	10(b)	20,332	15,543
<b>TOTAL NON-CURRENT LIABILITIES</b>		<u>20,332</u>	<u>15,543</u>
<b>TOTAL LIABILITIES</b>		<u>4,722,325</u>	<u>3,806,048</u>
<b>NET ASSETS</b>		<u>1,806,413</u>	<u>1,430,326</u>
<b>EQUITY</b>			
Retained Surplus		1,806,413	1,430,326
<b>TOTAL EQUITY</b>		<u>1,806,413</u>	<u>1,430,326</u>
<b>INCOME STATEMENT</b>			
<b>FOR THE YEAR ENDED 30 JUNE 2008</b>			
Revenue from ordinary operations	2	12,314,538	10,994,459
Cost of Goods Sold		(46,293)	(49,813)
Consultants, subcontractors & IT costs		(1,789,962)	(2,147,474)
Depreciation and amortisation	3	(311,798)	(240,682)
Loss on disposal of plant and equipment	3	-	(2,397)
Marketing & communications		(194,516)	(206,087)
Meeting & travel costs		(407,131)	(405,085)
Occupancy costs		(324,617)	(280,713)
Other administrative costs		(671,906)	(690,613)
Payments to Lifeline Centres		(3,045,408)	(2,782,508)
Staffing costs		(3,812,149)	(2,744,596)
Telecommunications		(1,334,671)	(1,085,868)
<b>Net surplus from ordinary activities</b>		<u>376,087</u>	<u>358,623</u>

The accompanying notes form part of these financial statements.



1st Floor, 65-67 Constitution Avenue  
Campbell ACT 2612

Phone +61 2 6245 3300  
Fax +61 2 6230 6161

## INDEPENDENT AUDIT REPORT

To the Members  
Lifeline Australia Incorporated  
(ABN 84 081 031 263)

### Scope

We have audited the accompanying financial report of Lifeline Australia Incorporated (the Association) which comprises the balance sheet as at 30 June 2008, and the income statement, statement of changes in equity and cash flow statement for the year ended on that date, a summary of significant accounting policies, other explanatory notes and the statement by board of management.

#### *Boards Responsibility for the Financial Report*

The Board of the Association are responsible for the preparation and fair presentation of the financial report in accordance with Accounting Standards, Australian Accounting Interpretations and the *Associations Incorporation Act 1991* of the Australian Capital Territory. This responsibility includes establishing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

#### *Auditor's Responsibility*

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

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

#### *Independence*

In conducting our audit, we have followed applicable independence requirements of Australian professional ethical pronouncements.

# Financial Reports

*Auditor's Opinion*

In our opinion the financial report of Lifeline Australia Incorporated is in accordance with the *Associations Incorporation Act 1991* of the Australian Capital Territory, including:

- (a) giving a true and fair view of the Association's financial position as at 30 June 2008 and of its performance for the year ended on that date; and
- (b) is presented in accordance with the *Associations Incorporation Act 1991* of the Australian Capital Territory, Accounting Standards, Australian Accounting Interpretations and other mandatory financial reporting requirements in Australia.

ASCENT AUDIT PTY LTD  
Authorised Audit Company

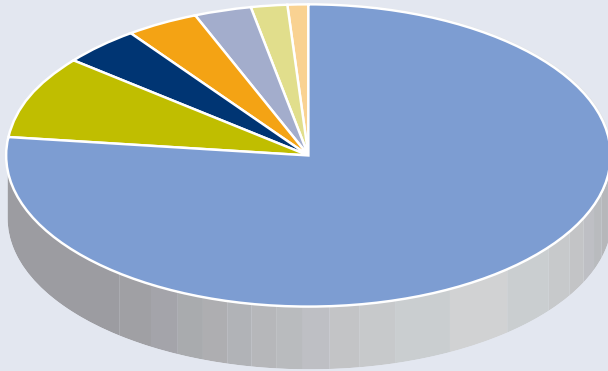


Selina Stanford  
Director

24 September 2008  
Canberra

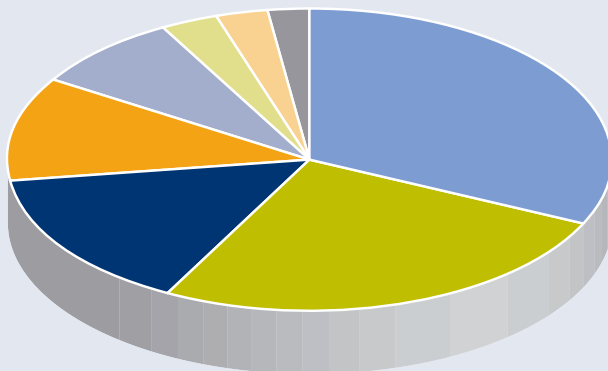
# Financial Reports

## Revenue by Account



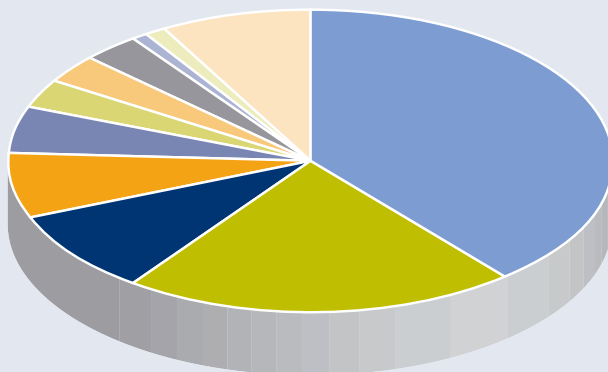
- Subsidies and grants (77%)
- Sponsorship (9%)
- Affiliation fees & Royalties (4%)
- Donations (4%)
- Training Programs (3%)
- Interest (2%)
- Merchandise and conference fees (1%)

## Expenditure by Account

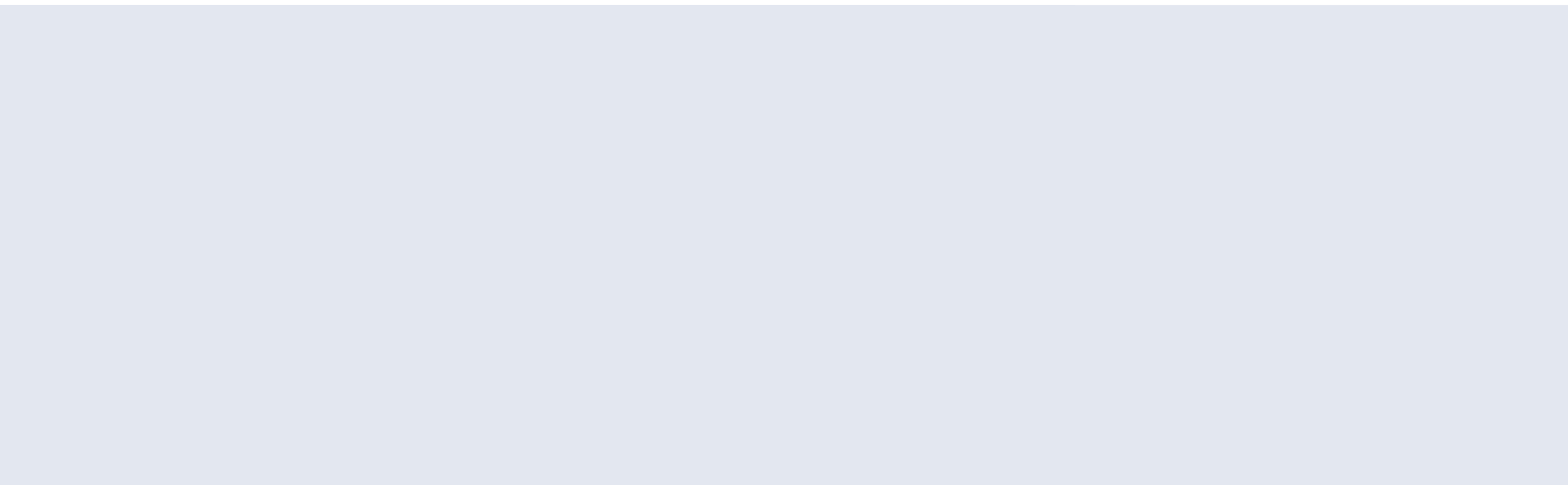
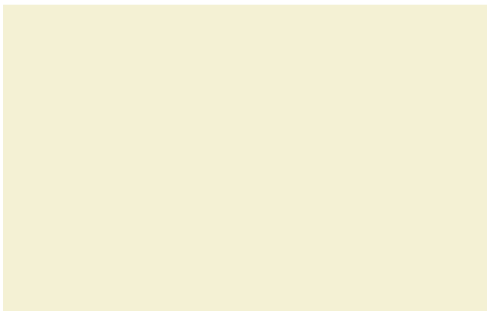
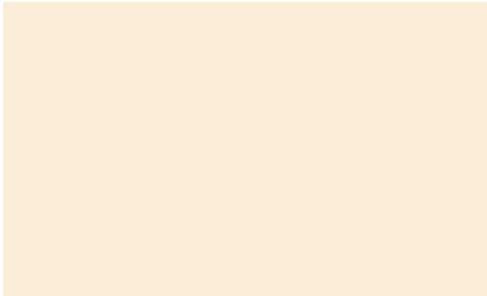
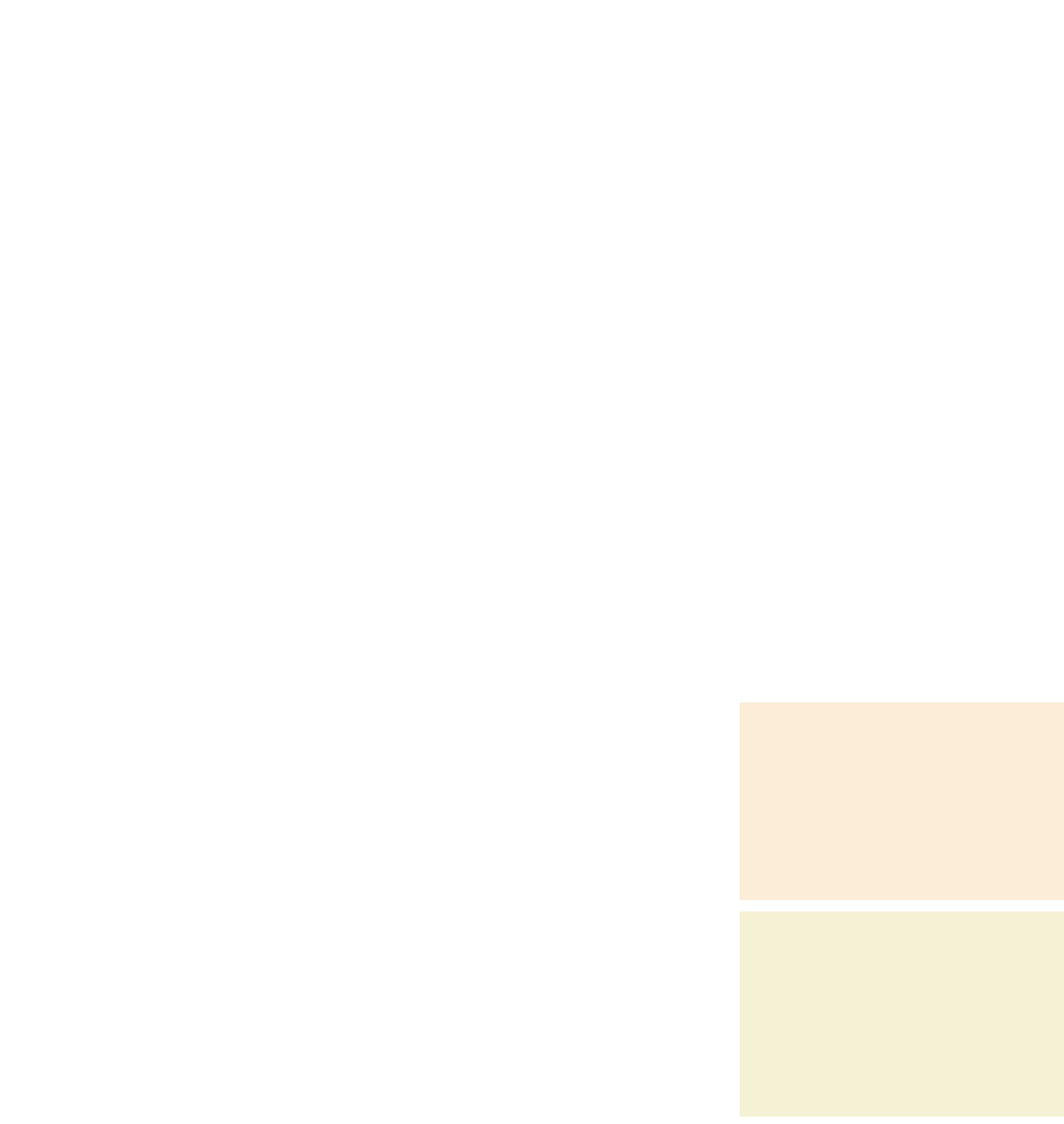


- Employee expenses (32%)
- Payments to centres (26%)
- Consultancy (15%)
- Telecommunications (11%)
- Other expenses (8%)
- Occupancy costs (3%)
- Meeting & travel (3%)
- Marketing & communications (2%)

## Expenditure by Class



- 13 11 14 Support (39%)
- Specialist Helplines (21%)
- Corporate Services (9%)
- LivingWorks (7%)
- Fundraising (5%)
- Marketing (3%)
- Information & Self Help (3%)
- Suicide Prevention (3%)
- Governance (1%)
- Quality Assurance (1%)
- Other Business Development Programs (8%)





PO Box 173 DEAKIN WEST 2600

Phone 02 6215 9400

Website [www.lifeline.org.au](http://www.lifeline.org.au)

Email [national@lifeline.org.au](mailto:national@lifeline.org.au)