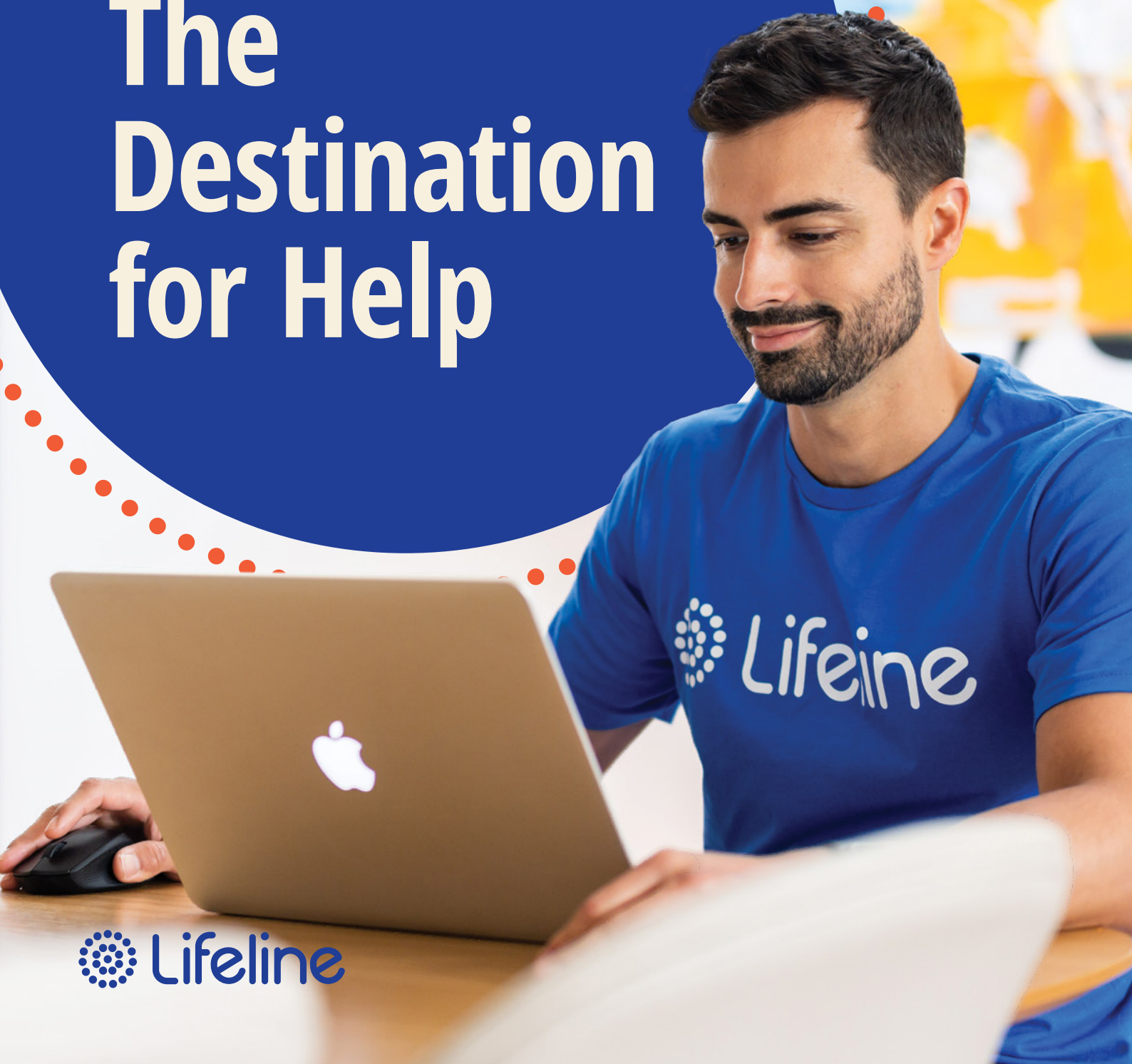


FY2023-24  
**ANNUAL  
REPORT**

# The Destination for Help









## Acknowledgement of Country

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

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

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

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

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

## Acknowledgment of Lived Experience

Lifeline pays deep respect to people who have personal experiences of crisis and suicide. They are the reason our organisation and services exist. We recognise the value that their experience and expertise brings to our work to ensure no one faces their toughest moments alone.

## About the artwork

Luke Penrith's artwork "Celebrating Life" reflects the journey of life – its challenges, successes, and growth. Dynamic shapes and patterns symbolise the interconnectedness of personal experiences, nature, and Country. At its core are yarning circles, representing community support, shared stories, and healing. The piece reminds us that connection to land and community is essential for wellbeing and feeling grounded.

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# From the Chair

In a year of continued high demand for Lifeline services, I want to express my heartfelt gratitude and admiration for the thousands of dedicated volunteers who form the backbone of Lifeline.

To every crisis supporter, retail and warehouse volunteer, fundraiser, emergency helper, staff member and the broader Lifeline family who has selflessly contributed to Lifeline this year – thank you for your generosity and compassion towards Australians in crisis. Your contributions enable us to support the thousands of Australians who reach out to Lifeline in distress each day.

Attracting and retaining volunteers remains a top priority for us. This year we initiated crucial work to redesign our workforce models and enhance the experience for our crisis supporters.

Sadly, suicide impacts Australians of all ages and backgrounds. According to the Australian Bureau of Statistics, one in six Australians aged 16-85 years experiences suicidal thoughts and behaviours each year (16.7%)<sup>1</sup>. Economic and life challenges, including cost of living pressures, the housing crisis, climate change, increased prominence of family and domestic violence and the impact of loneliness and social isolation are all weighing heavily on our communities.

Next April, I will step down from Lifeline Australia's Board after 12 years. Reflecting on my time, two key themes stand out. First is Lifeline's remarkable growth. In FY2013, we had \$23 million in revenue, answered 620,000 calls, and responded to 26,470 online messages. Today, with over \$116 million in revenue, we handle more than 1 million calls and 200,000 text and webchat messages. Our online Support Toolkit alone has had 676,784 pageviews from 291,088 visitors. This progress shows the critical impact of Lifeline's services and the dedication of our volunteers and staff.

The second lesson I will carry forward is the profound importance of hope and connection. I've heard countless stories from those affected by suicide, and a common thread weaves through these experiences: the enduring belief that hope exists and help is always within reach. Many people have shared how a simple connection with one of our crisis supporters provided a glimmer of hope during their toughest moments, giving them strength to carry on.

This financial year marked the launch of Lifeline Australia's new Strategic Plan which holds ambitious goals for a transformed help seeker experience and a more connected support system for those in need. It is encouraging to see significant progress already made on many of the key projects that are critical to achieving these goals.

My thanks go to my fellow Board Directors, Lifeline Australia's CEO Colin Seery, the Executive Leadership team and the staff for their wisdom, enthusiasm and hard work in driving this activity.

I have been immensely proud to serve as Chair and help steer Lifeline Australia through pivotal decisions this year. Each decision has focused on achieving our vision of an Australia free of suicide and always being there for those in crisis.



**Jacinta Munro**  
Lifeline Australia Chair

<sup>1</sup> <http://www.abs.gov.au/statistics/health/causes-death/causes-death-australia/>  
<sup>2</sup> <https://www.lifeline.org.au/media/vvfjbx2p/2012-2013.pdf>







# From the CEO

As more people than ever are reaching out for support during times of crisis, Lifeline is at an exciting point in history.

On Sunday April 28, 2024, Lifeline services received more calls, text and online messages than on any other day in the history of the organisation. While records are often seen as milestones to surpass, this particular achievement is revealing for Lifeline Australia in several ways. It indicates that high numbers of Australians are turning to Lifeline for support during their toughest moments, reflecting our expanding reach and visibility. More profoundly, however, this 20 per cent increase in help seeker contacts above the annual average highlights the compounding distress currently felt across Australian communities. There has never been a time when suicide prevention and crisis support services were more in demand.

**There has also never been a more exciting time to be part of Lifeline.**

In last year's Impact Report, I revealed details about our 2024-2027 Strategic Plan that is focused on improving outcomes for help seekers through delivering a more connected support system. This year, I am proud to report we have made good progress on several key objectives in the plan. In October 2023, we formalised the amalgamation between Lifeline Australia and On the Line Australia (OTLA) and began the process of bringing OTLA's 14 helplines under Lifeline's umbrella. We also formalised a collaboration agreement with Beyond Blue to take ownership of the Beyond Now suicide safety plan app. Both these initiatives are critical to achieving our goal of delivering a support system for help seekers that is tailored to individual needs and easy to navigate.

We have also progressed significantly on improving the experiences of crisis supporters through the implementation of two key projects. Through Project Unify we are transforming our technology platform and bringing all services onto a single system, simplifying functionality for crisis supporters and enhancing our reporting and analysis capability.

In Project Amplify, we are transferring our Centralised In-shift Support Staff (CISS) to Lifeline Direct for a more consistent approach. This year, we also put the finishing touches on a refreshed and more cohesive brand for Lifeline and its growing number of services, which will be revealed in FY2025.

While the cogs have been turning on these operational activities, we have continued our core business of delivering suicide prevention and crisis support services for Australians in their time of need.

With the Voice Referendum in October 2023, our 13YARN service for Aboriginal and Torres Strait Islanders was put to the test during a very challenging period for the team and their community. The service received an unprecedented number of calls during this time and the 13YARN crisis supporters stepped up to be there for their communities. Well done to Marjorie Anderson and her team who have travelled far and wide to promote this vital service.

I would also like to call out the success of Lifeline's online Support Toolkit. We introduced the toolkit in 2022 in response to the need for an avenue of support for people who were yet not comfortable reaching out directly or those who wanted to explore more about how they were feeling. Visitation numbers to the toolkit highlight just how important this type of early intervention support is.

I wish to acknowledge the commitment and hard work of our Member organisations, their Boards, CEOs and staff. These 17 members across Australia manage the vast majority of our crisis supporters, in addition to providing vital programs to build the capacity of their local communities to identify and respond efficiently and effectively to individuals in crisis. My sincere thanks go to the leaders in Member Centres who left Lifeline in FY2024.

To the Federal and State governments, thank you for your continued funding of Lifeline's services. It is reassuring to know that our services, including 13YARN, will be funded to 2028.



To our corporate partners, supporters and donors who have provided generous funding, donations and in-kind support – thank you for sharing our vision of an Australia free of suicide.

I would also like to thank our Chair Jacinta Munro for 12 years outstanding contribution and the Board of Directors. It is a privilege to work with passionate individuals who are dedicated to our cause.

Last and certainly not least, my heartfelt thanks goes to the whole team at Lifeline Australia – the Executive Leaders, our staff and our amazing volunteers. We couldn't do what we do without you.

We are in a period of evolution for Australia's suicide prevention and mental health sector. Never before have organisations and leaders been keener to collaborate or more committed to improving outcomes for help seekers. As a leading organisation working in suicide prevention, Lifeline Australia is committed to working with the sector to create a system where every individual in crisis receives the support they need, no matter how, when or where they seek support.



**Colin Seery**  
Lifeline Australia CEO



# Impact Summary

FY2023-24

## CALLS

1,091,425

Total calls

85.8%\*

Overall call answer rate

\*Excluding those calls that were abandoned in first 60 seconds

79.4%

Call answer rate

175 secs

Average wait time

20.2mins

Average call time

3,508

Total calls offered on our busiest day

## 13HELP

11.2% increase

2022-23  
139,614

155,232

Calls to 13HELP

## TEXT

76,864

Text conversations answered

7.3% increase

2022-23  
71,623

## CHAT

2022-23  
71,327

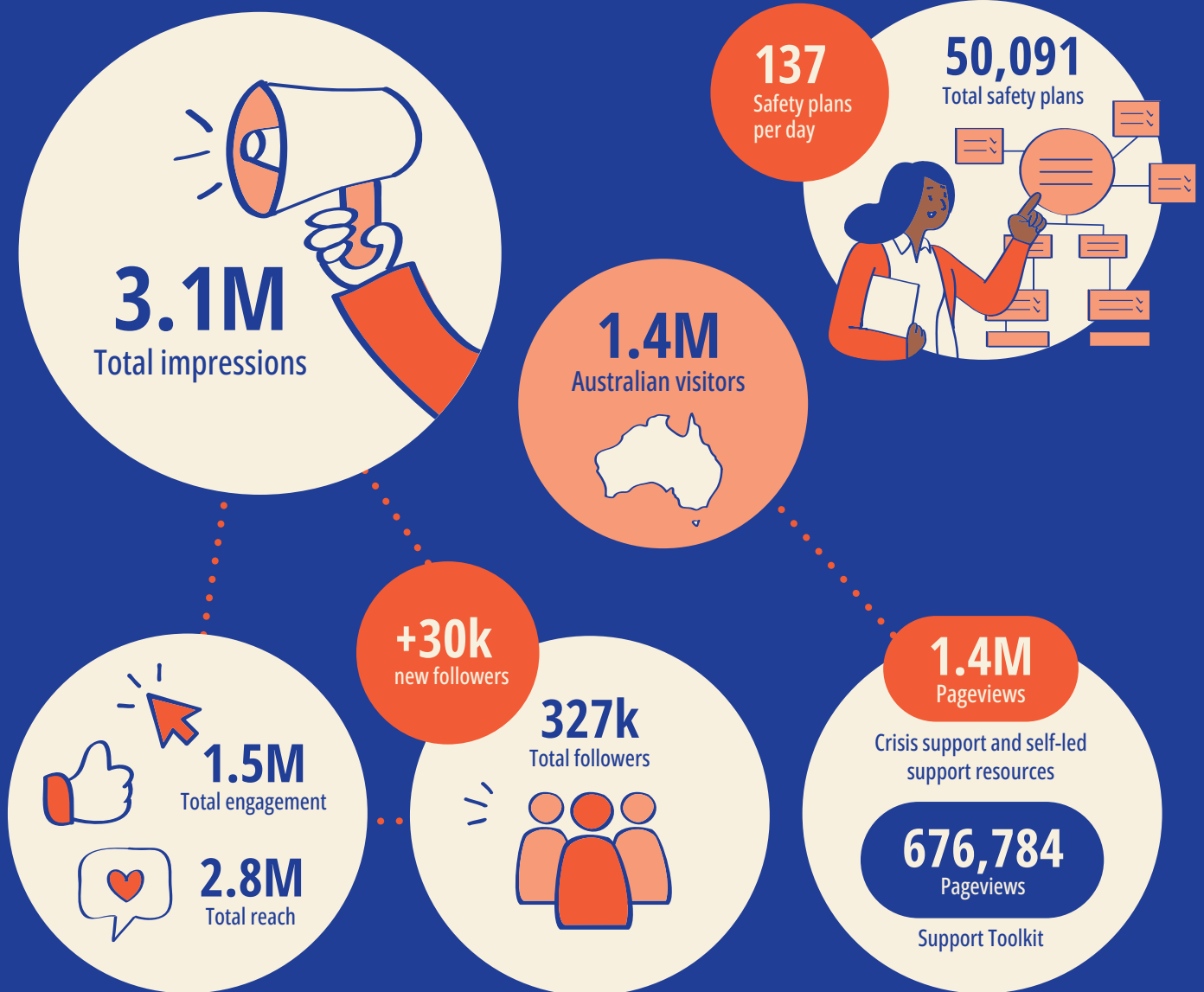
127,909

Chat conversations answered

79.3% increase



## ONLINE REACH



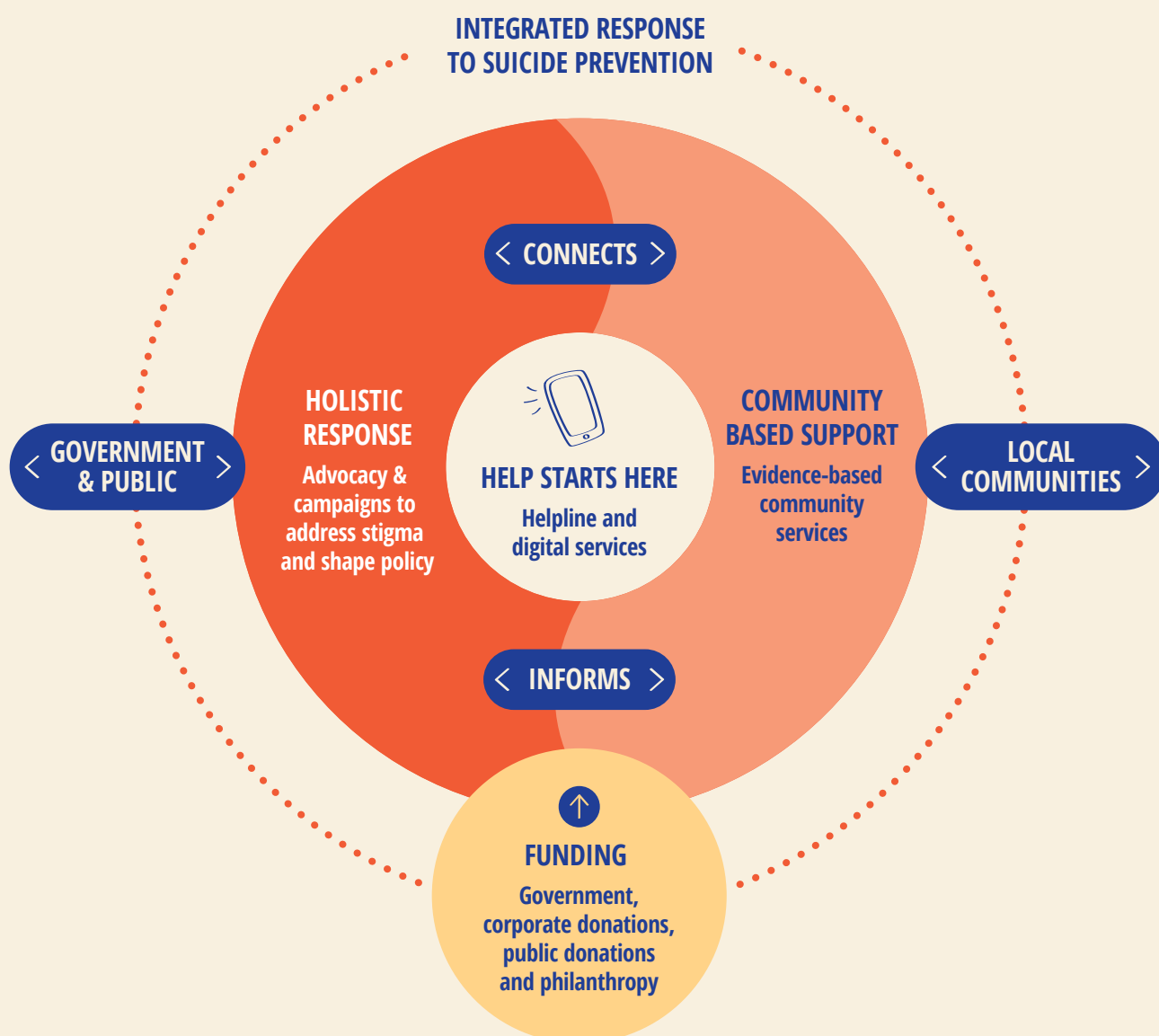
## DV-ALERT



# Strategy Overview

The 2024 financial year marked the start of our FY2024-27 Strategic Plan, reinforcing Lifeline Australia's vision of an *Australia free of suicide*. This plan is guided by five strategic objectives aimed at enhancing our impact by transforming the experiences and outcomes of help seekers.

In FY2024, the first year of this plan, we made substantial progress on its priorities through a range of key activities and initiatives including but not limited to the following:





## On the Line Australia Amalgamation

The amalgamation with On the Line Australia (OTLA) in October 2023 represented an innovative step towards achieving our Strategic Plan. The amalgamation of 14 services, a counselling workforce and an advanced technology platform offers a significant advancement towards our goal of transforming the help seeker experience. OTLA's workforce was onboarded with 98 per cent accepting employment offers from Lifeline Australia and Lifeline Direct. Additionally, all funding contracts were novated to Lifeline Australia, supplier contracts were terminated or transferred, investments and excess cash transferred, business records transferred, and other legal obligations completed.

The primary objective of the amalgamation is to provide benefits to help seekers through building connections between the OTLA services and existing Lifeline services, ensuring seamless journeys and a 'no wrong door' approach to getting help. The work to achieve this has been integrated into key Lifeline Australia projects including Unify, Paid Services, Frequent Help Seekers and the brand refresh to ensure we realise the benefits of the amalgamation. Alongside this, there has been ongoing amalgamation of OTLA staff and processes to Lifeline Australia and Lifeline Direct in areas such as risk and compliance, finance and ICT.



Lifeline CEO, Colin Seery

## Service Design and Enablement

We have further enhanced the Self-led Support channel with the transfer of the Beyond Now suicide safety planning app from Beyond Blue to Lifeline Australia in March 2024. Usage of the app has expanded significantly since the ownership transfer, with over 15,000 new safety plans created and over 360,000 Australians accessing the app since March. Content to support those looking for help online has also been increased with more than 16 topics updated or added to our Support Toolkit to cover many of the most prevalent help seeking topics.

Other key initiatives delivered by the Service Design and Enablement team to support the Strategic Plan include:

- Project Unify – transforming our service delivery technology. The business case, requirements analysis, project scoping, partner selection and contract negotiation were completed and the blueprint phase has commenced.
- Project Amplify – transitioning service delivery to Lifeline Direct and other Members. We completed the discovery phase, developed the roadmap, and began to transition the Voice Centralised In-Shift Supervision (VCISS) team to Lifeline Direct in August 2024.
- Frequent Help Seeker – we established a 'Service Enhancement Team' focused on servicing and improving outcomes for Frequent Help Seekers via a rapid iteration approach.

As part of the Frequent Help Seeker project, the unwelcome behavior management process was improved by temporarily blocking individuals who repeatedly engage in unwelcome behavior.

The challenges around information sharing regarding operational issues between the Member network and Lifeline Australia have been minimised with the enhancement of the National Operations Leads forum and regularly scheduled meetings.

## Government and Stakeholder Relations

Lifeline Australia developed a set of Lifeline Community Programs Standards which set out the requirements for Members to deliver community programs under the Lifeline brand. The Standards represent the next step for Lifeline Australia in a collaborative journey with Members to further strengthen the quality, consistency and visibility of community programs across Australia. The Standards align with our strategic objective to optimise our national network and ensure a consistent response for help seekers across Australia. The Standards were developed collaboratively with Members through a series of consultations. To minimise the implementation burden on Members, introduction of the Standards will be phased over two years.

The Government and Stakeholder Relations team led the successful roll out of broader advocacy activity on topics including cost-of-living, defence and veteran suicide, volunteering, climate disaster events, loneliness and suicide in boys and men. Along with core advocacy in the areas of suicide prevention and crisis support, First Nations suicide prevention and prevention of domestic and family violence, this has brought Lifeline and our services to the attention of a broader range of policy developers and decision makers while supporting work towards achieving our wider vision of an Australia free of suicide.

## People and Corporate Services

The People and Corporate Services team delivered a review and initial upgrade of Lifeline Australia's Work, Health and Safety (WHS) environment, including a risk-based survey on the topic of psychosocial hazards.

In March 2024, work commenced on the development of a Reconciliation Action Plan (RAP), which was submitted to Reconciliation Australia for review in July 2024. Project governance and ongoing executive sponsorship arrangements are in place.

The People and Corporate Services team also helped co-deliver the redesign of Service Design and Delivery to better align with the strategic focus and remit of Lifeline Australia. The newly renamed division, Service Design and Enablement, was Implemented on 2 April 2024.

Following the amalgamation with OTLA in October 2023, Lifeline Australia successfully undertook assessment and accreditation under the National Safety and Quality Digital Mental Health Standards.

Remediation steps and ongoing monitoring will take place over the next 12-24 months. Measures to uplift information security were implemented across FY2024, including the decommissioning of legacy on-premises file servers and the introduction of a data classification labelling system.

In support of the strategic organisation redesign work undertaken earlier in FY2024, a Culture and Leadership program launched in March 2024. The Executive Leadership Team and newly formed Senior Leaders Group collaborated on defining a 'culture narrative' for Lifeline Australia. Workshops with people leaders across the organisation are underway to support the embedding of this culture narrative and help enhance the capability of people leaders across the organisation.

## Marketing and Fundraising

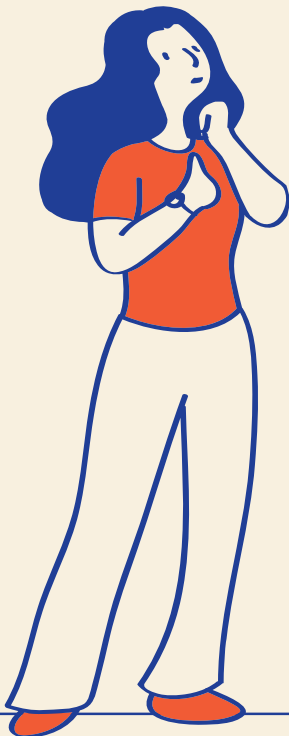
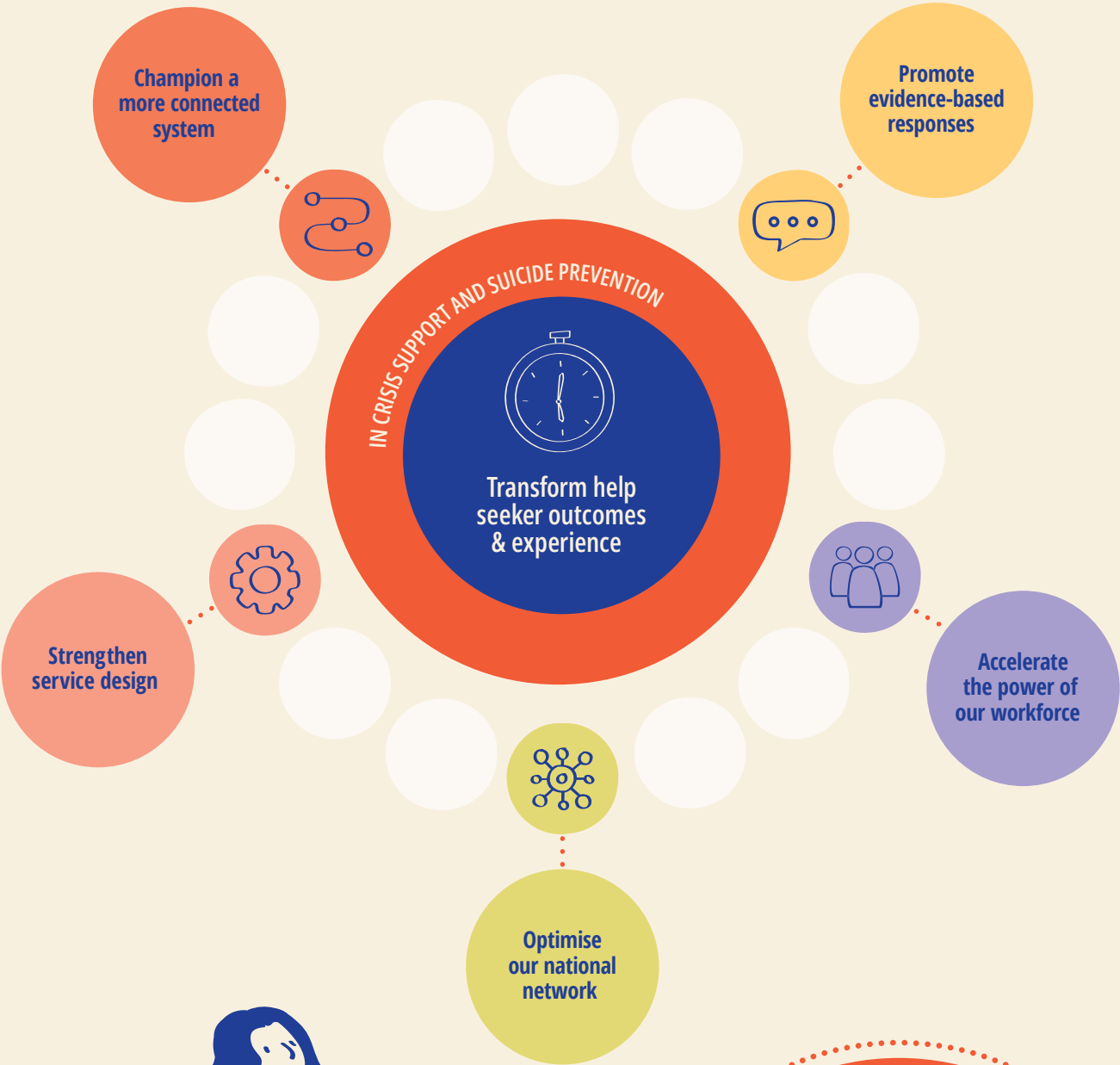
The Marketing and Fundraising team completed a strategic review of Lifeline's brand to support the delivery of the Strategic Plan. At the heart of this work is the acknowledgement of the important role the brand plays in influencing the choices and behaviours of help seekers and other Lifeline audiences.

The roll-out of this refreshed brand system across the Lifeline ecosystem will be a priority in FY2025. It will provide a platform to support transformation of the help seeker experience while underpinning further revenue growth from funders and fundraising.

Whilst there remains uncertainty in the economy, fundraising continues to be strong for Lifeline Australia with mental health and suicide prevention causes remaining top of mind in the public's consideration of their charity support. This year, our Fundraising team focused on deeper engagement with our supporter base and growing our signature partnerships and campaigns. We also introduced a significant philanthropic campaign with a goal of raising \$20 million over the next three years to fund delivery of the Strategic Plan. The first year of this campaign has seen considerable progress in aligning our high value supporters with the case for supporting this work. FY2025 will provide the runway to securing the most significant support for the campaign.



# Strategic Objectives



**OUR VISION**

An Australia free of suicide

**OUR MISSION**

To support Australians in times of crisis and equip individuals and communities to be suicide safe

# People & Culture

## Strategic Pillar



Accelerate the power  
of our workforce

## Our Staff

We are proud of the hardworking team at Lifeline Australia. Each member is committed to our cause and driven by the vision of an Australia free of suicide. A high-performing workforce is essential to ensure Lifeline delivers consistent, high-quality services. By boosting the skills and capabilities of our employees, we empower our members and volunteer crisis supporters, helping Australians in their time of need.

### Organisational Design

This year, our People and Culture (P&C) team collaborated with service leaders and an external consultant to redesign the organisation, aligning it with our governance model. The new model allows Lifeline to focus on service design and enablement while supporting the Member network in sustaining service excellence. Throughout this process, the P&C team actively sought feedback to ensure positive communication and implementation.

### Work Health and Safety Uplift

Our Work Health and Safety (WHS) Committee strengthened our WHS function, embedding psychosocial safety practices and improving wellbeing strategies. Staff feedback from engagement surveys helped refine WHS policies, keeping safety and wellbeing central to our operations.

### Improving New Employee Experience

We've enhanced onboarding practices by implementing structured face-to-face IT and HR meetings for new starters. Future onboarding will expand to include face-to-face and virtual induction experiences for all new staff.

### Strengthening Leadership Capability

In June 2024, 50 leaders began a new Culture and Leadership program, involving self-paced learning, reflective exercises, and group sessions to enhance leadership skills. A key focus is embedding our Culture Narrative, which prioritises innovation and operational efficiency for 'service excellence'.

### Recognising Great Performance

Our Staff Awards Program was refined to align with Lifeline's Values. Each quarter, awards are given to individuals demonstrating outstanding work, and a team award recognises cross-functional collaboration. Two annual awards, the Spirit of Lifeline and the Harwood Innovation Award will be presented in December 2024.

### Our Workforce

As of July 2024, Lifeline Australia had 256 employees (full-time equivalent of 211). Our workforce spans marketing, service design, governance, technology services, program management, corporate services, and other teams of professionals working to enable the safe and efficient delivery of our services. Most staff are based in Sydney and Melbourne, working in a hybrid model. Following a review in early 2024, frontline services, including the Voice Centralised In-Shift Support team, will transition to Lifeline Direct in FY2025, allowing these teams to grow while Lifeline Australia supports the Member network.





## Lifeline Australia Members

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



17  
Members  
operating



43  
Accredited Lifeline  
Centres across Australia

	Member Organisation	Centre(s) owned and operated
<b>ACT</b>	Lifeline Canberra Inc.	Canberra
<b>NSW</b>	ERAC Australia Ltd	Albury Wodonga
	Lifeline Central West Inc.	Bathurst, Dubbo & Orange
	Lifeline Direct Ltd	Bondi, Central Coast, Hunter, Newcastle, New England North West & Northern Rivers
	Lifeline Harbour to Hawkesbury Sydney	Harbour to Hawkesbury Sydney
	Lifeline Northern Beaches Inc.	Northern Beaches
	Lifeline Regional SA and Far West NSW	Broken Hill, Country to Coast
	The Uniting Church in Australia Property Trust (NSW) represented by the Synod Office for NSW and the ACT	Macarthur, Mid Coast, North Coast, South Coast, Sydney & Sutherland, Western Sydney
<b>NT</b>	Lifeline Direct Ltd	Central Australia (Alice Springs)
<b>QLD</b>	Lifeline Darling Downs & South West Queensland Ltd.	Darling Downs & South West Queensland
	The Uniting Church in Australia Property Trust (Q.) trading as UnitingCare Queensland	Brisbane, Bundaberg, Caboolture, Central Queensland, Far North Queensland, Fraser District, Gold Coast, Greater Sunshine Coast, Ipswich & West Moreton, Mackay-Whitsunday, North Queensland
<b>SA</b>	Lifeline South East (SA) Inc.	South East SA
	Uniting Communities Adelaide	Adelaide
<b>TAS</b>	Lifeline Tasmania Inc.	Hobart
<b>VIC</b>	Lifeline Canberra Inc.	Narrm
	Lifeline Direct Ltd	Geelong, South West Victoria, Western Melbourne
	Lifeline Loddon Mallee Inc.	Bendigo
	Lifeline Gippsland Inc.	Gippsland
	Uniting (Victoria and Tasmania) Limited	Ballarat, Melbourne
<b>WA</b>	Living Stone Foundation Inc.	Western Australia

# Member Engagement

Strategic Pillar



Optimise our national network

Our 17 Lifeline Members are crucial partners in ensuring Australians in crisis can access support and services no matter where they live. Through Lifeline Centres, which operate in all states and territories, Members deliver locally based suicide prevention and crisis response initiatives, helping communities strengthen their capacity to be suicide safe and respond efficiently and effectively to local needs.

Lifeline Australia works collaboratively with the Member network to deliver skills, resources, tools and funding to support their communities in times of crisis. We do this through seeking Member input on new initiatives and practices, testing pilot programs, facilitating the sharing of knowledge and resources and providing shared services to promote consistency and cohesion. Member CEOs and Managers also regularly meet with Lifeline Australia through participation in Member activities including the annual National Congress for Members and Lifeline Australia's Annual General Meeting and Members Forum.

One of the many significant collaborations between Lifeline Australia and its Members this year was in March following the Westfield Bondi Junction incident when our Members in Sydney banded together to provide around-the-clock support to the community. As the closest Lifeline Centre offering counselling services, Lifeline Northern Beaches facilitated a roster of paid and volunteer counsellors and crisis supporters to ensure no calls went unanswered. Similarly, when some regions were hit with natural disasters this financial year, Members in other areas and time zones stepped in to provide extra volunteers and additional hours to ensure services and helplines were not impacted.

## Our Impact

Impact measurement framework for community programs\*

**Over 40,000\***

Help seeker interactions across Australia

**Resilient 12%**

Help seekers have hope and strengthened protective factors

**Safe 11%**

Help seekers and their carers are psychologically equipped to manage their own safety and wellbeing

**Support 16%**

Help seekers are supported to access appropriate clinical and non-clinical specialist services

**12 Member Centres**

Who have provided data on community programs complementing crisis response services

**Responsive 32%**

Family, friends and colleagues are better able to recognise and respond to people with suicidal behaviours, and refer to appropriate services

**Connected 23%**

Communities are more inclusive of people at risk of suicide, and their support network

**Informed 6%**

Communities are able to better understand suicide and support help seeking

\*The results presented are preliminary due to the limited sample size. For a comprehensive interpretation of the data, it is recommended to consider these findings in conjunction with the accompanying framework and guidance notes.

Following the implementation of the Impact Measurement Framework in FY2023-24, this year all Members were supported to measure and track the impact of their community programs and report on outcomes against the framework.

As a result, we observed more than 40,000 help seekers had interactions with community service programs offered through our Member Centres. These community programs and services fall under six domains covering the three areas of the framework: Individual help seekers, Family, Friends, Colleagues, and Community.

The Impact Measurement Framework will continue to measure and track the impact of Member community programs and report on outcomes against the framework in FY2025.

In July 2023, the Queensland Government announced it would commit \$12 million in funding to Lifeline for the ongoing operation and expansion of services to support Queenslanders in mental health distress. The funding, which will be delivered over the next four years, goes towards both the 13 11 14 crisis helpline, as well as community programs and services delivered by our Members in Queensland.

In May, Lifeline Member CEOs and Centre Managers attended the annual two-day National Congress in Sydney for networking, discussion and professional development. The event was highly engaging, with attendees providing positive feedback and valuing the opportunity to connect and be exposed to new ideas beyond their day-to-day operations. From progress on Australia's suicide prevention strategy to learning about generational trends, participants heard from more than a dozen speakers, gaining expert insights, leadership updates and practical skills.

This year, our Member community collaborated with Lifeline Australia to develop the Lifeline Community Programs Standards, a new minimum standards framework for the community programs they deliver under the Lifeline brand.

These Standards were informed by a desktop review of best practice, including existing community program accreditation standards and guidelines (both domestic and international), clinical standards, professional body position statements and policy documents across the suicide prevention and awareness sector. They focus on the organisational protocols underpinning community programs, rather than the organisation delivering the program, or ethical standards associated with service delivery.

The objectives are to:

- Ensure Member community programs are delivered to consistent standards, informed by best-practice and relevant clinical and non-clinical standards.
- Support Members to demonstrate the robustness of their service delivery to funders and their community.
- Develop Member capacity to undertake further relevant accreditation.





# Government Relations

Strategic Pillar



Champion a more connected system

## Funding

Lifeline Australia receives federal and state government funding to assist with delivery of its voice and digital services, the 13YARN service for Aboriginal and Torres Strait Islanders, the DV-alert service, and other suicide prevention programs and support. These government contributions are vital in ensuring Lifeline continues to be there for all Australians in their time of crisis.

In FY2023-24 the Commonwealth government funding of \$39.4 million to Lifeline Australia included:

**\$30.3m**

for core services

**\$6.4m**

for 13YARN

**\$2.7m**

for clinical services

In addition, in July 2023, the Queensland Government announced \$12 million over four years for the 13 11 14 crisis helpline and community programs and services delivered by Lifeline's Members in Queensland; UnitingCare Queensland and Lifeline Darling Downs and South West Queensland.

In NSW, also in July 2023, the Government committed additional funds of \$8.2 million over five years to expand Lifeline's text and webchat services for NSW residents.

FY2023-24 NSW Government funding of \$13.4 million to Lifeline Australia comprised:

**\$3.9m**

for 13 11 14 support

**\$6.4m**

for increased capacity funding

**\$3.2m**

for crisis text services

Our Aboriginal and Torres Strait Islander service, 13YARN, received an additional \$510,000 from the Federal Government to support increased demand in the aftermath of the Voice Referendum.

Lifeline Australia also continued to receive funding from the Tasmanian, Northern Territory and South Australian governments.

In Western Australia and Victoria, Lifeline centres receive some funding directly from their state governments.

Parliamentary breakfast, Victoria Parliament, February 2024; Tim Richardson MP; Minister Ingrid Stitt MP, Emma Kealy MP and Maree Edwards MP, with Belinda Collihohle (Lifeline Ballarat) and Lisa Renato (Lifeline Loddon Mallee)



## Engagement activities

Engagement with federal and state ministers, members of parliament and the wider business sector is vital for enabling Lifeline Australia to achieve its goal of an Australia free of suicide.

We recognise that collaboration with governments, other service providers and the broader community is crucial for delivering improved crisis support and suicide prevention services to meet demand from people in crisis.

On the back of increased public recognition about the importance of mental health support, federal and state governments have committed greater attention and funds to crisis support services in recent years. However, ongoing support is needed to ensure people in crisis can access the help they need, whenever they need it.

Lifeline Australia's Government Relations team plays an important role in engaging with representatives from all levels of government. The team advocates for better mental health and suicide prevention services, ongoing funding and policy or legislation changes that will positively impact our mission and the communities we serve. In line with our Strategic Plan, this year our conversations with government focused on improving sector collaboration to enable more easily accessible services for help seekers. Discussions covered topics including ongoing cost-of-living pressures and the social determinants of suicide such as increasing trends in domestic and family violence and the impact of financial hardship. Our team was also regularly in conversation with the Reserve Bank of Australia around the issue of cost-of-living and its impact on health and wellbeing.

Using data and insights, such as increasing demand for our voice or webchat services and the issues our volunteer crisis supporters are hearing from help seekers, our team provides ministers, their representatives and other members of parliament with an accurate view of the mental health landscape for people in Australia. The team also shares findings from Lifeline Australia's research activities to ensure governments have evidence-based insights to guide their policy and decision-making. This year, for example, the team shared results from a Lifeline Australia report into the relationship between extreme weather events, mental health and suicidality to highlight the impact of recent natural disasters on Australians.

To build stronger relationships with government ministers, Lifeline Australia invites members of parliament to be involved in events and activities. This year, The Hon. Rose Jackson, NSW Minister for Mental Health, and the Hon. Steve Kamper, NSW Minister for Small Business, joined Lifeline Australia and Business Sydney for a panel on mental health and wellbeing in the workplace and the benefits that can flow from a positive work environment.

Many ministers and members of parliament across the country also took part in the 2024 Push-Up Challenge, raising funds and awareness for Lifeline Australia. Queensland's Premier Steven Miles and Mick De Brenni, Queensland Minister for Energy and Clean Economy Jobs, were among the overall top individual fundraisers for Lifeline Australia.



Sydney Town Hall event in May during National Volunteer Week; Colin Seery, John Brogden, Jacinta Munro and Councillor Adam Worling

# Lived Experience

Strategic Pillar



Strengthen  
service design

Lifeline Australia greatly values the contribution of people who have lived or living experience of suicide and psychological distress. We are committed to collaborating with people who have been impacted by suicide to ensure their perspectives, insights and experiences inform our services and enhance outcomes for all help seekers.

Since 2018, through the Lifeline Lived Experience Advisory Group (LLEAG), Lifeline Australia has sought input from a dedicated and committed group of individuals and carers who have lived or living experience of crisis and suicide ideation or who have been impacted by suicidality. We also regularly share stories of hope from people impacted by suicide through our communications channels, including the Holding on to Hope Podcast series, and consult with stakeholders through focus groups when designing and testing new services and programs.

## Lifeline Lived Experience Advisory Group (LLEAG)

Lifeline Australia is extremely grateful to the members of the LLEAG for their commitment and dedication to our work. Their contribution of time and expertise is vital in ensuring our services meet the needs of help seekers and those impacted by suicide. We sincerely thank each of them – Dave Peters, Graeme Holdsworth, Hayley Purdon, Imbi Pyman, and Mark Richards – for their involvement.

The LLEAG meets every two months, with additional consultations as required. Some of the key projects the group was involved in during FY2023-24 include:

### Bystanders of suicide wellbeing support guide

This new resource was developed for our online Support Toolkit. The LLEAG identified a gap in resources for people impacted by the suicide or suicidal behaviour of someone they may not be closely related to or connected with. This may be bystanders, witnesses, first responders, community members, colleagues or people who may have heard about the event. The LLEAG worked with Lifeline Australia's digital product team to develop tailored content for this specific cohort. The support guide includes information about the impacts and emotions an individual may feel, understanding grief, tips to feel better and how to support others. The guide can be found at <https://toolkit.lifeline.org.au/articles/general/touched-by-suicide-wellbeing-support-guide>

### Frequent Help Seeker project

Lifeline Australia's Frequent Help Seeker project aims to gain a deeper understanding of the needs and behaviours of people who frequently seek help, with the goal to develop resources and strategies to effectively support them in a way that is sustainable for Lifeline Australia. The LLEAG has provided valuable insights on various aspects of the project, including inclusion, transparency, interactive voice response (IVR) wording for 13 11 14 and the website. One member of the LLEAG serves as a co-facilitator for the frequent callers focus group.

### Marketing and fundraising campaigns

LLEAG members actively participated in Lifeline Australia's marketing and fundraising campaigns, including our World Suicide Prevention Day campaign in September. The group was involved in the development of campaigns, providing insights to ensure messaging and creative assets were safe, appropriate and would resonate with current and future help seekers.



## Lived Experience Framework

As our services have continued to evolve and grow, so too has the need to engage with a broader group of stakeholders. This financial year, we began a project to develop Lifeline Australia's first Lived Experience Framework. Recognising the diverse ways that Lifeline Australia, its Members and partners engage with individuals with lived and living experience, we identified the need for a comprehensive and consistent approach to this engagement that ensures all our interactions are positive and insights are better shared in our work.

With independent consultations including a lived experience expert, and our Lived Experience Advisory Group (LLEAG), we completed a desktop review of 30 existing lived experienced frameworks and consulted with 50 stakeholders from varying backgrounds to understand current practices and identify areas for improvement.

The consultation included Lifeline Australia staff, people with lived experience such as members of the LLEAG and Lifeline Australia Ambassadors, representatives from organisations such as Suicide Prevention Australia, Roses in the Ocean and Beyond Blue, as well as stakeholders from 13 Lifeline member organisations. Through this process, a number of key insights were identified as crucial for an effective framework.

In the coming year, through further engagement, we will work to incorporate these key insights into the final Lived Experience Framework. An implementation plan will also be developed to guide rollout to internal and external stakeholders. This will consider organisational readiness and safety as well as ensure we continue to listen to feedback and adapt as required.



From right to left; Graeme Holdsworth, Ingrid Ozols (former member), Dr. Anna Brooks, Imbi Pyman, Dave Peters, Mark Richards, Hayley Purdon

# Crisis Support

## Strategic Pillars



Champion a more connected system



Strengthen service design

In FY2024, crisis supporters answered more calls, texts and web chat messages than ever before.

Responses to events, activism and violence, such as the Bondi Junction tragedy, family and domestic violence and the Voice to Parliament referendum, along with rising social isolation, loneliness, ongoing financial hardship and worldwide conflict, are contributing to deeper trauma in the community. As a result, more people are reaching out to Lifeline for support.

After experiencing a decline in our volunteer crisis supporters in previous years, our workforce began to stabilise this year with more volunteers recruited and existing volunteers contributing more hours to our services. This enabled Lifeline Australia to not only meet the growth in demand for our crisis support, but also improve our service levels and call answer rate compared to FY2023. We also invested in growth and development of our paid crisis supporters and in-shift supervisors to improve the experience of our volunteers. We are immensely grateful for this wonderful community of members, employees and volunteers who ensure Lifeline is always there for people in their greatest time of need.

To support our strategic objective of transforming the help seeker experience through a more connected system, our Service Design team has been working to deliver more targeted, active support to specific cohorts of help seekers. In addition, we have expanded the breadth and depth of our Self-led Support services and improved the way we empower help seekers with more detailed information on referral services and supports that may help after our conversation with them.

We also invested in a new technology platform for our voice, text and chat services to improve service availability, reliability and ease of use, deliver a more connected system, and ultimately, enhance the help seeker experience. The new platform, which will first be rolled out to our digital services, will enable crisis supporters to more easily direct help seekers to the most appropriate support for their specific needs.






# Voice Services

## 13 11 14

The busiest time of the year was off the back of the Bondi Junction incident in April. Sydney-based Lifeline Centres, led by Lifeline Northern Beaches, collaborated to help answer the increased demand for crisis support from help seekers.

Throughout the year, our crisis supporters also noticed a spike in calls around the time of announcements from the Reserve Bank of Australia, indicating cost-of-living pressures are continuing to impact the mental health of many Australians.



**1,091,425**

Total calls offered across  
13 11 14, 13HELP and 13YARN

**85.8%\***

Overall call answer rate

\*Excluding those calls that were  
abandoned in first 60 seconds

**79.4%**

FY2024 call answer rate

## 13HELP

The 13HELP service was set up in 2020 to specifically address demand for crisis and mental health support from individuals living in communities across New South Wales, Queensland and Victoria heavily impacted by bushfires and floods. Government funding and support from corporate partners including Woolworths ensure this important service continues to be available.

Ongoing trauma, including cost of living and financial distress, the Voice to Parliament campaign, increased levels of concern about climate change and extreme weather and ongoing global conflicts, has seen continued high demand for this service even after the immediate effects of these disasters have passed.

In FY2023-24, the service received 155,232 calls from help seekers.



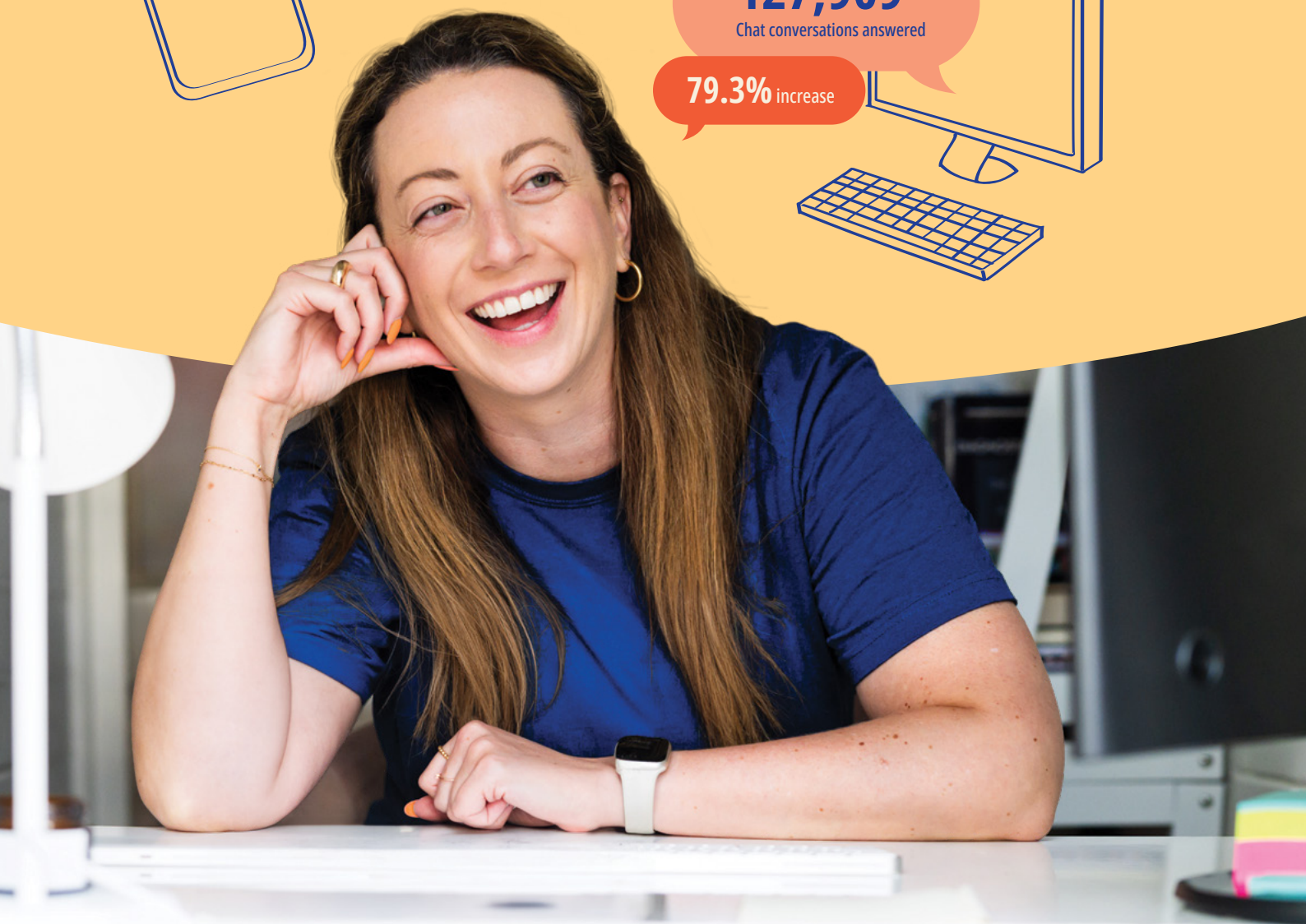
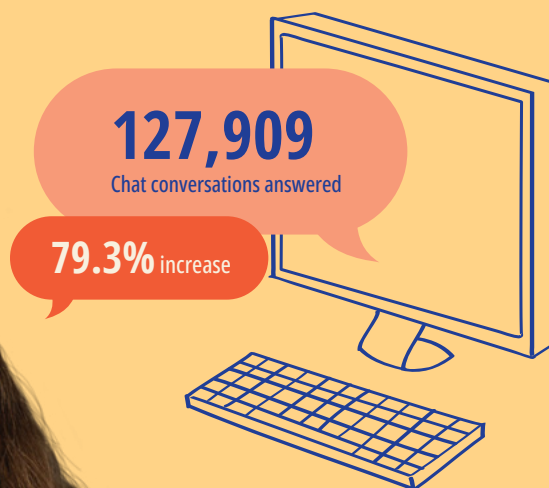


# Digital Services

Two years on from implementation, demand for Lifeline's digital text and web chat crisis support services has continued at a steady upward trajectory. The low barrier of entry for these services, combined with growing awareness of the benefits of interacting in this way, is driving increasing numbers of help seekers to turn to these channels in their times of crisis.

In FY2024, Lifeline Digital crisis supporters responded to 76,864 interactions via text message and 127,909 web chat conversations from help seekers. This was an increase of 43% compared to previous year.

In July 2023, the NSW Government announced \$8.2 million in funding over five years to expand the digital text and web chat crisis support services in NSW. This funding has been crucial in enabling Lifeline to continue developing and maturing these services, while also meeting demand for support from help seekers.



# lifeline.org.au



**1.4M**  
Australian visitors



lifeline.org.au continues to be an integral place that Australians turn to when they are looking for connection, information and support. In FY2023-24, lifeline.org.au was visited by over 1.4 million Australians. Our crisis support and self-led support resources were the most frequently accessed pages, receiving 1,423,295 pageviews. Volunteering, looking for ways to support others and information on our Members were also popular content areas.

The types of support people are looking for to help them manage their mental health and wellbeing has been changing. Increasingly, help seekers are turning to resources they can access directly or things they can do themselves, instead of or before reaching out to our voice or text and online chat crisis support services.

To ensure we can meet the needs of this cohort of help seekers, we have grown our self-led support resources to provide an even more connected and supportive system for help seekers at all stages of their mental health journey.





# Self-led Support Toolkit

Founding Partner, nib foundation

Transitioning out of the beta phase and into full operation and service in April 2023, Lifeline Australia's Support Toolkit has quickly established itself as a trusted, helpful and important self-led resource for Australians seeking mental health support online.

Supporting all people at all stages of their wellbeing journey, the Toolkit – available at [lifeline.org.au/toolkit](https://lifeline.org.au/toolkit) – provides accessible and practical resources, as well as clinically-informed and plain language information that users can access on their own terms.

363,730

Australian users between  
25 September 2022 – 30 June 2024



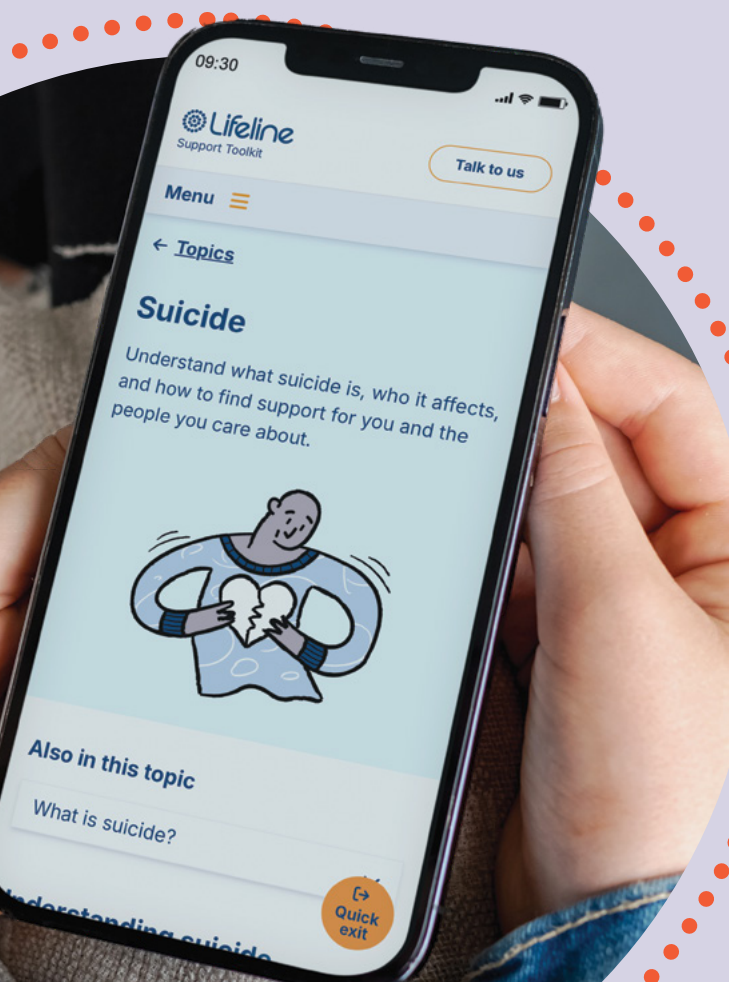
The Support Toolkit is also designed to help those supporting someone else in need. It provides tools and resources to help people understand and support a friend or family member who is struggling, while also providing information to help them look after themselves along the way.

In FY2023-24, the Toolkit achieved impressive engagement, with 291,088 Australians turning to it for support. This high engagement highlights that self-led mental health information and resources have been, and continue to be, in high demand.

Feedback from help seekers who have engaged with the Toolkit has been overwhelmingly positive, with many finding the content helpful, empowering and supportive. Help seekers have found the Toolkit's interactive quiz particularly valuable, with a significant number completing the quiz to better understand their mental health and support needs.

Help seekers have deeply engaged with the Toolkit's content, particularly the foundational information pages. These pages are important in helping those who read them gain clarity and understanding of their mental health experiences. The short-term help pages, offering practical strategies for immediate use, have also been highly popular, showing the Toolkit's effectiveness in providing Australians with actionable support.

Help seekers have engaged with Lifeline's crisis support services and external resources and services recommended by the Toolkit over 17,000 times, linking them to where they need to be based on their individual circumstances and creating a more connected system of help and support for them, as per their needs.





Help seekers have expressed gratitude for the practical, accessible and supportive content provided by the Toolkit. Whether as a result of better understanding mental health, addressing their own behaviours, or learning how to support others, many help seekers have reported feeling validated, supported and empowered, highlighting that the Support Toolkit is having a positive impact on the mental health and wellbeing of Australians.

## Breadth of content

To date, the Support Toolkit team has produced and published over 130 pieces of clinically-accurate and easy-to-understand content that help seekers can turn to for self-led support. The Toolkit currently comprises:

- Information, advice and support resources for more than 16 of Australia's most common mental health and wellbeing topics, including new content, added in June 2024 with support from NRMA Insurance, to help people before, during and after extreme weather or natural disasters
- 25 mental health and wellbeing articles and guides that help seekers can use to learn practical techniques or strategies or to understand further support options
- 25 lived experience stories that provide hope, empathy, and connection
- 35 support services that can connect help seekers with the mental health and wellbeing support that's right for them
- 29 digital tools and apps that are evidence-based, affordable and trusted by Lifeline.

## Responding to emerging events

In response to the Bondi Junction incident in April 2024, the Support Toolkit team rapidly created a Support Guide for Australians, which provided validation, information and reassurance to help people cope with distress, trauma and anxiety following the tragedy – whether directly or indirectly impacted by the event. This rapid response highlights the ability of the Support Toolkit to offer timely and relevant support during crises, reinforcing Lifeline's commitment to meeting the immediate mental health needs of Australians.

# Beyond Now

Beyond Now is our newest self-led support resource. Ownership and management of this widely used suicide safety planning app was transferred to Lifeline Australia in March 2024 as part of our new formalised partnership with Beyond Blue.

Accessible via web and mobile, Beyond Now supports people in crisis to create their own safety plan to help them cope when they are feeling unsafe or suicidal. Through the app, users can access a personalised list of reminders, ideas and contacts, warning signs, coping strategies and reasons to live, to turn to when experiencing suicidal thoughts.

After several months of bedding down the transfer, we are now exploring ways to better integrate safety planning into our existing crisis support service, including developing processes so Lifeline's volunteer crisis supporters can help callers with the initial set-up of their safety plan in the app.

Since taking over the product in March, Beyond Now has led to the creation of 15,654 safety plans. The app has been downloaded and accessed online over 24,917 times and is also now one of the most frequently referred support tools by our crisis supporters.



# 13YARN

13YARN is Lifeline Australia's national 24/7 crisis support line for First Nations people. Entirely staffed by Aboriginal and Torres Strait Islander people, it was launched in March 2022. In May 2024, the service registered its 50,000th call supporting Aboriginal and Torres Strait Islander community members.

In just over two years of operation, demand for the service has grown by nearly 50%, from around 17,000 calls in 2022 to 25,000 calls in 2023. Racism, discrimination and abuse, sorry business, deaths in community and challenging moments in life are cited as some of the main reasons First Nations callers reach out to the service.

This financial year, the Voice Referendum in October 2023 was a key call driver, generating a 40% spike in calls after the decision was handed down. On the Sunday after the vote, 13YARN received 124 calls, which was significantly above the usual daily call volume. To make sure every call was answered, the 13YARN National Team worked closely with Lifeline members to have crisis supporters on standby if needed. This ensured the service could maintain a call answer rate of over 90%, despite the increased volume of calls.

Preparation for the Voice Referendum and keeping our crisis supporters safe, particularly during peak times of demand, was a key focus for the service this year. To ensure 13YARN crisis supporters felt supported at the time of the Referendum, extra training on resilience and responding in a non-judgmental way was provided.

New contracts to deliver 13YARN in FY2025 and beyond were negotiated with Lifeline Central West, Lifeline South Coast and UnitingCare Queensland. As of 30 June 2024, 13YARN has 60 crisis supporters, including two team leaders, working across the four Lifeline Member centres delivering 13YARN services.

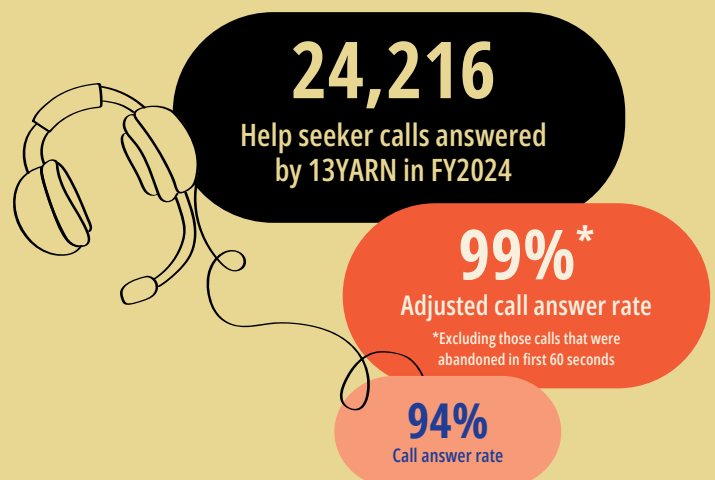
Community engagement to promote awareness of the 13YARN service continued to be a key activity for the team. Additional government funding received in late 2023 enabled 13YARN staff to get out and about in new areas and at new community events. These included: Broome Survival Day, Murra Yarra Healing Walk in Wagga Wagga, Sydney Region Aboriginal Corporation Penrith Closing the Gap event, Tarpari Wellbeing Day in Port Pirie, Kimberley Blak Pride Festival, Barunga Festival in the Northern Territory, Jabiru NAIDOC event and the National Indigenous University Games in Wollongong.

The 13YARN National team also continued to connect with other mental health organisations through networking at conferences and events to share information and education about crisis support.

Community Engagement Training was rolled out to nominated crisis supporters to upskill these staff in how to accurately and safely speak about 13YARN to the public. This training was organised in response to Members' desire to support the service through attending events in their communities to build trust and connection with local Aboriginal and Torres Strait Islander people.

13YARN received three awards in FY2023-24. It was first honored with the NSW LiFE (Living is For Everyone) Award for Priority Populations, presented by NSW Suicide Prevention Australia. 13YARN then went on to win the National Award in the same category at the Suicide Prevention Australia conference. Additionally, it won the Open Minds Queensland Mental Health Month Award and received an honorable mention in the Way Ahead Mental Health Month Awards, both in October 2023.

Tony Lee, an Aboriginal man from Broome in Western Australia, has joined the 13YARN Advisory Board, joining Leilani Darwin (Chair), Monica Barolits-McCabe (representing NACCHO), Colin Seery, Professor Pat Dudgeon AM FAHMS, Rachel Fishlock (representing Gayaa Dhuwi) and Tania Dalton. The 13YARN team continue to work with team members from Gayaa Dhuwi to maximise the impact of the 13YARN service.









# Lifeline Community

## Strategic Pillars



Champion a more connected system



Optimise our national network

## NSW Community Collaboratives

FY2024 was the final year of funding for this NSW Health 'Towards Zero Suicides' NSW Collaboratives initiative in its current form.

headspace National Youth Mental Health Foundation and Lifeline Australia continued to partner in supporting regions across NSW to develop and implement a postvention model for when a community is impacted by suicide. Recognising that suicide deaths can have a community-wide impact, the aim of the initiative is to build the capacity of local services, organisations, community groups and individuals to work collaboratively to provide rapid community postvention support and ongoing services in a coordinated, effective and compassionate way.

Since the initiative was introduced in 2021, headspace National and Lifeline have worked with more than 22 communities, helping them to develop tailored community-led protocols and strategies to better manage, reduce, respond to and recover after suicide deaths that have extensive community impact.

This financial year, the team continued to support existing communities, in addition to supporting the development of new community collaboratives. This involved bringing together key stakeholders such as local police, health services, emergency services, mental health providers, community groups, educators, government and non-government agencies and local council to form a 'Community Response Group' whose role is to communicate about community risk and develop an action plan to reduce the impact of suicide and address local needs.

To support existing community collaboratives to run independently, headspace National and Lifeline Australia developed a range of new resources, including a toolkit, to build the capacity of Response Coordinators who lead these collaboratives in their communities. Additionally, Lifeline Australia delivered face-to-face training and information sessions on how to reduce suicides in public places to those regions.

headspace National and Lifeline Australia also developed postvention planning training and an accompanying digital information pack for regions not yet ready to implement the whole-of-community model. This resource has been delivered to help areas to understand what postvention is and how they can implement a support model in their community in the future.

Through to the end of 2024 Lifeline Australia will continue to work with headspace National to support community collaboratives and key stakeholders to ensure sustainability of this work.



## TrackSAFE Foundation Partnership

The rail network in Australia provides several opportunities for suicide prevention activities, including encouraging help seeking behaviours to large numbers of commuters. Lifeline Australia has continued to partner with TrackSAFE Foundation to share information and collaborate on initiatives aimed to reduce attempts and deaths by suicide on the rail network, and to improve the wellbeing of rail employees.

This year, as part of the ongoing awareness campaign 'Pause. Call. Be Heard', new signage was installed at railway stations in Victoria to encourage members of the public to engage in self-care and take a moment to stop, breathe and connect. Launched some years ago as a joint initiative by Lifeline Australia and TrackSAFE, the campaign has been extensively evaluated and shown to be effective at engaging commuters and impacting upon intentions to engage in help seeking.

The evaluation also found the campaign was associated with an increase in calls to Lifeline (in NSW and Victoria where the evaluation was conducted). The installation of signage at Victorian railway stations was supported by the Victorian Department of Transport.

Through its involvement in research and advocacy projects within the rail environment, including activities focused on suicide prevention, TrackSAFE shares valuable information and findings with Lifeline Australia to help inform and enhance our services.



## Workplace and Community Training

Working with Lifeline members, Lifeline Australia offers a range of training programs to strengthen the capacity of communities and organisations to support the mental health and wellbeing of residents and employees. Our training workshops can be accessed online or in-person and may be delivered in workplaces or community settings. In line with our mission to equip individuals and communities to be suicide safe, our training focuses on building resilience, raising awareness about suicide and educating people about prevention strategies.

In FY2024, training programs included Accidental Counsellor, Managing Challenging Interactions, Vicarious Trauma and Introduction to Domestic and Family Violence. The programs were delivered face-to-face and online, reaching approximately 2,047 people across various industries and workplaces.

In the training space, we continued to work closely with several government agencies and education institutions including the Parliament of NSW and Department of Infrastructure, Transport, Regional Development, Communications and the Arts and the University of Sydney. We also embarked on a year-long project with the Road, Transport, Warehouse and Logistics sector peak body Healthy Heads in Trucks and Sheds, to upskill their workforce across the sectors' multiple areas and disciplines.

Workplace and Community Training developed a new workshop, Introduction to Domestic and Family Violence, with the aim of providing a high-level of understanding of this complex issue to workplaces and communities. This new program equips workplaces and communities with foundational knowledge and skills to understand, identify, and respond appropriately to domestic and family violence situations, no matter the context.

In addition, we re-developed our Managing Challenging Interactions workshop to reflect the contemporary challenges certain workplaces and communities are facing as they manage emotionally charged interactions on a regular basis. This includes building an understanding of the reasons for the challenging behaviour, how to manage and de-escalate the behaviour and identify strategies to maintain one's resilience.







## DV Alert

In a year where family and domestic violence incidences have been prominent in the news, Lifeline Australia's DV-alert program has been more important than ever. Research shows that people impacted by family or domestic violence often confide in friends, family or frontline workers such as allied health professionals about their situation.

DV-alert is a free, nationally recognised program of training that empowers and equips health, allied health and frontline workers to take safe and appropriate action to support those experiencing domestic and family violence.

With funding support from the Australian Department of Social Services, Lifeline Australia has delivered DV-alert since 2007. This funding is secured until 2027, under the First Action Plan of the National Plan to End Violence against Women and Children 2022-2032.

In FY2024, more than 6,000 frontline workers and members of the public completed DV-alert workshops and online courses to learn how to recognise, respond to and refer people at risk of, or experiencing family or domestic violence. This included 396 learners (80 more than FY23) who completed one of the two elearning courses and 1,426 members of the public.

The DV-alert team delivered 376 face-to-face or virtual workshops throughout the year, exceeding the FY2024 target of 369. Workshops took place in all major cities as well as remote locations such as Gunyangara and Nhulunbuy in the Northern Territory, Kununurra and Karratha in Western Australia, Nyngan and Coonamble in New South Wales and Cooktown in Queensland.

In the first six months of 2024, the DV-alert team completed a significant project of work to renew DV-alert's status as a Registered Training Organisation, effective from 1 July 2024.

To enhance engagement with government and other sector partners, a new Sector Engagement Manager role was introduced. The team engaged with the Hon. Amanda Rishworth, Minister for Social Services, and Micaela Cronin, Domestic, Family and Sexual Violence Commissioner to discuss progress of the service and opportunities to collaborate with partners on the National Plan to End Violence Against Women and Children. In April, coinciding with national rallies urging greater action on violence against women, the DV-alert team wrote to the government advocating for more frontline worker training and expressing its willingness to scale up and respond when required.

The DV-alert First Nations Lead presented at the 2023 Indigenous Wellbeing Conference in Darwin in October, focusing on training frontline workers to support First Nations women and children experiencing family violence. Additionally, the DV-alert team attended more frontline worker conferences than ever before to promote workshops. This included the National Stop Domestic Violence Conference in November 2023 in Hobart where DV-alert proudly sponsored the event and hosted a booth to raise awareness.

In August 2023, Lifeline Australia launched a new podcast series: 'Small Business, Big Impact: How to Support Employees Experiencing Domestic and Family Violence', supported by the Federal Government. Hosted by Gretel Killeen, the series targets small business owners and covers essential topics for small business owners such as the dynamics of domestic and family violence, recognising signs and fulfilling employer responsibilities. The Hon. Amanda Rishworth MP and the Hon. Justine Elliott, Assistant Minister for the Prevention of Family Violence, joined Lifeline Australia at the launch at Parliament House, which coincided with the introduction of new legislation stipulating employers must provide up to 10 days of paid domestic and family violence leave.

# Research & Advocacy

## Strategic Pillars

-  Promote evidence-based responses
-  Champion a more connected system
-  Strengthen service design

To enhance our services for help seekers and crisis supporters – and to strengthen Australia’s suicide prevention sector – Lifeline Australia has a highly active Research Office. The Lifeline Research Office collaborates with people with lived and living experience, crisis supporters, the Lifeline workforce and other organisations to support via new knowledge generation and advocacy for an Australia free from suicide.

Taking an evidence-based approach, the Research Office contributes policy advice to governments and other agencies, initiates and delivers research projects, often in partnership with leading national and international academics, and explores ways to enhance our services and support so we continue to meet the needs of all Australians in crisis.

## Submissions

This financial year Lifeline Australia contributed to the following government and independent inquiries:

### **Submission to Royal Commission into Defence and Veteran Suicide on proposed new entity to promote the wellbeing of Defence members and veterans:**

Through a written submission and engagement with the Commission, the Lifeline Research Office voiced Lifeline Australia’s support for a new entity, providing feedback on why the entity will be important for reducing suicide among Australia’s Defence members and veterans. The submission also included feedback on the principles, purpose, function and other factors that should be considered to ensure the entity addresses the needs of this vulnerable cohort.

### **NSW Inquiry into the equity, accessibility and appropriate delivery of outpatient and community mental health care in NSW:**

In a written submission and through in-person representation, the Lifeline Research Office discussed the challenges faced by service providers, including the Lifeline member network, to respond to the increased demand from help seekers for support. The Lifeline Research Office provided recommendations for strategic system enhancements that would enable NSW to deliver a best practice mental health system and better meet the evolving needs of service users.

### **Select Committee Inquiry into Cost-of-Living:**

In a written submission and in person appearance, the Lifeline Research Office offered Lifeline Australia’s perspectives on the cost-of-living crisis and its relationship to the daily distress and risk of suicide experienced by Australians. The team also provided recommendations for ways government services could ease cost of living pressures.

## Research projects

In the ongoing research project *Preventing suicide in Boys and Men*, we collaborated with University of Melbourne, the Lifeline Australia Lived Experience Advisory Group and Lifeline Australia Practice Team to deliver a training package to upskill crisis supporters in ways to respond to men and boys in crisis. The training package is grounded in Lifeline’s care framework and focuses on enhancing the knowledge and skills of crisis supporters to address the specific needs of suicidal men. Importantly, the package is being evaluated via a randomised control trial approach that will provide a rigorous test of the outcomes associated with enhanced training compared to the service-as-usual approach.

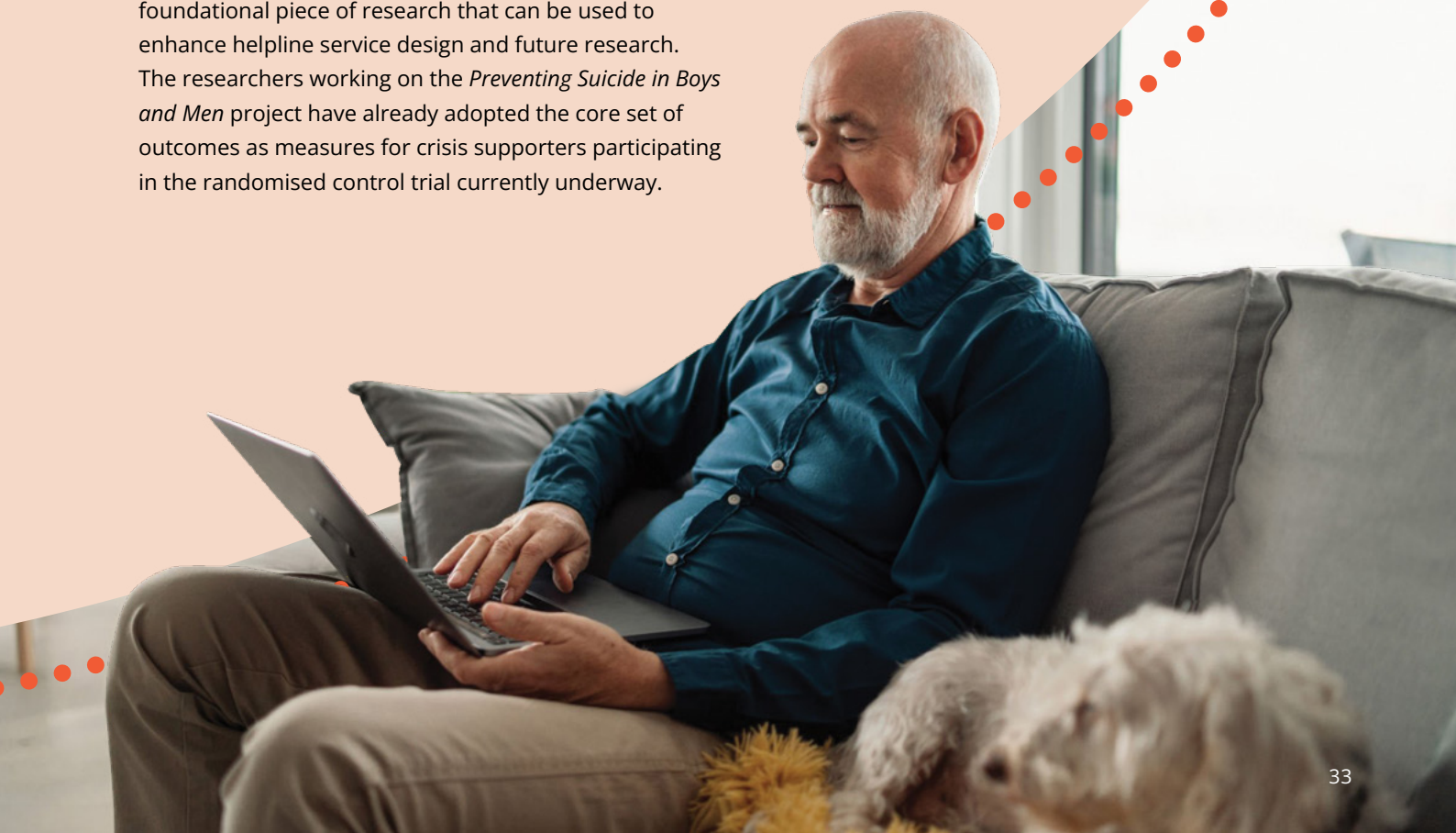
Looking after and improving the experiences of our crisis supporters is a key priority for Lifeline Australia. With this in mind, the Lifeline Research Office worked in partnership with a research team from the Matilda Centre at the University of Sydney, to investigate crisis supporter wellbeing. Through an online survey with more than 400 participants, the research team explored the stress factors, levels of mental health and wellbeing, substance use and coping strategies of crisis supporters to gain a better understanding of how best to support this cohort. A paper on the findings, including significant stressors and challenges, has been submitted for review by a peer-reviewed journal. Lifeline Australia plans to use the research to develop and evaluate a wellbeing program tailored to the specific context of our crisis supporters.

There is a significant gap in research and understanding around help seeker outcomes, and how to assess the effectiveness of helpline services. As part of our five-year National Health and Medical Research Council project with the University of Canberra, *Building a Lifeline for the Future*, this year we conducted a study into what matters most for help seekers after accessing a crisis helpline. Using the Delphi or 'round robin' method, the views of three expert groups – researchers, crisis supporters and people with lived experience of accessing crisis helplines – were compared and integrated to generate a set of 10 core outcomes. These were: *distress, feeling heard, suicide risk, connectedness/support, hopelessness, overwhelm, non-suicidal self-injury risk, service experience, helplessness, and next steps*. While future work is needed to determine how best to measure each outcome, the findings are a foundational piece of research that can be used to enhance helpline service design and future research. The researchers working on the *Preventing Suicide in Boys and Men* project have already adopted the core set of outcomes as measures for crisis supporters participating in the randomised control trial currently underway.

## Advocacy

In the advocacy space, Lifeline Australia and Business Sydney partnered to promote mental health and wellbeing in the workplace and the benefits that can flow from a positive work environment. Led by the Lifeline Research Office, the organisations developed and published a seven-point plan for creating and maintaining mentally healthy workplace culture. Incorporating evidence-based actions for small business owners, managers and employees, the plan outlines ways to promote positive mental health and wellbeing.

To support the launch of the Seven Point Plan, Lifeline Australia and Business Sydney co-hosted a business forum and panel discussion, with support from Deloitte. Lifeline Australia's CEO, Colin Seery was the moderator for a panel of speakers that included The Hon. Rose Jackson, NSW Minister for Mental Health, the Hon. Steve Kamper, NSW Minister for Small Business and Dr Anna Brooks, Chief Research Officer at Lifeline Australia.





# Joining Forces

## Lifeline Australia and On the Line Australia Amalgamation

Enabling improved outcomes for help seekers, the sector, our workforce and our Member community.

In a significant development for the crisis support and suicide prevention sector in Australia, Lifeline Australia and On the Line Australia (OLTA) successfully completed a voluntary amalgamation on 1 October 2023. This strategic amalgamation is aimed at increasing the impact and effectiveness of Australia's crisis support, mental health and suicide prevention services, enabling tailored support for help seekers while taking a 'no wrong door' approach.

OTLA's workforce, counselling services, business and technology platforms and other business operations were transferred to Lifeline Australia. Fourteen services, including Suicide Call Back Service, MensLine Australia, SuicideLine Victoria, and a range of mental health services, were part of the transfer.

### Strategic Pillars

-  Champion a more connected system
-  Strengthen service design
-  Optimise our national network

These services are supported by a clinical and counselling team of over 80 staff who joined Lifeline Direct, a wholly owned subsidiary of Lifeline Australia, while corporate staff joined Lifeline Australia.

The amalgamation, which now makes counselling and crisis support services available through the one organisation, aligns with Lifeline Australia's objective of transforming help seeker experiences and delivering improved outcomes for people in crisis and psychological distress.

With a shared mission and aligned values and goals, the amalgamation of the two organisations will enable easier navigation of crisis support, mental health and suicide prevention services. It also presents an opportunity to address gaps in the sector and build more accessible, efficient and tailored responses for individuals and vulnerable populations.

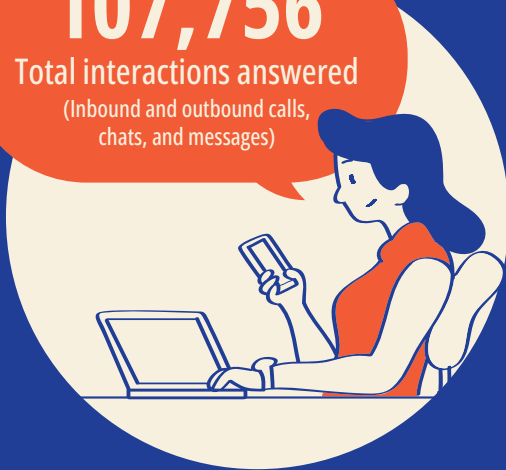
Since the transfer was completed in October, work has continued to integrate services to realise the full potential of the amalgamation by building a more connected system for anyone reaching out for support.



# On The Line Australia Statistics

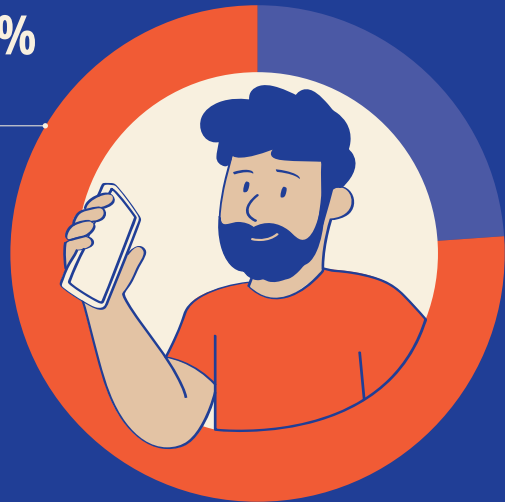
**107,756**

Total interactions answered  
(Inbound and outbound calls,  
chats, and messages)



**76%**

Male



**66%**

Callers under 45 years of age



**31%**

Callers from Victoria



## TOP 3 REASONS FOR CALLING

Mental health



Relationship



Suicide prevention/  
safety plan



# Lifeline Direct

## Strategic Pillars



Champion a more connected system



Optimise our national network

Lifeline Direct (LLD) is a wholly owned subsidiary of Lifeline Australia that delivers crisis support, mental health, domestic and family violence and suicide prevention services across New South Wales and Victoria, and supports the Northern Territory. LLD operates a network of 10 locally based Lifeline Centres and 34 shops, along with administrative and other shared support services across its network.

In the past year, LLD has been focused on growing its service delivery capability to ensure all help seekers can have access to the tailored support they need, whenever they need it.

LLD's 444 crisis supporters across its network answered 109,935 calls to 13 11 14 across eight call centres, equivalent to 12.7% calls to the national service and 19,419 volunteer hours. Our crisis supporters, comprising 70% volunteers, have delivered incredible service throughout the year. Thanks to their dedication and hard work, along with the entire team in Crisis Support.

## On the Line Australia Amalgamation

A significant achievement for LLD this financial year was the successful amalgamation of several existing clinical helpline services as a result of Lifeline Australia's amalgamation with On the Line Australia (OTLA).

Under the amalgamation, OTLA's workforce of counsellors, its national helpline services, and a range of mental health, counselling, and family violence prevention services were transferred to LLD on 1 October 2023. This expansion of services, which includes MensLine, the National Suicide Call Back Service, and SuicideLine Victoria, will play a key role in Lifelines vision of developing a more connected sector.







Michael Kats, Jenny Cappellacci, David Ison  
at Lifeline Warners Bay

## Centralised In-Shift Support Team

In line with Lifeline Australia's strategic objective to enhance and optimise the crisis supporter experience, LLD collaborated with Lifeline Australia and other Members to design a structure that will see Lifeline's In-Shift Supervisors move into LLD from early FY2025. These important team members provide psychosocial support to volunteer crisis supporters before, during and after each shift.

## Training

Through both its Centres and online, LLD delivers a range of workshops to upskill individuals to better support themselves or someone they know who may be experiencing suicidal thoughts or mental health distress.

In FY2024, LLD delivered 293 training workshops to 4,208 participants. LLD's training workshops include:

- Accidental Counsellor
- Mind Your Mates
- DV-alert
- DV-aware
- ASIST (Applied Suicide Intervention Skills Training)
- safeTALK
- Mental Health First Aid
- All About You, focused on leading self-care practices

## Centres

Increasing numbers of volunteer crisis supporters have come onboard LLD Centres, including joining LLD's newest services in Western Melbourne. The Bondi Centre, which opened in 2022, reached 100 crisis supporters, a huge milestone for the service.

LLD's services in Lismore, which were impacted heavily by floods in early 2022, returned to full operation this financial year. After re-opening the call centre and one retail store in FY2023, this financial year, the retail space was expanded, and a new warehouse was opened in a flood-safe area.

## Fundraising

In January 2024, for the second consecutive year, Lifeline New England North West was the official charity partner of Toyota for the Tamworth Country Music Festival. Proceeds from the sale of Toyota pins and hats during the festival went directly to funding training of crisis supporters for LLD's temporary crisis support call centre. Lifeline Australia and LLD are grateful for this ongoing support from Toyota.

The 2024 Push-Up Challenge in June was LLD's most successful. 3,957 staff and volunteers participated, raising funds for LLD's services.

# Marketing & Media

## Strategic Pillars



Promote evidence-based responses



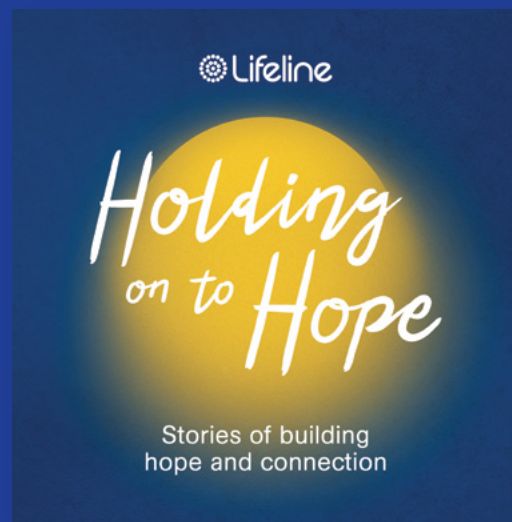
Champion a more connected system

## Holding on to Hope

Lifeline's podcast, *Holding on to Hope*, plays a vital role in empowering people to seek support through offering hope, connection and authentic storytelling. By sharing personal journeys of guests with lived experiences of suicide ideation and suicide prevention, the podcast fosters a narrative that encourages listeners to "seek help, find hope". Each episode features tailored questions that guide listeners through a journey, exploring the guest's toughest periods, their experience of reaching out for help, and the tools and techniques they now use to maintain their mental health.

This year, the podcast experienced remarkable growth, moving from the top 5% to the top 2.5% of podcasts globally, according to data from 3 million podcasts. Over the 8-episode series, we released two episodes per month, averaging 1,650 listens per episode. Additionally, we produced two special episodes for World Suicide Prevention Day. These served as the long-form content for our Suicide Doesn't Discriminate campaign and featured the stories of the four people featured in the campaign.

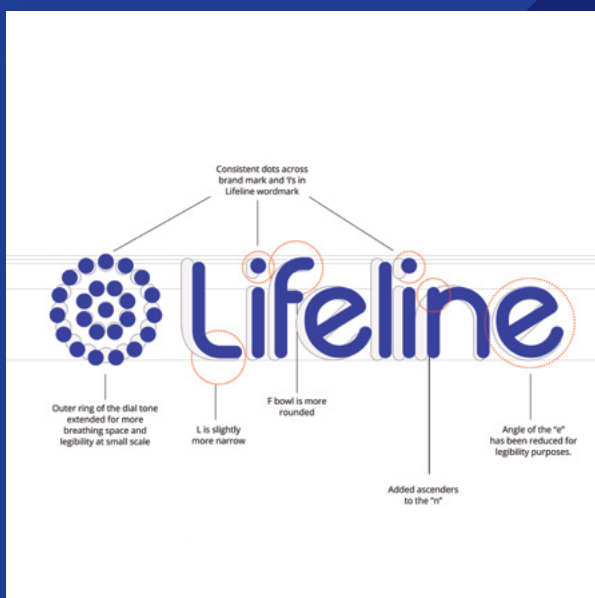
We repurposed content from the podcast in the 'Real Stories' section of the Lifeline Support Toolkit, bringing a human voice to the online resource. This integration strengthened the message of hope and support, while bridging the gap between storytelling and practical mental health resources.



## Refreshing the Lifeline Brand

Over the past two years, our Marketing team has undertaken a major project to refresh the Lifeline brand to support our strategic goals of championing a connected system and transforming the help seeker experience.

Featuring a refreshed logo, value proposition and design elements, the updated brand guidelines were developed through collaboration with internal and external stakeholders and the Lifeline Member network. Research provided insights into help seekers' perceptions and what services are most relevant to them. Lifeline Australia's amalgamation with On the Line Australia and future strategic partnerships were also considered to ensure a cohesive and consistent brand architecture was achieved. The refreshed brand will be launched in the coming financial year.





# World Suicide Prevention Day

10 September 2023

To mark World Suicide Prevention Day and break down the stigma of suicide, we developed an online campaign based around the concept that "Suicide Doesn't Discriminate". We invited people with lived experience to share their own stories in a series of videos. In each video, two people from very different backgrounds talk to each other about how they have been affected by suicide and how it connects them. Through the campaign, we amplified the voices of those impacted by suicide to highlight that no matter who you are, suicide can affect anyone.

The videos and additional resources were shared on our Out of the Shadows webpage, and promoted across Lifeline Australia's social media channels and through out of home advertising and YouTube and social media advertising. We also coordinated traditional media activities to further promote our message and reduce stigma.

Emily Unity, Mental Health Advocate

**180K**

video views  
on YouTube

## National Volunteer Week

May 2024

To celebrate the thousands of amazing volunteers who give their time to the Lifeline community across Australia, we developed a gratitude campaign for all Lifeline Members to roll out during National Volunteer Week. The campaign featured quotes from help seekers and Lifeline Shop customers that emphasised our message, "People never forget how you helped them". We shared campaign assets, such as social media tiles, with the Member network so internal teams could create tailored content for their local communities. From May 20-26, we ran a series of campaign creative across all Lifeline social media channels.

**"Your VOICE  
made me  
realise  
EVERYTHING  
will be  
OKAY"**

— Anonymous, Lifeline help seeker.

Thank you to our volunteers.  
People never forget how you helped them.

 Lifeline



# Fundraising

We are deeply grateful to our incredible supporters who share our unwavering vision of an Australia free of suicide. Their generosity – through donations, fundraising, and partnerships – has helped extend Lifeline's reach and enhance our impact, providing essential services to individuals, families, and communities dedicated to preventing suicide.

Every contribution is vital to help ensure the Lifeline network has the critical technology, resources and people necessary to deliver crisis support, self-led support, and counselling services around the clock.

Not only do our donors, fundraisers and partners support the foundations of Lifeline's national services, their generosity also enables many of our community, innovation and strategic projects, seed funding for new community projects delivered by our Members through the Lifeline Local Initiatives Fund, and other awareness, advocacy and research programs.

In a time when Australian communities face significant challenges that impact their wellbeing – including the compounding effects of financial hardship, cost-of-living pressures, housing insecurity, relationship breakdown, family and domestic violence, ongoing extreme weather conditions and the needs and experiences of our First Nations people and other at-risk populations – our community of supporters empowers us to respond effectively and expand our capacity to assist those in need.

Our supporters are more than financial contributors; they are our partners, making meaningful investments in Lifeline's capability to adapt and meet the evolving needs of all Australians. Together, we are building a future where help is always accessible, whenever and however it's needed, ensuring that no one faces their toughest moments alone.

Thank you to our supporters for their continued dedication to this vital cause.



# Fundraising Highlights

## 2023 Supporter Survey

We heard the opinions and perspectives of 648 of our supporters:

- 80% told us they continue to support Lifeline because they feel compassion for anyone who is overwhelmed, lonely or experiencing personal crisis and want to ensure support is available.
- 1 in 3 told us they have lost someone to suicide.
- Two-thirds of supporters said they like to focus on building connection with family and friends as a way of caring for their own mental wellbeing.

## In Memory Giving

In September 2023, we launched a new website which enables family and friends to create personalised tribute pages in memory of their loved ones. These pages offer a heartfelt way for people to honour those who have died by suicide by sharing messages, memories, and photos and by making donations in their memory. These meaningful spaces where loved ones are recognised and remembered are deeply moving and we're humbled to be a small part of it. Donations received in memory help to ensure that Lifeline's crisis support, services and resources are available 24/7.

## 2023 Christmas Campaign

One of Lifeline's crisis support training leads, Said, shared his personal experiences of loneliness as part of our Christmas campaign. The campaign's key message, that 'you don't have to be alone to feel lonely', was shared across numerous channels, reminding help seekers that Lifeline is here for everyone, whilst also raising critical funds to support Lifeline's crisis support services and resources.

## 2024 Brisbane Supporter Event

We were thrilled to host a lunch event for 50 of Lifeline's valued donors, fundraisers and partners in Queensland to thank them for their generous support. It was a lovely morning, and we're incredibly grateful to Lifeline's crisis support training lead, Said Bouziane, and Out of the Shadows Walk ambassador, Archie Smith, for sharing their experiences and perspectives in an extremely moving Q&A.





## 2024 Giving Day

Our 2024 'Help @ Hand' Giving Day kicked off on Wednesday 13 March to raise much needed funds to support the expansion and responsiveness of Lifeline's vital digital crisis support services. Our marquee matching partner, Buildcorp, matched donations dollar-for-dollar, enabling us to reach our goal in just 10 hours, resulting in our most successful Giving Day yet!

## Regular Giving

We're incredibly grateful for the nearly 5,000 people across Australia who support us with a monthly or recurring donation. Through their ongoing generosity, they show a deep commitment to ensuring Lifeline can be here for anyone who is lonely, overwhelmed or experiencing crisis, to offer connection and hope.

## 2024 Winter Campaign

Our Winter campaign sought to highlight how men may struggle to talk about their feelings, even with people they know. The media component of the campaign was focused on help seekers, particularly men, and encouraged them to 'talk to Lifeline, when they can't talk about it'.

## 2024 Melbourne Supporter Event

It was a pleasure to gather with over 100 of our key supporters in Melbourne in June, to update them on Lifeline's achievements and plans, and to share our 'Holding Hope' documentary, which celebrates Lifeline's 60th anniversary. We were immensely grateful to be joined by the documentary's director, Genevieve Bailey and Imbi Pyman, who is one of the help seekers featured in the film, as they had a candid conversation about the film, the importance of sharing lived experience and the role Lifeline plays in leading people away from crisis.

## Gifts in Wills

We were honoured and deeply thankful to the compassionate individuals who chose to create a lasting legacy by supporting Lifeline with a gift in their Will. These generous contributions are so much more than financial support – they are a testament to the enduring belief in Lifeline's mission and a powerful investment in the future to ensure help is always available for those who need it the most, in whatever ways best meet their needs. We extend our heartfelt thanks to those who chose to support Lifeline in this incredibly meaningful way.







## 2024 The Push-Up Challenge

This year an amazing 66,140 people got down to push-up for Lifeline Australia and support our suicide prevention and crisis support services. Participants were challenged to complete 3,249 push-ups from 5-28 June, representing the number of Australians who had died by suicide in 2022. Our participants completed an enormous 97,248,462 collective push-up's, with 4 of the top five overall Push-Up Challenge participants choosing to support Lifeline Australia through the Campaign.

## 2023 Out of the Shadows Walk

The Lifeline community rallied around our second Out of the Shadows Walk, with over 10,000 participants walking nine kilometres on World Suicide Prevention Day (10 September 2023) to remember those lost to suicide and raise funds for our crisis support and suicide prevention services. This incredible group of supporters, which grew by 40% from FY2023, increased the fundraising this year by 64%.

## Facebook Challenge Campaigns

A total of 6,000 supporters participated across Lifeline Australia's two Facebook Challenges, one being in December 2023 encouraging supporters to complete 63 Squats a Day, for the 63 Australians that die by suicide each week, and the other being 10,000 steps a day in March 2024.





## Community Fundraisers

### Alex Lumby and Philip Moyle

This year, our top community fundraisers, Alex and Philip, made a remarkable contribution to Lifeline Australia's suicide prevention services by running the Petra Desert Marathon. They ran in memory of their friend who tragically lost his life to suicide. A huge congratulations and heartfelt thanks to Alex and Philip for completing the 42.2km event and for their incredible effort! This was the largest contribution made by any Lifeline Australia community fundraisers in FY2023-24.

## Unified Help Project

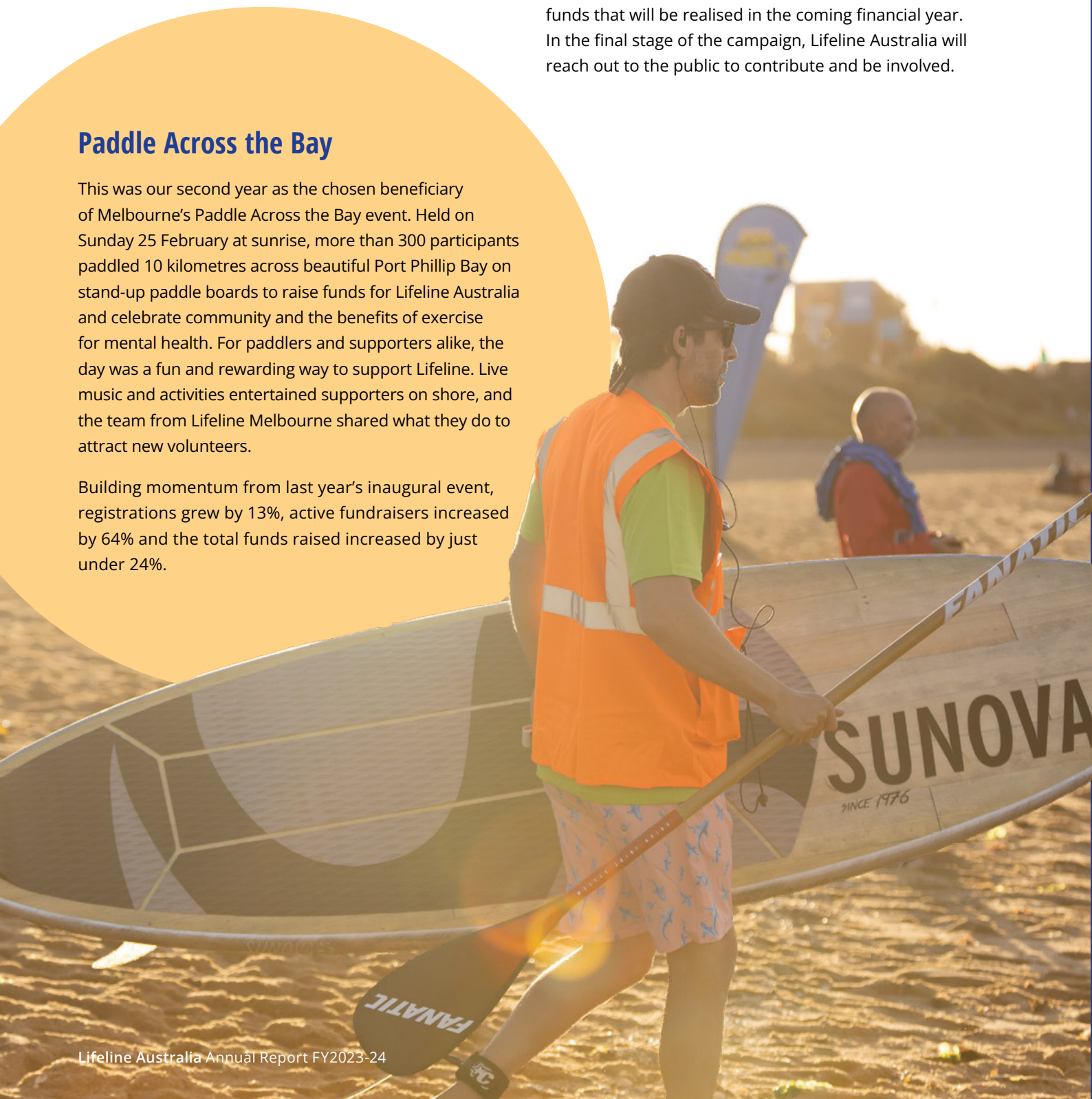
To support Lifeline Australia to deliver on its FY2024-27 Strategic Plan, this year we launched an ambitious philanthropic campaign with the goal to raise \$20 million over the next three years. The campaign, which will be delivered in three phases, will fund a transformation project at Lifeline Australia that will revolutionise services for help seekers, build a single integrated system and position the organisation as the key entry point into Australia's mental health system.

In this first year of the campaign, the team has formed key relationships and partnerships to build a pipeline of funds that will be realised in the coming financial year. In the final stage of the campaign, Lifeline Australia will reach out to the public to contribute and be involved.

## Paddle Across the Bay

This was our second year as the chosen beneficiary of Melbourne's Paddle Across the Bay event. Held on Sunday 25 February at sunrise, more than 300 participants paddled 10 kilometres across beautiful Port Phillip Bay on stand-up paddle boards to raise funds for Lifeline Australia and celebrate community and the benefits of exercise for mental health. For paddlers and supporters alike, the day was a fun and rewarding way to support Lifeline. Live music and activities entertained supporters on shore, and the team from Lifeline Melbourne shared what they do to attract new volunteers.

Building momentum from last year's inaugural event, registrations grew by 13%, active fundraisers increased by 64% and the total funds raised increased by just under 24%.



# Major Partners & Sponsors

## Principal Partners

**rebel**

**SCENTRE  
GROUP**

 **Woolworths  
Group**

## National Partners

 **drummond golf**  
AUSTRALIA'S BIGGEST

**Buildcorp**  
FOUNDATION

  
**NRMA**  
INSURANCE

 **nib**  
foundation

## Supporting Partners





# Principal Partners

## rebel

rebel has been vital in helping Lifeline to continue to deliver life-saving crisis support services and raise awareness about the benefits of physical activity for positive mental health and wellbeing.

Lifeline Australia is grateful for the significant advocacy and awareness-raising work rebel contributes through this partnership. This financial year, rebel and Lifeline Australia collaborated on several events to promote the positive impacts of sport and physical activity on mental health. At the City2Surf in August 2023, Lifeline Australia was part of the rebel warm down zone where we were able to congratulate and thank runners who fundraised for Lifeline.

During World Mental Health Month (October), rebel joined forces with adidas Australia to raise funds for Lifeline and promote the benefits of sport through the 'Mental Health is a Team Sport' campaign. This year, the sporting brands launched the limited edition 'Lifeline Collab Collection', a capsule collection designed by Australian artist, Mulga, highlighting the transformative power of sport.

The collection was supported by Matildas star & rebel ambassador Mary Fowler which included a t-shirt, drink bottle, cap, soccer ball, high bounce ball and tote bag featuring Mulga's drawings of surfing, sunshine, native animals and sport. Throughout the month of October, 100% of all profits from the sale of the collection were donated to Lifeline Australia to support its vision of an Australia free of suicide. Throughout October, adidas also donated \$1 for every Adidas product sold online and in-store at rebel to Lifeline Australia.

Throughout FY2024, rebel continued as the official sponsor of Lifeline Australia's Be Active community fundraising portal. This portal offers resources, tools, and information to support fundraising efforts, encouraging people to raise funds for Lifeline Australia. This year marked the third year of the partnership, with contributions from rebel and their partners to Lifeline Australia surpassing \$1.7 million.



# S·T·A·N·D

Supporting Those Affected by Natural Disasters

Woolworths continued to help improve the wellbeing of disaster-impacted communities across Australia through its contribution towards the Supports Those Affected by Natural Disasters (S.T.A.N.D.) program.

Funds raised through S.T.A.N.D. go directly towards the 13HELP service, which delivers crisis support to vulnerable communities impacted by natural disaster. This support is critical for families and individuals who have been impacted by bushfires, floods, droughts and other natural disasters, helping them to recover and build resilience.

## SCENTRE GROUP

Lifeline Australia and Scentre Group deepened their partnership in FY2024 through meaningful collaboration and impactful fundraising initiatives.

In FY2024, the annual contribution from Scentre Group delivered 50 campaigns and initiatives with Lifeline. This included 6 national, 36 local, 5 internal and 3 always-on campaigns.

The Scentre Group was also involved in Lifeline Australia's Mental Health Awareness Campaign in September 2023 and the Christmas 2023 campaign, providing important brand exposure to amplify these campaigns.

Over the festive season, Lifeline Australia was grateful to the 16 Westfield Destinations that partnered with staff and volunteers from local Lifeline Centres to offer gift wrapping to shoppers for a small donation. Together these 16 centres completed 88 days of gift wrapping whilst raising funds for Lifeline.



Scentre Group staff at Westfield Chatswood

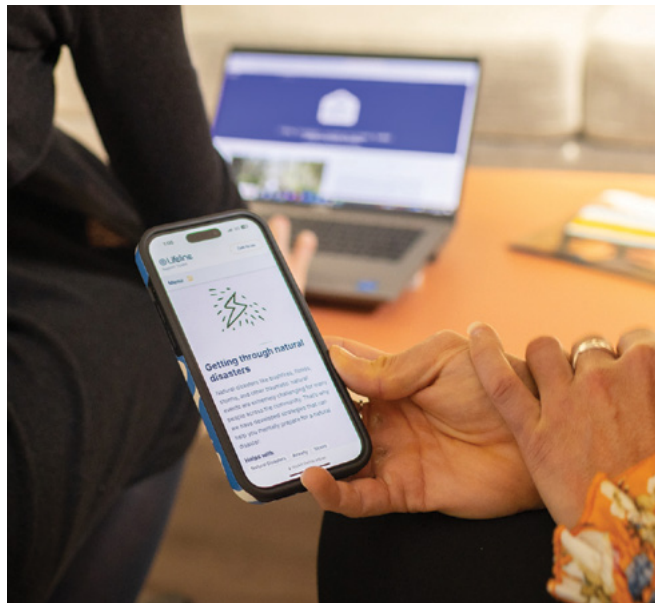


# National Partners



In 2023, Lifeline Australia and IAG (through its NRMA Insurance brand) formed a new partnership agreement, as part of NRMA's new Help Nation initiative. Help Nation is a collective of partners who together support Australian communities in preparing for extreme weather events.' with 'unites Australians to prepare for extreme weather and know their local risks.

In the first year of the partnership, Lifeline Australia, together with Help Nation, built and developed online resilience resources for Lifeline's Support Toolkit to help people before, during and after extreme weather or natural disasters. Made available online through the Toolkit in June 2024, this new content includes information, tools and practical strategies to help people impacted by natural disasters to build resilience, manage stress and reduce the emotional impact of future natural disasters.



Over the next two years of the partnership, Lifeline Australia and NRMA Insurance will collaborate on initiatives to educate communities, NRMA employees and customers on mental health resilience in the face of extreme weather.



Josephine Sukkar AM, Chair of Buildcorp Foundation and Colin Seery at Lifeline Australia



The Buildcorp Foundation, Lifeline Australia's longest-serving National Partner, has supported mental health since 2015 and is the construction industry's leading supporter. In 2024, they became the Naming Rights and Matching Partner for our Giving Day, committing to a three-year partnership.

On Giving Day, construction workers "downed tools" to connect, raise funds, and promote mental health awareness. The next day, Buildcorp staff visited Lifeline's Sydney office and helped write thank you cards to donors. Since 2015, the Foundation has donated \$2.04 million to support Lifeline's crisis services.



As the founding partner of Lifeline Australia's Support Toolkit, which was officially launched in April 2023, nib foundation continued to support ongoing development with the expansion of content to include new topics surrounding Domestic & Family Violence, Natural Disasters & Relationships as well as new articles and support guides, including rapidly responding to the events at Bondi Junction in April 2024. The online toolkit features tools, apps, resources and services for Australians looking to keep on top of their mental health and access support when needed. Designed to provide a much-needed early touchpoint, the Support Toolkit operates in the gap between noticing a decline in mental wellbeing and it becoming a crisis. Since its launch, the toolkit has also assisted in times of crisis. Traffic to the site spiked in the days following the Bondi Junction incident, as Lifeline Australia provided specific content to support the community navigating the mental health impacts at the time.

nib employees volunteered with one of our retail stores warehouse in Maitland, NSW, sorting donated goods to be sold at Lifeline Shops. These shops are essential in supporting Lifeline's ability to deliver frontline services such as crisis support and counselling, with more than 50% of Lifeline Direct's operating revenue sourced from retail operations across Australia.

Employees from nib Thrive, nib Group's National Disability Insurance Scheme (NDIS) business, participated in Lifeline Australia's Out of the Shadows Walk in September to raise funds for our crisis support services that help thousands of Australians experiencing their toughest moments. Together nib Thrive employees walked 321km. All funds raised were generously matched by nib foundation. The money raised enabled Lifeline Australia to respond to more than 230 calls to our crisis support phone service, connecting and offering hope to people in crisis.



Rod Newell, Co-Owner Drummond Golf Penrith and Big Swing Golf Penrith & Stacey McCartney, Venue Manager at Big Swing Golf

## drummond golf

AUSTRALIA'S BIGGEST

Since 2020, Lifeline Australia has been the key beneficiary of Drummond Golf's fundraising initiative, Golf Fore A Cause. Through this Lifeline Australia has received funds raised from special merchandise sales, in-store sale roundups and charity golf days featuring raffles and silent auctions.

This financial year, Drummond Golf renewed its partnership with Lifeline Australia, for an additional three years to help our crisis supporters meet the increasing demand for suicide prevention and crisis support services.



# Supporting Partners



Since 2021, National Storage has supported Lifeline Australia with a significant funding contribution, alongside participating in key fundraising activities such as The Push Up Challenge and Out of the Shadows.



FY2024 was the final year of our three-year partnership with the AFL. As the charity partner of the AFL, Lifeline Australia used the 2023 Grand Final as a platform to raise funds via a raffle and engage with AFL supporters around the importance of mental health support.

The raffle featured five prizes donated by the AFL, Toyota and rebel, with the two main prizes including tickets and money-can't buy experiences at the 2023 Toyota AFL Grand Final. Lifeline Australia Ambassador and ex-AFL player Tom Boyd was the face of the campaign, participating in marketing initiatives to promote the competition and encourage supporters to purchase tickets. The raffle was also promoted via Lifeline Australia's social media channels, Sports Entertainment Network's digital and radio services and various digital and social channels run by AFL, Western Bulldogs, GWS Giants and other Lifeline Australia corporate partners.



# Thank You

to our Major Supporters & Funders

## Corporate Supporters

Basketball Victoria

BDO Foundation

ClearView Wealth Limited

Gene Pty Ltd

Go-To Skincare

Kuehne+Nagel Pty Ltd

KX Pilates Franchising Pty Ltd

McKinsey Pacific

Meet Me In The Middle Cafe

Microsoft Australia

Newcastle Permanent Building Society

Omni Executive Pty Ltd

Safestyle Pty Ltd

Scentsy

SEEK Limited

South32

TDM Growth Partners

WGA

## Government LLD Government Funders

Australian Government – Department of Industry,  
Science and Resources

Central Coast Council

Healthy North Coast PHN

Hunter New England and Central Coast PHN

NSW Government – Department of Communities  
and Justice

NSW Government – Department of Health

NSW Government – Department of Regional NSW

NSW Government – Office of Responsible Gambling

Randwick Council

Resilience NSW

Service NSW

Victorian Government – Department of Families,  
Fairness and Housing

Victorian Government – Department of Jobs,  
Precincts and Regions

Woollahra Municipal Council



## Government LLA Government Funders

Australian Government Department  
of Health and Aged Care

Australian Government Department  
of Social Services

Country South Australia Primary Health Network

Hunter New England and Central Coast  
Primary Health Network

Incolink

North Western Melbourne Primary Health Network

Northern Territory Department of Health

NSW Ministry of Health

Queensland Health

Tasmanian Department of Health

Travellers Aid

## Estates

Estate of the Late Annette Lunney

Estate of the Late Arthur Ruckert

Estate of the Late Denis Klein

Estate of the Late Enid Morton

Estate of the Late Giovanna Barrasso

Estate of the Late Helen Vost

Estate of the Late Jann Collison

Estate of the Late Joseph Gauci

Estate of the Late Leslie Blackshaw

Estate of the Late Margarita Avdiev

Estate of the Late Marie Boxall

Estate of the Late Peter Cross

Estate of the Late Sally Mitchell

Estate of the Late Sandra Toose

## Trusts and Foundations

2 B MAD Charitable Foundation

Andrew C C Farran Foundation

Brennan Lynch Foundation Fund

Charles Warman Foundation

Count Charitable Foundation

Davies Family Foundation

Elizabeth Bryan – Stanford Brown Charitable  
Foundation

JLDJS Foundation

Kevin Irwin Memorial Foundation

Laby Foundation

nib Foundation

Randall Foundation

Reuben Pelerman Benevolent Foundation

Telstra Foundation

The Corio Foundation

The Roberts Family Foundation

Wheatley Family Foundation

## Individuals

Antony Green

Ellen Koshland

Frank & Rosie O'Halloran

Joanne Crewes & Ghassan Allouche

Leon Ball

Mitchell Skinner

Roger & Mandy Collins-Wollcock

Wendy & John Schiller





# Corporate Governance

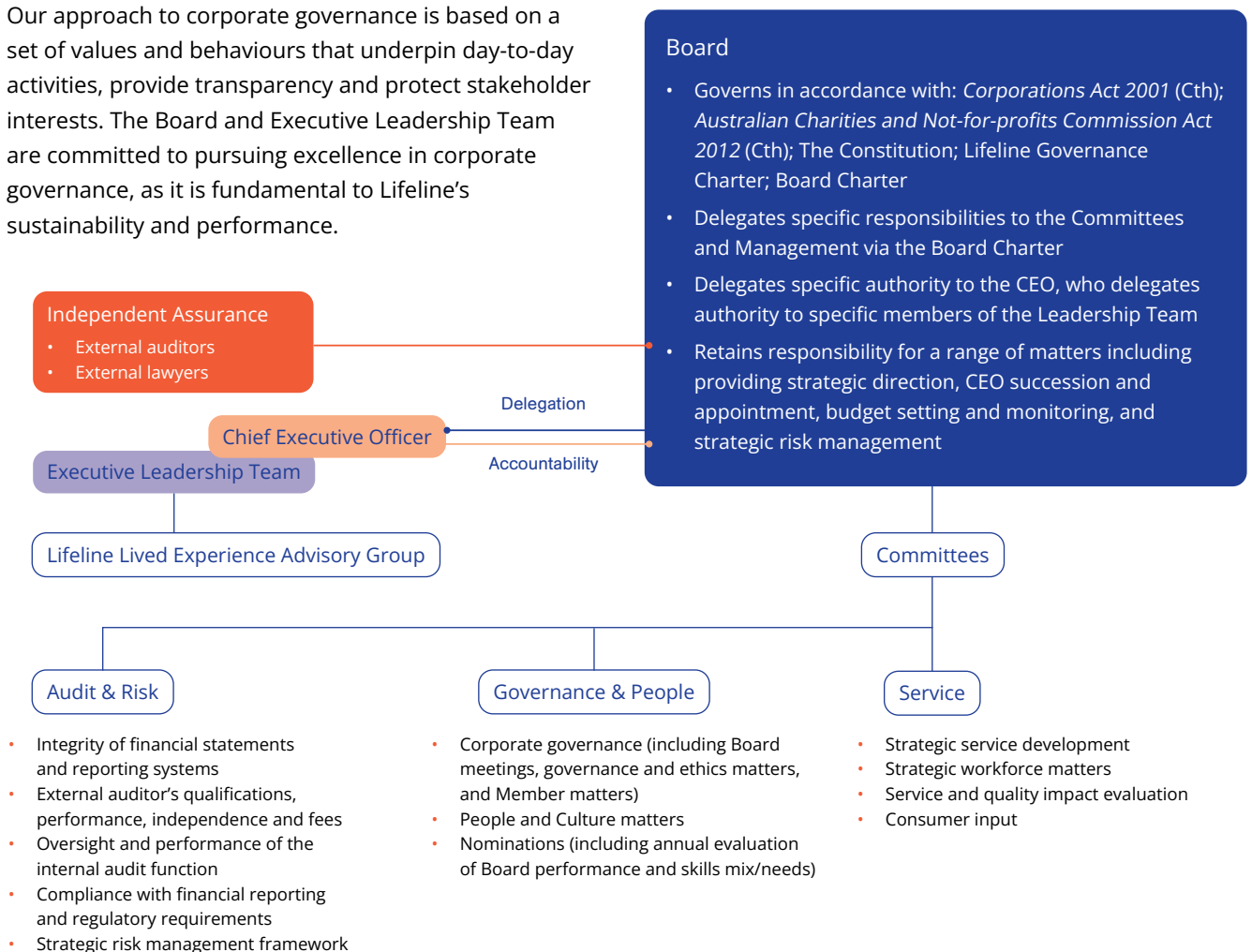
Lifeline Australia is a company limited by guarantee established to support the organisation, establishment, development and operation of Lifeline National Services and Lifeline Centres throughout Australia. Lifeline Australia develops and conducts programs, projects and initiatives to enable people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

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

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

## Corporate Governance Framework

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



## The Lifeline Australia Board

The Lifeline Australia Board is responsible for guiding Lifeline Australia's long-term sustainability and success, ensuring the organisation stays true to its mission and strategic direction. By providing leadership and strategic governance, the Board plays a vital role in identifying and addressing emerging trends and challenges that could impact Lifeline, its Member Centres, stakeholders and help seekers. The Board closely monitors corporate performance against strategic goals, reviews operational outcomes to ensure efficient management and identifies and monitors key risks facing the organisation.

The Board is comprised of seven directors elected by Members, two directors nominated or appointed by the Members of Lifeline Australia, and three directors appointed by the Board.

We extend our deepest gratitude to Jacinta Munro for her exceptional leadership and unwavering dedication as a director and subsequently as Chair of the Lifeline Australia Board for the past 12 years and we wish her all the best as she steps down next April.

Ms Jacinta Munro	Chair, Appointed Director
Mr Travis Dillon	Deputy Chair, Elected Director
Rev. Geoff Flynn	Elected Director
Mr Robert Hubbard	Chair – Audit and Risk Committee, Appointed Director
Mr Luke Lindsay	Nominee Director
Ms Philipa Watson	Appointed Director
Dr Daniel Mainville	Elected Director
Ms Michelle Phillips	Chair – Governance and People Committee, Elected Director
Mr Andrew Moore	Nominee Director
Dr Sharon Ponniah	Elected Director
Ms Linda O'Farrell	Elected Director
Mr Tony Windever	Chair – Service Committee, Elected Director

## Key Focus Areas of the Board During FY2023-24

In FY2023-24, the Lifeline Australia Board provided strategic direction and oversight in several priority areas, including but not limited to:

- Oversight of the amalgamation with On the Line Australia.
- Driving collaboration and partnership across the suicide prevention landscape.
- Reviewing and updating policies to strengthen corporate governance and improve operational controls.
- Elevating governance documentation and practices.
- Overseeing the performance of Lifeline's National Services.
- Acknowledging and supporting the incredible contributions of Lifeline's volunteers.

## Website

More information on Lifeline Australia's corporate governance approach is available at [www.lifeline.org.au/about/governance/](http://www.lifeline.org.au/about/governance/). This site offers access to key governance documents as well as other relevant policies and documents for Members and stakeholders.



# Financial Statements 2024

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# Financial Results at a Glance

## Lifeline Australia and Controlled Entities

Revenue	Note	2023 (\$)	2024 (\$)	%
Grants		56,265,991	75,289,612	65%
Fundraising		17,572,599	17,891,656	16%
Sale of goods/services		8,201,101	10,775,405	9%
Contracted services		1,790,787	2,025,546	2%
Other income (including other comprehensive income)		2,167,990	9,123,089	8%
<b>Total revenue</b>		<b>85,998,468</b>	<b>115,105,308</b>	<b>100%</b>
<b>Use of funds</b>				
Service delivery	1	49,254,844	60,619,585	53%
Lifeline Direct Limited	2	19,062,032	33,679,061	29%
Fundraising		5,617,820	7,237,231	6%
Marketing, communications and media		1,314,008	2,007,281	2%
Administration, governance and compliance		8,238,030	11,104,059	10%
<b>Total expenditure</b>		<b>83,486,734</b>	<b>114,647,217</b>	<b>100%</b>
<b>Surplus/(deficit)</b>		<b>2,511,734</b>	<b>458,091</b>	

### Notes

- 1 Incorporates payments of \$24.5m (FY23: \$19.2m) to Lifeline Centres (excluding Lifeline Direct) for direct services provided (Voice crisis support, Digital, Counselling, DV Alert, 13YARN services, Community initiatives).
- 2 Lifeline Direct Limited is a wholly owned subsidiary of Lifeline Australia. Its purpose is to deliver a suite of services that have a measurable impact on reducing suicide in our communities. This represents the total expenditure of the entity (including salaries) for the financial year.

# Directors' Report

The Directors present their report, together with the financial statements, on the Consolidated Group consisting of Lifeline Australia Limited and Controlled Entities ("the Group") for the financial year ended 30 June 2024.

## Company Officers

The following persons were Directors of Lifeline Australia at any point during the financial year or up to the date of this report:

<b>Ms Jacinta Munro (Chair)</b>	<b>Mr Travis Dillon (Deputy Chair)</b>	<b>Rev. Geoff Flynn</b>
<b>Ms Linda O'Farrell</b>	<b>Mr Robert Hubbard</b>	<b>Ms Michelle Phillips</b>
<b>Mr Luke Lindsay</b> (resigned 15/09/2024)	<b>Dr Sharon Ponniah</b>	<b>Dr Daniel Mainville</b>
<b>Ms Donna Shkalla</b> (appointed 1/10/2024)	<b>Mr Andrew Moore</b>	<b>Ms Philippa Watson</b>
<b>Mr Tony Windever</b>		

## Information on Directors

### Ms Jacinta Munro

**Chair from**  
18/11/2021

**Director from**  
16/04/2013

**Deputy Chair to**  
18/11/2021

**Qualifications**  
BBus (Accounting), CA, GAICD

### Experience

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

### Mr Travis Dillon

**Director from**  
10/11/2017

**Deputy chair from**  
18/11/2021

**Qualifications**  
MBA, Adv Dip RBM, MAICD

### Experience

Travis Dillon joined the Board in November 2017. Travis has nearly 30 years' experience in the agribusiness industry. Having worked previously for Ruralco Holdings Limited & Wesfarmers subsidiary Landmark. His previous directorships include several of the Ruralco entities along with AuctionsPlus Pty Ltd, the market leader in online transactions of livestock services.

Travis is currently Chairman of Clean Seas Seafood and Select Harvests. Over his career Travis has had extensive involvement in Rural & Regional Australia and is passionate about bringing this experience to Lifeline.

### Rev. Geoff Flynn

**Director from**  
17/02/2016

**Qualifications**  
BE (Communications), BD,  
MA (Pastoral Supervision), GAICD

### Experience

The Rev. Geoff Flynn is an ordained Minister of The Uniting Church in Australia serving three Congregations in Tamworth. Geoff has nearly 30 years of experience serving in leadership positions within the Uniting Church including the Boards of the Synod of NSW/ACT and UnitingCare (now Uniting).

Geoff is passionate about promoting mental health, and is an experienced Defence and Mental Health Chaplain, and Clinical Pastoral Educator. He has a strong interest in Public Theology and the integration of Christian proclamation and community service.

**Mr Robert Hubbard**  
Chair – Audit and Risk Committee

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**Director from**

12/10/2021

**Qualifications**

BA (Hons), Accy, FCA

**Experience**

Robert Hubbard has more than 30 years' experience in accounting, corporate finance, assurance and audit. Robert was a partner of PwC up to 2013 and since that time has been a professional non-executive director. Robert is currently the Chair of the Lifeline Audit and Risk Committee.

Since 2013, Robert has been a non-executive Director of a number of ASX listed companies including Bendigo and Adelaide Bank, Allkem Limited (formerly Orocobre), Healius and Central Petroleum. Robert is currently a non-executive director of RACQ, Kallipr Pty Ltd and JK Tech.

**Mr Luke Lindsay\***

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**Director from**

18/11/2021 – 15/09/2024

**Qualifications**

BNsg, PGDip Adv Clin Nsg Psych, CMHN, MMHN

\*Mr Lindsay has a leave of absence from role at UnitingCare Queensland from 15 September 2024. He was appointed as Interim CEO of Lifeline Direct Limited from 16 September 2024.

**Experience**

Luke Lindsay is currently in the role of Interim CEO of Lifeline Direct Limited. He is on a leave of absence from his role as General Manager with UnitingCare Queensland, responsible for Queensland's Statewide Lifeline and Wellbeing Services, including Mental Health. Luke has extensive leadership and clinical experience in the health and human services sector, specialising in mental health and suicide prevention. Luke has a significant career in senior clinical, project, academic, leadership and operational management roles within mental health, community, crisis and hospital service delivery over the past 20 years.

Prior to joining UnitingCare Queensland, Luke worked as a Senior Manager with Queensland Health leading the acute hospital and community mental health services. Luke has previously worked for the Victorian Department of Health & Human Services as an Authorised Delegate within The Office of the Chief Psychiatrist; in academic teaching roles with Deakin University within the School of Nursing; and spent almost 15 years in Senior Leadership roles across a range of Victorian Hospitals where he was operationally responsible for the public mental health and suicide prevention services.

Luke has co-authored two academic papers in The Australian & New Zealand Journal of Psychiatry; and The British Journal of Psychiatry focused on a 'Zero Suicide Framework', a systems approach to suicide prevention within a health setting.

Luke is a non-executive director of Healthy North Coast PHN.

**Dr Daniel Mainville**

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**Director from**

17/11/2017

**Qualifications**

BSc (Eng) (Honours), MSc, PhD, GAICD, FARLF

**Experience**

Daniel Mainville is the Manager Strategic Engagement (Transition & Rehabilitation) at Loy Yang B Power Station. He brings senior level experience in energy sector, government, and consulting. He has led stakeholder management, strategy development, and innovation programs.

Daniel was elected to the Board in November 2017. He also served on the Board of Lifeline Gippsland, retiring in 2023. Living in regional Victoria, Daniel brings to the Board a passion for helping communities embrace diversity and build resilience with particular focus on supporting LGBTQIA+ people.

Daniel possesses advanced qualifications in environmental engineering and business management. He is a Fellow of the Australian Rural Leadership Foundation and a graduate member of the Australian Institute of Company Directors.

**Mr Andrew Moore**

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**Director from**

08/02/2023

**Qualifications**

GradDipMgt, GradCert Suicidology, MAICD

**Experience**

Andrew is the General Manager Health, Conferences and Education with Wesley Community Services including responsibility for Wesley Lifeforce Suicide Prevention Services. He has over 25yrs leadership and management experience across community services, mental health and suicide prevention.

He has been actively involved in the design and delivery of suicide prevention networks, suicide prevention training, suicide aftercare, suicide memorial services and older persons mental health. Andy's career includes management of clinical mental health services, counselling, youth services, accommodation, disability, aged care and First Nations services.



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**Ms Linda O'Farrell**

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**Director from**

20/11/2019

**Qualifications**

BEC

**Experience**

Linda O'Farrell is a senior executive with extensive experience in the global resources sector. Linda has shaped people and culture strategy for leading companies including Newcrest, BHP, Mount Gibson Iron and since 2013 has led the People and People Operations teams for Fortescue Metals Group (FMG), during a period of rapid growth both in the metals and energy business.

Linda holds a Bachelor of Economics (Honours in Industrial Relations) from the University of Western Australia and is a member of the Australian Institute of Company Directors and Chief Executive Women.

Linda has contributed to a number of Not for Profit organisations in addition to her executive roles and joined the Board of the Australian Institute of Management WA in 2018, where she also chairs their Advisory Council, and is Vice President of the Australian Resources and Energy Employers Association, having joined the Board in 2018. Linda is also a non-executive director of Austin Engineering and Rocky Bay Limited as a director and Chair of the Remsmart Advisory Board.

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**Mrs Michelle Phillips**

Chair – Governance Committee

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**Director from**

22/11/2019

**Qualifications**

BA LLB GAICD

**Experience**

Michelle Phillips joined the Board in 2019 and was a Lifeline Telephone Crisis Supporter for 5 years, most recently based in Maroochydore. Michelle is currently the Chair of the Lifeline Governance & People Committee.

Michelle is also a lawyer with over 30 years' experience as a commercial litigator across different industries. Since early in her career as a partner of national and international firms, she has been involved in management, sitting on her firms' boards and executive committees. She was one of the early females managing partners of a law firm, and throughout her career has been a champion of diversity in the workplace.

Since 2016, Michelle has been the principal of Harpur Phillips, and is a trusted advisor to a small number of clients, advising mainly on governance and risk management. Michelle is a graduate member of the Australian Institute of Company Directors.

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**Dr Sharon Ponniah**

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**Director from**

25/01/2022

**Qualifications**

PhD, BSc (Hons)

**Experience**

Dr. Sharon Ponniah recently joined Quantum Health and previously was Partner in the PwC health practice and is a public health and policy specialist. She has worked in the public and private sectors managing research, evaluation and population health programs at State and National level, in Australia and New Zealand. She has held roles with the Ministry of Health New Zealand; worked for large Crown Entities; and for the George Institute for Global Health prior to entering consulting. With a PhD in public health, she is a published academic and continues to review NHMRC grants for public health and policy.

Sharon's career has been driven by a passion to reduce inequity, increase sustainability and impact social agendas. Sharon currently leads PwC Consulting's mental health business, supporting public policy reform in digital mental health, workforce, and workplaces. Sharon is a mother of two young children and juggles work and family life in Sydney. Sharon was instrumental in the establishment of the Champions of Change Coalition Health Group, working alongside Elizabeth Broderick and the Champions of Change team to bring together this group of leaders on gender equality from across the health sector.

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**Ms Donna Shkalla\***

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**Director from**

01/10/2024

**Qualifications**

LMBA, BA, BSW, GAICD

\*Appointed to fill the vacancy of Luke Lindsay.

**Experience**

Donna Shkalla is the Group Executive, Family and Disability Services at UnitingCare Queensland, joining the Executive Leadership Team in 2022.

An experienced leader and social worker, Donna is passionate about supporting and enabling teams to create and deliver services to improve the wellbeing of individuals, families, and communities. Prior to joining UnitingCare, Donna had a long and varied career in the community services sector including youth work in Australia, as a Child Protection Social Worker in the UK, and a Social Development Consultant in Kosovo.

Donna holds a Bachelor of Social Work, Bachelor of Arts (Humanities), MBA (Marketing Management), and is a member of the Australian Institute of Company Directors and Chief Executive Women.

## Ms Philippa Watson

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### Director from

28/03/2023

### Qualifications

LLB/BA (Hons 1), GAICD

### Experience

Philippa Watson is CEO of Ubank, an award-winning digital bank owned by National Australia Bank. Prior to Ubank, Philippa held a range of senior executive roles spanning service leadership, contact centre management, digital banking, technology, operations, finance, risk management, compliance, merger-integration and strategy. These roles have involved accountability for functions in Australia, USA, UK, China and South Africa.

Philippa is passionate about the role organisations can and should play in community wellbeing. Philippa is a Director of the National Australia Bank's venture capital fund and a member of Chief Executive Women.

## Mr Tony Windever

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Chair – Service Committee

### Director from

21/08/2017

### Qualifications

Bec, GAICD

### Experience

Tony Windever is an accomplished senior executive with 25 years' experience in the information technology and financial services industries. With leadership roles spanning national, regional, and global theatres, Tony has led organisations and businesses of significant scale and complexity. With strategic and operational accountability across all enterprise functions, Tony has notable experience in general management, strategy and transformation, sales and marketing, customer experience management, and service delivery. Tony is currently the Chair of the Lifeline Service Committee.

Tony is currently the Chief Operating Officer at Coal Long Service Leave Corporation, responsible for strategic leadership and operational management of the scheme. Tony's prior role was Managing Director for Unisys Asia Pacific where he was also Chair of the Unisys Australia Board. In the preceding years, Tony held executive leadership positions at Adobe and Dell.

## Board and Committee Membership

### Board Chair

#### Mrs Jacinta Munro

Chair from 18/11/2021

### Board Deputy Chair

#### Mr Travis Dillon

Deputy Chair from 18/11/2021

### Audit and Risk Committee

#### Mr Robert Hubbard

Member from 12/10/2021

Chair from 20/11/2021

#### Mr Travis Dillon

Member from 13/12/2019

#### Rev. Geoff Flynn

Member from 10/03/2023

#### Mr Samuel Hinchliffe

Co-opted member from 22/04/2015

#### Ms Zoe Henham

Co-opted member from 15/03/2020

#### Mr Paul Gladman

Co-opted member from 04/12/2023

### Governance and People Committee

#### Mrs Michelle Phillips

Member from 13/12/2019

Chair from 19/05/2021

#### Ms Linda O'Farrell

Member from 12/12/2022

#### Dr Daniel Mainville

Member from 17/11/2017

#### Mr Andrew Moore

Member from 10/03/2023

#### Ms Kristy Do

Co-opted member from 15/03/2018

### Service Committee

#### Mr Tony Windever

Member from 21/08/2017

Chair from 13/12/2019

#### Mr Luke Lindsay

Member from 19/11/2021 to 15/09/2024

#### Dr Sharon Ponniah

Member from 25/01/2022

#### Ms Philippa Watson

Member from 10/03/2023

#### Ms Donna Shkalla

Member from 01/10/2024

#### Mr Peter Morrison

Co-opted member from 01/07/2019

## Meeting of Directors

During the financial year, 8 meetings of Lifeline Australia Directors were held. Attendance by each Director was as follows:

	Number eligible to attend	Number attended
<b>Ms Jacinta Munro</b>	8	8
<b>Mr Travis Dillon</b>	8	7
<b>Rev. Geoff Flynn</b>	8	8
<b>Dr Daniel Mainville</b>	8	6
<b>Ms Philippa Watson</b>	8	8
<b>Mr Tony Windever</b>	8	8
<b>Ms Michelle Phillips</b>	8	8
<b>Ms Linda O'Farrell</b>	8	7
<b>Mr Robert Hubbard</b>	8	8
<b>Mr Luke Lindsay</b>	8	8
<b>Dr Sharon Ponniah</b>	8	8
<b>Mr Andrew Moore</b>	8	7

## Review and Result of Operations

The net surplus of Lifeline Australia and Controlled Entities for the financial year ended 30 June 2024 amounted to \$458,091 (2023: \$2,511,734). Lifeline continued to experience growth in the demand for services. At the conclusion of FY2024 help seekers placed 1,270,873 calls for help and Lifeline's digital services recorded 204,773 interactions. Our ability to respond to this demand is largely driven by the generous support of our donors and sponsors. Fundraising income is critical to support our national services and ongoing sustainability, bridging the gap between core funding, national demand, and the rising cost of service delivery.

The amalgamation with On The Line Australia (OTLA) was completed in October 2023 for nominal consideration. As a result, the fair value of the net assets transferred is recognised as a once off \$5,674,024 gain in the consolidated statement of comprehensive income. The Group result would have been a deficit if not for the OTLA gain, largely driven by the deliberate acceleration and investment in projects to support our FY2024-27 strategy.

The amalgamation of the OTLA business and complementary services, primarily into Lifeline Direct, attributed to the significant growth in grant funding and expenditure during the period for the Group. Lifeline Direct did experience challenges in the retail business. Wage inflation, the inflationary impact on overall overheads and cost of living pressures impacting fundraising revenue additionally contributed to the overall result for the year.

The ongoing impact of rising interest rates and inflationary pressures will likely lead to increases in costs and service demand continuing for a further 12 months. At the reporting date, we are unable to predict fully the future impact of these inflationary pressures on Lifeline Australia's operating results, including staff costs, procurement of services, fundraising, and future Government grants beyond any of our current 1 to 4 year commitment terms.

In this environment, Lifeline Australia needs to continue to maintain and organically grow its capital reserves commensurate with service demand, supporting our FY24-27 strategic plan, growth in digital services and other online platforms. When needed, Lifeline Australia will draw on accumulated reserves to cover the growth in services and any shortfall in fundraising or other income. Our approach to organically growing reserves gives the Directors confidence in Lifeline Australia's financial stability and ability to respond to future unpredictable events, invest in services and innovation, and accelerate capacity to continue to deliver on our mission without impacting the long-term financial stability of the organisation.

## Members

As at 30 June 2024 there were 18 members of Lifeline Australia. If the company was wound up, each member would be required to contribute \$2.

## Insurance of Officers

During the financial year, Lifeline Australia Limited and Lifeline Direct Limited paid a premium to insure its Directors, Company Secretary, and all executive officers of Lifeline Australia Limited and Lifeline Direct Limited against a liability incurred by them, to the extent permitted by the Corporations Act 2001. The contract of insurance prohibits disclosure of the nature of the liability and the amount of the premium.

## Performance Measures

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

## Significant Changes in State of Affairs

On 1 October 2023, On the Line Australia (OTLA) voluntarily transferred its' business and operations to Lifeline Australia. All parties were satisfied there was a compelling case for voluntary amalgamation to join their separate complementary crisis support and clinical services into a new model, championing a more connected system and making it easier for help seekers to find the right service/s to meet their needs.

There were no other significant changes in the state of affairs of Lifeline Australia that require disclosure.

## After Balance Date Events

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

## Future Developments

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

## Environmental Issues

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



## Auditors Independence Declaration

A copy of the auditor's independence declaration in accordance with Section 60-40 of the Australian Charities and Not-for-profits Commission Act 2012 for the year ended 30 June 2024 has been received and is set out on the following page.

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

On behalf of the directors



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**Jacinta Munro**  
Director

Dated: 17 October 2024



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**Robert Hubbard**  
Director

Dated: 17 October 2024

# Independence Declaration



## RSM Australia Partners

Equinox Building 4, Level 2, 70 Kent Street Deakin ACT 2600  
GPO Box 200 Canberra ACT 2601

T +61 (0) 2 6217 0300

F +61 (0) 2 6217 0401

[www.rsm.com.au](http://www.rsm.com.au)

## AUDITOR'S INDEPENDENCE DECLARATION

As lead auditor for the audit of the financial report of Lifeline Australia Limited and its controlled entity for the year ended 30 June 2024, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

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

A handwritten signature in dark ink that appears to read 'RSM'.

**RSM AUSTRALIA PARTNERS**

Canberra, Australian Capital Territory  
Dated: 17 October 2024

A handwritten signature in dark ink, appearing to be 'Rodney Miller'.

**RODNEY MILLER**  
Partner

## THE POWER OF BEING UNDERSTOOD AUDIT | TAX | CONSULTING

RSM Australia Partners is a member of the RSM network and trades as RSM. RSM is the trading name used by the members of the RSM network. Each member of the RSM network is an independent accounting and consulting firm which practices in its own right. The RSM network is not itself a separate legal entity in any jurisdiction.  
RSM Australia Partners ABN 65 319 382 479

Liability limited by a scheme approved under Professional Standards Legislation

# Independent Auditor's Report



RSM Australia Partners

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## INDEPENDENT AUDITOR'S REPORT

### TO THE MEMBERS OF

### LIFELINE AUSTRALIA LIMITED AND IT'S CONTROLLED ENTITY

#### Opinion

We have audited the financial report of Lifeline Australia Limited (the Company) and its subsidiary (the Group), which comprises the consolidated statement of financial position as at 30 June 2024, the consolidated statement of comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows for the year then ended, and notes to the financial statements, including a summary of material accounting policies, and the directors' declaration.

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

- (i) giving a true and fair view of the Group's financial position as at 30 June 2024 and of its financial performance for the year then ended; and
- (ii) complying with Australian Accounting Standards – Simplified Disclosures and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013*.

#### Basis for Opinion

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

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

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

## THE POWER OF BEING UNDERSTOOD

### AUDIT | TAX | CONSULTING

RSM Australia Partners is a member of the RSM network and trades as RSM. RSM is the trading name used by the members of the RSM network. Each member of the RSM network is an independent accounting and consulting firm which practices in its own right. The RSM network is not itself a separate legal entity in any jurisdiction.

RSM Australia Partner Ltd ABN 65 319 382 479

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### **Other Information**

The directors are responsible for the other information. The other information comprises the information included in the Group's annual report for the year ended 30 June 2024 but does not include the financial report and the auditor's report thereon.

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

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

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

### **Responsibilities of the Directors for the Financial Report**

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

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

### **Auditor's Responsibilities for the Audit of the Financial Report**

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

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

The logo for RSM Australia Partners, featuring a stylized signature of "RSM" above the text "RSM Australia Partners".

Canberra, Australian Capital Territory  
Dated: 17 October 2024

A handwritten signature in blue ink, appearing to read "Rodney Miller".

**Rodney Miller**  
Partner

# Directors' Declaration

The Directors of the Company declare that:

The consolidated financial statements and notes, as set out on pages 67 to 82 are in accordance with the *Australian Charities and Not-for-profits Commission Act 2012*:

- (a) comply with Australian Accounting Standards-Simplified Disclosures; and
- (b) give a true and fair view of the financial position as at 30 June 2024 and of the performance for the year ended on that date of the Company and the consolidated entity;

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

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



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**Jacinta Munro**  
Director

Dated: 17 October 2024



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**Robert Hubbard**  
Director

Dated: 17 October 2024

# Consolidated Statement of Comprehensive Income

For the year ended 30 June 2024

Revenue	Note	2024 (\$)	2023 (\$)
<b>Operating activities</b>			
Grants		75,289,612	56,265,991
Donations and sponsorships		17,891,656	17,572,599
Contracted services		2,025,546	1,790,787
Training income		1,698,791	1,397,288
Sale of goods		10,050,012	7,939,387
Functions revenue		189,456	74,071
		<b>107,145,073</b>	<b>85,040,123</b>
<b>Other revenue</b>			
Affiliation fees		539,888	539,887
Interest and dividends		1,586,986	570,810
Change in fair value of investments		418,660	136,552
Other revenue		709,351	696,386
		<b>3,254,885</b>	<b>1,943,635</b>
Gains/(losses) on disposal of assets		4,724	10,284
Fair value of assets distributed by Lifeline Central Australia Inc		-	140,000
Fair value of net assets distributed from OTLA amalgamation	14	5,674,024	-
<b>Total income</b>		<b>116,078,706</b>	<b>87,134,042</b>
Purchase of goods and services for resale		(973,398)	(1,135,574)
<b>Gross operating surplus for the year</b>		<b>115,105,308</b>	<b>85,998,468</b>
<b>Expenses</b>			
Employee benefits expense		(56,342,420)	(38,496,941)
Consultants, subcontractors and IT costs		(12,191,414)	(8,996,056)
Amortisation of right-of-use assets		(3,308,266)	(2,922,224)
Lease finance costs		(394,288)	(377,103)
Depreciation and amortisation of other non-financial assets		(1,603,874)	(1,597,424)
Impairment of intangible assets		(375,136)	-
Occupancy costs		(613,749)	(284,310)
Marketing and communications		(6,170,385)	(4,520,517)
Conferences and travel costs		(1,245,159)	(1,082,042)
Other expenses		(3,269,917)	(2,370,396)
Staff training and recruitment		(1,113,615)	(969,959)
Payments to Lifeline centres		(24,535,723)	(19,159,357)
Telecommunications		(3,483,271)	(2,710,405)
<b>Total expenses</b>		<b>(114,647,217)</b>	<b>(83,486,734)</b>
<b>Net surplus for the year</b>		<b>458,091</b>	<b>2,511,734</b>
Other comprehensive income		-	-
<b>Total comprehensive income for the year</b>		<b>458,091</b>	<b>2,511,734</b>

The accompanying notes form part of these financial statements.



# Consolidated Statement of Financial Position

As at 30 June 2024

Assets	Note	2024 (\$)	2023 (\$)
Current assets			
Cash and cash equivalents	3	26,053,313	24,439,748
Trade and other receivables	4	3,497,834	4,621,278
Inventories		131,863	95,737
Other current assets	5	1,910,696	1,569,807
<b>Total current assets</b>		<b>31,593,706</b>	<b>30,726,570</b>
Non-current Assets			
Financial assets	6	7,332,954	3,565,754
Other assets	5	266,782	253,991
Property, plant and equipment	7	4,284,988	4,410,370
Intangible assets	8	248,191	1,368,761
Right-of-use assets	9	5,921,002	6,864,671
<b>Total non-current assets</b>		<b>18,053,917</b>	<b>16,463,547</b>
<b>Total assets</b>		<b>49,647,623</b>	<b>47,190,117</b>
Liabilities			
Current liabilities			
Payables	10	9,927,522	8,357,849
Lease liabilities	11	3,028,029	2,694,244
Provisions	12	4,064,795	2,259,038
Unearned revenue	13	1,954,205	2,661,367
<b>Total current liabilities</b>		<b>18,974,551</b>	<b>15,972,498</b>
Non-current liabilities			
Lease liabilities	11	3,816,622	5,060,905
Provisions	12	751,139	509,494
<b>Total non-current liabilities</b>		<b>4,567,761</b>	<b>5,570,399</b>
<b>Total liabilities</b>		<b>23,542,312</b>	<b>21,542,897</b>
<b>Net assets</b>		<b>26,105,311</b>	<b>25,647,220</b>
Equity			
Retained earnings		26,105,311	25,647,220
<b>Total equity</b>		<b>26,105,311</b>	<b>25,647,220</b>

The accompanying notes form part of these financial statements.

# Consolidated Statement of Changes in Equity

For the year ended 30 June 2024

2023	Retained surplus (\$)	Total (\$)
Balance at 1 July 2022	23,135,486	23,135,486
Net surplus for the year	2,511,734	2,511,734
<b>Closing balance at 30 June 2023</b>	<b>25,647,220</b>	<b>25,647,220</b>
2024		
Balance at 1 July 2023	25,647,220	25,647,220
Net surplus for the year	458,091	458,091
<b>Closing balance at 30 June 2024</b>	<b>26,105,311</b>	<b>26,105,311</b>

# Consolidated Statement of Cash Flows

For the year ended 30 June 2024

Cash flows from operating activities	Note	2024 (\$)	2023 (\$)
Cash receipts from grants and other		95,939,298	72,548,738
Donations and sponsorships received		16,686,071	17,793,531
Interest and dividends received		1,523,649	548,948
Payments to suppliers and employees		(112,975,172)	(86,716,446)
<b>Net cash generated from operating activities</b>	<b>24</b>	<b>1,173,846</b>	<b>4,174,771</b>
Cash flows from investing activities			
Proceeds from sale of plant and equipment		-	20,057
Payments for plant and equipment		(761,311)	(1,354,722)
Payments for intangible assets		-	(408,522)
Net receipts from/(payments for) investments		(160,150)	(273,553)
Cash received from voluntary amalgamation	<b>14</b>	4,783,695	-
<b>Net cash used in investing activities</b>		<b>3,862,234</b>	<b>(2,016,740)</b>
Cash flows from financing activities			
Lease liabilities paid		(3,028,227)	(2,984,641)
Lease interest paid		(394,288)	(377,103)
<b>Net cash used in financing activities</b>		<b>(3,422,515)</b>	<b>(3,361,744)</b>
Net increase/(decrease) in cash held		1,613,565	(1,203,713)
Cash at the beginning of year		24,439,748	25,643,461
<b>Cash at the end of the year</b>	<b>3</b>	<b>26,053,313</b>	<b>24,439,748</b>

The accompanying notes form part of these financial statements.

# Notes to the Financial Statements

## Note 1

### Significant accounting policies

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

### New or amended Accounting Standards and Interpretations adopted

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

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

### Basis of preparation

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

### Historical cost convention

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

### Income tax

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

### Comparative figures

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

### Current and non-current classification

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

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

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

### Principles of consolidation

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

A controlled entity is fully consolidated from the date on which control is obtained by the parent entity and ceases to be consolidated from the date on which control is transferred out of the Group. Details regarding the controlled entity are contained in Note 15 to the financial statements. The controlled entity has a 30 June financial year end.

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

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



## Significant accounting policies (continued)

### Revenue recognition

#### Revenue from contracts with customers

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

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

#### Grants

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

#### Sponsorships

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

#### Donations and bequests

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

#### Resources received free-of-charge

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

#### Affiliation fees

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

#### Interest and dividends

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

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

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

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

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

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

## Note 2

### Critical accounting judgements, estimates and assumptions

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

#### Impairment

The Group assesses impairment at each reporting date by evaluating conditions specific to the Group that may lead to impairment of assets. Should an impairment indicator exist, the determination of the recoverable amount of the asset may require incorporation of a number of key estimates. No impairment indicators were present at 30 June 2024.

#### Employee Provisions

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

## Note 3

Cash and cash equivalents	2024 (\$)	2023 (\$)
Cash on hand	6,941	7,935
Cash at bank	10,802,597	10,887,938
Term deposits	15,243,775	13,543,875
<b>Total cash and cash equivalents</b>	<b>26,053,313</b>	<b>24,439,748</b>

Lifeline Australia Limited and Lifeline Direct Limited have a commercial credit card facility to the value of \$130,000 and \$150,000 respectively.

#### Accounting policy

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

## Note 4

Trade and other receivables	2024 (\$)	2023 (\$)
Trade debtors	1,622,650	2,665,161
Accrued income	436,276	1,131,302
Net GST receivable	1,438,908	824,815
<b>Total trade and other receivables</b>	<b>3,497,834</b>	<b>4,621,278</b>

#### Accounting policy

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

## Note 5

Other assets	2024 (\$)	2023 (\$)
Current		
Prepayments	1,910,696	1,569,807
Non-current		
Rental bonds	266,782	253,991
<b>Total other assets</b>	<b>2,177,478</b>	<b>1,823,798</b>

## Note 6

Financial assets	2024 (\$)	2023 (\$)
Financial assets measured at fair value through profit and loss		
Investments in listed shares, securities and managed funds	7,332,954	3,565,754
<b>Total financial assets</b>	<b>7,332,954</b>	<b>3,565,754</b>

### Accounting policy

Financial assets and financial liabilities are recognised when the Group becomes a party to the contractual provisions of the instrument. For financial assets, this is the equivalent to the date that the Group commits itself to either the purchase or sale of the asset (i.e. trade date accounting is adopted). Financial assets are initially measured at fair value plus transactions costs, except where the instrument is classified 'at fair value through profit or loss' in which case transaction costs are expensed to profit or loss immediately.

### Classification and subsequent measurement

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

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

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

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

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

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

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



## Note 7

Property, plant and equipment	2024 (\$)	2023 (\$)
Land and buildings at deemed cost	2,536,911	2,533,350
Leasehold improvements	594,532	519,253
Accumulated depreciation	(371,490)	(256,256)
	<b>2,759,953</b>	<b>2,796,347</b>
Computers	1,902,518	1,421,114
Accumulated depreciation	(1,268,415)	(918,953)
	<b>634,103</b>	<b>502,161</b>
Office equipment	67,823	56,675
Accumulated depreciation	(49,317)	(42,784)
	<b>18,506</b>	<b>13,891</b>
Furniture and fittings	1,600,445	1,488,976
Accumulated depreciation	(1,131,625)	(835,226)
	<b>468,820</b>	<b>653,750</b>
Motor vehicles	453,291	466,347
Accumulated depreciation	(142,110)	(108,270)
	<b>311,181</b>	<b>358,077</b>
Plant and equipment	196,693	170,798
Accumulated depreciation	(104,268)	(84,654)
	<b>92,425</b>	<b>86,144</b>
<b>Total property, plant and equipment</b>	<b>4,284,988</b>	<b>4,410,370</b>

### Accounting policy

Property, plant and equipment items are recognised at cost, less (where applicable) accumulated depreciation and impairment losses.

#### Land and buildings

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

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

#### Depreciation

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

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

Class of asset	Depreciation rate
Buildings	2.50%
Leasehold improvements	16.67%
Computers	20%-40%
Office equipment	20%-33%
Office fittings and furniture	10%-33%
Motor vehicles	20%-25%
Plant and equipment	12.50%

## Accounting Policy (continued)

### Impairment

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

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

	Land and buildings at deemed cost	Computers	Office equipment	Furniture and fittings	Motor Vehicles	Plant and equipment	Total
	\$	\$	\$	\$	\$	\$	\$
Balance at the beginning of the year	2,796,347	502,161	13,891	653,750	358,077	86,144	4,410,370
Additions	104,416	481,403	11,148	110,795	26,442	27,107	761,311
Disposals	-	-	(179)	-	(10,823)	(825)	(11,827)
Depreciation expense	(140,810)	(349,461)	(6,354)	(295,725)	(62,515)	(20,001)	(874,866)
<b>Carrying amount at the end of year</b>	<b>2,759,953</b>	<b>634,103</b>	<b>18,506</b>	<b>468,820</b>	<b>311,181</b>	<b>92,425</b>	<b>4,284,988</b>

## Note 8

Intangible assets	2024 (\$)	2023 (\$)
Computer software – at cost	2,668,788	4,227,357
Accumulated amortisation	(2,420,597)	(2,858,596)
<b>Total intangible assets</b>	<b>248,191</b>	<b>1,368,761</b>

### Movements in carrying amounts

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

Balance at the beginning of the year	1,368,761	1,831,612
Additions at cost	-	408,522
Impairment and disposals	(391,740)	-
Amortisation expense	(728,830)	(871,373)
<b>Carrying amount at the end of the year</b>	<b>248,191</b>	<b>1,368,761</b>

### Accounting policy

Intangible assets (software) are recorded at cost and are recognised when their initial cost is greater than \$1,000. Software has a finite life and is carried at cost less accumulated amortisation and any impairment losses. Software is amortised on a straight line basis over an estimated useful life of three years, commencing from the time the asset is held ready for use. Residual values and useful lives are reviewed at each reporting date. In addition, they are subject to impairment testing as described in Note 7.

## Note 9

Right-of-use assets	2024 (\$)	2023 (\$)
Land and building right-of-use assets at cost	12,866,846	11,564,582
Accumulated amortisation	(7,995,077)	(6,020,700)
	<b>4,871,769</b>	<b>5,543,882</b>
Information technology right-of-use assets at cost	1,980,202	1,980,202
Accumulated amortisation	(930,969)	(659,413)
	<b>1,049,233</b>	<b>1,320,789</b>
<b>Total right-of-use assets</b>	<b>5,921,002</b>	<b>6,864,671</b>

### Movements in carrying amounts

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

Balance at the beginning of the year	6,864,671	6,607,041
Additions	2,117,729	3,336,004
Disposals and remeasurements	246,869	(156,150)
Amortisation expense	(3,308,267)	(2,922,224)
<b>Carrying amount at the end of the year</b>	<b>5,921,002</b>	<b>6,864,671</b>

### Accounting policy

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

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

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

## Note 10

Payables	2024 (\$)	2023 (\$)
Unsecured liabilities		
Accounts payable	6,417,827	5,039,582
Accrued expenses	2,061,024	2,647,500
Other current payables	1,448,671	670,767
<b>Total payables</b>	<b>9,927,522</b>	<b>8,357,849</b>

### Accounting policy

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



## Note 11

Lease liabilities	2024 (\$)	2023 (\$)
Current		
Lease liabilities	3,028,029	2,694,244
Non-current		
Lease liabilities	3,816,622	5,060,905
<b>Total lease liabilities</b>	<b>6,844,651</b>	<b>7,755,149</b>
Future lease payments are due as follows:		
Within one year	3,428,490	3,312,923
One to five years	4,681,262	5,673,381
More than five years	-	-
<b>Balance at the end of the year</b>	<b>8,109,752</b>	<b>8,986,304</b>

### Accounting policy

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

Lease liabilities are initially measured at the present value of future minimum lease payments, discounted using the Group's incremental borrowing rate if the rate implicit in the lease cannot be readily determined, and are subsequently measured at amortised cost using the effective interest rate. Minimum lease payments include fixed payments, amounts expected to be paid under a residual value guarantee, the exercise price of purchase options for which the Group is reasonably certain to exercise and incorporate the entity's expectations of lease extension options. The lease liability is remeasured when there are changes in future lease payments arising from a change in rates, index or lease terms from exercising an extension or termination option. A corresponding adjustment is made to the carrying amount of the lease assets.

The Group's leases relate primarily to property leases and the rental of IT hardware and software. The Group has an option to extend certain leases for a further 2 to 5 years after expiry.

Short term leases (lease term of 12 months or less) and leases of low value assets (\$10,000 or less) are recognised as incurred as an expense in the consolidated statement comprehensive income. The amount expensed in the consolidated statement of comprehensive income in relation to short-term and low-value leases was \$25,278 (2023: \$9,467).

## Note 12

Provisions	2024 (\$)	2023 (\$)
Current		
Annual leave	3,183,957	2,019,029
Long service leave	880,838	240,009
	<b>4,064,795</b>	<b>2,259,038</b>
Non-current		
Long service leave	527,210	312,297
Make good provision	223,929	197,197
	<b>751,139</b>	<b>509,494</b>
<b>Total provisions</b>	<b>4,815,934</b>	<b>2,768,532</b>

### Accounting Policy

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

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

## Note 13

Unearned revenue	2024 (\$)	2023 (\$)
Current		
Other deferred income	770,103	1,534,494
Unexpended grants	1,184,102	1,126,873
<b>Total unearned revenue</b>	<b>1,954,205</b>	<b>2,661,367</b>

### Accounting Policy

Unearned revenue represents the entity's obligation to transfer goods or services to a customer and are recognised when a consideration is received, or when the entity recognises a receivable to reflect its unconditional right to consideration (whichever is earlier) before the entity has transferred the goods or services to the customer or satisfied the contractual performance obligations.

## Note 14

### Voluntary amalgamation

On 1 October 2023, On the Line Australia (OTLA) voluntarily transferred its business and operations to Lifeline Australia. The fair value of net assets transferred to Lifeline Australia was recognised as a gain on voluntary amalgamation, which was recognised in the profit and loss during the year. The details of the fair value of net assets transferred to Lifeline Australia are as follows:

	2024 (\$)
Cash and cash equivalents	4,783,695
Right of use and fixed assets	117,793
Investments	3,188,404
Portable long service leave	180,732
Accounts receivable	100,000
Lease liabilities	(109,370)
Provision for make good	(18,000)
Contractual liabilities	(1,800,718)
Employee provisions	(768,512)
<b>Total net assets</b>	<b>5,674,024</b>

## Note 15

### Controlled entities

		2024	2023
Name of subsidiary	Country of incorporation	Ownership interest held by Lifeline Australia Limited	
Lifeline Direct Limited	Australia	100%	100%



## Note 16

### Key management personnel

Assessment is made annually as to who are the key management personnel of the Company. As per AASB 124 Related Party Disclosures, key management personnel are any person(s) having authority and responsibility for planning, directing and controlling the activities of the Company, directly or indirectly, including any Director (whether executive or otherwise) of the entity.

#### (a) Directors

The names of persons who comprised the Board of Directors during the year ended 30 June 2024 are:

Mr Travis Dillon (Deputy Chair)	Ms Jacinta Munro (Chair)
Rev. Geoff Flynn	Ms Linda O'Farrell
Mr Robert Hubbard	Ms Michelle Phillips
Mr Luke Lindsay	Dr Sharon Ponniah
Dr Daniel Mainville	Ms Philippa Watson
Mr Andrew Moore	Mr Tony Windever

#### (b) Executives

Other than Directors, key management personnel also included the CEO and Executives.

Apart from the details disclosed at Note 17, no key management personnel or their close relatives have entered into a material contract with the Group and there were no material contracts involving any interests of key management personnel existing at year end.

None of the above Directors or parties related to them received any remuneration from the company during the year (2023: none) other than that described at Note 17 or for reimbursement of travel expenses incurred.

	2024 (\$)	2023 (\$)
<b>Total compensation</b>	<b>2,186,940</b>	<b>2,061,385</b>

The compensation relates to the CEO and the Executives.

## Note 17

### Related parties

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

<b>Rev. Geoff Flynn</b>	Minister of The Uniting Church in Australia – Synod of NSW/ACT. The Uniting Church in Australia NSW Property Trust is a Member of Lifeline Australia.
<b>Dr Daniel Mainville</b>	Former Director of Lifeline Gippsland (which is a Member of Lifeline Australia). Retired in 2023.
<b>Mr Luke Lindsay</b>	Director of Lifeline Australia (resigned 15/09/2024) and General Manager of UnitingCare Queensland which is a Member of Lifeline Australia (on leave of absence from 15/09/2024), overseeing the Lifeline Services delivered by UnitingCare Queensland. Appointed Interim CEO of Lifeline Direct from 16 September 2024.
<b>Mr Andrew Moore</b>	Director of Lifeline Australia and General Manager with Wesley Community Services, a Member of Lifeline Australia (Lifeline Sydney & Sutherland).
<b>Mr Colin Seery</b>	Director of Lifeline Direct Limited and CEO of Lifeline Australia.
<b>Ms Jacinta Munro</b>	Director of Lifeline Australia and Chair, is a partner of KPMG Australia. Arms-length consulting assignments were undertaken and services provided by KPMG Australia and KPMG Law during the financial year. These engagements were approved by management independently of the Board and Chair under the delegations and procurement policies, and operated under normal commercial terms.
<b>Ms Donna Shkalla</b>	Director of Lifeline Australia (from 1/10/2024) and Group Executive of UnitingCare Queensland which is a Member of Lifeline Australia, and has oversight the Lifeline services delivered by UnitingCare Queensland.

## Related parties (continued)

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

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

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

## Note 18

### Principal activities

#### Lifeline Australia

Lifeline Australia is a company limited by guarantee with 18 Member organisations which operate 43 Lifeline Centres. Lifeline Australia accredits Member organisations to enable them to provide national Lifeline services, which are presently crisis support services, suicide prevention programs and training, and counselling.

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

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

#### Lifeline Direct Limited

Lifeline Direct Limited is a company limited by guarantee pursuant to the Corporations Act.

The purpose of Lifeline Direct is to deliver a suite of high quality services that have a measurable impact on reducing suicide in our communities, and to ensure help seekers receive the best possible care. Lifeline Australia works closely with Lifeline Direct to ensure best governance practice and that Lifeline Direct's role and responsibilities are well understood.

## Note 19

### Contact details

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

## Note 20

### Subsequent events

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

## Note 21

### Economic dependency

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

## Note 22

### Contingent liabilities

The bank guarantees as at 30 June 2024 were \$1,481,983 (2023: \$1,543,829). The bank guarantees are secured against the company's cash assets at St George and Regional Australia Banks. These bank guarantees relate to property leases for Sydney and Newcastle, retail premises and Direct debit facilities.

As at 30 June 2024, there were no indications that these bank guarantees would need to be exercised (2023: Nil).

Lifeline Direct Limited has paid security deposits to each relevant landlord to secure against the potential non-payment of rent and for any potential damage to property. The security deposits at 30 June 2024 were \$266,782 (2023: \$253,991).

## Note 23

### Remuneration of auditors

During the financial year the following fees were paid or payable for services provided by RSM Australia Partners:

	2024 (\$)	2023 (\$)
Audit of the financial statements	106,000	101,000
Preparation of financial statements	13,150	12,500
Risk advisory services	29,685	-
Audit of grant acquittals	21,600	11,700
	<b>170,435</b>	<b>125,200</b>

## Note 24

### Reconciliation of surplus after income tax to net cash flow from operating activities

	2024 (\$)	2023 (\$)
Net surplus/(deficit) after income tax	458,091	2,511,734
Non-cash flows in surplus		
Depreciation and amortisation	4,912,140	4,519,648
Gain on disposal of assets	(4,724)	(10,284)
Change in fair value of investments	(418,660)	(136,552)
Fair value of net assets distributed from OTLA amalgamation	(5,674,024)	-
Lease finance costs	394,288	377,103
Impairment of intangible assets	375,136	-
Changes in operating assets and liabilities		
Decrease/(increase) in receivables and prepayments	782,555	(2,331,338)
(Increase) in inventories	(36,126)	(88,305)
Increase/(decrease) in payables and provisions	340,683	(733,054)
<b>Net cash inflow from operating activities</b>	<b>1,173,846</b>	<b>4,174,771</b>





# We're here for you.

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

**13 11 14**

24 hours • 7 days

**0477 13 11 14**

Lifeline Text

24 hours • 7 days

**lifeline.org.au**

Chat to a Crisis

Supporter online

24 hours • 7 days

