



Lifeline Saving
Lives

Crisis Support. Suicide Prevention.

13 Annual Report 14

our story

Lifeline is a national charity that has been saving lives and supporting Australians in need for over 50 years. We do this by delivering 24/7 crisis support and suicide prevention services in every state and territory.

Lifeline was built on a commitment to reach out to those in crisis, whenever they need it and wherever they are – offering real support when difficulties seem overwhelming.

The Rev. Dr. Sir Alan Walker OBE, founded the organisation in 1963 after he took a call from a distressed man who later took his own life. Determined not to let isolation and lack of support be the cause of more deaths, Sir Alan launched a 24-hour crisis support line.

This telephone service (13 11 14) now answers more than 2,000 calls each day, with around 100 calls from people vulnerable to suicide. In addition, our online Crisis Support Chat service connects with over 32,000 people each year.

Sadly, suicide remains the leading cause of death for Australians aged between 15 and 44 (*Australian Bureau of Statistics: Causes of Death 2012*).

We understand that a person can experience crisis as a result of many events; for example, a relationship breakdown, loss of employment, the loss of a loved one, violence and trauma in the home, the onset of mental health issues. Every 37 seconds, Lifeline is contacted by someone in crisis.

Our approach to suicide prevention is based on a belief that it is possible to intervene in a suicidal crisis through the offer of help, and that this can save a life.

We deliver services through a mix of national, local, telephony, online and face-to-face mechanisms. In addition, we support individuals and communities to avert crisis through locally based services, delivered by our Centres across the country. Lifeline is also a Registered Training Organisation, delivering a Domestic Violence Alert program (DV-alert); Applied Suicide Intervention and Skills Training; and other wellbeing education and training.

The realisation of our vision, *An Australia free of suicide*, relies on the dedication and commitment of around 1,000 staff and thousands of volunteers across Australia. The majority of these employees and volunteers work in one of our 42 Centres.

Incorporation

Lifeline Australia (ABN 84 081 031 263) is a public company limited by guarantee. It had 23 Members in FY14 and a Board of Directors. Lifeline Australia's registered office is 24 Thesiger Court, Deakin ACT.

Charitable status, tax concessions and fundraising

Lifeline Australia is registered with the Australian Charities and Not-for-profits Commission (ACNC) as a Public Benevolent Institution (PBI). The Australian Taxation Office (ATO) has endorsed the company as an Income Tax Exempt Charity. As a result it receives income and certain other tax concessions, along with exemptions consistent with its status as a PBI which relate to Goods and Services and Fringe Benefits taxes.

Lifeline Australia is endorsed by the ATO as a Deductible Gift Recipient (DGR).

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our chair



John Brogden
Board Chair

From the Chairman

On behalf of the Board of Lifeline Australia, I am pleased to present our FY14 Annual Report.

From our beginning 51 years ago, Lifeline has been committed to reaching out to Australians at risk of suicide and in crisis – offering an immediate response when life seems overwhelming. This year we have made progress to achieve our vision of an Australia free of suicide.

Over the last 12 months more people called us than ever before. Our 13 11 14 telephone crisis line answered a record 735,000 calls (619,000 in FY13). Our call answer rate was a record high at 83% (77% in FY13). However our demand continued to grow with 884,000 crisis calls received (808,000 in FY13).

We have continued to implement improvements to the 13 11 14 crisis line across Australia to increase service capacity and efficiency, including improved national volunteer rostering and an expansion of our overnight service, using paid crisis supporters to meet demand for peak periods that are difficult to staff.

This year we increased our funds raised. Revenue excluding government grants and in-kind donations increased by 20% (\$6.51m in FY14 from \$5.44m in FY13). Fundraising revenue from individuals, corporates and the community increased by 10% (\$5.25m in FY14 from \$4.76m in FY13).

These funds have helped us improve our services to those in need. We also completed a review into retail operations that will provide members with a guide to assist in improving their profitability.

Lifeline has grown organically over time, but Lifeline Australia and our Members have now collectively agreed that there are opportunities to change our structure and free up resources to deliver more services. In November last year, we commenced a review of Lifeline to ascertain the best structure to ensure we answer all our calls and meet increasing demand.

This major structural review program is timely and necessary and has engaged and involved our Members at every stage. At our Annual General Meeting in November 2014 we will outline a path to our Members to change our structure to improve our services.

I thank our professional staff at Lifeline Australia and our Members, whose work is highly valued and deeply appreciated. We also thank our Government partners, corporate supporters and donors – we, and those we support, deeply appreciate your ongoing support.

I particularly thank our magnificent volunteers for their time and commitment to the cause.



John Brogden



our CEO



Jane Hayden
CEO

From the CEO

Lifeline exists to prevent suicide by relieving the emotional distress of people in crisis and to direct them to ongoing support. Being community based, we also equip communities with the capability to support people in distress.

I am proud to acknowledge the remarkable commitment and skill with which Lifeline's staff and volunteers have delivered services towards these goals over the last 12 months. Their work is highly valued and appreciated; Lifeline would not exist without them.

In the face of the high rate of suicide across Australia and the terrible impact on our community, Lifeline has been successful in encouraging the community to seek help, with demand for our telephone crisis support service increasing by some 37% in the two years from June 2012 to June 2014. Each day, more than 580 suicide safety checks are undertaken by Lifeline. When compared to the average of seven deaths by suicide each day in Australia, it is clear that Lifeline continues to provide an absolutely crucial community suicide prevention role.

Thanks to ongoing efforts across the Lifeline network, volunteers and paid staff answered a record number of calls in the last year. We also expanded our online Crisis Support Chat service hours in response to the demand, particularly from younger people, for help over the internet rather than the phone.

Our DV-alert program delivered domestic violence response training to 1,500 people across Australia through the Lifeline Centre network.

We continue to work hard to build awareness of Lifeline's role in suicide prevention, and this resulted in significant increases to our website traffic and media coverage over the year. We also remained focused on our sustainability effort, which is critical to ensuring Lifeline can continue to deliver services to Australians in crisis.

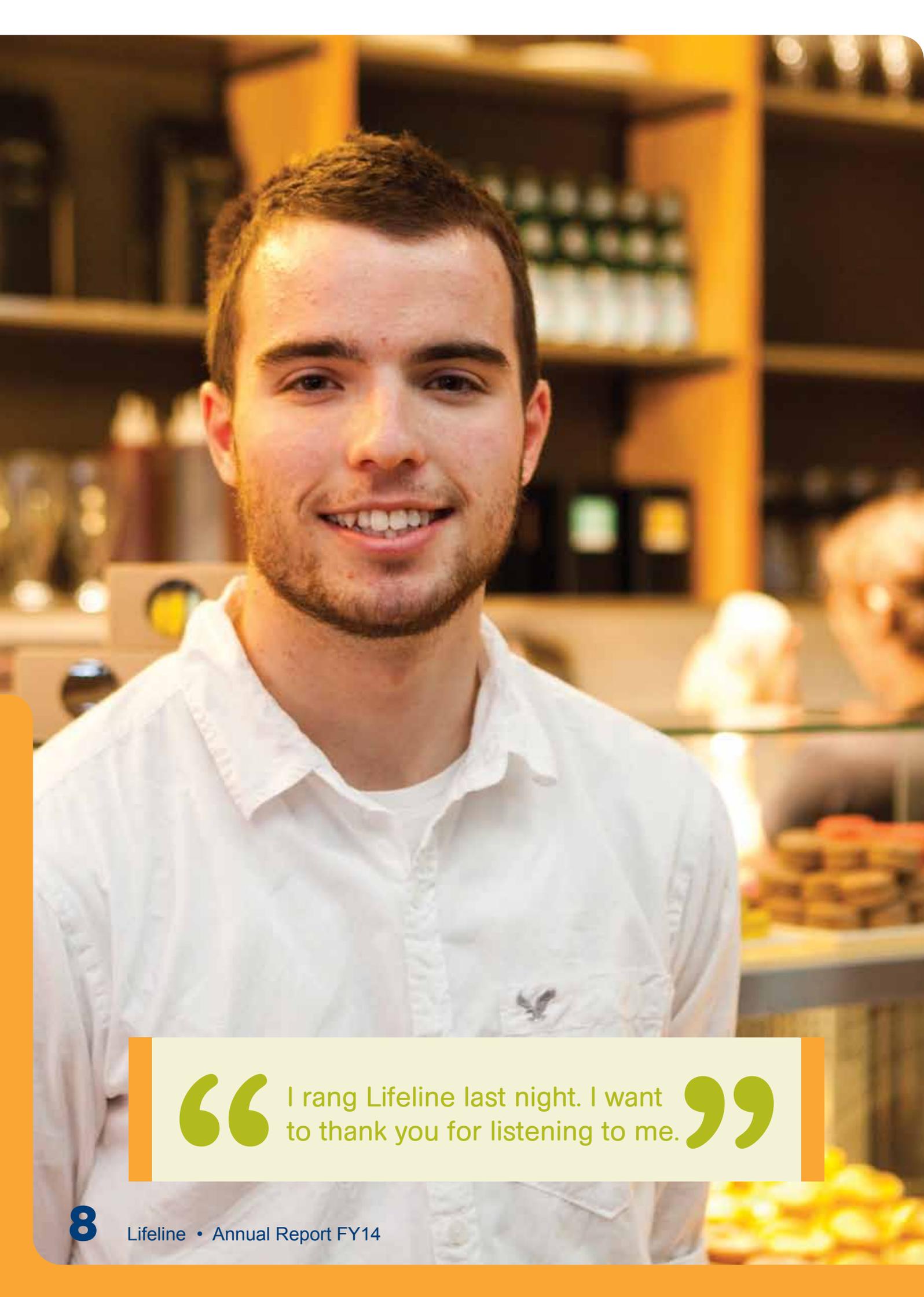
I want to personally thank our donors, community fundraisers and corporate supporters for their continued and increasing support of Lifeline. Not only do you provide us with additional funding, but you also enable us to increase our reach to connect with more help seekers.

In the year ahead we will focus on our structural review program to redirect cost savings and other internal efficiencies into service quality and reach. This will make us more effective in meeting demand and providing life saving services to help seekers, through both national services, and local community services across Australia.

Thank you for your support this year in helping us save lives, whether it's as a donor, partner, stakeholder or supporter. To our volunteers and staff, a special thank you for making the work of Lifeline possible.



Jane Hayden



“ I rang Lifeline last night. I want to thank you for listening to me. ”

our strategic framework

2011-2014

Our vision	An Australia free of suicide		
Our purpose	To support Australians in times of crisis and equip individuals and communities to be resilient and suicide-safe		
Our strategic foundations	Provide crisis support services 24/7 that help change the focus in people's lives from crisis to opportunity	Promote emotional wellbeing	Build community capacity
Our services	13 11 14 Online services Community information services Crisis support services	Pathfinder to services Promoting emotional health and wellbeing Promoting volunteering Advocacy	Lifeline learning Community education Education of other agencies and professional groups
Our strategic priorities	<ul style="list-style-type: none"> ■ Refocus service provision on suicide prevention through crisis support and connection ■ Ensure our roles, relationships and governance support our purpose ■ Sustain our services ■ Influence and advocate ■ Measure our impact 		

This focus on crisis support and suicide prevention allows us to concentrate on the vision of our founder Rev. Dr. Sir Alan Walker OBE. By actively working to address suicide – ABS data shows that suicide remains Australia's leading cause of death for people under the age of 44 years – we seek to equip individuals with the courage to ask for help when they need it, to be more resilient, and to build communities that are more socially inclusive.

how we deliver our services

Lifeline comprises a number of national Member Organisations. These are individual body corporates that own and operate Lifeline Centres that are accredited by Lifeline Australia. It is through the 42 Lifeline Centres, located in all states/territories of Australia, that Lifeline delivers our services in communities across the country. Lifeline services operate according to national service standards set by Lifeline Australia.

Lifeline Centres are supported by Lifeline Australia. Support is provided through the development and maintenance of national service standards and quality assurance processes, the provision of policies and procedures, and the management of infrastructure for Lifeline's national services such as 13 11 14, online Crisis Support Chat, Suicide Hot Spot phone crisis line and Lifeline training programs. The Lifeline Australia Board is responsible for the overall performance of Lifeline Australia, providing strategic direction, governance and leadership.

Member Organisations, and the Centres they operate, outline their local achievements and performance in their own annual reports. Lifeline Australia reports on the overall performance of our national services and achievements in this Annual Report, including transparency around our financial management, employees and the activities of the Lifeline Australia Board.

In November 2013, we commenced a review of Lifeline's structure to identify the most effective and sustainable model for our organisation into the future.

Crisis support and suicide prevention

National crisis line (13 11 14)

In FY14, we answered more calls than ever before. Of the 735,000 calls answered:

- 76% of the calls were from people in crisis - a crisis is any situation that is causing someone to have difficulty coping. This can cover a range of issues including suicide, loneliness, mental health, relationships or finances.
- Suicide was discussed in 40% of crisis calls - 214,480 calls; with suicide being the main safety issue in over 70,000 calls.
- Of all crisis calls, the highest numbers of calls were from the 45 - 54 age group (24%), followed by the 35 - 44 age group (22%) and the 55 - 64 age group (18%).
- In over 333,500 crisis calls, help seekers were provided with referrals to other services and supports including mental health and e-mental health.
- The main focus of crisis calls to 13 11 14 was family & relationships (25%) and mental health (20%).

Where gender was disclosed, females make up 60% of crisis calls to 13 11 14. This highlights the need to find improved ways to support men and encourage help seeking behaviour.

In recognition of how difficult it can be for volunteers to undertake overnight shifts, especially for those with other work and family commitments, we employ paid Crisis Supporters for overnight shifts. From February 2014, we were able to implement additional shifts during weekend evenings; in FY14, Lifeline's paid staff answered over 161,000 calls.

Online Crisis Support Chat

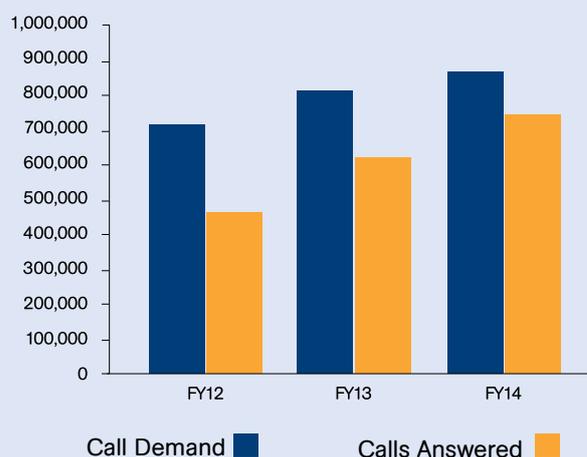
Lifeline recognises that people often have different preferences for the way they access services. Through our innovation and leadership in the crisis support field, in 2012 we translated the telephone crisis line into an online Crisis Support Chat service. In February 2014, thanks to our partnership with a number of supporters (including the MLC Community Foundation, Baxter Charitable Foundation, Black Dog Ride, Liptember Foundation and the Merrin Foundation), we were able to double the hours of this service. It now operates from 8pm to 4am (AEST) every day of the year, including Christmas Day.

In FY14, there were 32,000 chats answered:

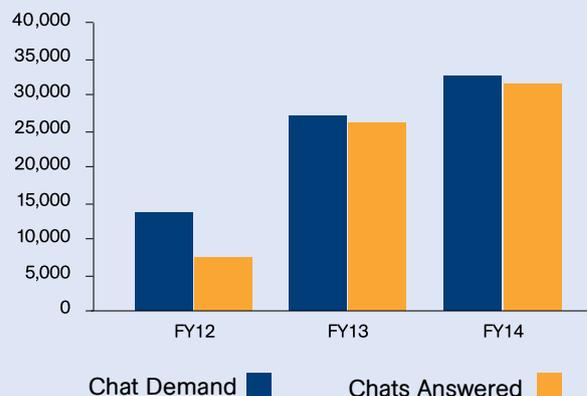
- Suicide was discussed in 60% of chats.
- 87% of help seekers were between 15 and 44 years of age, indicating that the service is providing a significant response to the highest risk age groups for suicide in Australia.

People helped through telephone and online services

Telephone Crisis Support



Online Crisis Support Chat



Suicide Hot Spots

Suicide Hot Spots are often well-known locations, such as bridges or cliffs, where sadly people frequently take their own lives. In line with our strategic purpose of creating suicide safe communities, Lifeline provides immediate, 24/7 access to support for people in crisis at identified hot spots throughout the country.

In FY14 the service answered over 4,700 crisis and suicide related calls from the hot spots emergency crisis phones and signage. The hot spots phone service operates via eight dedicated emergency crisis phones in two locations (Sydney and Brisbane). These phones provide a direct line to Lifeline and to 000. Hot Spots in Sydney, Brisbane, Wollongong and Ballina also have signage promoting help seeking and access to Lifeline's crisis support services.

Fencing and other infrastructure at these locations also support the aim of reducing suicides. Lifeline engages with stakeholders, including local government, police and emergency services, and communities in these areas for a collaborative approach to suicide prevention.

Cannabis Information and Helpline

Lifeline operates the Cannabis Information and Helpline (CIH) an initiative of the National Cannabis Prevention and Information Centre at the University of NSW. CIH provides evidence based information for the general community; structured, therapeutic counselling intervention sessions for cannabis users and a counselling support program for cannabis users or people impacted by another's cannabis use. The service is operated from 11am to 8pm, Monday to Friday. In FY14 over 1,700 calls were answered, with 95 cannabis assistance counselling hours provided.

Continuous Improvement

In order to stay at the forefront of suicide prevention and crisis support, Lifeline is committed to continuous improvement activities across our services and Centre support functions.

As demand for 13 11 14 continues to grow, we regularly plan for and implement projects to improve the access to, and quality of the service. Following an independent evaluation, the new Crisis Support Workplace Training Program piloted in FY13 has been rolled-out across all Centres who deliver 13 11 14. We have also completed Phase One of implementing a Workforce Management System to better align Crisis Supporter shifts with caller demand, and we obtain feedback from consumer and volunteer focus groups to inform continuous improvement activities.

Lifeline Australia guides continuous improvement through sharing knowledge and information with and between Centres. Twice yearly national training and operation meetings, and regular webinars and teleconferences provide the opportunity for Lifeline Australia and Centres to workshop issues and opportunities to ensure we're providing the best possible service to help seekers across the country.

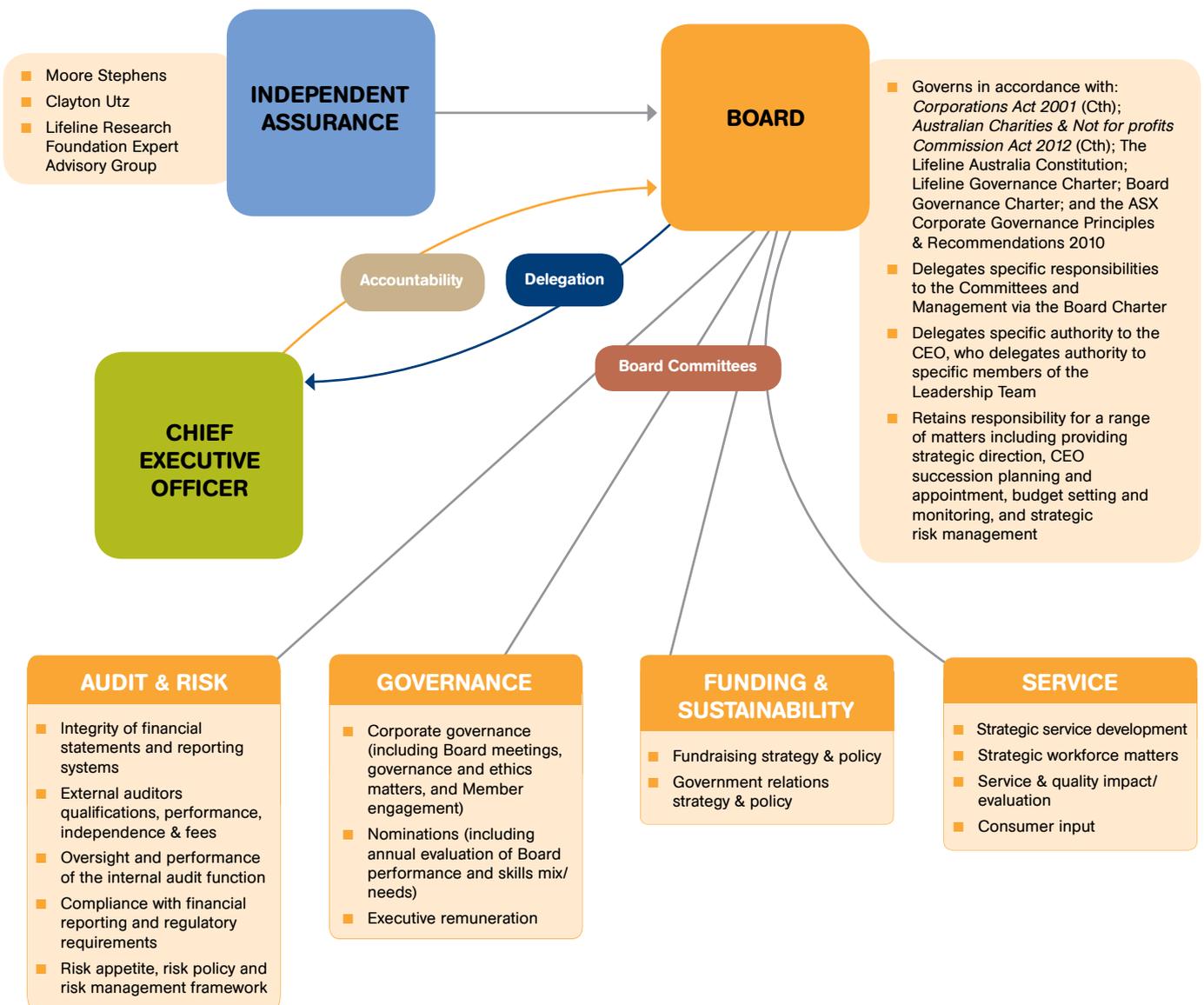
DV-alert

Lifeline Australia is contracted by the Department of Social Services to deliver domestic violence response training across Australia, with a focus on regional and rural areas. The DV-alert training program aims to ensure that incidents of domestic and family violence are identified and reported nationwide by up skilling health, allied health and frontline community workers.

In FY14, 1,500 people were trained in this program across Australia.

our governance

Lifeline Australia Corporate Governance Framework





Our approach to Corporate Governance

Lifeline is governed in accordance with the relevant legislation, the Constitution of Lifeline Australia, Lifeline Governance Charter, and Board Governance 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 the interests of stakeholders. This approach includes a commitment to corporate governance excellence, which Lifeline sees as fundamental to its sustainability and performance.

Since 2011, Lifeline has used the *Australian Stock Exchange (ASX) Corporate Governance Principles & Recommendations* as the foundation for its approach to corporate governance. The following table shows how Lifeline has applied the ASX principles.

“Whoever I spoke to today, thank you.”

ASX Principles

Achievement against the ASX Recommendations

1. Lay solid foundations for management and oversight

The Board is comprised of 11 unpaid non-executive directors. Additionally, the Board co-opts individuals with suitable expertise to its Board Committees to assist each Committee in its work from time to time. The profiles for Lifeline Australia's Directors and Co-opted Committee Members can be found at www.lifeline.org.au. The functions reserved for the Board and those delegated to Management are formally documented in the *Board Governance Charter, Director Letter of Appointment, and Instrument of Delegation*. Reviewed regularly, these documents are available at www.lifeline.org.au. Lifeline's senior executives are subject to Lifeline Australia's Performance Review Policy, which includes a six-monthly and annual performance evaluation. As part of this process, position descriptions are reviewed and updated and performance objectives for the forward period are set. In FY14, every senior executive was subject to a performance review with the CEO. The CEO's performance was reviewed by the Board in November and June.

2. Structure the Board to add value

At 30 June 2014, the majority (6:5) of the Board were independent directors. The Board is committed to ensuring that Board-appointed Directors are independent. The Board is also committed to the following Board roles being filled by independent directors:

- Chairman.
- Chair – Audit & Risk Committee.
- Chair – Governance Committee.

As outlined in the Board Governance Charter, Lifeline has a formal process in place to assess director independence. Although the Board strives to maintain independence in this regard, from time to time, the Board may temporarily waive these requirements having regard to the requirements and best interest of the organisation at that time. As at 30 June, the status of director independence was as follows:

Name	Independence
Mr John Brogden AM <i>Chairman</i>	Director – Crisis Line Inc. t/a Lifeline Top End.
Dr Robyn Clough <i>Deputy Chair</i>	Independent
Mrs Annie Corlett <i>Chair, Services Committee</i>	Independent
Mr Brian Cammerman	Independent
Ms Libby Davies	UnitingCare NSW.ACT nominee to the Board.
Mr Bob Gilkes	Executive Director of UnitingCare Community Queensland (formerly Lifeline Community Care Queensland).
Mr Brett Goodridge <i>Chair, Funding & Sustainability Committee</i>	Chair, Lifeline WA. Chair, Crisis Line Inc. t/a Lifeline Top End.
Mr Geoff McClellan <i>Chair, Governance Committee</i>	Independent
Mr Bruce Mansfield <i>Chair, Audit & Risk Committee</i>	Treasurer, Crisis Line Inc. t/a Lifeline Top End.
Ms Jacinta Munro	Independent
Ms Sheryl Weil	Independent

There is also a procedure in place for directors to take independent professional advice at the expense of the company. The Board has delegated responsibility for nominations to the Governance Committee. On an annual basis, the Governance Committee undertakes a Board skills assessment and makes recommendations to the Board on any gaps. It is a requirement that vacancies are advertised nationally and that a competitive recruitment process is undertaken. The Board reviews its performance regularly using a combination of external and internal board effectiveness reviews.

ASX Principles	Achievement against the ASX Recommendations
3. Promote ethical and responsible decision making	Lifeline has in place <i>Code of Conduct and Diversity Policies</i> . Each director is required to adhere to the <i>Lifeline Australia Ethical Guidelines for the Board</i> (available online). Lifeline discloses on its website and in the Annual Report the Board's objectives for achieving gender diversity. We disclose in the Annual Report the proportion of women employees in the organisation, women in senior executive positions and women on the Board.
4. Safeguard integrity in financial reporting	The Board is supported by an Audit & Risk Committee. The Committee consists only of non-executive directors and has four members. The Committee has formal terms of reference, which is available in the <i>Board Governance Charter</i> on our website.
5. Make timely and balanced disclosure	Lifeline makes extensive public disclosures concerning its activities, policies, practices, audited financial statements, service performance, and director information on its website and in the Annual Report.
6. Respect the rights of shareholders	Lifeline has in place a comprehensive annual program of engagement aimed at promoting effective communication with Members and other stakeholders. This includes regular newsletters and updates for the Boards, CEOs and operational staff of our Member organisations, and working groups to review policy, service practice, training and governance. In addition to this, Lifeline holds a half yearly Member's Forum where Board Chairs and their CEOs come together with the Lifeline Australia Board and management to discuss strategic matters.
7. Recognise and manage risk	Lifeline has in place a comprehensive <i>Risk Management Policy</i> and maintains strategic and operational risk management plans aligned with ISO31000. The Audit & Risk Committee has oversight of risk matters and the Board regularly reviews strategic risks. Management has designed and implemented an effective risk management and internal control system to manage Lifeline's material business risks and reports to the Audit & Risk Committee and Board on how those risks are being managed. The CEO and CFO provide an annual declaration that the financial statements have been properly maintained in accordance with the <i>Australian Charities and Not-for-profits Commission Act 2012</i> .
8. Remunerate fairly and responsibly	The Governance Committee has oversight of management and staff remuneration. The Governance Committee consists of a majority of independent directors, is chaired by an independent chair and has four members. The Board is comprised of non-executive directors who are unpaid; Director expenses are disclosed on the following page.

Reimbursements to Lifeline Directors during FY14

Lifeline Australia's Board Members are volunteers and not paid for their services, so out of pocket expenses incurred in the services of Lifeline, and the community, are compensated. Expenses mainly consist of travel and accommodation for meetings.

Name	Expense (\$)
Mr Richard Bialkowski	663
Mr John Brogden	5,621
Mr Brian Cammerman	1,678
Dr Robyn Clough	1,439
Ms Annie Corlett	2,859
Ms Libby Davies	1,092
Dr Karleen Edwards	3,867
Mr Graham Flower	2,489
Mr Robert Gilkes	5,850
Mr Brett Goodridge	19,706
Mr Geoffrey McClellan	1,221
Mr Bruce Mansfield	1,319
Ms Jacinto Munro	6,478
Ms Sheryl Weil	2,682
	56,964



Board/Committee Skills Matrix

Name	Qualifications	Accounting / Finance	Legal	Senior management / governance	Marketing / promotions	Fundraising / sponsorship	Government / government relations / advocacy	Health / mental health / welfare / community / NFP	Entrepreneurship	Business management / administration / development	Information / communication technology	Project management / consulting	Research	Quality management / evaluation	Operations / service delivery	Other
John Brogden AM	M Public Affairs, FAICD			•		•	•	•		•						
Robyn Clough	PhD (Gender Studies)			•			•	•				•	•		•	
Annie Corlett	BEc Sydney, MAICD	•		•		•	•	•		•					•	
Brian Cammerman	BCom (Hons) Financial Management	•		•				•		•		•	•	•	•	•
Libby Davies	BA, Dip.Ed MAICD			•	•	•	•	•		•		•	•	•	•	
Bob Gilkes				•			•	•		•		•			•	
Brett Goodridge	Assoc. Bus Admin, MAICD, Numerous AICD Courses in Governance. C.S.A Courses in Governance	•	•	•	•	•	•		•	•		•		•	•	
Bruce Mansfield	BCom, MAICD, Ffin	•		•		•			•	•	•					
Geoff McClellan	BEc, LLB.	•	•	•		•				•						
Jacinta Munro	BBus (Accounting), CA, GAICD	•		•			•			•		•				
Sheryl Weil	GAICD			•				•		•		•			•	

Correct at June 30 2014

Our FY14 members

State	Member	Voting Number
ACT		
	Lifeline Canberra Inc.	1
NSW		
	Erac Australia Ltd	1
	Lifeline Broken Hill Inc.	1
	Lifeline Central West Inc.	1
	Lifeline Harbour to Hawkesbury Inc.	1
	Lifeline North West NSW Inc.	1
	Lifeline Northern Beaches Inc.	1
	The Uniting Church in Australia Property Trust (NSW) represented by Uniting Care NSW.ACT	9
QLD		
	Lifeline Darling Downs & South West Queensland Ltd.	1
	The Uniting Church in Australia Property Trust (Q.)Trading as Uniting Care Community Queensland	11
VIC		
	Lifeline Central Victoria and Mallee Inc.	1
	Lifeline Geelong Barwon Region Inc.	1
	Lifeline Gippsland Inc.	1
	Lifeline South West Vic Inc.	1
	The Uniting Church in Australia (VIC.TAS) Property Trust	1
SA		
	Lifeline Central (SA/NT) Inc.	1
	Lifeline South East (SA) Inc.	1
	Uniting Communities Wesley Adelaide Inc.	1
NT		
	Crisis Line Inc.	1
	Lifeline Central Australia Inc.	1
WA		
	Living Stone Foundation Inc.	1
TAS		
	Lifeline Tasmania	2



“

I am very glad Lifeline is out there to give myself and others a helping hand when required.

”



Major business risks in FY14

Sustainability

Long term sustainability remains a key risk area for Lifeline. A broad range of initiatives are being undertaken to manage and mitigate sustainability risks and broaden our revenue base, including:

- Structural Review of Lifeline to identify the most effective and sustainable model for Lifeline into the future;
- Working with Members and Centres to enhance and maximise Lifeline's overall fundraising income; and
- Strategic Retail Review - the provision of a strategy and plan to grow and better leverage Lifeline's retail operations and achieve improved profitability and efficiency.

Service Delivery

Rising demand for services continues to put pressure on the organisation to continue to deliver high quality services at an ever increasing rate. Demand for our 13 11 14 telephone crisis line has increased by over 37% from June 2012 to June 2014. To answer the increasing demand for crisis support services Lifeline has a number of service delivery enhancement projects underway, including:

- Expansion of our overnight service, using paid staff in those hours that are difficult for volunteers to staff;

- Implementation of Lifeline's first national workforce management system to better coordinate the work of staff and volunteers across the country; and
- Implementation of Interactive Voice Response (IVR) technology – Implementation of Interactive Voice Response (IVR) technology, allowing non-crisis callers to efficiently select options for the information they need (for example, shop locations, how to volunteer. This enables crisis calls to be answered quickly.

Quality Management

In late FY14, Lifeline Australia commenced a review of its Quality Framework. It is anticipated that Lifeline Australia, along with several Member Organisations will work towards the achievement of ISO9001 or equivalent quality certification by the end of FY15. Our efforts will be focussed in the short term on helping Lifeline Members in Victoria to achieve quality certification, before assisting Members elsewhere in Australia. This work has been made possible through the generous support of The Ian Potter Foundation and the Percy Baxter Charitable Trust.

Information Security

Privacy and confidentiality of data and information is a critical concern for all organisations. Lifeline requires security controls that provide an appropriate level of protection to guard private and confidential information, whilst still providing essential national services to the help seeker. As part of our proactive approach to information security, Lifeline regularly reviews its security and engages independent experts to test controls.

Regulatory Environment

Lifeline's compliance burden has and continues to be driven by the complexity of differing state and territory legislation. A good example of this is the requirement for Lifeline Australia to obtain separate licences to fundraise and seek donations in each state and territory, with each maintaining different reporting standards, terms and conditions. For this reason, we believe a priority should be the national harmonisation of legislation that impacts on charities.

Registered Training Organisation

Lifeline is committed to quality services and this requires quality training. As a Registered Training Organisation (RTO) we must ensure we comply with the conditions of our registration as described within the *National Vocational Education and Training Regulator Act 2011* (Cth), the National VET Regulations (NNRV) Standards and those imposed by the Australian Skills Quality Authority (ASQA).

Fundraising

Lifeline is endorsed by the Australian Taxation Office (ATO) as a Deductible Gift Recipient (DGR) and adheres to all ATO, and Australian Charities and Not-for-profit Commission regulations to ensure compliance and retain DGR status. Lifeline complies with all relevant national, state and territory fundraising regulations. Where required, Lifeline holds valid Charitable Fundraising licences and permits in all states and territories, presented in the table on the following page.

STATE	LICENCE	LICENCE NUMBER/ REFERENCE REGISTRATION NO.	EXPIRY DATE	TYPE OF LICENCE	DEPARTMENT CONTACT
ACT	Licence for Charitable Collections in the ACT - Charitable Collections ACT 2003	19000611	24 July 2017	Incorporated Body	ACT Office of Regulatory Services - Department of Justice and Community Safety.
NSW	Charitable Fundraising Authority - Charitable Fundraising Act 1991	CFN/20370	15 July 2019	Incorporated Body	NSW Govt. Office of Liquor, Gaming & Racing
QLD	Certificate of Registration as a Charity - section 19 (15) Collection Act 1966	CH1643	Ongoing	Charity	QLD Govt. Department of Tourism, Fair Trading & Wine Industry Development
SA	Charitable Collections Permit - Collections For Charitable Purposes Act 1939	CCP1235	31 December 2014	Incorporated Body	SA Govt. Office of the Liquor & Gambling Commissioner - Lottery Licensing
VIC	Fundraiser Registration - Fundraising Appeals Act 1998	12124	27 September 2015	Incorporated Body	VIC Govt. Consumer Affairs Victoria - Department of Justice
TAS	Charitable Donations in Tasmania - Collections for Charities Act 2001	F1A-219	Ongoing	Incorporated Body	TAS Govt. Dept. of Justice - Consumer Affairs & Fair Trading
WA	Charitable Collections Licence - Charitable Collections Act 1946	18536	18 October 2015	Incorporated Body	WA Govt. Dept. of Consumer & Employment Protection
NT	While the Northern Territory does not have specific Fundraising Legislation, raffle and gaming activities are covered by the Gaming Control Act 1993 .				

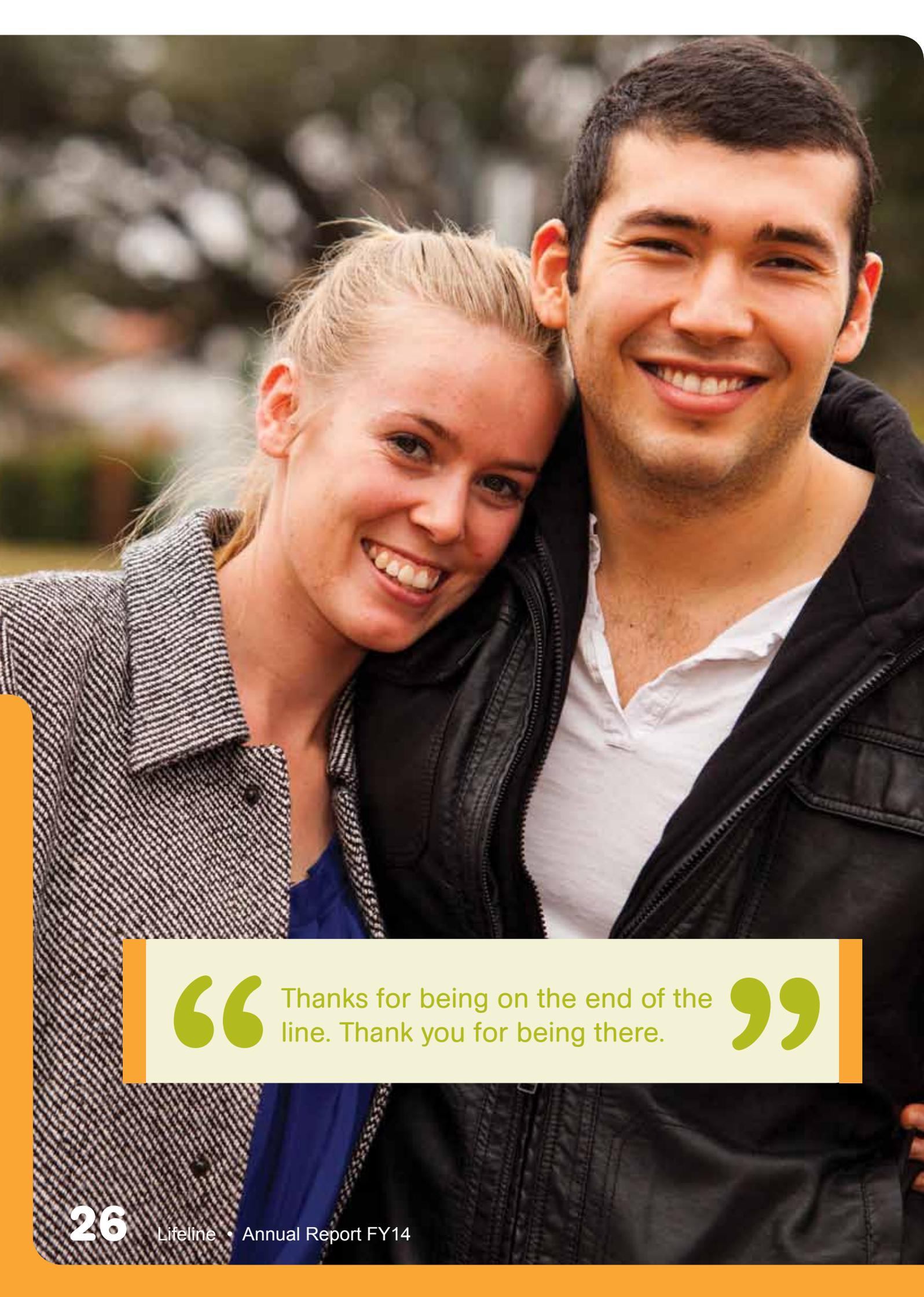
Contribution to economic, social and environmental sustainability practices

In FY14, Lifeline Australia was an active member of:

- Suicide Prevention Australia
- Community Council of Australia
- Mental Health Council of Australia
- Australian Council of Social Services

A key focus for Lifeline Australia in FY15 will be the implementation of our first Reconciliation Action Plan.

Lifeline encourages sustainable practices, like recycling donated clothes and household items, via our 250 opportunity shops across the country.



“ Thanks for being on the end of the line. Thank you for being there. ”

our

people

The role of Lifeline Australia is to implement the organisation's Strategic Framework. We achieve this through the management of Lifeline's national services, including quality assurance and maintenance of service standards. We also undertake the accreditation of Centres and the operation of a national call network including infrastructure to support our national crisis support services.

We also work diligently to pursue funding and partnerships to support existing services, while fostering the development and implementation of new innovative services in the areas of crisis support, and suicide prevention, both nationally and locally. We are also responsible for managing the Lifeline brand, and marketing Lifeline and its services around the country.

Our Staff

We recognise that achieving our vision of *An Australia free of suicide* can only be realised through the talent and commitment of our employees.

Nationally, Lifeline has around 1,000 staff operating from almost 50 locations. The majority of these employees work in one of our 42 Centres, and report to their Member organisations.

Lifeline Australia employed 43 full time equivalent staff (FTE) during FY14. The team is led by our CEO, Jane Hayden and a Leadership Team who work to provide a clear, coherent direction for our services, managing risk and harnessing the passion and commitment of

staff and supporters. They consistently work towards our shared aim of turning our vision into a reality.

More information on our CEO and the Leadership Team can be found on the Lifeline website www.lifeline.org.au

	FY14	FY13	FY12
Average FTE	43	44	49
Turnover	24%	32%	47%

Retention

Lifeline Australia has again experienced a marked decrease in staff turnover for FY14, contrasting with the previous two financial years when restructuring had taken place to ensure that our workforce was aligned with, and capable of meeting, our strategic priorities. The stability of this financial year demonstrates not only the highly engaged workforce, but also the positive impact that this restructuring effort has achieved.

Diversity

In FY14 Lifeline Australia maintained its strong commitment to diversity and inclusion in the workplace through a variety of strategies. Equal employment opportunity continued as a focus during the year. The recently developed recruitment and selection toolkits and frameworks were reviewed and refined to support managers in applying best practice merit based principles in recruitment decision making. Supporting the implementation of these frameworks included the ongoing recruitment and selection training for all involved in these processes.

Employees seeking to implement measures to support both work and family responsibilities continued to benefit from Lifeline Australia's flexible working arrangements. Following the introduction of the Working from Home Policy, the year experienced an increase to 31% of employees securing a formal working from home arrangement. In addition to accessing this opportunity to ensure a balance between work and personal life commitments, employees pursued other options such as purchasing additional annual leave; moving to part time employment; and accessing the supplementary leave provisions.

Lifeline progressed its work in contributing to the reconciliation between Aboriginal and Torres Strait Islander people and the broader Australian community. The Reconciliation Action Plan (RAP) working group revised its membership incorporating a broader set of expertise to ensure the achievement of a relevant and effective RAP.

The introduction of annual Diversity and Inclusion surveys at Lifeline Australia has provided the necessary data to enable the development and implementation of relevant strategies. Furthermore, this mechanism supports ongoing, collaborative feedback loops that ensure awareness of workforce needs in fostering a diverse and inclusive environment. Survey outcomes have resulted in a number of actions including offering 'Developing Cultural Capabilities Training' and refinements to the recruitment and selection documentation.

Our annual Diversity and Inclusion survey resulted in 58% of our employees contributing to the data and the outcomes reflecting the inclusiveness of Lifeline Australia's organisational culture, and richness of our workforce diversity profile. Our employees identify with various diversity groups including cultural and linguistic diversity, LGBTI, and staff with disabilities.

Data Outcomes of Survey

% of employees who responded to survey with a disability – 24%

% of employees who responded to survey who identify with LGBTI – 4%

% of employees who responded to survey who are multi-lingual – 30%

Gender Figures:

Women on Lifeline Australia Board – 46%

Women employees at Lifeline Australia – 61%

Women in executive roles – 55%

Women in management roles – 62%

Professional Development

During the year, employees pursued a variety of professional development opportunities:

- Participation in training courses, workshops and conferences.
- Presenting on Lifeline and suicide prevention at national and international forums.
- Executive coaching.
- Maintaining professional memberships.
- Tertiary education qualifications from certificate to post graduate levels.
- Attending Developing Cultural Capabilities Training.
- Attending Applied Suicide Intervention Training (ASIST).
- Attending Mental Health First Aid.

Diversity of our workforce is critical for Lifeline Australia in developing services that meet the needs of the Australian population and enables the realisation of Lifeline's vision.

Work Health and Safety

The importance of Work Health and Safety (WHS) for Lifeline is clearly articulated in our strategic foundation of promoting emotional wellbeing. The Lifeline Australia Board demonstrated its commitment to WHS by endorsing the revised WHS Policy and Procedures, which were successfully implemented. In addition, Lifeline Australia introduced compliance training and several security procedures tailored to the work environment.

Lifeline Australia continued offering employees the Employee Assistance Program and flu vaccinations. Lifeline Australia is focused on further supporting the health and safety of employees by investigating a range of 'wellness programs' to be introduced within the coming year.

Employee Satisfaction

Lifeline Australia annually conducts a Climate Survey to determine employee satisfaction and levels of engagement; to seek feedback on what is working well and could be improved, and to inform the ongoing continuous improvement of our people strategies. Feedback from recent Climate Surveys has led to the progression of a performance management and development software package; adjustments to the recruitment and selection processes; the introduction of several innovative communication and consultation mechanisms to enhance cross-team collaboration; and increased awareness of individual role functions through the use of the intranet.

The results of the 2014 Climate Survey again emphasise Lifeline Australia's workforce is highly engaged – 85% of employees responded 'strongly agree' or 'agree' to being proud to work for Lifeline; 80% that their work gives them a sense of personal enjoyment, it is more than just a job; and 77% that they are often motivated to make a greater effort and achieve more than they need to.

The working conditions were regularly cited including remuneration, flexibility of work arrangements, work life balance, and focus on self care. The commitment to professional development was once more greatly appreciated by employees. Echoing the results of the last several Climate Surveys, and other feedback mechanisms such as exit interviews, the most engaging and motivating aspects of working for Lifeline Australia are the positive working environment; dedicated and talented people; and contributing to our vision.

Our Volunteers

Lifeline's crisis support and suicide prevention services are only possible thanks to the passion and dedication of volunteers across the country. Our volunteers contribute in many fulfilling roles, including direct service delivery, advocacy and awareness-raising, office and administration support and retail and fundraising to sustain our services.

Lifeline is implementing LiVES – a national Lifeline Volunteer Engagement Strategy designed to support, engage, recognise and reward approximately 11,000 volunteers who work in our Centres throughout Australia. This year, we implemented a Volunteer Benefits Initiative thanks to a number of corporate supporters who choose to reward Lifeline volunteers with access to discounts for goods and services. In addition, the inaugural national volunteer feedback survey was conducted in November 2013 and will continue to run each year in order to gain valuable feedback from our volunteers about how we can improve their experience.

We also continue to recognise the enormous contribution of both staff and volunteers nationally. The Golden Wattle Award is presented to long serving staff and volunteers, who have given more than 15 years' service to Lifeline. In FY14 there were a total of 64 awards presented.

The Opal of Honour Award is presented to long serving staff and volunteers upon retirement after 20 or more years' of service. In FY14 there were 12 awards presented.

Our sector partners and stakeholders

While Lifeline works to ensure no suicidal person is left alone, we recognise that we cannot do this in isolation, and are committed to a whole-of-community approach to preventing suicide, in which everyone plays a role.

Working with partners and stakeholders is vital to the delivery of our purpose. To best support individuals, families and communities, we seek partnerships based on shared values and objectives. Our partners include community-based networks, industry associations, workplace and occupation-based organisations, non-government organisations, academic institutions, government agencies and private companies.

Lifeline is a member of the National Coalition for Suicide Prevention, a group of more than 20 organisations involved in suicide prevention, which has been formed with the support of Suicide Prevention Australia. The Coalition is establishing collaborative models for suicide prevention and has set a target for halving the number of suicide deaths in Australia in 10 years.

Lifeline is a Member of the national peak association, Suicide Prevention Australia. Lifeline is also a member of Mental Health Council of Australia and the Community Council of Australia.

In responding to Australians in crisis, we are grateful to work with both federal and state

governments to help deliver our purpose of supporting people in crisis.

We work cooperatively with other helplines in Australia and with eMental Health services that offer online and technology-enabled services. In particular, Lifeline promotes Australian Government funded services under the national eMental Health Strategy, such as Mind Spot – the virtual clinic.

Our community awareness work in the suicide prevention area is undertaken through our own campaigns, and our partnership with the Mindframe National Media Initiative – encouraging responsible representation of mental illness and suicide in the Australian media. Lifeline also supports RUOK? in the promotion of positive conversations, and each year undertakes specific campaigns for World Suicide Prevention Day and Mental Health Week.

The Lifeline Research Foundation was established in June 2011 as a structural unit within Lifeline Australia to initiate research and evaluation projects that will build knowledge on how to improve Lifeline services and their effectiveness in reducing lives lost to suicide. The Foundation undertakes its work through academic research partnerships and the engagement of experts in evaluation and service performance measurement.

Lifeline has presented at a number of conferences this year, ensuring that crisis support and suicide prevention remain engaged in the professional dialogue in Australia. These include:

- National Suicide Prevention Conference, hosted by Suicide Prevention Australia, July 2013 – presented on research activities to inform service improvement in crisis support.

- Health Informatics Conference, July 2013 - presented on technology use in suicide crisis intervention services (shortlisted for Don Walker Award).
- International Association for Suicide Prevention Congress, September 2013 – presented on service performance in helplines.
- Volunteering Australia Conference, September 2013 – presented on sustaining large organisations.
- Online Best Practice Forum, Young and Well CRC, February 2014 – contributed to forum discussions.
- NSW Mental Health Commission Youth Week Forum, April 2014 – contributed to “Minding our Mental Health” panel discussion.
- Generation Next: Mental Health and Wellbeing of Young People Conference, May 2014 – presented on preventing suicide online.
- Mind Out LGBTI Alliance Conference, June 2014 – presented on helplines and practice improvement for LGBTI callers.
- Connecting up Conference 2014 - presented on the power of information as a key to success and tool towards creating a healthier society.

Lifeline Research Foundation

The Lifeline Foundation for Suicide Prevention was renamed the Lifeline Research Foundation to better reflect its focus on research and evaluation, and the translation of research findings for continual improvement of Lifeline services. This research work also contributes to the building of the scientific evidence base surrounding crisis intervention and suicide prevention.

A 12-member Expert Advisory Group assists the work of the Lifeline Research Foundation. The Chair of this Group is Emeritus Professor Beverley Raphael AM.

Research Activities

Major research projects undertaken by the Lifeline Research Foundation this year have included:

Continuing (Frequent) Callers to Helplines

Two peer reviewed publications have been produced from this major research project, which is being conducted by the University of Melbourne. Funding support for this research has been provided by Servier Australia. Greater understanding of the issues and circumstances of frequent callers has been obtained, which is now being applied to service development for Lifeline 13 11 14.

Male Callers to Helplines

Lifeline participated in a study with three other helplines, funded by beyondblue and conducted by the University of Melbourne, to describe the trends on male callers to helplines in Australia. The study

found an increase in male callers to helplines in recent years, and that media coverage could affect both positively and negatively the call patterns, depending on the content.

Social Return on Investment for Lifeline Online Crisis Support Chat Service

Using expert consultants Net Balance, with funding support from the MLC Community Foundation, Lifeline undertook research activities to generate data for this study. The application of this data found a Social Return on Investment of \$8.40, reflecting the direct impact of the service in crisis intervention and in facilitating help seeking for consumers.

Other research activities have included a continuation of data analysis on the mental health and wellbeing of telephone crisis supporters with a research team at University of Wollongong and participation in a research project commissioned by the National Mental Health Commission and coordinated by the Black Dog Institute (Centre for Research Excellence in Suicide Prevention) to examine the experiences of people who have attempted suicide and their carers. Lifeline is also a research partner in the LINK Project through the Young and Well CRC to trial an automated self-help online tool for young people.

Service Evaluations

Service evaluations have been undertaken on the implementation of a pilot Lifeline Training Program for Telephone Crisis Supporters, the MTAA readthesigns suicide awareness program, and the enhanced NSW Government funding for Lifeline 13 11 14. The Lifeline Research Foundation has managed the design of these evaluations and engagement of external evaluation experts. Translation of the findings to service improvement has occurred between the Lifeline Research Foundation and the relevant service program managers.

Impact Measurement and Service Quality Assurance

An internal policy review on Lifeline Services and Quality Assurance has been undertaken by the Lifeline Research Foundation, resulting in recommendations for policy development. A Lifeline Service Model to support impact measurement across the major crisis support services has been prepared. Recommendations on internal processes for impact measurement of these core services have also been generated through the policy review. Work programs on quality assurance and impact measurement have been established for the forward year and beyond.

Advocacy and Policy

The Lifeline Research Foundation has provided information and input to various policy forums, state Mental Health Commissions, and the National Mental Health Commission Review on issues surrounding helplines and crisis support services as they apply to mental health and suicide prevention. The Foundation has also contributed to forums on eMental Health in Australia.

Lifeline expertise in crisis support was represented through the Foundation in the development of a suicide prevention resource for Small Towns by Suicide Prevention Australia and in the Conversations Matter project for the Hunter Institute for Mental Health.

This year, the Foundation released a Discussion Paper titled *“The Legacy and Future Direction of Helplines”* which was considered in international discussions on helplines at the IASP Congress 2014, and in the formation of a World Alliance for Crisis Helplines which will foster exchange of know-how across the major helplines networks. The Executive Director is Coordinator of the IASP Special Interest Group

on Helplines, which operates to encourage shared experiences and research knowledge throughout helplines.

The Foundation also released a Discussion Paper titled “*Systems Change for Suicide Prevention in Australia*” to guide discussions by the National Coalition for Suicide Prevention.

The Executive Director of the Lifeline Research Foundation is a Board Director for Suicide Prevention Australia, a member of the RUOK? Scientific Committee and sits on several committees and strategy groups relevant to crisis support and suicide prevention.

Information on the Lifeline Research Foundation can be found in the *Lifeline Research Report 2013* available at www.lifeline.org.au

Sustain our services

Sustainability of our services is an identified strategic priority for Lifeline in order to provide our life saving services to Australians in crisis. Sustainability will be achieved over the long term through a range of initiatives including:

- Increasing non-government support.
- Continuing our work with corporate partners.
- Growing our donor fundraising database.
- Supporting and growing community fundraising activities.
- Obtaining philanthropic trusts and grants as a source of funding.
- Developing a retail strategy to outline the business challenges and increase business skills in this area.
- Assisting Lifeline Centres to improve business operations with the aim of increasing revenue for services.

Lifeline Australia focuses on three key areas to sustain our services: Individual and Regular Giving, Community Fundraising and Corporate Relations. Through these areas of activity, we work to strengthen our relationships with donors and corporate partners, and provide meaningful opportunities for community and corporate engagement.

Regular Giving Program

Lifeline continues to pay particular focus to building a successful regular donor program. The income provided from regular donors diversifies Lifeline's fundraising portfolio and provides net sustainable income that enables us to deliver our life saving services.

Community Fundraising

Lifeline continues to foster relationships with grass roots Community Fundraising initiatives. These community led initiatives connect well with Lifeline's purpose, support our foundation of building community capacity and sustain our services.

Lifeline was the beneficiary of a number of community initiated events in FY14, including;

The Black Dog Ride

A series of 'one-day' motorcycle rides took place in March to raise funds and awareness for depression and suicide prevention.

www.blackdogride.com.au

Fearless Leaders Kokoda Challenge

Twenty-three intrepid adventurers hiked the famous Kokoda track in April, to raise funds for Lifeline. The nine day trek was the third time Lifeline had embarked on a large 'challenge' based fundraising event.

Stress Down Day

Held in July each year, Stress Down Day continues to be a popular fundraising event in which workplaces and community groups raise funds for Lifeline while reflecting on personal wellbeing.

www.stressdown.org.au

Liptember

Lifeline is one of the beneficiaries of a campaign that runs each September to raise funds and awareness of women's mental health.

www.liptember.com.au

Lifeline Business Luncheons

As part of our commitment to engage with the corporate sector, and with the assistance of our Chairman John Brogden, we continue to present high profile fundraising lunches in Sydney and Melbourne. This year our guest speakers included Ian Thorpe OAM, the NSW Premier Mike Baird MP and former Prime Minister The Hon Julia Gillard MP.

Corporate Partners

Lifeline was pleased to secure the extension of our valued partnership with the MLC Community Foundation, which commenced in 2008. The MLC Community Foundation funds support our online Crisis Support Chat service, operating from 8pm-4am (AEST), seven days a week.

Lifeline is grateful for the ongoing support of Prime Super. In FY14, their support allowed for enhancements to our online resources such as the Service Finder App and customising Lifeline's website for mobile devices (smart phones, iPads and tablets). Prime Super's funding also enabled the production of two suicide prevention videos; one to help people who suspect someone they know may be suicidal, and another for people thinking about harming themselves.

We continue to partner with Stacks of Snacks, which donate a percentage of each snack sold to support Lifeline services. These funds support our 13 11 14 crisis line and our online Crisis Support Chat service.

Since 2003, Lifeline and the Motor Trades Association of Australia Superannuation Fund (MTAA Super) have been collaborating to deliver the readthesigns program. The aim of the program is to promote help seeking and suicide prevention in motor trade apprentices and includes awareness sessions, self-help resources and a comprehensive website. An external evaluation of the program is underway to identify improvements to the program moving forward which will increase accessibility and align with current best practice.

Lifeline is also grateful for the ongoing support of the CGU Foundation, MAX Employment, the Servier Foundation and Emeco – all of whom have made significant financial contributions to support Lifeline's work in crisis support and suicide prevention.

Commitment to building our Retail Operations

Social enterprise is the single largest revenue stream for Lifeline, and the biggest contributor to our strategic priority of sustaining our services. Lifeline Centres run over 250 shops across the country, selling a range of donated goods.

On the back of PricewaterhouseCoopers' (PwC) strategic retail review of 2013, the Lifeline Australia Board endorsed a number of strategies for FY14, aimed at increasing profitability, and mitigating the risk of reduced federal or state funding in the future.

In March 2014, we commenced a retail pilot, utilising the Retail Doctor Group, with a number of participating Centres. Into the future, Lifeline aims to increase our retail revenues across the network, with the pilot being an essential platform-building step.

The pilot delivered approaches for wider implementation, in the form of training, merchandising and operational manuals, and structural recommendations. The pilot identified the need for national retail data, a consistent operating model and retail resources that enhance capability throughout the network.

Participating Lifeline Centres in the pilot were Harbour to Hawkesbury, Macarthur, the South Coast and Canberra.

A close-up portrait of a man with a goatee, looking slightly to the right with a subtle smile. The background is dark, and the lighting highlights his facial features.

our influence and advocacy

Lifeline continues to work in tandem with the government, media and communities to advocate on behalf of Lifeline and importantly, the communities we serve.

Partnering with Government

By working closely with governments across the country, we maintain a high level of engagement on suicide prevention both federally and at a state level.

We are grateful to the Federal government, who continued to fund free calls from mobile phones to our 13 11 14 crisis line.

In FY14, Lifeline built on its reputation as Australia's primary, community based suicide prevention service provider. Positioning Lifeline as a bipartisan friend of federal policy makers saw a measurable increase in interactions with Ministers' and Shadow Ministers' offices as well as spokespeople for the minor parties and the independents.

Website

Lifeline's national website is an important digital platform for Australian help seekers, and a source of community information and referral pathways to local and national support services. During FY14, 674,300 users (27% returning visitors) actively engaged with the Lifeline website and 2.8 million pages were viewed.

Specifically the 'Get Help' section of the website was viewed 816,400 times and the online Crisis Support Chat page was viewed 126,600 times.

Mobile Website

Funding from Prime Super enabled Lifeline to develop a mobile website, which was launched in June 2014 to complement Lifeline's online services, including Crisis Support Chat.

This new mobile website ensures help seekers, donors and potential volunteers can find

information most relevant to them using any mobile device, through fewer clicks, easy to use keystrokes and swipe navigation to aid functionality, and better enable help seeking for people using mobile devices.

The Lifeline mobile site can be accessed via www.lifeline.org.au from any mobile device.

Online Crisis Support Chat Campaign

To raise awareness of Lifeline's capacity to deliver crisis support services specifically on an online platform, a successful national campaign was launched in May 2014 to promote online Crisis Support Chat.

The four-week campaign focussed predominantly on regional and metropolitan radio, social media, public relations and print advertising.

In support of the campaign, Omar Dean - an X-factor contestant from 2013, who had been significantly bullied at school and suffered depression - joined Lifeline as a National online Crisis Support Chat Ambassador.

Feedback following the campaign cited Omar as being influential in raising awareness about crisis chat and using the service.

"I just saw the link on Omar Dean's Facebook, and just found out about this page. Didn't know it existed."

Media

Media activity continues to be a major referral pathway for our services, and Lifeline is regularly positioned in the media as the primary provider in relation to suicide prevention and crisis support. In FY14:

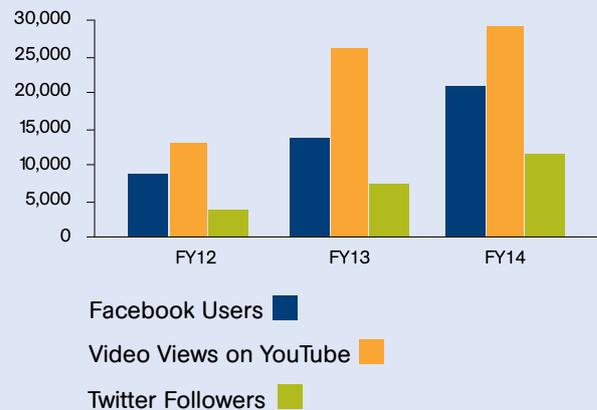
- There was a 68% increase in all media coverage for Lifeline, with over 27,000 mentions nationwide, compared to FY13.
- The total audience reached increased by more than 28% on FY13, to over 611 million.
- 1,200 media enquiries were received by Lifeline Australia compared with 510 in FY13.

Social Media

Social media is an additional channel used to reach help seekers and provide crisis support and suicide prevention information to a broad audience. Social media also provides a unique opportunity to engage with supporters and help seekers in real time, significantly increasing Lifeline's reach and interaction.

Activity across our Facebook, YouTube, Twitter channels has grown significantly this year providing an impactful, and cost effective way to promote our services and increase brand awareness.

Social Media Growth



Out of the Shadows and Into the Light

To coincide with World Suicide Prevention Day on 10 September, Lifeline's 2013 *Out of the Shadows and Into the Light* suicide prevention and awareness walks took place in over 60 locations in every state and territory across the country.

Since 2011 this annual event has highlighted Lifeline's role in combatting the social stigma around suicide as well as encouraging help seeking behaviour. The purpose of this campaign is to engage the broader community and advocate for greater recognition and understanding of suicide prevention. Participation in 2013 saw an increase of 997% from 490 participants in the inaugural event in 2011 to 5,374 participants in 2013.

our financial summary

Highlights

Our financial position has improved steadily over the last five years with retained surpluses now totalling \$5 million. Building our reserves is a crucial part of our sustainability, assisting to mitigate potential future funding shortfalls. The FY14 surplus of \$0.34 million (up 27% on FY13 results) has assisted in this endeavour.

Compared to FY13, total revenue in FY14 decreased by \$1.37 million (6%). This predominantly reflects the decrease to resources received free of charge; a “one-off” \$1.6 million discount was received during FY13 for specialist crisis support software licences. As these free resources are recognised as revenue and concurrently as an expense, this factor also explains the apparent decrease in expenditure on consultants, and the decrease to the use of funds on the 13 11 14 service.

Revenue excluding government grants and resources received free of charge amounted to \$6.51 million in FY14 versus \$5.44 million in FY13 (a 20% increase). The continued expansion of our regular giving program accounts for a significant part of this increase, as does the ongoing, and increasing, patronage of community fundraising events

such as the Black Dog Ride and Liptember. Indeed, a review of the last five years results shows that individual and community support has grown from \$0.78 million in FY10 to \$3.78 million in FY14.

This increased funding has directly enabled Lifeline to increase our reach and diversify our service stream to connect with more help seekers. Total expenditure excluding resources received free of charge amounted to \$20.81 million in FY14 compared to \$19.91 million in FY13; a \$0.9 million (5%) increase. This growth is largely attributable to the increased funds directed from Lifeline Australia to the Lifeline Centres (FY14 payments amounted to \$7.51 million; a 14% increase on FY13 payments). These payments under service contracts are made to Centres to provide paid crisis support services overnight and at weekends as well as the online Crisis Chat service and the delivery of training programs such as the domestic violence response training. These paid services supplement the core volunteer crisis support work undertaken at Centres.

Cost containment continues to be at the forefront; strategies to reduce meeting and travel costs have been successful in reducing this expense stream from \$1.02 million in FY13 to \$0.75 million in FY14; a 26% reduction.

Marketing and communications costs dropped by 39% (\$0.46 million) in FY14, compared to the previous year. This predominantly reflects a decrease in the resources received free of charge.

Other administrative costs increased by \$0.15 million (24%) during the period under review. This is directly attributable to the venue hire and other related costs incurred to host the sponsored fundraising business luncheons. The business luncheons have proven to be a very effective fundraising approach for Lifeline Australia.

Government funding agreements

Funding has been secured for the next 12 months as follows:

- COAG telephone counselling, self-help and web-based support programs - \$9.3m
- Domestic Violence Response Training - \$2.45m
- NSW Department of Health Grants - \$2.2m
- Victorian Government Grant - \$0.05m
- Health System Capacity Development Fund - \$0.2m

With the exception of the NSW Charitable Goods Transport Program (which ceased in June 2014), these amounts are largely consistent with the grants received in the financial year ending 30 June 2014. All grants are to be renewed for FY16 and will require renegotiation during the coming year.

Five-year financial results at a glance

	FY14 \$	FY13 \$	FY12 \$	FY11 \$	FY10 \$
Income					
Government Funding	14,644,893	14,730,192	13,227,628	9,123,087	9,582,522
Community & Individual Support	3,783,386	3,249,583	2,225,766	1,251,233	780,924
Corporate Support	1,464,269	1,514,311	1,192,543	971,576	960,531
Other	1,756,469	3,520,930	2,749,413	3,014,888	2,507,185
Total Revenue	21,649,017	23,015,016	19,395,349	14,360,784	13,831,162
Use of funds					
13 11 14 service	10,995,041	12,402,116	8,788,447	6,447,392	5,101,654
Online Chat service	939,881	729,706	938,743	466,847	-
Helplines - DVSA, CIH, Gap Park, eheadspace	511,471	472,400	985,719	1,158,144	2,379,414
Other services, community engagement, advocacy & evaluation, retail	3,649,852	3,541,345	2,864,505	1,363,608	1,664,313
LivingWorks	-	-	-	444,441	516,873
Governance and accreditation	803,366	768,710	731,053	545,568	465,860
Lifeline Research Foundation	358,243	318,910	280,838	-	-
Fundraising and promotion	2,847,690	3,240,892	2,555,044	2,153,783	1,979,932
Administration	1,203,784	1,273,064	1,466,341	1,331,775	1,087,817
Total Expenditure	21,309,329	22,747,143	18,610,690	13,911,558	13,195,864
Surplus	339,688	267,873	784,659	449,226	635,298

Cost Ratios

	FY14	FY13	FY12	FY11	FY10
Program Expenditure Ratio	81%	80%	78%	75%	77%
Cost of Fundraising Ratio	54%	68%	75%	97%	114%
Cost of Administration Ratio	6%	6%	8%	10%	8%

The Program Expenditure Ratio is the total amount spent on our service programs expressed as a percentage of total expenditure. Our Program Expenditure Ratio continued to increase in FY14, moving from 80% to 81%. During 2014 we introduced the Paid Weekend Service as well as continued to provide funding to Centres to sustain the Paid Overnight Service. The expansion of these paid services recognises that it is sometimes difficult to staff Centres with sufficient volunteers to answer calls during our peak demand times. FY14 also saw an expansion to the online Crisis Chat service hours ensuring that we are able to adequately respond to help seekers who use this communication medium.

The Cost of Fundraising Ratio is the total amount spent on public fundraising expressed as a percentage of revenue from individual, community and corporate sectors. It excludes funding and costs related to grant and contract funded programs. FY14 saw a 21% improvement on the Cost of Fundraising

Ratio, moving from 68% in FY13 to 54% in FY14. A number of factors explain this result primarily the continuing growth in income from donations - the number of active, regular donors has continued to increase. The acquisition program to gain new donors has a high initial cost but comparatively little ongoing cost – the return on investment is now starting to filter through to the results. The increased level of both corporate and community support for Lifeline is also evident in the financial support provided.

The Cost of Administration Ratio is the total amount spent on administration and accountability expressed as a percentage of total expenditure. The ratio has remained static from FY13 to FY14, although the actual amount spent on administration was contained to less than the previous year. We will continue to source efficiencies so that maximum funds are available for our core business of saving lives.

snapshot



- Government grants (68%)
- Community support (17%)
- Corporate support (7%)
- Other income (8%)



- Service support (81%)
- Fundraising and promotions (13%)
- Administration (6%)



- 13 11 14 service (64%)
- Online chat (5%)
- Helplines (3%)
- Other services - community engagement, advocacy and retail (21%)
- Governance (5%)
- Lifeline Research Foundation (2%)



Lifeline

Crisis Support. Suicide Prevention.

Concise Financial Report

for the financial year ended 30 June 2014

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Lifeline • Annual Report FY14

DIRECTORS' REPORT

Your directors present this report on the company for the financial year ended 30 June 2014.

DIRECTORS

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

Mr Richard Bialkowski	Mr John Brogden AM
Mr Brian Cammerman	Dr Robyn Clough
Ms Annie Corlett	Ms Libby Davies
Dr Karleen Edwards	Mr Graham Flower
Mr Robert Gilkes	Mr Brett Goodridge
Mr Geoffrey McClellan	Mr Bruce Mansfield
Ms Jacinta Munro	Ms Sheryl Weil

INFORMATION ON DIRECTORS

Mr Richard Bialkowski

(Director from 1/7/2008 to 29/11/2013)

Director qualifications: BBus (HR Mgt); MBus (Gen Mgt); Grad Dip Applied Corp Governance

Experience: Has extensive senior executive and governance experience in community based, not for profit organisations both in Canberra and at a national level. Former board member and chair of Lifeline Canberra.

Mr John Brogden AM

Chairman

(Director since 02/11/2012)

Director qualifications: MPA; FAICD

Experience: John is currently the CEO of the Financial Services Council (FSC), which represents Australia's retail and wholesale funds management businesses, superannuation funds, life insurers, financial advisory networks, trustee companies and public trustees. John is the Chairman of UrbanGrowth NSW, a Director of NIA Pty Ltd and Chairman of Furlough House Retirement Village. John is also the Patron of Sailability Pittwater, Bilgola Surf Lifesaving Club, Avalon Beach Surf Lifesaving Club. From 1996 to 2005 John was the Member for Pittwater in the NSW Parliament and was Leader of the Opposition from 2002 to 2005.

Mr Brian Cammerman

(Director since 27/5/2014)

Director qualifications: BComm (Hons)

Experience: Brian has an impressive background in general management, finance and consulting with specialist skills in business process redesign, productivity improvement, benchmarking, management information systems as well as organisational and operational reviews. In his 35 years of experience in commerce and consulting, Brian has worked in the tertiary, retail, travel, logistics, property and Not for Profit areas. In the past 20 years, he has provided consulting services to many of the large NFP's in Australia, covering areas such as Aged Care, Recycled Op Shops, Drug & Alcohol as well as Financial Management information systems and Organisational & Operational Reviews. Brian is currently the Director of Monash Retail & Print Services.

Dr Robyn Clough

Deputy Chair

(Director since 05/11/2011)

Director qualifications: PhD (Usyd): BA (Hons); AIMM

Experience: Robyn was elected to the Board in November 2011. She was a director of the Board of Lifeline Canberra from 2005 to 2011 and Board President from 2009. Robyn also worked as a Telephone Crisis Supporter for five years. Robyn has extensive experience in research and project development across the public, community and private sectors.

Ms Annie Corlett

(Director since 05/11/2011)

Director qualifications: BEc Sydney, MAICD.

Experience: Extensive business experience as Company Secretary and Executive Director of publicly listed mining companies. Annie is currently the President of the University of Sydney Alumni Council, the University's peak alumni body, where she is also a member of the Executive Committee and Chairs its Regulatory Taskforce. Annie is also Deputy Chair of the External Advisory Committee for the Dept. of Government and International Relations at the University of Sydney. An accredited Lifeline Telephone Crisis Supporter, Facilitator and In-Shift Supervisor.

Ms Libby Davies

(Director since 29/11/13)

Director Qualifications: BA, Dip. Ed. MAICD

Experience: CEO, White Ribbon Australia. Libby has held executive and advisory positions in education, social policy and community services and chief executive positions, including CEO for Family Services Australia and National Director, UnitingCare Australia. She was the immediate past Chair of the Board of UnitingCare NSW.ACT, has served on a variety of advisory, ministerial and organisational boards including the House with No Steps and The Australian Institute of Health and Welfare. Libby is a member of the NSW Domestic and Family Violence Council.

LIFELINE AUSTRALIA
ABN: 84 081 031 263
DIRECTOR'S REPORT

Dr Karleen Edwards

(Director from 22/4/2013 to 17/5/14)

Director Qualifications: MBChB, FRANZCP, MBA (distinction), MAICD

Experience: Interim Chief Executive, Commission for Hospital Improvement in Victoria. Karleen trained in Medicine and specialised in Psychiatry and is a Fellow of the Royal Australia and New Zealand College of Psychiatrists. She has an extensive career in health, mental health and the disability sector across New Zealand and Australia.

Mr Graham Flower

(Director from 28/11/2009 to 29/11/2013)

Director qualifications: BA (Hons), Oxon; Advanced Dip Marketing; GAICD

Experience: Principal Hexagon Consulting. Has international business experience in marketing, business development and training. Consulting experience in employee communication and engagement, leadership development and organisational change. Former Board Member of Lifeline Hobart. Member of Lifeline Tasmania.

Mr Robert Gilkes

(Director since 05/11/2011)

Experience: Executive Director of UnitingCare Communities. 28 years of experience in the disability, aged care and community services sector. Former Director of Organisational Development and Regional Director for Blue Care and has also worked for Health and Human Services as Director of Child, Youth and Family Support as well as other executive roles within the Tasmanian Government.

Mr Brett Goodridge

(Director since 02/11/2010)

Director qualifications: Tertiary studies in business, finance and administration; AICD

Experience: Over 35 years of commercial experience at senior management levels in both the private and public sectors. His areas of expertise include the Financial, Legal, and Accounting Professional Services Industries.

Mr Bruce Mansfield

(Director since 19/04/2013)

Director qualifications: BCom, MAICD, Ffin.

Experience: Currently the Managing Director of eftpos Payments Australia Limited – a business that processes over 2.4 million payment transactions representing \$130 billion annually. Bruce has substantial board experience in the corporate, industry and NFP sectors, most notably on Save the Children Australia Limited Board, Tourism Task Force Advisory Board and Australian Payments Council.

Mr Geoffrey McClellan

(Director since 17/10/2011)

Director qualifications: BEc (Sydney); LLB (Sydney)

Experience: Over 30 years experience as a commercial lawyer. Chairman of the Board of a major Australian Law firm for 6 years and Board Member for an additional 5 years. Board Member Australian Centre for International Commercial Arbitration for 3 years.

Ms Jacinta Munro

(Director since 16/04/2013)

Director qualifications: BBus (Accounting), CA, GAICD

Experience: A Chartered Accountant with 25 years' experience with KPMG, with over ten years as Partner. She currently has the dual role of Partner responsible for Regulatory Compliance and Sector Leader for Wealth Management. 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 investment management industry in Melbourne.

Ms Sheryl Weil

(Director since 29/11/2013)

Director qualifications: GAICD

Experience: Sheryl is an Executive Director at Macquarie Bank Ltd and holds the role of Head of Service and Operations for the Banking and Financial Services Division. Sheryl has substantial and in depth experience within the financial services sector and, in particular, with back office operations and client service provision. Sheryl is also a longstanding Board Member of the Macquarie Group Foundation and is on the Board of Directors for Schizophrenia Research Institute.

BOARD and COMMITTEE MEMBERSHIP

Board Chair – Mr John Brogden AM (from 02/11/2012)

Board Deputy Chair – Dr Robyn Clough (from 29/11/13), Mr Geoffrey McClelland (until 29/11/13)

Audit and Risk Committee

Chair – Mr Bruce Mansfield (from 19/4/2013)

Membership – Ms Jacinta Munro (from 16/04/2013), Mr Brett Goodridge (from 13/2/2013), Ms Teresa Dyson (co-opted from 23/4/2013)

Governance and Remuneration Committee

Chair – Mr Geoffrey McClelland (from 06/7/2012)

Membership – Mr Robert Gilkes (from 16/12/2011), Mr Geoffrey McClelland (from 16/12/2011), Ms Libby Davies (from 29/11/13) and Ms Lindy Tallis (co-opted from 29/11/13)

Funding and Sustainability Committee

Chair – Mr Brett Goodridge (from 06/11/2010)

Membership – Mrs Annie Corlett (from 16/12/2011), Mr Brian Cammerman (from 27/5/2014 and previously an independent advisor to the Committee from 09/1/2014 to 27/5/2014), Mr Taine Mouffarige (Co-opted from 19/3/2014), Ms Kate Brown (Co-opted from 12/3/2014)

Services Committee

Chair – Mrs Annie Corlett (from 01/2/2013)

Membership – Dr Robyn Clough (01/2/2013), Dr Karleen Edwards (22/4/2013 to 17/5/2014), Ms Sheryl Weil (from 29/11/13), Mr Geoffrey Robinson (co-opted from 13 February 2013)

MEMBERS

As at 30 June 2014 there were 23 members of Lifeline Australia (2013:23). If the company were wound up, each member would be required to contribute \$2.

Lifeline's Strategic Framework

Our vision	An Australia free of suicide		
Our purpose	To support Australians in times of crisis and equip individuals and communities to be resilient and suicide-safe		
Our strategic foundations	Provide crisis support services 24/7 that help change the focus in people's lives from crisis to opportunity	Promote emotional wellbeing	Build community capacity
Our services	13 11 14 Online services Community information services Crisis support services	Pathfinder to services Promoting emotional health and wellbeing Promoting volunteering Advocacy	Lifeline learning Community education Education of other agencies and professional groups
Our strategic priorities	<ul style="list-style-type: none"> ■ Refocus service provision on suicide prevention through crisis support and connection ■ Ensure our roles, relationships and governance support our purpose ■ Sustain our services ■ Influence and advocate ■ Measure our impact 		

The Strategic Framework outlined above was developed for the three years to 2014. The framework will be reviewed and an updated version will be discussed with Members in early 2015.

PRINCIPAL ACTIVITIES AND ALIGNMENT WITH OBJECTIVES

Lifeline Australia is a company limited by guarantee with 23 Members. Lifeline Australia accredits Member organisations to provide national Lifeline services, which are presently telephone crisis support, suicide prevention programs and the Lifeline Information Service.

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

Lifeline Australia raises funds to support its operations, service provision by Members and represents the needs and interests of its Members in contributions to public policy and development of effective services in Australia to promote emotional wellbeing.

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

PERFORMANCE MEASURES

Lifeline Australia measures and reports on both financial and non-financial data to the Board. The financial reports indicate performance against budgets and viability of the organisation. The non-financial measures include information on National Service performance, work health & safety, statutory obligations, trade marks and human resource matters.

OPERATING RESULT

The net result of operations of Lifeline Australia for the year ended 30 June 2014 was an operating surplus of \$339,688 (2013: \$267,873).

SIGNIFICANT CHANGES IN STATE OF AFFAIRS

No significant changes in the company's state of affairs occurred during the financial year.

DIVIDENDS PAID OR RECOMMENDED

The company is limited by guarantee and is prohibited by its objects from distributing its surplus to its Members. Accordingly no dividend has been paid or declared for the year by the company since the end of the previous financial year and up to the date of this report.

AFTER BALANCE DATE EVENTS

Lifeline North West NSW ceased to be a member of Lifeline Australia on 3 July 2014.

FUTURE DEVELOPMENTS

The company expects to maintain the present status and level of operations although the structure of the company is being reviewed to determine how best to configure Lifeline into the future.

ENVIRONMENTAL ISSUES

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

MEETINGS OF DIRECTORS

During the financial year, eight meetings of directors were held. Attendance by each director was as follows:

Name	Number eligible to attend	Number attended
Mr Richard Bialkowski	4	4
Mr John Brogden AM	8	8
Mr Brian Cammerman	0	0
Dr Robyn Clough	8	7
Ms Annie Corlett	8	8
Dr Karleen Edwards	8	7
Ms Libby Davies	4	4
Mr Graham Flower	4	4
Mr Robert Gilkes	8	8
Mr Brett Goodridge	8	8
Mr Geoffrey McClellan	8	6
Mr Bruce Mansfield	8	8
Ms Jacinta Munro	8	7
Ms Sheryl Weil	4	3

INDEMNIFICATION OF AUDITORS AND OFFICERS

The Company has not, during or since the financial year, in respect of any person who is or has been an officer or auditor of the company or a related body corporate, indemnified or made any relevant agreement for indemnifying against a liability, including costs and expenses in successfully defending legal proceedings.

During the financial year, Lifeline Australia paid premiums to insure the directors and officers. The confidentiality provisions of the policy prevent the disclosure of the premiums paid and the nature of the cover provided.

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 2014 has been received and is set out on the following page.

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



.....
John Brogden
Director



.....
Bruce Mansfield
Director

Dated this 26th day of September 2014

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INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF LIFELINE AUSTRALIA

Report on the Concise Financial Report

We have audited the accompanying concise financial report of Lifeline Australia (the company), which comprises the statement of financial position as at 30 June 2014, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and related notes, derived from the audited financial report of Lifeline Australia for the year ended 30 June 2014. The concise financial report does not contain all of the disclosures required by the Australian Accounting Standards and accordingly, reading the concise financial report is not a substitute for reading the audited financial report.

Director's Responsibility

The directors are responsible for the preparation of the concise financial report in accordance with Accounting Standard AASB 1039 *Concise Financial Reports* and the *Australian Charities and Not-for-profits Commission Act 2012*, and for such internal control as the directors determine is necessary to enable the preparation of the concise financial report.

Auditor's Responsibility

Our responsibility is to express an opinion on the concise financial report based on our procedures which were conducted in accordance with Auditing Standard ASA 810 *Engagements to Report on Summary Financial Statements*. We have conducted an independent audit, in accordance with Australian Auditing Standards, of the financial report of the company for the year ended 30 June 2014. We expressed an unmodified audit opinion on that financial report in our report dated 13 October 2014. The Australian Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report for the year is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the concise financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the concise financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the concise financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Our procedures included testing that the information in the concise financial report is derived from, and is consistent with, the financial report for the year, and examination on a test basis, of audit evidence supporting the amounts, discussion and analysis, and other disclosures which were not directly derived from the financial report for the year. These procedures have been undertaken to form an opinion whether, in all material respects, the concise financial report complies with AASB 1039 *Concise Financial Reports* and whether the discussion and analysis complies with the requirements laid down in AASB 1039 *Concise Financial Reports*.

Moore Stephens Canberra Audit Pty Ltd Authorised Audit Company No. 301280 ABN 45 104 227 063. Liability limited by a scheme approved under Professional Standards Legislation. The Canberra Moore Stephens firm is not a partner or agent of any other Moore Stephens firm. An independent member of Moore Stephens International Limited – members in principal cities throughout the world.

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

Independence

In conducting our audit, we have complied with the independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012*. We confirm that the independence declaration required by the *Australian Charities and Not-for-profits Commission Act 2012*, provided to the Board of the company, would be in the same terms if provided to the Board as at the time of this auditor's report.

Opinion

In our opinion, the concise financial report of Lifeline Australia for the year ended 30 June 2014:

- i. is consistent with the full annual financial statements of the company that have been audited by us and in respect of which we have issued an independent audit report dated 13 October 2014 that was not subject to any qualification; and
- ii. complies with Accounting Standard AASB 1039: Concise Financial Reports.



Eric Hummer
Director
Moore Stephens

Dated at Canberra: 13 October 2014

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**AUDITOR'S INDEPENDENCE DECLARATION
TO THE DIRECTORS OF LIFELINE AUSTRALIA**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2014 there have been no contraventions of:

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



Eric Hummer
Director
Moore Stephens

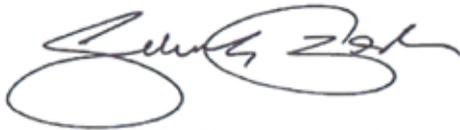
Dated at Canberra: 11 September 2014

DIRECTORS' DECLARATION

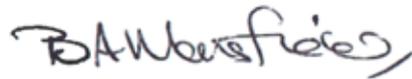
The Directors of the Company declare that:

1. The financial statements and notes, are in accordance with the *Australian Charities and Not-for-profits Commission Act 2012* (Cth) and:
 - (a) Comply with Accounting Standards; and
 - (b) Give a true and fair view of the financial position as at 30 June 2014 and of the performance for the year ended on that date of the Company.
2. 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.



.....
John Brogden
Director



.....
Bruce Mansfield
Director

Dated this 26th day of September 2014

STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2014

	2014 \$	2013 \$
Revenue		
<i>Operating activities:</i>		
Grants	14,662,393	14,730,192
Corporate sponsorships	1,372,695	1,346,351
Donations and bequests received	3,419,196	2,477,994
Sale of services	698,793	857,884
Sale of merchandise	24,304	69,943
Resources received free of charge	496,752	2,841,295
	<u>20,674,133</u>	<u>22,323,659</u>
<i>Other revenue:</i>		
Affiliation Fees	419,541	410,104
Interest	231,890	187,574
Other revenue	350,868	101,489
	<u>1,002,299</u>	<u>699,167</u>
Other gains/(losses)	(27,415)	98
Total income	<u>21,649,017</u>	<u>23,022,924</u>
Purchase of goods for resale	-	(7,908)
Gross operating surplus for the year	<u>21,649,017</u>	<u>23,015,016</u>
Expenses		
Employee benefits expenses	(5,030,121)	(5,260,295)
Consultants, subcontractors and IT costs	(4,129,160)	(5,690,239)
Depreciation and amortisation	(425,162)	(308,635)
Interest expense	(41)	-
Bad and doubtful debts expense	(3,933)	-
Occupancy costs	(319,200)	(328,056)
Marketing and communications	(706,915)	(1,166,131)
Meeting and travel costs	(754,741)	(1,024,898)
Other administrative costs	(747,102)	(601,601)
Payments to Lifeline Centres	(7,507,708)	(6,612,344)
Telecommunications	(1,685,246)	(1,754,944)
Total expenses	<u>(21,309,329)</u>	<u>(22,747,143)</u>
Current year surplus before income tax	339,688	267,872
Income tax expense	-	-
Net current year surplus	<u>339,688</u>	<u>267,873</u>
Other comprehensive income	-	-
Total comprehensive income for the year	<u>339,688</u>	<u>267,873</u>

The accompanying notes form part of these financial statements.

STATEMENT OF FINANCIAL POSITION

FOR THE YEAR ENDED 30 JUNE 2014

	2014 \$	2013 \$
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	7,127,874	7,054,101
Receivables	622,363	127,379
Inventories	4,535	5,177
Other current assets	380,235	443,268
TOTAL CURRENT ASSETS	<u>8,135,007</u>	<u>7,629,925</u>
NON CURRENT ASSETS		
Plant and equipment	284,594	345,772
Intangible assets	485,863	673,616
TOTAL NON CURRENT ASSETS	<u>770,457</u>	<u>1,019,388</u>
TOTAL ASSETS	<u>8,905,464</u>	<u>8,649,313</u>
LIABILITIES		
CURRENT LIABILITIES		
Payables	1,347,941	1,281,951
Unearned revenue	2,378,207	2,548,156
TOTAL CURRENT LIABILITIES	<u>3,726,148</u>	<u>3,830,107</u>
NON-CURRENT LIABILITIES		
Provisions	181,587	161,165
TOTAL NON CURRENT LIABILITIES	<u>181,587</u>	<u>161,165</u>
TOTAL LIABILITIES	<u>3,907,735</u>	<u>3,991,272</u>
NET ASSETS	<u>4,997,729</u>	<u>4,658,041</u>
EQUITY		
Retained Surplus	4,997,729	4,658,041
TOTAL EQUITY	<u>4,997,729</u>	<u>4,658,041</u>

The accompanying notes form part of these financial statements.

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 30 JUNE 2014

RETAINED SURPLUS

Balance at beginning of the year	4,658,041	4,390,168
Net surplus for the year	339,688	267,873
Balance at end of the year	<u>4,997,729</u>	<u>4,658,041</u>

The accompanying notes form part of these financial statements.

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2014

	\$	\$
CASH FLOW FROM OPERATING ACTIVITIES		
Cash receipts from operations	18,353,337	21,253,886
Donations received	3,419,196	2,477,994
Interest received	228,193	205,300
Merchandise sales	25,238	73,088
Interest paid	(41)	-
Payments to suppliers and employees	(21,748,504)	(21,867,066)
Net cash generated from/(used in) operating activities	<u>277,418</u>	<u>2,143,202</u>
CASH FLOW FROM INVESTING ACTIVITIES		
Payments for plant and equipment	(112,860)	(65,127)
Payments for intangible assets	(90,785)	(428,885)
Proceeds from disposal of plant and equipment	-	98
Net cash used in investing activities	<u>(203,645)</u>	<u>(493,913)</u>
Net increase/(decrease) in cash held	73,773	1,649,288
Cash and cash equivalents at beginning of the financial year	7,054,101	5,404,813
Cash and cash equivalents at the end of the financial year	<u>7,127,874</u>	<u>7,054,101</u>

The accompanying notes form part of these financial statements.

NOTES TO THE CONCISE FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2014

NOTE 1. BASIS OF PREPARATION OF THE CONCISE FINANCIAL REPORT

The concise financial report of Lifeline Australia (the Company) is an extract from the full financial report for the year ended 30 June 2014. The concise financial report has been prepared in accordance with Accounting Standards AASB 1039: Concise Financial Reports, and the *Australian Charities and Not-for-profit Commission Act 2012*.

The financial statements, specific disclosures and other information included in the concise financial report are derived from, and are consistent with, the full financial report of the Company. The concise financial report cannot be expected to provide as detailed an understanding of the financial performance, financial position and financing and investing activities of the Company as the full financial report. A copy of the full financial report and auditor's report will be sent to any member, free of charge, upon request.

The presentation currency used in this concise financial report is Australian dollars.

NOTE 2. DISCUSSION AND ANALYSIS OF THE FINANCIAL STATEMENT

This discussion and analysis is provided to assist Members in understanding the concise financial report. The discussion and analysis is based on the Company's financial statements and the information contained in the concise financial report has been derived from the full financial report of Lifeline Australia.

Statement of Comprehensive Income

The current year surplus for the year to 30 June 2014 is \$339,688 compared to a surplus of \$267,873 in the preceding financial year. Lifeline Australia was able to increase its income from donations (38%) through the continuation of a range of fundraising activities, particularly community fundraising events such as the Black Dog Ride and Liptember. Resources received free of charge reflects a substantial decline compared to 2013 when Lifeline received heavy discounting of software licences for our specialist crisis support systems. There were no equivalent acquisitions in 2014. Revenue from the Sale of Merchandise was also lower compared to the previous year when some fundraising events included merchandise sales whereas 2014 did not include this element.

Expenses incurred in 2014 are largely consistent with the prior year and relate to the provision of services and support to Lifeline Centres in delivering crisis support services across Australia. In addition, the DVAlert program which delivers professional domestic violence response training to health professionals provided additional workshops nationally. 2014 included additional Payments to Centres for the expansion of paid crisis support services provided under contract by various Lifeline Centres. Expenditure on Consultants and Subcontractors decreased compared to the previous year reflecting the acquisition of software licences obtained for our specialist crisis support systems in 2013.

Statement of Financial Position

Total assets increased by \$256,151 to \$8,905,464 representing an increase of 3%. This was mainly attributable to an increase in Receivables including outstanding grant funds from the Department of Social Services which were collected in August 2014 (\$200,000).

Total Liabilities decreased by \$83,537 to \$3,907,735 reflecting reduced balances held as Unearned Revenue as sponsorship monies were almost fully utilised in 2014 compared to some underspends in the prior year.

Statement of Changes in Equity

The retained surplus increased by \$339,688 being the addition of the net surplus for the year.

Statement of Cash Flows

Cash flows indicate reduced income and payments relative to 2013. The prior year cash flow activity reflected delays that had occurred in a significant government grant payment (\$3,995,564) that had been due in 2012. The grant was received in July 2013 and the associated expenses were able to be made at that time. No timing issues of this magnitude were apparent at 30 June 2014.

our thanks

Our donors and supporters form a valued part of the Lifeline community and play a direct role in achieving our Strategic Framework. We would like to acknowledge and thank you for your support. We would also like to thank our dedicated volunteers and staff who work tirelessly to help us achieve our vision of an Australia free of suicide

Government Supporters

Australian Government - Department of Health
Australian Government - Department of Social Services
NSW Ministry of Health
Victorian Government

Parliamentary Friends of Lifeline

The Hon Julie Bishop MP
The Hon Chris Bowen MP
Jim Chalmers MP
Kelly O'Dwyer MP
Senator Penny Wright

Ambassadors and Advocates

Anthony Ackroyd
Matt Cooper
Omar Dean
Andrew Downie
Natasha Ferré
Chris Meaney
Michael Minshall
Becks Mollica
Ian Thorpe OAM

Corporate Partners

The MLC Community Foundation
MTAA Super Fund
News Corp Australia
P&O Cruises
Prime Super
Stacks of Snacks

Trusts and Foundations

The Ian Potter Foundation
Percy Baxter Charitable Trust and Baxter Charitable Foundation administered by Perpetual
John T Reid Charitable Trusts
Gandel Philanthropy
Clayton Utz Foundation
Grenet Foundation Ltd, trustee of the Merrin Foundation

Supporters

Accenture
Australian Consolidated Press
Black Dog Ride - National One Day Ride
Black Dog Ride- Red Centre

Cameron Ralph Navigator
CGU Foundation
Clayton Utz
CISCO
Emeco
Evanto
First Sin
Genworth
Glad Group
Google Adwords
Goosebumps
GoThat
Hudson
James and Co
La Trobe Financial
Lighthouse Media Services
Liptember Foundation
Liveperson
MAX Employment
Moore Stephens
National Australia Bank Limited
News Corp Australia
Newspoll
NRL State of Mind
Orima Research
Servier Australia
Reserve Bank of Australia
Retail Doctor Group
St George Bank
Stennett Consulting
Tenix
TFE Hotels
The Big Issue
The Ors Group
The Iconic
The Tax Institute
UXC Connect
Virgin Australia
Vive Health
Zip It

Workplace Giving Partners

ADP Employees Services
Australian Communications and
Media Authority
Australian Federal Police

Australian Securities and Investments
Commission
Bank of America
Bank of Australia
BHP Billiton
CGU Insurance
CRS Australia – Department of
Human Services
Department of Ageing, Disability and
Home Care (NSW Government)
Department of Defence
Department of Education, Employment and
Workplace Relations
Department of Health and Ageing
Department of Human Services
Department of Innovation, Industry, Science
and Research
Department of Prime Minister and Cabinet
Endeavour Energy
Essential Energy
Home Care Service of NSW
Housing NSW
Industry Department
Insurance Australia Group
Insurance Manufacturer of Australia
Macquarie Foundation
Medibank
MTC Australia
National Australia Bank Limited
National Wealth Management
NRMA
Office of the Fair Work Ombudsman
OneSteel
Oroton
Perpetual
Petra Capital
Phillip Morris
RailCorp
Robson Civil Projects
Seek Limited
Skilled Group
Telstra Corporation
Therapeutic Goods Administration
Transurban
UXC Australia
Westpac



“ I am very glad that Lifeline is out there to give myself and others a helping hand when required. ”

How can you help?

Suicide remains the leading cause of death for Australians aged between 15 and 44 (ABS: Causes of Death 2012).

Lifeline supports a whole-of-community approach, in which everyone plays a role in preventing suicide.

There are many different ways you can contribute to Lifeline and help us support Australians in crisis:

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

For further information on how you can make a difference to your community, visit our website www.lifeline.org.au



@LifelineAust



Facebook.com/LifelineAustralia



youtube.com/user/LifelineAustralia



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