



**Lifeline** Saving Lives

Crisis Support. Suicide Prevention.

12  
13

**annual report**

2012/13



# Our story

## This year, we celebrate 50 years of service, saving lives by supporting Australians in crisis and preventing suicide.

Lifeline was built on a commitment to reach out to those in crisis, whenever they need it and wherever they are – offering a real support when difficulties seem overwhelming. The organisation was founded by the Rev. Dr. Sir Alan Walker AK, OBE, MA, DD 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.

Through our national 13 11 14 service, staffed by both paid and volunteer Telephone Crisis Supporters, we now talk to over 1,700 callers each day, with more than 150 of these calls from people at risk of suicide. In addition, our online Crisis Support Chat service, staffed by Online Crisis Supporters, connects with hundreds of people each week.

Lifeline understands that a person can experience crisis as a result of many events: a relationship breakdown, loss of employment, the onset of mental health issues, caring for another, violence and trauma in the home, pressures from work and study, an accident or the loss of a loved one, for example.

Every day, due to these reasons and more, Lifeline is contacted by people in acute crisis.

Fundamentally, we believe that our crisis support services save lives. By breaking the onset of suicidality, our services help prevent unsafe and damaging reactions to difficult events, and build opportunities for personal growth and change – creating enhanced community resilience and personal coping capabilities.

Lifeline also understands the important role of our information and educational material about mental and social wellbeing. This, along with being a conduit to broader health services, is a core part of our contribution to a mentally healthy Australia.

In addition we support individuals and communities in times of crisis, seeking to equip them to be more resilient and socially inclusive, through locally based services, delivered by our Centres across the country. Our Centres deliver community disaster support, targeted outreach to families in crisis, social re-engagement services and bereavement support programs for those who have experienced loss and grief – especially as a result of another's death by suicide.

Lifeline's services are made possible through the efforts of around 1,000 staff and 11,000 volunteers, operating from around 60 locations nationwide. Our services are provided to Australians in need through phone, face-to-face and online channels.

### **Incorporation**

Lifeline Australia ABN 84 081 031 263 is a public company limited by guarantee. It has 23 Member Organisations and a National Board of Directors. Its registered office is located at 24 Thesiger Court, Deakin ACT.

### **Charitable status, tax concessions and fundraising**

Lifeline Australia is a Public Benevolent Institution (PBI). It is endorsed as an Income Tax Exempt Charity and receives certain other tax concessions and exemptions consistent with its status as a PBI which relate to Goods and Services and Fringe Benefits taxes.

Lifeline Australia has been endorsed by the Australian Taxation Office as a Deductible Gift Recipient (DGR). Lifeline Australia is registered under applicable fundraising legislation as required in each state where it raises funds.

# Contents

## annual report 2012/13

- 4** Message from the Chair and CEO
- 6** Our strategic framework
- 9** Our priorities
  - 9** crisis support and suicide prevention
  - 12** roles, relationships and governance
  - 27** sustain our services
  - 29** influence and advocate
  - 30** measure our impact
- 33** Our three year performance
- 34** Financial summary and report
- 54** Our supporters

**our**  
**vision**

An Australia  
**free**  
of suicide

# our chair & CEO

## From the Chairman

On behalf of the National Board I am pleased to present Lifeline's 2012/13 Annual Report.

On 16 March Lifeline celebrated our 50th year of saving lives. From the work and vision of the Rev. Dr. Sir Alan Walker at the Central Methodist Mission in Sydney in 1963, Lifeline has grown across the nation to become Australia's leading suicide and crisis counselling service. Whilst so much has changed in Australia since 1963, the need for Lifeline has never diminished.

This year we have consciously and directly focused on building our capacity to deliver on our longstanding purpose of helping Australians in crisis, preventing suicide and developing a sustainable future for our organisation.

Our vision is for an Australia free of suicide. Our network of over 60 locations providing crisis support and suicide prevention services saves countless lives. However, we acknowledge how much more we have to do to make all Australians safe from suicide. Suicide continues to be the leading cause of death for Australians under 44, a rate almost twice as high as the annual road toll. We hold no illusions about the size of our task and the amount of time, energy and commitment it requires from the whole community. At the same time we are greatly encouraged by the changing conversation.

I want to thank our more than 11 000 volunteers who underpin all that we do, as well as our professional staff at Lifeline Australia and our Members. We also thank our Government partners and donors.



**John Brogden**



## From the CEO

It has been a privilege in our 50th celebration year to visit many of the 42 Lifeline Centres whose staff and volunteers are at the front line providing crisis support and suicide prevention services. Their determination to embrace new systems have ensured that this year Lifeline was able to reach more people in crisis than ever before. Each day more than 150 suicide safety assessments are undertaken by Lifeline. When set against the average of six deaths by suicide each day in Australia, it is clear that Lifeline provides an absolutely essential suicide prevention role to the community.

Our ongoing commitment to continuous improvement resulted in a greater return on investment for the funds raised by Lifeline through its retail network, from State and Federal government, from donors and from corporate partners. Highlighting this was research undertaken on the social return on investment of Lifeline's online crisis chat service which found that for every dollar invested, more than eight dollars was returned to the community. This independent research was generously funded by our major corporate partner, the MLC Community Foundation. Lifeline also received wonderful support from the Trust Company and PwC Foundation for a national review of our retail operations which will guide our strategy for improved sustainability, and therefore service, into the future.

This year's work of the Lifeline Research Foundation and its highly qualified academic advisors focused on the improved understandings of the needs of complex and frequent callers to ensure that Lifeline suicide prevention services are underpinned by sound practice, and on the care of our volunteers in recognition of the very difficult job they perform in the provision of crisis support to our callers and contacts.

With the ongoing support of our donors, funding partners, staff and volunteers, the year ahead promises continued improvement in the number of people Lifeline is able to reach in our quest for an Australia free of suicide.



**Jane Hayden**

# our strategic framework

## 2011–2014

<b>Our vision</b>	<b><i>An Australia free of suicide</i></b>		
<b>Our purpose</b>	To support Australians in times of crisis and equip individuals and communities to be resilient and suicide-safe		
<b>Our strategic foundations</b>	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
<b>Our services</b>	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
<b>Our strategic priorities</b>	<ul style="list-style-type: none"> <li>• Refocus service provision on suicide prevention through crisis support and connection</li> <li>• Ensure our roles, relationships and governance support our purpose</li> <li>• Sustain our services</li> <li>• Influence and advocate</li> <li>• Measure our impact</li> </ul>		

**This renewed focus on crisis support and suicide prevention allows us to concentrate on the vision of our founder the Rev. Dr. Sir Alan Walker, by actively working to address suicide, the leading cause of death for Australians under 44 years of age, one that affects the resilience of our whole community.**

# our purpose

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

ABS data shows that suicide is our country's leading cause of death for people aged between 15 and 44. Every day, six Australians take their own life, a figure that is almost double our annual road toll. Social taboos in Australia continue to make it difficult for people to talk about their feelings of isolation, depression and loneliness. Lifeline receives over a million contacts each year from people in crisis, through our telephone, website, social media, or face-to-face services. With a presence in every state and territory in Australia, our aim is to ensure every Australian has access to crisis support and suicide prevention services, when they need them.

	Per Annum	Per Day
<b>Number of suicide attempts (estimate)</b>	65,300	178
<b>Number of people making plans to suicide (estimate)</b>	91,000	249
<b>Number of people thinking about killing themselves (estimate)</b>	370,000	1,014

\* ABS National Mental Health and Wellbeing Survey 2007.

## Crisis Line

Lifeline's 13 11 14 crisis support service answered 620,000 calls in FY13, an almost 30% increase from FY12. That's around 1,700 calls a day from Australians in need. We know we are having an impact thanks to a data analysis project undertaken in 2010. This project established that Lifeline reaches people who are suicidal when they need it, and that the 13 11 14 crisis line provides the community with a vital suicide intervention and prevention tool.

## Online Services – Crisis Support Chat

The online world offers Lifeline an amazing opportunity for creating awareness and new opportunities for direct and confidential support. This year, we began delivering permanent services in this area with our online Crisis Support Chat Service. In addition, Lifeline is investigating further crisis support options through the online space. As an innovative and exciting way to broaden our reach, we are ever mindful of the need to ensure our online services are a safe means of providing both information and support to Australians in crisis.

## Suicide Hot Spot Telephone Crisis Service

Lifeline has developed a specialist service for promotion at recognised suicide 'hot spots' around Australia: locations where people have been known to die by suicide using a particular means. From an evaluated trial in Sydney, Lifeline has developed knowledge about how to make the offer of immediate help to people in distress via signage and direct offers of the telephone crisis line through specially installed telephone booths. This specialist service is now receiving about 6,000 calls a year.

## Suicide Bereavement and Suicide Follow Up

After examining the results of Lifeline service trials, and evaluations in bereavement support, Lifeline is now giving greater attention to follow up services for suicidal persons and the support needs of people bereaved by suicide. As such, Suicide Bereavement Support and Suicide Follow Up were approved as Lifeline National Services last year, establishing our intention to offer these.

## Information Services

Many people seek information on how to be mentally healthy and resilient by visiting our website, which had almost 600,000 unique visits last year. Our online Mental Health Resource Centre includes self-help tool kits and fact sheets that help-seekers can use. In addition, Lifeline's own unique Service Finder, an online directory of free or low cost health and community services available in Australia, was viewed over 200,000 times last year from our website [lifeline.org.au](http://lifeline.org.au)

## Lifeline Learning – Education and Training

Lifeline has developed national training programs on the knowledge and skills associated with crisis support. Each year, about 1,500 trainee volunteer Telephone Crisis Supporters complete their training with Lifeline. The DV-Alert program, funded by the Federal Government, applies crisis support skills and techniques to the training of frontline health and social service workers in providing immediate short term support to patients/clients who are experiencing domestic violence and assisting them with referrals to specialist community services. Lifeline also delivers education and awareness raising programs on suicide prevention in communities, and as tailored programs for particular occupational or workforce groups, such as the automotive industry in association with MTAA Super.



# our strategic priorities

## Crisis Support and Suicide Prevention

We will ensure our services meet national and local needs and are focused towards suicide prevention

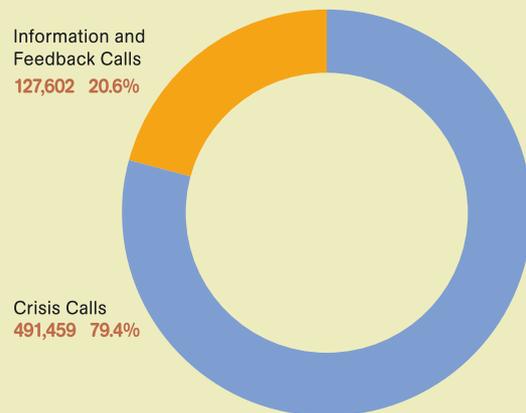
### 13 11 14

Of almost 620,000 calls answered in FY13:

- 79% 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 such as finances, loneliness, relationship issues or suicide.
- Suicide was discussed in 34% (167,000) of Crisis Calls with 24,000 safe plans developed.
- The highest numbers of calls were from the 45–54 age group (23%), followed by callers from the 35–44 age group (22%) and then the 25–34 age group (17%). This suggests that 13 11 14 is providing a significant response to the highest risk age groups for suicide in Australia (15–44 year olds).

- Referrals were provided to help-seekers in 56% of all crisis calls
- The main focus of crisis calls to 13 11 14 were mental health (20%), family and relationships (20%) and issues around loneliness and self-confidence (18%).

#### National Crisis vs Non-Crisis Calls FY13



For many callers, our 13 11 14 crisis line may also be the only support mechanism available to them.

- Around three quarters (73%) of our calls are from people who have never married, or are divorced, separated or widowed.

#### Age Distribution of Crisis Callers for calls where age information was provided FY13

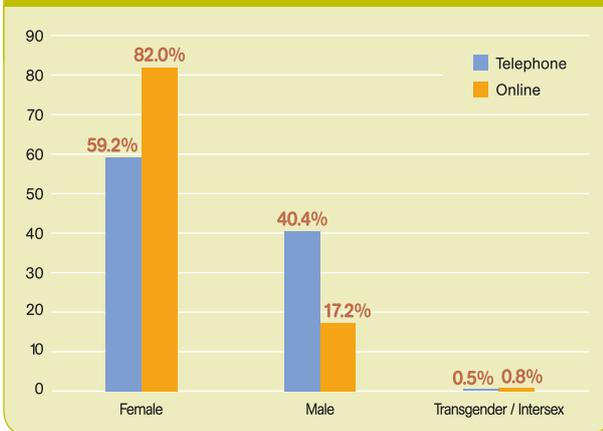


#### Age Distribution of Crisis Chats FY13



- Of all callers, 61% are female, reflecting a phenomena experienced by most services in Australia and presenting a challenge to find improved ways to support men and encourage their willingness to seek help.

### Gender Distribution of Crisis Callers for calls where gender information was provided FY13



Lifeline recognises that undertaking an overnight volunteer shift is challenging, particularly for those who work full time, or have family commitments.

To address this issue, and continue to achieve our purpose of supporting people in crisis we employ people to undertake overnight shifts. In FY13 Paid Overnight shifts had answered over 125,000 calls.

## Online Crisis Support

Part of being a leading provider of crisis support services, and changing the focus of people’s lives from crisis to opportunity, is being innovative in our use of technology.

As a result Lifeline delivers crisis support through its Online Crisis Support Chat service each evening between the hours of 8pm and midnight (AEST). Of the 26,000 chats answered in FY13:

- 45% had current thoughts of suicide
- 31% identified mental health as the main reason for the contact
- 89% of help-seekers were between 15 and 44 years of age (the main group being 20–34 years of age 48%) indicating that the service is providing a significant response to the highest risk age groups for suicide in Australia
- 42% of help-seekers are from regional or remote areas
- 4% identify as Aboriginal or Torres Strait Islander

A project to calculate the Social Return on Investment (SROI) of the Online Crisis Support Chat service, undertaken by consultants Net Balance, has identified that for every \$1 invested in the service, there is an \$8.40 social return to the Australian community. The service and SROI study is funded by the MLC Community Foundation.

## Suicide Hot Spots

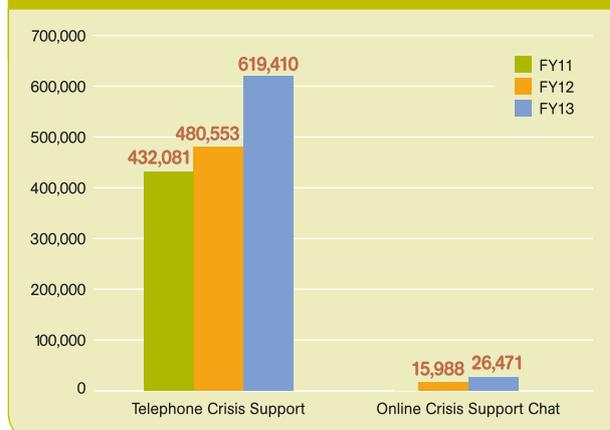
Suicide hot spots are often iconic locations that people frequent to take their own lives, such as bridges or cliffs. Lifeline provides immediate support for people in crisis at known suicide Hot Spots throughout the country. This is a fundamental component of our strategic purpose of creating suicide safe communities.

Measures which help create safer locations include a dedicated 24/7 emergency phone service, signage to promote help-seeking, and engagement with stakeholders and communities on various other measures, including fencing and other infrastructure designed for safety and suicide prevention.

We receive and manage crisis and suicide related calls from Sydney, which has two dedicated emergency crisis phones with a direct line to Lifeline and 000, in addition to promotional signage. There are also emergency phones in Brisbane, together with help-seeking signage that promotes the Lifeline number. Signage is also in place north of Wollongong and at Ballina NSW.

Through the promotion of information and crisis support services at Hot Spots, Lifeline hopes to reduce deaths by suicide, helping us achieve our vision of an Australia free of suicide.

### People helped through Lifeline (online and telephone)



Service improvements during 2012/13 including specific programs to meet overnight demand enabled a significant increase in calls answered.

## Centre Development Program

Since 2011, the National Office has run the Centre Development Program to support Centres in strategic service development to align with Lifeline's Strategic Framework. Last year, Centres undertook Service and Organisational Stocktakes and environmental scans to identify areas of high need for crisis support and suicide prevention in their local communities; and identified the most appropriate ways for Lifeline to address these needs ranging from supporting Centres in business areas such as marketing and fundraising to the development of new services to meet community needs, as well as LiVES – the Lifeline Volunteer Engagement Strategy. This development work will continue during FY14 and will be informed by consultation with Lifeline Centres, staff, volunteers and consumers through various Reference and Working groups.

## Readthesigns

The readthesigns program in partnership with MTAA Super, educates motor trade apprentices in recognising the warning signs related to depression or suicide, in themselves or their mates. Reflecting our strategic foundation of building community capacity, the initiative is delivered across the country through 11 Lifeline Centres. Last year we ran 40 workshops (twice as many as the previous year) and educated 673 motor trade apprentices nationally. The program has had a significant impact on suicide rates noted by MTAA Super, with a substantial reduction in claims related to suicide. Through the program funding, Lifeline also distributed 3,633 Survivors of Suicide booklets, helping to support bereaved families, friends and communities.

## SuperFriend

Lifeline's partnership with SuperFriend (the Superannuation Industry Funds Forum Mental Health Foundation) has provided Lifeline an avenue to promote emotional wellbeing as one of our strategic priorities. Last year through SuperFriend's mental health and wellbeing program, Lifeline piloted bereavement loss and grief resources to Mulgowie Farms and Sunsuper in Queensland. The products included booklets for people experiencing grief, their colleagues and managers, as well as audio versions of the booklets and posters; and were accompanied by awareness sessions for senior managers, supervisors and HR staff within the

organisations. The program was independently audited by KPMG and the positive outcomes have resulted in an ongoing partnership as we explore opportunities with SuperFriend to roll these products and awareness sessions out to a wider community.

## REACH Program

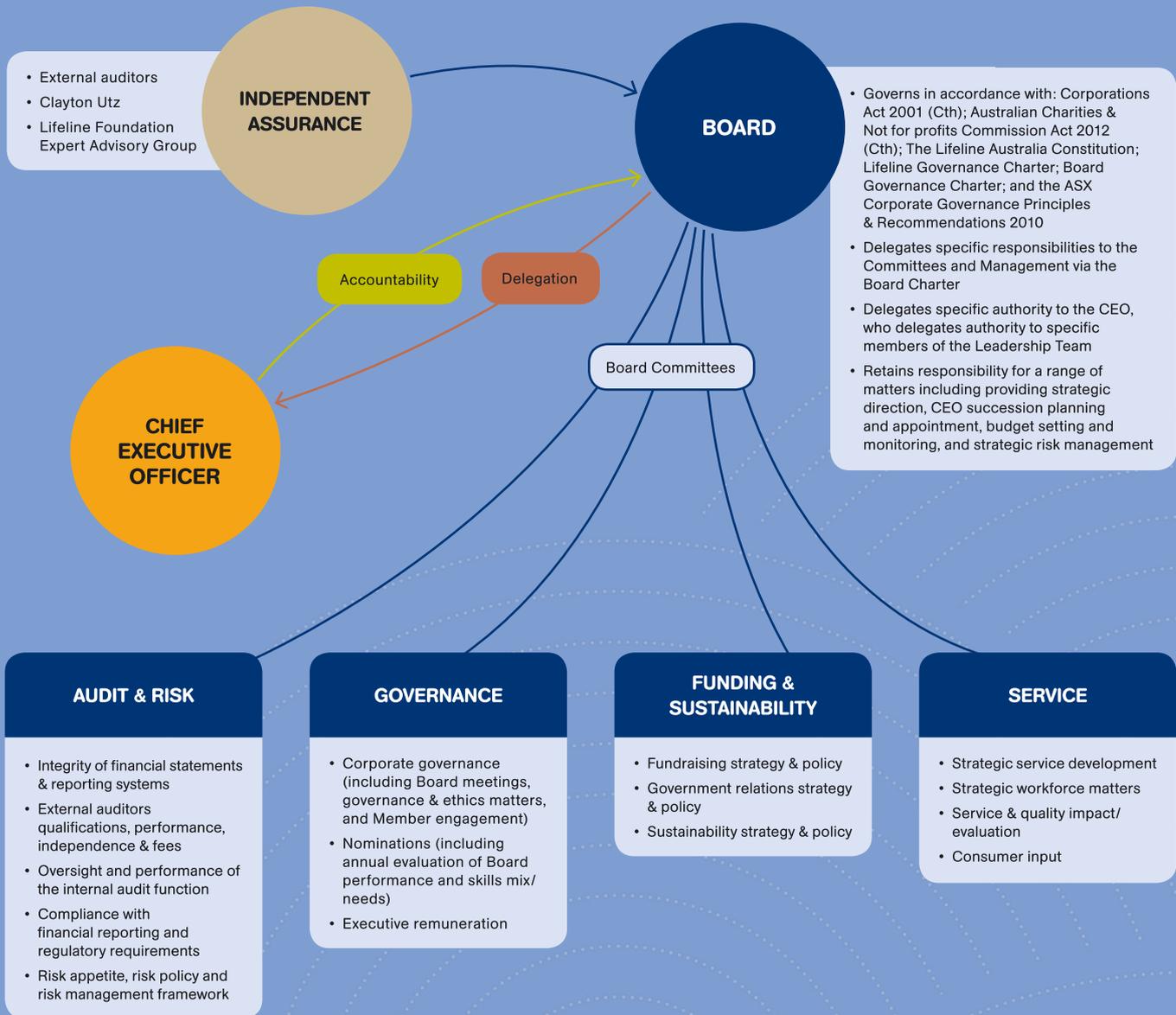
As we see demand for the 13 11 14 Crisis Line continue to increase, Lifeline has undertaken a major improvements program for the service. The REACH Program aims to ensure all help-seekers who contact Lifeline will receive reliable, prompt and high-quality service consistently. The program is comprised of a number of projects which includes; volunteer recruitment and retention strategy; a new Crisis Support training pilot; a quality based project to ensure the continuity of high-quality service delivery; new ICT systems and expansion of the Paid Overnights service.

## DV-alert

Research shows that people subject to domestic violence can experience an increased sense of crisis and many are overwhelmed by their circumstances. DV-alert delivers professional domestic violence response training and we have delivered workshops to over 2,000 participants across Australia. In addition, Lifeline has delivered a record number of face-to-face workshops, developed and implemented a culturally appropriate Indigenous program, tailored workshops to meet the demands of workplaces and increased the pool of trainers to 46 national trainers.

# Roles, Relationships and Governance

## Lifeline Australia Corporate Governance Framework



## Our approach to corporate governance:

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 *ASX Corporate Governance Principles & Recommendations 2010* as the foundation for its approach to corporate governance. The following table shows how Lifeline has applied the ASX Principles.

ASX Principles	Achievement against the ASX Recommendations
<p><b>Principle 1.</b>  <b>Lay solid foundations for management and oversight</b>  <i>Companies should establish and disclose the respective roles and responsibilities of board and management.</i></p>	<p>The Board is comprised of 11 unpaid non-executive directors. The functions reserved for the Board and those delegated to Management are formally documented in the <i>Lifeline Board Charter</i>, <i>Director Letter of Appointment</i>, and <i>Instrument of Delegation</i>. Reviewed annually, these documents are available at <a href="http://www.lifeline.org.au/About-Lifeline/Corporate-Governance/Our-Corporate-Governance">http://www.lifeline.org.au/About-Lifeline/Corporate-Governance/Our-Corporate-Governance</a></p> <p>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 FY13, every senior executive was subject to performance review with the CEO. The CEO's performance was reviewed by the Board in November and June.</p> <p>Lifeline provides comprehensive disclosures in relation to Principle 1 on its website and in the Annual Report.</p>
<p><b>Principle 2.</b>  <b>Structure the Board to add value</b>  <i>Companies should have a board of an effective composition, size and commitment to adequately discharge its responsibilities and duties.</i></p>	<p>A majority (9:2) of the Board are independent directors and Board-appointed directors must be independent. As outlined in the <i>Board Governance Charter</i>, Lifeline has a formal process in place to assess director independence. There is also a procedure in place for directors to take independent professional advice at the expense of the company.</p> <p>Lifeline's Chairman is an independent director.  The CEO is not a member of the Board.</p> <p>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. In FY13, the Board undertook a nationwide recruitment campaign, including advertising in the press, online and through professional bodies, for directors with business/ accounting backgrounds and clinical skills. Dr Karleen Edwards, Ms Jacinta Munro, and Mr Bruce Mansfield were subsequently appointed. In addition to these appointments, the Board co-opted Ms Lindy Tallis to the Governance Committee and Ms Theresa Dyson to the Audit &amp; Risk Committee. The Board continues to seek to improve gender diversity on the Board and has made this a priority.</p> <p>It is Lifeline policy that the performance of the Board, committees and individual directors is assessed annually. In FY13, the Company Secretary facilitated an internal review of Board practices and performance. This included a comprehensive online survey of directors, report, workshop and development of a work plan.</p> <p>Lifeline provides comprehensive disclosures in relation to Principle 2 on its website and in the Annual Report.</p>

**Principle 3.****Promote ethical and responsible decision making**

*Companies should actively promote ethical and responsible decision-making.*

Lifeline has in place *Code of Conduct* and *Conflict of Interest* policies. Each director is required to adhere to the *Lifeline Australia Ethical Guidelines for the Board* (available online).

In May 2012, the Board approved Lifeline's first *Diversity Policy*. The Board aims to actively promote a corporate culture that supports diversity in the composition of its Board and senior management, in the workplace and amongst its Members. In FY13, the Board identified gender diversity on the Board as a key area for improvement. As of 30 June 2013, four out of the 11 directors were female. As of 29 November 2013, there will be six female directors – the first time there has ever been a majority of females on the Board. Currently, 61% of our employees are female and 52% of the senior executive positions are occupied by females. For further details on the diversity of our workforce, please refer to p24 of this report.

Lifeline discloses on our website and in the Annual Report the Board's objectives for achieving gender diversity.

We disclose in the Annual Report the proportion of female employees in the organisation, females in senior executive positions and females on the Board.

Lifeline provides comprehensive disclosures in relation to Principle 3 on its website and in the Annual Report.

**Principle 4.****Safeguard integrity in financial reporting**

The Board is supported by an independent Audit & Risk Committee.

The Audit & Risk Committee consists only of non-executive directors, is chaired by an independent chair, who is not Chair of the Board, and has four members.

The Audit & Risk Committee has a formal charter, which is available in the *Board Governance Charter* on our website.

Lifeline provides comprehensive disclosures in relation to Principle 4 on its website and in the Annual Report.

**Principle 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 our website and in the Annual Report.

Lifeline provides comprehensive disclosures in relation to Principle 5 on its website and in the Annual Report.

**Principle 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 Members' Forum where Board Chairs and their CEOs come together with the National Board and Management to discuss strategic matters.

Lifeline provides comprehensive disclosures in relation to Principle 6 on its website and in the Annual Report.

**Principle 7.****Recognise and manage risk**

Lifeline has in place a comprehensive *Risk Management Policy* (available on our website). The Audit & Risk Committee has oversight of risk matters and the Board regularly reviews strategic risks. In FY13 the Committee undertook a substantial review of its risk management practices and policies.

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 *Corporations Act 2001* (Cth).

Lifeline provides comprehensive disclosures in relation to Principle 7 on its website and in the Annual Report

**Principle 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 4 members.

The Board is comprised of non-executive directors who are unpaid. Director expenses are disclosed in the Annual Report.

Lifeline provides comprehensive disclosures in relation to Principle 8 on its website and in the Annual Report.

## 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
<b>Richard Bialkowski</b>	M Bus, B Bus, Grad Applied Corp Gov, Cert IV Training & Assessment, FAICD, FCHSE															
<b>John Brogden</b>	M Public Affairs, MAICD															
<b>Robyn Clough</b>	PhD (Gender Studies)															
<b>Annie Corlett</b>	Bec Sydney, MAICD															
<b>Karleen Edwards</b>	MbChB, FRANZCP, MBA (distinction), MAICD															
<b>Graham Flower</b>	BA Hons, Marketing Diploma (CIM), NLP Practitioner, GAICD															
<b>Bob Gilkes</b>																
<b>Brett Goodridge</b>	Assoc. Bus Admin, MAICD, C.S.A Courses in Governance															
<b>Bruce Mansfield</b>	B Com, MAICD, Ffin															
<b>Geoff McClellan</b>	Bec, LLB.															
<b>Jacinta Munro</b>	B Bus (Accounting), CA, GAICD															
<b>Teresa Dyson</b> (Audit & Risk Committee Co-optee)	BA, LLB (Hons) MTax, MAppFin, GAICD, CTA, AICAA															
<b>Lindy Tallis</b> (Governance Committee Co-optee)	LLB, BEc (Accounting), GAICD															
<b>Greg Field</b> (Audit & Risk Committee Co-optee)	BA (Hons); FAIM; FCPA; MAICD															
<b>Geoff Robinson</b> (Service Committee Co-optee)																

## Major business risks in 2012/13

Our key business risks in FY13 relate to Sustainability, Service Delivery and Information Security.

**Sustainability:** Long term sustainability remains a key risk area for the organisation. A broad range of initiatives are being undertaken to manage and mitigate sustainability risks including the development of a new fundraising strategy for the 13 11 14 service, piloting of a new approach to retail operations with the aim of increased efficiency and profitability, and expansion of our Donor Program.

**Service Delivery:** Rising demand for our services continues to put pressure on Lifeline. To answer the increasing demand for crisis support services, Lifeline has a number of service delivery enhancement projects underway, including expansion of our paid workforce, which operates from 10PM to 6AM, deployment of our first national workforce management system to better coordinate volunteer efforts, and implementation of new technology to reduce the number of non-crisis calls being handled by our Telephone Crisis Supporters.

**Information Security:** Privacy and confidentiality of data, especially in relation to our help-seekers is an ongoing concern for Lifeline. To mitigate risk, Lifeline has adopted an enterprise information security framework with the necessary controls to manage risks in a holistic and proactive manner. Lifeline has also engaged independent information security experts to audit, review and test information security controls against applicable Australian Standards.

## Regulatory environment

Lifeline Australia supported the establishment of the Australian Charities and Not-for-profits Commission (ACNC) and the efforts by the Commonwealth and the States and Territories to reduce the regulatory burden on the charitable sector, while increasing transparency and accountability.

As a company limited by guarantee, Lifeline Australia, is well used to responding to a national regulator, and the transition from ASIC to the ACNC has resulted in no real increase in our compliance burden. Of real potential benefit to Lifeline Australia is the prospect of standardised reporting to the various Australian Government departments with whom we work.

As a national organisation, our real 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 and 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 part of ensuring this, Lifeline is a registered training organisation (RTO). Therefore, 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 Vocational Education & Training (VET) Quality Framework and those imposed by the Australian Skills Quality Authority (ASQA).

### Fundraising

Lifeline is endorsed as a Deductible Gift Recipient (DGR) and adheres to all Australian Taxation Office 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.

State	Licence	Licence number / Reference / Registration no.	Expiry date	Type of Licence	Department contact
<b>ACT</b>	Licence for Charitable Collections in the ACT – <i>Charitable Collections ACT 2003</i>	19000611	24 July 2017	Incorporated Body	ACT Office of Regulatory Services – Department of Justice and Community Safety.
<b>NSW</b>	Charitable Fundraising Authority – section 16 <i>Charitable Fundraising Act 1991</i> (NSW)	CFN/20370	2 July 2014	Incorporated Body	NSW Govt. Office of Liquor, Gaming & Racing
<b>QLD</b>	Certificate of Registration as a Charity – section 19 (15) <i>Collection Act 1966</i>	CH1643	On going/nil expiry date.	Charity	QLD Govt. Department of Tourism, Fair Trading & Wine Industry Development
<b>SA</b>	Charitable Collections Permit – Section 6 / Section 7 Licence – section 11 (3) & 12 (2a) <i>Collections For Charitable Purposes Act 1939</i>	CCP1235	31 December 2013	Incorporated Body	SA Govt. Office of the Liquor & Gambling Commissioner – Lottery Licensing
<b>VIC</b>	Fundraiser Registration – <i>Fundraising Appeals Act 1998</i>	12124	27 September 2015	Incorporated Body	VIC Govt. Consumer Affairs Victoria – Department of Justice
<b>TAS</b>	Charitable Donations in Tasmania – <i>Collections for Charities Act 2001</i>	F1A-219	On going/nil expiry date.	Incorporated Body	TAS Govt. Dept. of Justice – Consumer Affairs & Fair Trading
<b>WA</b>	Charitable Collections Licence – section 12 <i>Charitable Collections Act 1946</i>	18536	18 October 2015	Incorporated Body	WA Govt. Dept. of Consumer & Employment Protection
<b>NT</b>	The Northern Territory does not have Fundraising Legislation.				

## Contribution to economic, social and environmental sustainability practices

Lifeline Australia remains an active member of the Australian Council of Social Services (ACOSS), Community Council of Australia (CCA), and Suicide Prevention Australia (SPA).

A key focus for Lifeline Australia in FY14 will be the development of our first Reconciliation Action Plan, and measures to improve our environmental sustainability.

## 'Our Members'

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

# Board Member Profiles



## Mr John Brogden

### Chairman

Director qualifications:  
MPA; MAICD

Experience: CEO of the Financial Services Council, Chairman of UrbanGrowth NSW, Chairman of Furlough House Retirement Village, Chairman of The Broken Bay Institute and a Director of health.com.au. 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 Bruce Mansfield

### Chair, Audit and Risk Committee

Director qualifications:  
B Com, MAICD, Ffin.

Experience: Managing Director of eftpos Payments Australia Limited – a business that processes over 2.4 million payment transactions representing \$130 billion annually. Bruce has undertaken leadership studies with Harvard and INSEAD. He has substantial board experience in the NFP sector, most notably over the past six years on the National Board of Save the Children Australia Limited.



## Mr Geoffrey McClellan

### Deputy Chairman and Chair, Governance Committee.

Director qualifications: BEC (Sydney); LLB (Sydney)  
Experience: Over 30 experience as a commercial lawyer. Chairman of the board of 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. Geoff is currently a Senior Partner at Herbert Smith Freehills in Sydney.



## Ms Annie Corlett

### Chair, Service Committee.

Director qualifications:  
BEC Sydney, MAICD.

Experience: Extensive business experience as Company Secretary and Executive Director of publicly listed mining companies. Represents the Business School on the University of Sydney Alumni Council where she is currently the President. A member 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.



## Mr Brett Goodridge

### Chair, Funding and Sustainability Committee

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 Richard Bialkowski

Director qualifications:  
B Bus (HR Mgt); M Bus (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 Board Chair of Lifeline Canberra.



### Dr Robyn Clough

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

Experience: Former Board Chair of Lifeline Canberra and director for six years. An accredited Lifeline Telephone Crisis Supporter from 2005–11. Currently Assistant Director, Secretariat Murray-Darling Basin Authority. Previous roles include Manager, Public Policy and Thought Leadership, Australian Institute of Management, Principal Researcher with the Australian Senate and research positions in the academic and NFP sectors.



### Dr Karleen Edwards

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. Karleen also holds a Masters of Business Administration (with Distinction) from the University of Canterbury, NZ and is a member of the AICD.



### Mr Graham Flower

**Board Chair until 2/11/2012**

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

Experience: International, blue-chip business experience in senior marketing, advertising, business development and learning & development roles from manufacturing and service sectors. Fifteen years strategic consulting experience in

leadership and organisational development, change management and employee communication and engagement. Currently Managing Director of Hexagon Pty Ltd. Previous roles include Client Director for MCA (WPP Group), CEO of Green Team Australia and President of Lifeline Hobart.



### Mr Robert Gilkes

Experience: Executive Director of UnitingCare Community. 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.



### Ms Jacinta Munro

Director qualifications:  
B Bus (Accounting), CA, GAICD

Experience: A Chartered Accountant with 25 years' experience with KPMG, including 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.

# our people and partners

## National Office

The role of the National Office is to implement the organisation's Strategic Framework, as voted by the National Board and Members. We achieve this through the management of Lifeline's national services, including quality assurance, maintenance of service standards, and use of the brand. We also undertake the accreditation of Centres and the operation of a national call network to support our national crisis support services.

At National Office, we also work diligently to pursue funding and partnerships to support the existing services, while fostering the development and implementation of new innovative services in the areas of crisis support, mental health 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.

National Office is led by our 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 of an Australia free of suicide, into a reality.

## National Leadership Team

**Jane Hayden** BCom; CPA; GAICD; MBA

### CHIEF EXECUTIVE OFFICER

Jane began working with Lifeline in 2010. Her role includes policy, practice and information support for Centres, management nationally for the 13 11 14 service, including the 13 11 14 Improvements Program, the Online Crisis Support Chat service and the Lifeline Information Service. Jane has 20 years of experience in business and IT consulting with the Australian Government. She is a qualified accountant, a member of the Australian Society of Certified Practising Accountants and a graduate of the Australian Institute of Company Directors. Jane serves on several not-for-profit boards.

**Verity Blackman** BA (Communication)

### GM – SUSTAINABILITY & PUBLIC RELATIONS (from April 2013)

Verity joined Lifeline in April 2013. She has a background in corporate communications, sponsorship and brand as well as experience in securing funding for not-for-profit organisations. In her current role she is responsible for generating ongoing income to support Lifeline's national operations. This includes overseeing corporate partnerships, individual donations and community fundraising opportunities; as well as managing Lifeline's brand, communications, media and government relations.

Previously Verity was Director, Corporate Partnerships & Communications at the YWCA of Canberra, where she was responsible for diversifying the organisations' income through securing corporate sponsorship, grants from trusts and foundations, and donor appeals. Verity has more than fifteen years' experience in sponsorship and event management including seven years as commercial sponsorship manager at HSBC Bank Australia where she managed a large national sponsorship portfolio.

Verity is a member of the Australian Institute of Company Directors and the Fundraising Institute of Australia.

**Angus Clelland** BEc; BSc; GradDip ACG;  
MBA; MDefStud; ACIS; GAICD; MACS CP

**COMPANY SECRETARY & GM – GOVERNANCE,  
RISK & COMPLIANCE**

Angus began working for Lifeline in January 2008. He is responsible for corporate governance, risk, compliance and legal services for Lifeline nationally, and is also the company secretary working closely with the National Board and the Members. Prior to joining Lifeline, Angus worked as a management consultant with technology organisations to improve governance, security and project management practices. He also worked for the Australian Government in a variety of executive roles in security, international policy and corporate fields. Angus is a chartered secretary and member of both Chartered Secretaries Australia (CSA) and the Institute of Chartered Secretaries and Administrators (ICSA). He is also a member and graduate of the Australian Institute of Company Directors and a certified professional member of the Australian Computer Society.

**Sajid Hassan** M. Engg (Systems Engineering);  
B Engg (Computer); Enterprise Architect; GAICD;  
MACS Snr

**CHIEF INFORMATION OFFICER**

Sajid joined Lifeline in February 2008 and has been Chief Information Officer since February 2012. His team is responsible for delivering technology support for Lifeline's national telephone crisis support service delivered from 50+ locations across Australia. In addition his team provides technology support for Lifeline's web based services to the public including website, public information services and online crisis support services. With over 50 publications to his name, Sajid has over 12 years of industry experience and he is a certified Enterprise Architect practitioner. Sajid has Bachelors of Engineering (Computer) and Masters in Engineering (System) from The Australian National University. He is a professional member of Australian Institute of Company Directors, Australian Computer Society, Australian Institute of Project Managers and Engineers Australia.



**Brendan Maher** BA (Communication)

**GM – SUSTAINABILITY (to April 2013)**

Brendan was with Lifeline for five years and a member of the National Office Leadership Team from December 2009. Brendan's team were responsible for generating sustainable income opportunities for Lifeline's national operations and members. This includes Lifeline's community fundraising activities, corporate relations program and retail support functions.

Brendan has a Communications degree and joined Lifeline with over 10 years strategic communications and marketing experience. Brendan is a national ambassador for White Ribbon Day – the international day for the elimination of violence against women and regularly speaks for this cause.

**Helen Quiggin** BA (Accounting)

**CHIEF FINANCE OFFICER**

Helen began working for Lifeline in 2010. The Business Services & Advice team she manages is responsible for the delivery of human resources, office services, financial and payroll services, budget development, resource management, policy advice and reporting. Helen was previously a Senior Accountant in a chartered accounting practice providing taxation and superannuation advice. Prior to that role, she performed a variety of financial and budget development roles in various public sector agencies. Helen is a qualified accountant and a member of the Institute of Chartered Accountants in Australia.

**Chris Wagner** BComms (Hons I), MPRIA, MAIM

**GM – COMMUNICATIONS AND GOVERNMENT RELATIONS (to April 2013)**

Chris worked with Lifeline for over four years. His team was responsible for managing the Lifeline brand and the strategic communications, media, PR, marketing, internal communications and government advocacy efforts for the organisation. Chris has over a decade of experience in the communication sector, working in ministerial offices, government departments and for a number of not for profit and corporate organisations. He has a background in matters of mental health, criminal and civil justice, national security and emergency management, as well as grassroots community liaison, amongst others. Chris is also a White Ribbon Ambassador and a spokesman for the campaign.

**Amanda Wheeler**

**GM – CENTRE DEVELOPMENT**

Amanda joined the National Office Leadership Team in January 2012. She came to the position having served as the CEO of Lifeline WA for over four years. She was responsible for the provision of strategic service development support, organisational and governance guidance to Lifeline Members and Centres throughout Australia. As part of the National Office Leadership Team, Amanda has a key role in supporting the CEO to the implement Lifeline's Strategic Framework. Prior to her Lifeline journey, Amanda operated a change management consultancy and held CEO and executive roles in the community services, health care, tertiary education and elite sport sectors. She has served on the Ministerial Council of Suicide Prevention (WA), as a Trustee of MercyCare Inc and Directorships on WA Netball, WA Institute of Sport and the Edmund Rice Centre for Social Justice.

**Alan Woodward** Dip Arts (Communications); B Bus (Public Admin); M Policy Studies

**EXECUTIVE DIRECTOR – LIFELINE FOUNDATION FOR SUICIDE PREVENTION**

Alan began working for Lifeline Australia in 2004 and has responsibility for Lifeline's Foundation for Suicide Prevention. Alan works with academic and clinical experts to build the evidence base for Lifeline services, best practices and workable techniques around suicide prevention through research and evaluation projects. Prior to this role, Alan managed Lifeline's social policy advocacy. He also led the revision of Lifeline's Suicide Prevention Strategy and the development of Lifeline's Crisis Support Practice Model. Alan's earlier roles in Lifeline involved national service development and 13 11 14 reform, and he was Secretary for the period 2005–10. Alan is a Board Director with Suicide Prevention Australia and an immediate Past President of the Australasian Evaluation Society.

# our strategic priorities

## Our staff

At Lifeline, we recognise that the delivery of our Strategic Framework, and the realisation of our vision and purpose, relies on the dedication and commitment of our staff. Nationally, Lifeline has around 1,000 staff operating from over 60 locations. The majority of these employees work in one of our 42 Centres, and report to their Member Organisations.

	FY11	FY12	FY13
<b>FTE</b>	47	48	44
<b>Turnover</b>	44%	47%	32%

FY13 has seen a marked decrease in the National Office turnover figure in comparison with the previous financial year. Restructuring continued in some areas due to further refining our workforce to ensure that the roles and teams support the achievement of our strategic priorities. The distinct positive shift in the turnover figure demonstrates the increased levels of stability and the highly engaged workforce at National Office. A number of contributing factors have impacted on the outcome including our focus on professional development and additional flexible working options.

## Diversity

Following the introduction of the National Board's Diversity Policy in May 2012, National Office continued to build on practices that foster a diverse and inclusive workforce.

The implementation of the Working From Home Policy was a milestone for employees seeking ways to balance work and family responsibilities. The Policy was introduced in October 2012, and immediately saw over 28% of National Office pursuing formal working from home agreements. Additional strategies designed to assist employees meet their family and caring responsibilities are found within the employment conditions which offer paid parental leave options that are above and beyond the National Employment Standards entitlements.

National Office continued its commitment to contributing to reconciliation between Aboriginal and Torres Strait Islander people and the broader Australian community by establishing a working group dedicated to developing a Reconciliation Action Plan for Lifeline in June 2013. Conversations with Reconciliation Australia have commenced to further this important work over the coming financial year.

The success of the diversity practices noted is reflected in the profile of the National Office workforce. In a recent survey, over 65% of employees provided data identifying with various diversity groups including staff with disabilities; cultural diversity and linguistic diversity; and GLBTI.

## Gender figures:

- Women on Board – **27%**
- Women employees in the National Office – **61%**
- Women in executive roles – **52%**
- Women in management roles – **50%**

## Professional development

Lifeline Australia fosters a learning culture where innovation and continuous growth is championed. To reinforce this, all employees are provided with a professional development budget, and are strongly encouraged to explore opportunities that will maximise capabilities in their current roles as well as in pursuing career aspirations. Each Full Time Equivalent (FTE) employee is allocated \$2.5k per annum to pursue professional development. The actual average spend per FTE for FY13 was \$2.4k

In addition to individual professional development opportunities and funding, Lifeline National Office offers a range of internally delivered options. Highlights for FY13 include Self Care Seminars in July 2012 and Managing Team Performance workshops in May 2013. During the financial year, the induction program was also revised incorporating new modules based on recent new starter feedback; in addition to introducing tailored management induction programs.

## Work Health and Safety

Our commitment to work health and safety (WHS) is embedded in all that we do. One of our strategic foundations is to promote emotional wellbeing, with physical wellbeing critical to achieving this end. This commitment is reflected in numerous WHS outcomes for FY13, including a WHS Policy and Procedures focused on WHS roles, responsibilities, consultation and continuous improvement.

## Employee satisfaction

Lifeline Australia recognises the importance of continuously reviewing practices which impact on its employees and ensuring that the culture is engaging, positive and stimulating. We conduct an annual Climate Survey to gauge levels of satisfaction from employees and to inform the development of strategies that meet the needs of our employees. As a result of the findings from the 2011 & 2012 Climate Surveys, Lifeline Australia have implemented a range of policies and practices including the performance management framework; a Code of Conduct; a Working From Home Policy; streamlined recruitment and selection processes; management workshops; and more targeted on-boarding processes.

## Our volunteers

We also recognise the enormous contribution our volunteers make to Lifeline and to the community through our national volunteering award. The Lifeline Outstanding Volunteer Achievement Award is an acknowledgement of the commitment of volunteers who go above and beyond the call of duty for Lifeline. Last year, six finalists and the winner, Madeline Parish, were recognised for their unwavering commitment to Lifeline and the community.

## Our Sector partners and stakeholders

Lifeline recognises the limits of what can be done through short term crisis support and the benefits therefore of engaging our callers and contacts in accessing longer term supports and programs of treatment or recovery that will enable lasting solutions to the issues that generated a personal crisis.

To best support individuals, families and communities, Lifeline works with other health and community services, and with a wide range of partners to increase the awareness of suicide prevention in the community, help Lifeline become more sustainable, and to assist Lifeline in having a greater impact.

We seek partnerships based on shared values and objectives, and mutual accountability, respect and trust. Our partners include community based organisations, associations, superannuation funds, non-government organisations, academic institutions, government agencies and private companies.

## Joint Community Crisis Support

Lifeline enjoys a constructive relationship with organisations that provide other crisis related services and helplines. They include On The Line (Mensline, Suicide Line, Suicide Call Back), Kids HelpLine, beyondblue and The Salvation Army. The Executive Director of the Lifeline Foundation is Convenor of the Helplines Special Interest Group within the International Association for Suicide Prevention, and several Australian helpline representatives participate in this Group.

In responding to Australians in crisis, Lifeline works with federal and state governments, and through Lifeline Centres and local government, to help deliver our purpose of supporting people in crisis and creating suicide safe communities.

## Advocacy in Suicide Prevention

Lifeline is a Member of the national peak association Suicide Prevention Australia and participates in the National Coalition for Suicide Prevention, along with 20 other organisations that are actively exploring ways to collaborate on action to reduce the deaths by suicide in Australia by 50% in the next ten years.

Lifeline is also a member of the Mental Health Council of Australia, the Australian Council of Social Services and the Community Council of Australia. These peak bodies provide Lifeline with the opportunity to contribute to sector wide issues and development.

Through the Lifeline Foundation, advocacy and participation in policy forums relevant to suicide prevention is part of Lifeline's work towards achieving its Vision of an Australia free of suicide. The consultations initiated in the past year by the National Mental Health Commission and the NSW Ministerial Committee on Suicide Prevention have provided opportunities for Lifeline to refer to its experiences and make recommendations for improvements in suicide prevention strategy and services.

During this year, the Lifeline Foundation released Discussion Papers on two key issues:

- eMental Health Future Directions: exploring the potential for and the challenges associated with further development of online and technology based service delivery;
- Suicide Prevention Strategies: examining international research evidence on what makes suicide prevention strategies effective, especially the aspects of building collaboration across multiple participants for greater impact.

## Speaking on Crisis Support and Suicide Prevention

Lifeline has presented at the following conferences, this year:

- Health Informatics Conference – on the growth in use of mobile devices to call or contact Lifeline services (April 2013)
- White Ribbon International Conference – on the impact of the DV Alert program (May 2013)
- Law Enforcement and Health Conference – on the DV Alert program (December 2012)
- World Conference on Promotion of Mental Health (Clifford Beers Foundation) and contributed to the associated Perth Charter on Mental Health Promotion and Prevention (October 2012)
- Rural and Remote Mental Health Symposium – on use of Lifeline crisis services by rural residents (October 2012)
- Suicide Prevention Australia conference – hosted a segment on helplines, and presented at several sessions on Lifeline services (October 2012).

These presentations have helped ensure that crisis intervention and community based suicide prevention programs remain engaged in the professional discourse in Australia.

Lifeline has provided input to publications on Small Towns Suicide Prevention and Guidelines on Community Conversations on Suicide Prevention. Lifeline also contributed articles on community responses to suicide prevention for the 'Perspectives' publication produced by the Mental Health Council of Australia, and to the 'Landmark' publication produced on behalf of many mental health organisations by ConNetica Consulting.

In September 2013, the Executive Director of the Lifeline Foundation spoke at a Symposium on Helplines within the International Association for Suicide Prevention Congress, in Norway, and attended on behalf of Lifeline a meeting of international helplines networks to consider the establishment of a formal alliance for helplines and related services to advocate on their behalf before the World Health Organisation and in other international forums.

## Sustain our Services

### We will become financially viable and sustainable over the long term

Sustainability of our services is an identified strategic priority for our organisation in order to be able to provide our vital life saving services to Australians in crisis.

Sustainability will be achieved over the long term through a range of initiatives including;

- Increasing non-government and state government support
- Exploring other sources of funding such as social venture capital opportunities and national fundraising, and address retail opportunities
- Reviewing governance of current fundraising territories to ensure Lifeline can maximise revenue opportunities
- Developing a retail strategy that refines the business challenges and increases business skills in this area
- Assist Centres to improve business operations with the aim of increasing revenue for their operations
- Promote knowledge transfer and facilitate the development of improved businesses
- Ensuring Centres are able to develop their own business plans, showing revenue projections, reflecting economies of scale and opportunities in their region (including joint ventures)

Lifeline's National Office oversees three key areas focussed on sustaining our services. They are Community Fundraising, Corporate Relations and Retail Support.

### Centre Support and Capacity Building

Lifeline's National Office supports our network of 42 Centres with a range of services, including:

- Directing donation enquiries to local Centres via a national 1800 number and our website [lifeline.org.au](http://lifeline.org.au)
- Facilitating the donation of physical goods to Lifeline's network of retail outlets
- Managing and supporting community fundraising events that support both national and local services
- Managing corporate partnerships and the facilitation of local engagements and volunteering opportunities
- A Retail Support Manager who works to assist with improvements, advice and growth of the retail enterprise that supports local service delivery

### Lifeline's Regular Giving Programme

Lifeline continues to pay particular focus to building a successful regular donor programme. The income provided from regular donors diversifies Lifeline's fundraising portfolio and provides net sustainable income.

The number of regular donors grew by 60% in FY13 and it is part of a long term strategy to continue to expand this program.

### Community Fundraising

Lifeline also continues to foster relationships with grass roots Community Fundraising initiatives. We have seen growth in the number and scale of community led initiatives which help build both our community capacity and sustain our services. Lifeline was the beneficiary of a number of community initiated events in FY13, including:

#### *The Black Dog Ride for Lifeline*

Lifeline was the beneficiary of a series of motorcycle rides in April to raise funds and awareness for depression and suicide prevention. [www.blackdogride.com.au](http://www.blackdogride.com.au)

#### **Kokoda Challenge 2013**

Former General Manager Brendan Maher accompanied six others on the Kokoda Track in April 2013 and raised over \$50,000 for Lifeline.

#### **Liptember**

A campaign that runs in September and is committed to raising funds for gender specific mental health issues for women and Lifeline is one of the beneficiaries [www.liptember.com.au](http://www.liptember.com.au)

#### **Stress Down Day**

Stress Down Day continues to be a popular community fundraising event for Lifeline, encouraging community groups and workplaces to reflect on their mental wellbeing.

#### **Lifeline Business Luncheons**

As part of our commitment to engage with the corporate sector, we continue to work hard, with the assistance of our Chairman, John Brogden, to facilitate high profile fundraising lunches, both on a large and small scale, as an opportunity to engage with supporters and the business community as a whole.

## Corporate Support

Lifeline is pleased to secure the extension of our valued partnership with MLC Community Foundation that commenced in 2008. MLC Community Foundation are funding our National Online Crisis Support Chat service, operating from 8pm-midnight, seven days a week. MLC provided financial and other support for a Social Return on Investment study to be conducted by Net Balance consultants for the Lifeline Crisis Support Chat Service, an exercise which has resulted in highly useful data and analysis of the value of this service to consumers and other stakeholders.

Lifeline is also grateful for the ongoing support of Prime Super, who has been the key sponsor of Lifeline's Information Service since 2006. Prime Super's support provides funding for the development and distribution of self-help resources, including enhancements to online resource development, such as funding the developing of a Service Finder App and Lifeline Mobile Website.

We continue to partner with Stacks of Snacks, which donate a royalty to Lifeline from every piece of chocolate they sell. These funds continue to be used to support national services, such as our 24 hour telephone crisis support service – 13 11 14, and our Online Crisis Support Chat service.

Commenced in 2003 readthesigns is a joint initiative between the Motor Trades Association of Australia Superannuation Fund (MTAA Super) and Lifeline. It is aimed at promoting help-seeking and suicide prevention behaviours. The program comprises a communications campaign, awareness sessions for apprentices in the automotive industry and self-help resources, all assisting us to build community capacity.

In FY13, we established new corporate relationships with the CGU Foundation and MAX Employment. As part of MAX Employments Greatest Gift Campaign, they made a significant financial contribution to support Lifeline's work in crisis support and suicide prevention.

Lifeline is also grateful for the ongoing support of the Servier Foundation, funding a research project that will investigate improved pathways to people with complex needs and Emeco, financially contributed to Lifeline's Saving Lives Overnight program, which is greatly improving Lifeline's capacity to answer calls from Australians in crisis from 10pm-6am.

## 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 retail outlets across the country, selling a range of donated goods. Retail activity provides almost 80% of Centre income, supporting their core or ongoing operations.

A strategic retail review is another significant program endorsed by Lifeline's members. Fundamental to this review will be the engagement of Lifeline's stakeholders and the provision of a comprehensive strategy and implementation plan to grow and better leverage Lifeline's retail profitability.

The program has received funding support from the Trust Company and pro bono support from (PWC) Price Waterhouse Coopers and is another significant step towards Lifeline's strategic priority of sustaining Lifeline's services.

# our strategic priorities

## Influence and Advocate

We will work in tandem and partnership with academia, the media, other agencies in the sector, government 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, Lifeline can ensure it maintains a high level of engagement on suicide prevention. One through this approach, can we hope to bring our vision of an Australia free of suicide to life. Lifeline's

Chairman, John Brogden, was the principal driver of our government relations in FY13. In particular, the Chairman's ongoing work with the states continued to strengthen the connection between Centres and their local governments. Most state governments now provide a significant financial contribution to our Centres.

The year was highlighted by significant negotiations with both major parties in the lead up to the Federal election.

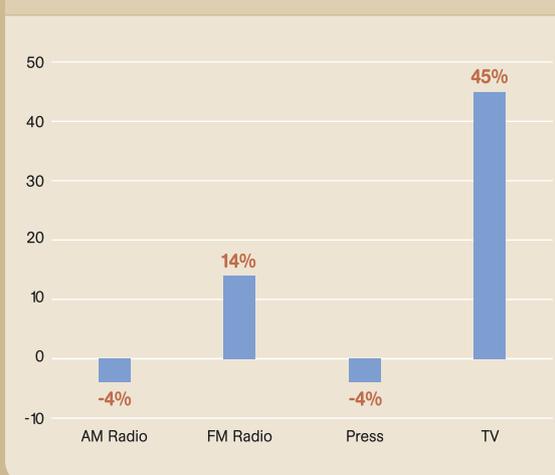
In FY13 Lifeline built on its reputation as Australia's primary community based suicide prevention service provider. Positioning Lifeline as a bipartisan friend of federal policy makers saw a measurable increase in interactions with Ministers and Shadow Ministers offices plus spokespeople for the minor parties and the independents.

### Media

Media activity is a major referral pathway for our services. In FY13:

- There was a significant increase in all media coverage for Lifeline, with over 16,300 mentions nationwide, which was an increase of almost 15% on FY12
- The total audience reached increased by over 10% on FY12 to over 478m.
- Lifeline is clearly positioned as the primary referral pathway for the media in relation to suicide prevention and crisis support
- Wider audiences continue to be reached with a 45% increase in television mentions and 14% in FM radio mentions
- 510 media enquiries were received by National Office, compared with 465 in FY12
- 27 national media releases were issued, compared to 28 in FY12

Percentage Increase in Media Mentions FY13 versus FY12 by Type

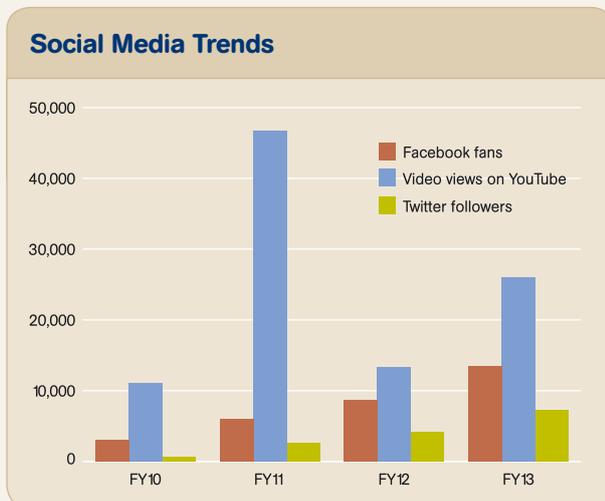


## National website

As a major source of community information, an important service identified in our Strategic Framework, Lifeline's national website is a very important digital platform for our organisation. Through diligent work, our website continues to retain a Google page ranking of eight. This is a world class ranking for a charity website. With 529,720 visits to the site between July 2012 and June 2013, Lifeline's website continues to be a major information platform for help-seekers in Australia. Lifeline's website acts as a point of contact for many people in crisis providing them with information and pathways to our other local and national crisis support services.

## Social Media

Social media continues to be of greater significance as a method of effectively reaching high-risk groups as well as influencing opinion and advocating for greater focus on suicide prevention while promoting our services. We continually investigate opportunities to engage with our supporters and the public through these media including Facebook, Twitter and YouTube. Activity in social media has grown significantly again this year, increasing Lifeline's reach and interaction with an online audience to promote service and brand awareness.



## Out of the Shadows and into the Light

To coincide with World Suicide Prevention Day on 10 September, Lifeline's 2012 Out of the Shadows and into the Light suicide prevention and awareness walks took place in over 40 locations across the country.

This annual event advocates for greater recognition and understanding of suicide prevention and Lifeline's role in combatting the social stigma around suicide as well as encouraging help seeking behaviour.

## Brand and Communication Review

In 2012 Lifeline undertook qualitative and quantitative market research to better understand public perceptions about Lifeline. In addressing certain inconsistent perceptions Lifeline undertook a Brand and Communication Review Program which led to the development of key messages and an updated logo to more clearly communicate Lifeline's position as a crisis support and suicide prevention organisation. This repositioning more clearly aligns to our strategic framework and ensures greater consistency in communication nationwide about our organisation.

## Measure our Impact

We will improve the data and knowledge base that informs our work, as well as build our own expertise and capability

## Lifeline Foundation for Suicide Prevention

The Lifeline Foundation is the vehicle through which research and evaluation projects are initiated, managed and findings examined for continual improvement of Lifeline services. This research work also contributes to the building of the scientific evidence base surrounding crisis support techniques and their relationship to suicide prevention.

The Expert Advisory Group for the Foundation consists of 12 members, as follows:

1. Emeritus Professor Beverley Raphael (Chair) University of Western Sydney and Australian National University. Professor Raphael is a highly respected Psychiatrist and international expert in crisis support, for individuals and for communities. For a decade, she was Director of Mental Health in New South Wales.
2. Julie Aganoff  
Director, Client Service Development, UnitingCare Community (operator of Lifeline in Queensland)
3. Eve Barratt  
Lifeline Manager – South East South Australia, Psychologist
4. Dr Michael Dudley  
Chair of Suicide Prevention Australia (SPA) and practicing Psychiatrist specialising in children and young people – Randwick Children's Hospital and University of NSW

5. Graham Gould  
Lifeline Manager – South Coast, Fellow of University of Wollongong, Psychologist
6. Professor David Kavanagh  
Queensland University of Technology, leader of online services on drug and alcohol addictions; Psychologist
7. Professor Britt Klein  
University of Ballarat, specialising in research about online services on anxiety and depression; visiting Professor at ANU Centre for Mental Health Research; Psychologist
8. Dr Kairi Kolves  
Senior Research Fellow, Australian Institute for Suicide Research and Prevention – the Australian Centre of Excellence in Suicide Prevention, and recognised World Health Organisation Collaborating Centre for Research and Training in Suicide Prevention
9. Professor Graham Martin  
Director of Child and Adolescent Psychiatry at University of Queensland; Graham is a member of the National Advisory Board for the Australian LiFe Suicide Prevention Strategy, and was a member of the writing group for the National Strategy.
10. Professor Jane Pirkis  
Director, Centre for Health Policy, Programs and Economics. University of Melbourne; experienced evaluator of suicide prevention programs
11. Dr Alan Rosen  
Professorial Fellow, School of Public Health, University of Wollongong, Clinical Associate Professor, Brain & Mind Research Institute, University of Sydney; Senior Consultant Psychiatrist, Deputy Commissioner, Mental Health Commission of NSW; special interests in community psychiatry, crisis intervention, mental health service for Aboriginal, rural and remote populations
12. Dr Coralie Wilson  
Graduate School of Medicine, University of Wollongong; Psychologist, research leader in help seeking and help negation factors in people's access to services

## Research Activities

Major research projects undertaken by the Lifeline Foundation for Suicide Prevention this year have included:

### Research on Continuing Callers to Crisis Services

This major research project is being funded by Servier Australia. The research team is led by Professor Jane Pirkis of the University of Melbourne's Centre for Health Policy, Programs and Economics.

- This research is, for the first time, investigating the profile of continuing callers to crisis services using scientific research methods.

- Analysis of data collected through the ABS National Mental Health and Wellbeing Survey about frequent callers to helplines has been analysed and a manuscript has been drafted for publication; a Literature Review has been completed to inform the research;
- The results of this research will enable Lifeline to formulate evidence based service responses to frequent callers to the Lifeline telephone crisis line 13 11 14, to maximise the benefits for these callers.

### Research – Mental Health and Wellbeing of Telephone Crisis Supporters

A program of research is being led by Dr Coralie Wilson, Graduate School of Medicine, University of Wollongong, to examine the mental health and wellbeing of Lifeline telephone crisis supporters, and the factors that may inhibit their help seeking and use of available supports. Several post graduate studies are now underway.

- A survey of telephone crisis supporters was conducted in 2012, and will be repeated in 2013, to establish base line data on the overall mental health and wellbeing of telephone crisis supporters;
- This survey research also examined help seeking behaviours of telephone crisis supporters, and will continue to examine how these behaviours may be best supported through Lifeline supervision and support mechanisms.

### Evaluation – 13 11 14 Training Pilot

The Lifeline Foundation is working with Lifeline's service program managers and consultants Westwood Spice to evaluate a pilot project to introduce a more streamlined training program for volunteer Telephone Crisis Supporters, with a shorter period of face to face training mixed with more 'on the job' learning through supervised shifts and a stronger e-Learning component.

- This evaluation is formative in nature, involving a working group of Lifeline Centre trainers and expert personnel, while also surveying trainees and obtaining their insights, so that the pilot project develops the training program with data and information gathered as it proceeds.

### Social Return on Investment Study – Online Crisis Support Chat

With the financial support of the MLC Community Foundation, consultants Net Balance were engaged to conduct a Social Return on Investment Study for the Lifeline Online Crisis Support Chat service this year; final results will emerge in the latter part of 2013.

- This study included a survey of more than 200 'visitors' to the service, ensuring that consumer feedback was substantially used in the definition and measurement of service impact;

- Lifeline program managers and Online Crisis Supporters were involved in the design of the 'theory of change' model to inform the study, drawing on internal expertise in defining the beneficial impacts of this service;
- Social Return on Investment is a methodology being used increasingly by governments and private donors to charities to determine the value of services across various stakeholders, and to measure the impact of these services overall.

### Evaluation – Rail Station Poster Campaign

A formal partnership has been established between the national rail industry TrackSafe Foundation and the Lifeline Foundation. In December 2012, a rail station poster campaign was trialled in Melbourne, using poster designs supplied by beyondblue, and promoting the use of beyondblue and Lifeline services. (NB: Rail posters have been used by the UK Samaritans to promote the use of crisis lines and crisis chat services to rail commuters.)

- The Lifeline Foundation engaged the Social Research Centre to administer surveys of rail travellers and found from the survey results that rail stations were an effective location to place awareness raising and promotional material;
- Evaluation findings regarding any shift in personal willingness to use services as a result of seeing the posters, however, were less conclusive: further examination of how best to use the communication opportunities within rail stations and environs is warranted.

### Evaluation – DV Alert Program

The Lifeline Foundation engaged Roberts Evaluation to undertake an external evaluation of the DV Alert Program over 18 months of program delivery to examine the effectiveness and impact of this program, against stated objectives:

- The evaluation found that the DV Alert Program had been highly effective in attracting the target audience to its activities and that the training workshops resulted in high levels of satisfaction by participants, and measurable increases in knowledge and skills;
- Participants reported in post-workshop surveys their increases in confidence in raising issues of domestic violence with patients and clients, and in forming networks with other services including specialist domestic violence services, to whom referrals could be made.

### Research – safeTALK in Schools

There is very little published research about the use of suicide prevention awareness programs in secondary schools in Australia. With the support of the QBE Foundation and headspace, the Lifeline Foundation has engaged Orygen Youth Health Research Centre at Melbourne University to

examine the efficacy of a schools program that has been developed by Lifeline Central Australia using Livingworks training materials.

- This research project will contribute to knowledge in an area of suicide prevention about which little evidence exists to guide program development.
- The research project is undergoing ethics approval and will commence in 2014.

### Research Collaborations

Lifeline is keen to promote collaborative research collaborations to encourage research work relevant to its interests.

### Lifeline Centres – Staff and Volunteers

The Lifeline Foundation assists Lifeline Centres by advising on research methods suitable for the crisis support and suicide prevention context, and by facilitating researchers and students access to existing published research and knowledge.

Several research projects that are being undertaken by staff and volunteers in Lifeline Centres are being supported in this way by the Lifeline Foundation.

The Lifeline Foundation will assist in the dissemination of research findings throughout Lifeline Centres.

### Young and Well Co-operative Research Centre

Lifeline is a partner with the Young and Well Co-operative Research Centre. A program of research across three streams associated with the mental health, safety and well being of young people is being implemented.

- The Lifeline Foundation has coordinated expert input to and assistance with the development of an online self-help resource for young people, which is the subject of a research trial under the title Links Project. The Inspire Foundation is the lead organisation for this research trial.
- Lifeline will benefit from the research findings which will examine the extent to which a self-directed process of help seeking can be promoted to and utilised effectively by young people.
- The potential to link young people seeking help with Lifeline services will also be examined in this research trial.

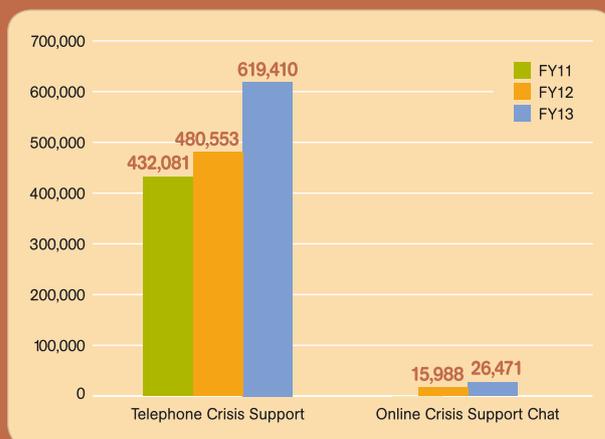
### Centre for Research Excellence in Suicide Prevention – Black Dog Institute

The Lifeline Foundation has established a Memorandum of Understanding with the newly formed Centre for Research Excellence in Suicide Prevention to guide future research collaboration. Already some areas of common interest, such as suicide hot spots, have been identified for future research activity.

# our three year performance

## People helped

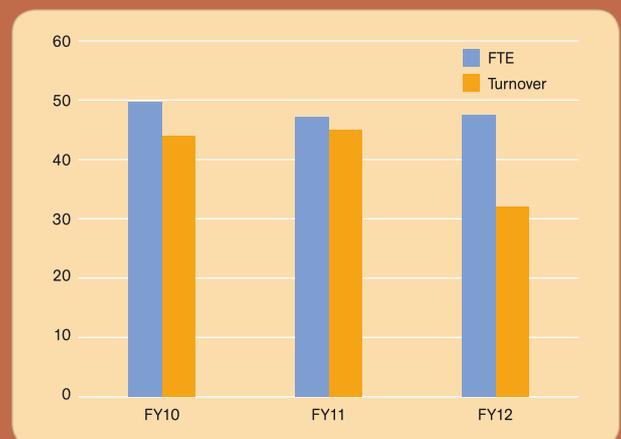
through 13 11 14 and Online Chat



Strong demand for our service, along with the initiation and expansion of our Saving Lives Overnight program (aimed at filling shifts with paid crisis supporters where it is unreasonable to ask volunteers to cover caller demand, such as from midnight to 6am), plus continued strong focus on overall service improvements led to an unprecedented 29% increase in calls answered in FY13 from the previous year. We expect demand for the 13 11 14 service to continue to increase, and another strong increase in calls answered next financial year as further system improvements are made and the Saving Lives Overnight program is expanded.

## Staff employed

Staff employed directly by Lifeline Australia



FY13 has seen a marked decrease in the Lifeline Australia turnover figure in comparison with the previous financial year. Restructuring continued in some areas due to further refining our workforce to ensure that the roles and teams support the achievement of our strategic priorities.

## Three year financial results at a glance

	FY11	FY12	FY13
<b>Income</b>			
Government Funding	9,123,087	13,227,628	14,730,192
Community & Individual Support	1,251,233	2,225,766	3,249,583
Corporate Support	971,576	1,192,543	1,514,311
Other	3,014,888	2,749,412	3,520,930
<b>Total revenue</b>	<b>14,360,784</b>	<b>19,395,349</b>	<b>23,015,016</b>
<b>Use of funds</b>			
13 11 14 service	6,447,392	8,788,447	12,402,116
Online Chat service	466,847	938,743	729,706
Helplines – DVSA, CIH, Gap Park, eheadspace	1,158,144	985,719	472,400
Other services, community engagement, advocacy & evaluation, retail	1,363,608	2,864,505	3,541,345
LivingWorks	444,441	–	–
Governance and accreditation	545,568	731,053	768,710
Lifeline Foundation	–	280,838	318,910
Fundraising and promotion	2,153,783	2,555,044	3,240,892
Administration	1,331,775	1,466,341	1,273,064
<b>Total Expenditure</b>	<b>13,911,558</b>	<b>18,610,690</b>	<b>22,747,143</b>
Surplus	449,226	784,659	267,873

## Cost ratios

	FY11	FY12	FY13
Program Expenditure Ratio	75%	78%	80%
Cost of Fundraising Ratio	97%	75%	68%
Cost of Administration Ratio	10%	8%	6%

The Program Expenditure Ratio is the total amount spent on our service programs, including crisis support services, governance and support for our members and research and advocacy, expressed as a percentage of total expenditure. Our Program Expenditure Ratio further increased in FY13 to 80%. Additional funds were directed toward our Paid Overnight Service to address the gap in volunteer services and to improve our call answer rate at this critical time of the evening. Our domestic violence education programs also expanded significantly (47%), particularly in indigenous communities.

The Cost of Fundraising Ratio is the total amount spent on public fundraising expressed as a percentage of total revenue from the community, individuals and corporates, rather than total revenue.

It excludes funding and costs related to grant and contract funded programs. This ratio improved in FY13 reflecting the success of the program to acquire new regular donors through telemarketing and face to face channels. This type of acquisition program has a high initial cost which is expected to result in long term income streams at little ongoing cost. Measures are underway to continue to improve this ratio.

The Cost of Administration Ratio is the total amount spent on administration and accountability expressed as a percentage of total expenditure. Our administration costs are declining in relation to other expenditure items reflecting efforts to improve the efficiency of our operations and to ensure that funds available for service delivery are maximised.

# our financial summary

## Highlights

Our operating surplus was \$0.268 million for the year ending 30 June 2013 which has resulted in our retained earnings increasing to \$4.66 million. Revenue has increased by 19% or over \$3.6 million in FY13 reflecting increased government funding, fundraising activities, corporate sponsorships and in-kind support for our services.

Funds received from all sources other than Government grants totalled \$8.3 million which is an increase of 34% compared to the previous year. The continued expansion of the donor acquisition program using telemarketing and face to face channels accounts for a significant part of this increase, together with a 227% increase in the value of resources received free of charge (in-kind donations).

Government grants increased by \$1.5 million reflecting the expansion of the Domestic Violence Alert program (+\$1 million) and Federal Government grants (+\$0.5 million) supporting the crisis line services.

Expenditure on Consultants, sub-contractors and IT costs increased by 129% compared to last financial year. The increase reflects the acquisition and development of new software to assist telephone crisis supporters in managing crisis calls as well as in managing the workforce of volunteers located throughout Australia. Additionally, we have engaged a range of experts during the year to provide advice on areas for improvement including governance, change management and system efficiencies in call management processes. External contractors have also continued to be used to attract additional

Lifeline donors through the use of telemarketing and face to face approaches to individuals.

Payments to Lifeline Centres increased by 22% reflecting the additional usage of Centre expertise on behalf of National Office under sub contractual arrangements for contracted services in areas such as paid overnight telephone crisis supporters, provision of online chat supporters as well as for the delivery of training programs. Payments also continued to the NSW Centres in line with the Agreement reached in 2011.

## Government funding agreements

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

- COAG telephone counselling, self help and web-based support programs – **\$9.9m**
- Domestic Violence Response Training – **\$2.6m**
- NSW Department of Health Grants – **\$2.2m**
- Victorian Government Grant – **\$0.05m**
- Health System Capacity Development Fund – **\$0.2m**
- NSW Charitable Goods Transport Program – **\$0.08m**

These amounts are largely consistent with the grants received in the financial year ending 30 June 2013.

# Snapshot



- Government grants (64%)
- Corporate support (6%)
- Community support (12%)
- Other income (18%)



- Service Support (80%)
- Fundraising & promotions (14%)
- Administration (6%)



- 13 11 14 service (68%)
- Online Chat (4%)
- Helplines (3%)
- Other services, community engagement, advocacy & evaluation, retail (19%)
- Governance (4%)
- Foundation (2%)



**Lifeline** Saving Lives

Crisis Support. Suicide Prevention.

ABN: 84 081 031 263

# concise financial report

for the financial year ended 30 June 2013

## **DIRECTORS' REPORT**

Your directors present this report on the company for the financial year ended 30 June 2013.

### **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
Dr Robyn Clough	Ms Annie Corlett
Dr Karleen Edwards	Mr Greg Field
Mr Graham Flower	Mr Robert Gilkes
Mr Brett Goodridge	Mr Allan Gray
Mr Geoffrey McClellan	Mr Bruce Mansfield
Ms Jacinta Munro	Ms Jillian Napier
Mr Geoffrey Robinson	Ms Marion Scrymgour

### **INFORMATION ON DIRECTORS**

#### **Mr Richard Bialkowski**

(Director since 1/7/2008)

Director qualifications: B Bus (HR Mgt); M Bus (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 Board Chair of Lifeline Canberra.

#### **Mr John Brogden**

Board Chair from 2/11/2012

(Director since 2/11/2012)

Director qualifications: MPA; MAICD

Experience: CEO of the Financial Services Council, Chairman of UrbanGrowth NSW, Chairman of Furlough House Retirement Village, Chairman of The Broken Bay Institute and a Director of health.com.au. From 1996 to 2005 John was the Member for Pittwater in the NSW Parliament and was Leader of the Opposition from 2002 to 2005.

#### **Dr Robyn Clough**

(Director since 05/11/2011)

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

Experience: Former Board Chair of Lifeline Canberra and director for six years. An accredited Lifeline Telephone Crisis Supporter from 2005–11. Currently, Manager, Public Policy and Thought Leadership, Australian Institute of Management. Previous roles include Principal Researcher with the Australian Senate and research positions in the academic and not-for-profit 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. Represents the Business School on the University of Sydney Alumni Council where she is currently the President. A member 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.

## **LIFELINE AUSTRALIA**

**ABN: 84 081 031 263**

### **DIRECTORS' REPORT**

#### **Dr Karleen Edwards**

(Director since 22/4/2013)

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. Karleen also holds a Masters of Business Administration (with Distinction) from the University of Canterbury, NZ and is a member of the AICD.

#### **Mr Greg Field**

(Director from 16/8/2010 – 2/2/2013)

Director qualifications: BA (Hons); FAIM; FCPA; MAICD

Experience: Head, Corporate Services Division, Department of Resources, Energy and Tourism. Previous roles include General Manager Public Policy and Thought Leadership and ACT General Manager at the Australian Institute of Management NSW & ACT, Managing Partner of Ernst & Young's Canberra Office, Chief Finance and Information Officer of Austrade, and Partner at PricewaterhouseCoopers.

#### **Mr Graham Flower**

Board Chair until 2/11/2012

(Director since 28/11/2009)

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

Experience: International, blue-chip business experience in senior marketing, advertising, business development and learning & development roles from manufacturing and service sectors. Fifteen years strategic consulting experience in leadership and organisational development, change management and employee communication and engagement. Currently Managing Director of Hexagon Pty Ltd. Previous roles include Client Director for MCA (WPP Group), CEO of Green Team Australia and President of Lifeline Hobart.

#### **Mr Robert Gilkes**

(Director since 05/11/2011)

Experience: Executive Director of UnitingCare Community. 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 6/11/2010)

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 Allan Gray**

(Director from 6/11/2010 – 2/11/2012)

Director qualifications: BSc (Forestry); Dip Forestry; M Forest Resources

Experience: Retired. Current Board Chair of Lifeline South East South Australia. Previous experience as senior manager of Forestry SA. Experience in corporate governance, policy and strategic development.

## LIFELINE AUSTRALIA

ABN: 84 081 031 263

### DIRECTORS' REPORT

#### **Mr Geoffrey McClellan**

(Director since 17/10/2011)

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

Experience: Over 30 experience as a commercial lawyer. Chairman of the board of 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. Geoff is currently a Senior Partner at Herbert Smith Freehills in Sydney.

#### **Mr Bruce Mansfield**

(Director Since 19/04/2013)

Director qualifications: B Com, 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 undertaken leadership studies with Harvard and INSEAD. He has substantial board experience in the NFP sector, most notably over the past six years on the National Board of Save the Children Australia Limited.

#### **Ms Jacinta Munro**

(Director since 16/04/2013)

Director qualifications: B Bus (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 Jillian Napier**

(Director from 6/12/2010 – 2/11/2012)

Director qualifications: BA (Social Psychology); Post Grad( Public Administration)

Experience: Jillian has over twenty years' experience and training in management and consulting in community services within Australia and in international development. She has worked in senior management roles in government and the not for profit sector. Jillian is employed as the Community Services Consultant, UnitingCare NSWACT, with oversight of 9 locally managed Uniting Church Lifeline centres in NSW.

#### **Mr Geoffrey Robinson**

(Director from 29/11/2008 – 2/2/2013)

Experience: Extensive experience in various executive roles in the public sector and executive leadership of multi-provider service delivery, ICT infrastructure and major enterprise projects. He also has extensive experience in corporate governance and was instrumental in setting up the national Tax Practitioners Board, after spending 12 years on the Victorian Tax Agents Board.

#### **Ms Marion Scrymgour**

(Director from 2/11/2012 – 27/03/2013)

Experience: Over 20 years of management experience with the Northern and Tiwi Land Councils, as Director of Wurlji Wurlinjang Medical Service. This was followed by 11 years as the Member for Arafura in the Northern Territory Legislative Assembly, during which time Marion spent several years as the Minister for Family and Community Services, as well as holding a number of other portfolios and serving as Deputy Chief Minister from 2007 to 2009.

**LIFELINE AUSTRALIA**

**ABN: 84 081 031 263**

**DIRECTORS' REPORT**

## **BOARD and COMMITTEE MEMBERSHIP**

**Board Chair** – John Brogden (from 2/11/2012) Graham Flower (until 2/11/2012)

**Board Deputy Chair** – Geoffrey McClellan (from 8/2/2013), Greg Field (from 2/11/2012 – 2/2/2013), Richard Bialkowski (from 5/11/2011 – 2/11/2012)

### **Audit and Risk Committee**

Chair – Bruce Mansfield (from 19/4/2013), Greg Field (from 2/11/2012 – 2/2/2013), Allan Gray (from 16/12/11 – 2/11/12)

Membership – Allan Gray (from 16/12/2011 – 2/11/2012), Greg Field (from 16/8/2010 – 2/11/2012), Geoffrey Robinson (05/2/2009 – 2/2/2013), Marion Scrymgour (from 7/12/2012 – 27/3/2013) Jacinta Munro (from 16/04/2013), Teresa Dyson (co-opted from 23/4/2013), Greg Field (co-opted from 12/3/2013)

### **Governance and Remuneration Committee**

Chair – Geoffrey McClellan (from 6/7/2012), Richard Bialkowski (from 05/11/2011 – 6/7/2012),

Membership – Richard Bialkowski (from 30/09/2008), Graham Flower (from 9/2/2011 – 6/7/2012), Robert Gilkes (from 16/12/2011), Geoffrey McClellan (from 16/12/2011), Robyn Clough (from 6/7/2012 – 1/11/2012)

### **Funding and Sustainability Committee**

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

Membership – Robyn Clough (from 16/12/2011 – 6/7/2012), Annie Corlett (from 16/12/2011), Graham Flower (from 1/2/2013).

### **Nominations Committee**

Chair – Graham Flower (until 9/10/2012)

Membership – Robyn Clough (from 30/05/2012 – 9/10/2012), Annie Corlett (from 30/05/2012 – 9/10/2012), Robert Gilkes (from 30/05/2012 – 9/10/2012).

### **Services Committee**

Chair – Annie Corlett (from 1/2/2013)

Membership – Robyn Clough (from 1/2/2013), Karleen Edwards (from 22/4/2013), Geoffrey Robinson (co-opted from 13/2/2013)

## **MEMBERS**

As at 30 June 2013 there were 23 Members of Lifeline Australia (2012: 23). If the company was wound up, each Member would be required to contribute \$2.

## Lifeline's Strategic Framework

<b>Our vision</b>	<b><i>An Australia free of suicide</i></b>		
<b>Our purpose</b>	To support Australians in times of crisis and equip individuals and communities to be resilient and suicide-safe		
<b>Our strategic foundations</b>	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
<b>Our services</b>	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
<b>Our strategic priorities</b>	<ul style="list-style-type: none"> <li>• Refocus service provision on suicide prevention through crisis support and connection</li> <li>• Ensure our roles, relationships and governance support our purpose</li> <li>• Sustain our services</li> <li>• Influence and advocate</li> <li>• Measure our impact</li> </ul>		

### 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.

**LIFELINE AUSTRALIA****ABN: 84 081 031 263****DIRECTORS' REPORT****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 2013 was an operating surplus of \$267,873 (2012: \$784,659).

**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**

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

**FUTURE DEVELOPMENTS**

The company expects to maintain the present status and level of operations and hence there are no likely future developments in the company's operations.

**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.

**LIFELINE AUSTRALIA****ABN: 84 081 031 263****DIRECTORS' REPORT****MEETINGS OF DIRECTORS**

During the financial year, 10 meetings of directors were held. Attendance by each director was as follows:

	Number eligible to attend	Number attended
Mr Richard Bialkowski	10	9
Mr John Brogden	6	6
Dr Robyn Clough	10	9
Ms Annie Corlett	10	9
Dr Karleen Edwards	2	1
Mr Greg Field	6	5
Mr Graham Flower	10	6
Mr Robert Gilkes	10	6
Mr Brett Goodridge	10	10
Mr Allan Gray	4	2
Mr Geoffrey McClellan	10	9
Mr Bruce Mansfield	2	2
Ms Jacinta Munro	2	2
Ms Jillian Napier	4	4
Mr Geoffrey Robinson	6	4
Ms Marion Scrymgour	3	1

**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 with the exception of an indemnity agreement with Lifeline Canberra in relation to costs arising from a legal matter relating to an unwelcome caller.

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.

**LIFELINE AUSTRALIA**  
**ABN: 84 081 031 263**  
**DIRECTORS' REPORT**

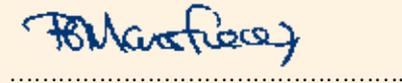
**AUDITOR'S INDEPENDENCE DECLARATION**

A copy of the auditor's independence declaration as required under section 307c of the *Corporations Act 2001* (Cth) is set out after the independent audit report.

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



.....  
**John Brogden**  
**Director**



.....  
**Bruce Mansfield**  
**Director**

Dated this 19th day of September 2013

**INDEPENDENT AUDITOR'S REPORT  
TO THE MEMBERS OF LIFELINE AUSTRALIA**

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**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 2013, 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 2013. 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 *Corporations Act 2001*, 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 2013. We expressed an unmodified audit opinion on that financial report in our report dated 19 September 2013. 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*.

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

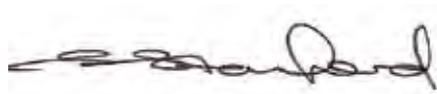
*Independence*

In conducting our audit, we have complied with the independence requirements of *Corporations Act 2001*.

*Opinion*

In our opinion, the concise financial report of Lifeline Australia for the year ended 30 June 2013:

- 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 19 September 2013 that was not subject to any qualification; and
- ii. complies with Accounting Standard AASB 1039: Concise Financial Reports.



Selina Stanford  
Director  
Moore Stephens

Dated at Canberra: 19 September 2013

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**AUDITOR'S INDEPENDENCE DECLARATION UNDER SECTION 307C OF THE CORPORATIONS ACT 2001 TO THE DIRECTORS OF LIFELINE AUSTRALIA**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2013 there have been:

1. no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
2. no contraventions of any applicable code of professional conduct in relation to the audit.



Selina Stanford  
Director  
Moore Stephens

Dated at Canberra: 19 September 2013

## **DIRECTORS' DECLARATION**

The Directors of the Company declare that:

1. The financial statements and notes, are in accordance with the *Corporations Act 2001* (Cth)
  - a. Comply with Accounting Standards and the Corporations Regulations 2001; and
  - b. Give a true and fair view of the financial position as at 30 June 2013 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 19th day of September 2013

# STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2013

	<b>2013</b>	2012
	\$	\$
<b>Revenue</b>		
<i>Operating activities:</i>		
Grants	14,730,192	13,227,628
Corporate sponsorships	1,346,351	1,192,543
Donations and bequests	2,477,994	1,764,927
Sale of services	857,884	1,547,840
Sale of merchandise	69,943	27,079
Resources received free of charge	2,841,295	869,974
	<u>22,323,659</u>	<u>18,629,991</u>
<i>Other revenue:</i>		
Affiliation Fees	410,104	383,890
Interest	187,574	380,613
Other	101,489	19,155
	<u>699,167</u>	<u>783,658</u>
Other income	98	153
<b>Total income</b>	<u>23,022,924</u>	<u>19,413,802</u>
Purchase of goods for resale	(7,908)	(18,453)
<b>Gross operating surplus for the year</b>	<u>23,015,016</u>	<u>19,395,349</u>
<b>Expenses</b>		
Employee benefits expenses	(5,260,295)	(5,404,029)
Consultants, subcontractors & IT costs	(5,690,239)	(2,585,671)
Depreciation and amortisation	(308,635)	(262,587)
Occupancy costs	(328,056)	(323,899)
Marketing & communications	(1,166,131)	(1,403,962)
Meeting & travel costs	(1,024,898)	(687,629)
Other administrative costs	(601,601)	(543,558)
Payments to Lifeline Centres	(6,612,344)	(5,429,709)
Telecommunications	(1,754,944)	(1,969,645)
<b>Total expenses</b>	<u>(22,747,143)</u>	<u>(18,610,690)</u>
<b>Net current year surplus</b>	<u>267,873</u>	<u>784,659</u>
Other comprehensive income	-	-
<b>Total comprehensive income for the year</b>	<u>267,873</u>	<u>784,659</u>

## STATEMENT OF FINANCIAL POSITION

**AS AT 30 JUNE 2013**

	<b>2013</b>	2012
	<b>\$</b>	<b>\$</b>
<b>ASSETS</b>		
CURRENT ASSETS		
Cash and cash equivalents	7,054,101	5,404,813
Receivables	127,379	4,274,358
Inventories	5,177	7,341
Other current assets	443,268	263,444
<b>TOTAL CURRENT ASSETS</b>	<b>7,629,925</b>	<b>9,949,956</b>
NON CURRENT ASSETS		
Plant and equipment	1,019,388	834,011
<b>TOTAL NON CURRENT ASSETS</b>	<b>1,019,388</b>	<b>834,011</b>
<b>TOTAL ASSETS</b>	<b>8,649,313</b>	<b>10,783,967</b>
<b>LIABILITIES</b>		
CURRENT LIABILITIES		
Payables	1,281,951	1,571,602
Unearned revenue	2,548,156	4,667,089
<b>TOTAL CURRENT LIABILITIES</b>	<b>3,830,107</b>	<b>6,238,691</b>
NON-CURRENT LIABILITIES		
Provisions	161,165	155,108
<b>TOTAL NON CURRENT LIABILITIES</b>	<b>161,165</b>	<b>155,108</b>
<b>TOTAL LIABILITIES</b>	<b>3,991,272</b>	<b>6,393,799</b>
<b>NET ASSETS</b>	<b>4,658,041</b>	<b>4,390,168</b>
<b>EQUITY</b>		
Retained Surplus	4,658,041	4,390,168
<b>TOTAL EQUITY</b>	<b>4,658,041</b>	<b>4,390,168</b>

## STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 30 JUNE 2013

	<b>2013</b>	2012
	<b>\$</b>	<b>\$</b>
<b>RETAINED SURPLUS</b>		
Balance at beginning of the year	4,390,168	3,605,509
Net surplus for the year	267,873	784,659
Balance at end of the year	<u>4,658,041</u>	<u>4,390,168</u>

## STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2013

	<b>2013</b>	2012
	<b>\$</b>	<b>\$</b>
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>		
Cash receipts from operations	24,013,206	18,129,027
Donations received	2,477,994	1,764,927
Interest received	187,574	380,613
Merchandise sales	172,788	94,407
Payments to suppliers and employees	(24,708,360)	(19,285,899)
Net cash generated from/(used in) operating activities	<u>2,143,203</u>	<u>1,083,075</u>
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>		
Payments for plant and equipment	(494,013)	(337,026)
Proceeds from disposal of plant and equipment	98	153
Net cash used in investing activities	<u>(493,915)</u>	<u>(336,873)</u>
Net increase/(decrease) in cash held	1,649,288	746,202
Cash and cash equivalents at beginning of the financial year	5,404,813	4,658,611
Cash and cash equivalents at the end of the financial year	<u>7,054,101</u>	<u>5,404,813</u>

## **NOTES TO THE CONCISE FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2013**

### **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 2013. The concise financial report has been prepared in accordance with Accounting Standards AASB 1039: Concise Financial Reports, and the *Corporations Act 2001*.

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 2013 is \$267,873 compared to a surplus of \$784,659 in the preceding financial year. Lifeline Australia was able to increase its income from donations (+40%) through the continuation of the telemarketing and face to face donor acquisition programs. Resources received free of charge also increased substantially in 2013 due to the heavy discounting of software licences obtained for our specialist crisis support systems. Revenue from Sale of Services was lower compared to the previous year reflecting the conclusion of the Headspace Partnership in 2012.

Expenses incurred in 2013 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.

#### **Statement of Financial Position**

Total assets decreased by \$2,134,654 to \$8,649,313 representing a decrease of 20%. This was mainly attributable to the following:

- Cash and cash equivalents increased by \$1,649,288 reflecting the collection of all grant monies owed to Lifeline before 30 June 2013.
- Receivables in 2012 included outstanding invoices with the Department of Health and Ageing which were collected in July 2012 (\$3,995,564) whereas in 2013, all monies owing by the Department of Health and Ageing were collected prior to 30 June 2013.

Total Liabilities decreased by \$2,402,527 to \$3,991,272 reflecting reduced balances held as Unearned Revenue as grant monies were almost fully utilised in 2013 compared to some underspends in the prior year.

#### **Statement of Changes in Equity**

The retained surplus increased by \$267,873 being the addition of the net surplus for the year.

#### **Statement of Cash Flows**

Cash flows remained consistent relative to 2012. An increase in operating cash flows occurred primarily through the expanded donations program and the resulting additional expenditure on services.

# 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.

## Ambassadors and advocates

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Steve Bastoni  
Kate DeAraugo  
Natasha Ferré  
Joe Roff  
Jessica Rowe  
Zoe Marshall  
John Alexander MP  
Ian Thorpe OAM

## Parliamentary Friends of Lifeline

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The Hon Chris Bowen MP  
The Hon Julie Bishop MP  
Senator Nick Xenophon  
Senator Penny Wright  
Senator Gary Humphries

## Government Support

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Australian Government – Department of Health  
Australian Government – Department of Social Services  
NSW Government – Health  
VIC Government – Department of Health

## Corporate Partners

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

## Corporate Supporters

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Servier  
Emeco  
MAX Employment  
Australian Consolidated Press  
Glad Group  
Federal Parliamentary Press Gallery (Midwinter Ball)  
QBE Foundation  
Liptember Foundation  
Black Dog Ride- National One Day Ride  
Zip It  
Tenix Toga Group

## Stress Down Day Supporters

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Genworth  
Martin and Pleasance (Bach Rescue Remedy)

## Pro Bono Supporters

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Accenture  
Booz & Co  
Channel 9  
WIN Television  
CISCO  
Clayton Utz  
Cordelta  
Goosebumps

Hays  
Hudson  
Liveperson  
NICE  
NOUS  
ORIMA  
PWC  
Vajrayana Institute

## Workplace Giving Partners

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ADP Employees Services  
Ageing, Disability and Home Care  
(NSW Government)  
ANZ Bank  
Australian Communications and Media Authority  
Australian Federal Police  
Australian Securities and Investments Commission  
Becton Dickinson  
BHP Billiton  
Carnival Cruises  
CGU Insurance  
Department of Defence  
Department of Education, Employment and  
Workplace Relations  
Department of Health and Ageing  
Department of Health – Therapeutic Goods  
Administration  
Department of Human Services  
Department of Human Services-CRS Australia  
Department of Innovation, Industry, Science  
and Research  
Endeavour Energy  
Home Care Service of NSW

Horizon One Recruitment Donation  
IMB Building Society  
Insurance Australia Group (IAG)  
Insurance Manufacturer of Australia  
KBR Inc  
Macquarie Foundation  
National Australia Bank  
National Wealth Management  
Office of Fair Work Ombudsman  
OneSteel  
Oroton  
Perpetual  
Petra Capital  
Qantas Airways  
RailCorp  
Robson Civil Projects  
Secure Super  
SEEK Limited  
Skilled Group  
Telstra  
Thiess  
Transurban  
UXC Connect

## Volunteers

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Madeline Parish, Lifeline Outstanding Volunteer Achievement Award winner  
Peter Anderson, finalist  
Robyn Terry, finalist  
Margaret Franklin, finalist  
Robert Page, finalist  
Steve Saunders, finalist  
Jenny Tillet, finalist  
and over 11,000 volunteers.

# How can you help?

Lifeline relies on community support to help fund vital services such as our 24-hour Telephone Crisis Support service and our online Crisis Support Chat, the provision of self-help resources and our suicide prevention programs.

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

- **make a donation**
- **become a regular giver**
- **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 our community by becoming part of the Lifeline story, call us on 1800 800 768 or visit our website [lifeline.org.au](http://lifeline.org.au)

 **Join us on Twitter @LifelineAust**

 **Like us on Facebook at [facebook.com/LifelineAustralia](https://facebook.com/LifelineAustralia)**



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<b>email</b>	<a href="mailto:national@lifeline.org.au">national@lifeline.org.au</a>
<b>twitter</b>	<a href="https://twitter.com/LifelineAust">twitter.com/LifelineAust</a>
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<b>youtube</b>	<a href="https://youtube.com/user/LifelineAustralia">youtube.com/user/LifelineAustralia</a>

Lifeline Australia Ltd  
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