

FY2024-25
ANNUAL REPORT

Building towards connected care



Yasmin's Story

Yasmin was an A-grade student when she started experiencing anxiety and depression. A call to Lifeline made her feel listened to and validated. The crisis supporter encouraged Yasmin to seek professional support. Now, thanks to Lifeline and other support, Yasmin's mental health has improved and she feels positive and excited about her future.



A Downward Spiral

"The first time I contacted Lifeline was when I was in Year 8. I was struggling with anxiety and depression, but the doctors and trusted adults in my life told me I just needed to do exercise or drink more water. I felt very, very alone because all the people who were supposed to help me dismissed what I was going through.

The biggest way Lifeline helped was to validate that what I was going through was real. The crisis supporters acknowledged that it was difficult and that I deserved support.

At the time, I didn't know what I was feeling was anxiety or depression. All I knew was that I was constantly ruminating, having passive suicidal ideations that I thought were normal. Lifeline explained to me, 'That's not normal. We want to make sure you're getting support.' They gave me different resources to read and I learnt some techniques. They also suggested I ask my doctor about a psychologist.

There were a lot of hurdles before I actually started to get support because of the stigma of mental health, especially at such a young age. My peers weren't sharing their stories, and we weren't confiding in each other. There was a lot of shame that came with trying to admit what I was going through. I was trying to convince myself that it was just a phase and this is normal.

When I got to Year 10, I started pulling away from school. I was having physical symptoms and I ended up having a seizure. I was an honour roll student, but when I started to miss school, I began to fall behind. I was no longer eligible for the honour roll. That was the worst thing ever and it led to my first suicide attempt.

In Year 11, I was only going to school two or three days a week. Along with anxiety and depression, I developed anorexia. Eventually I dropped out and didn't finish Year 12.

The good thing is, that at this stage, I did have a lot of support. My parents had recognised that this wasn't normal. They allowed me to see a psychiatrist, and I started taking some medications. I was also still reaching out to Lifeline, because they were really the only support I had past 10pm. The crisis supporters helped me think a little straighter when I was clouded."

Recovery

"After dropping out of school, I tried to rebuild myself. I saw a psychologist twice a week. I wasn't studying. I wasn't working. I would try to meet up with friends once a week to complete that circle of social, physical and emotional wellbeing.

Towards the end of that time, I decided to apply for university. I was accepted into Macquarie Uni through a scheme for people affected by COVID and who didn't do well in school. I got my first job and I started picking up. I was a lot more focused on building my social life and being more physically and spiritually healthy."

A Brighter Future

"These days, I still take medication, and I know I will have bad days, but the last year has been the first time in my life where I've been hopeful about the future. I wake up and I'm genuinely excited for the day.

The power of self is pretty impressive. You need support, but I'm very proud of myself for going through what I did and I'm very, very grateful to Lifeline, my GP, and psychologist who have stuck with me and watched that growth.

The one message I hope to always share with people is that where you are now and how you feel right now, is so valid, but if you can stick it through, you will see yourself grow and there is so much more to life than where you are right now. Even if it's really hard and impossible to see, take it one day at a time and then you'll look back and you'll realise how far you've come."

Being a Lifeline Crisis Supporter

"I decided to become a Lifeline volunteer to help people like me. I studied psychology and my goal is to be the voice that gives other people hope. People say, 'I don't think I'm going to make it till next year.' I say to them, 'Let's just focus on making it to tomorrow'.

Volunteering with Lifeline is an incredibly rewarding experience. I'm not doing it because I need to feel better about myself, but because I genuinely believe if I can help even just one person, then that's worthwhile.

The help seeker chats that resonate the most with me are the ones with girls who are going through school anxiety. I've had calls where it's been their first experience of reaching out to a mental health service or getting any support. Being that first contact and being able to give them a bit of hope or to reassure them that these services can help is really good. Knowing that I was helpful and that they are going to bed with a much different frame of mind is really rewarding."





Acknowledgement of Country

We, Lifeline Australia, acknowledge the Traditional Aboriginal and Torres Strait Islander Custodians of Country, on which our national office in Sydney is based, the Gadigal people of the Eora Nation.

We extend our respects to all Traditional Custodians throughout Aboriginal and Torres Strait Islander Nations and across our national Lifeline network.

We pay our respects to Elders Past, Present, and Future, acknowledging their continued connection to and caretaking of Country, Lands, Sea, Waters, Animals, and Vegetation, for thousands of generations.

We acknowledge that Aboriginal and Torres Strait Islander peoples' sovereignty on this Country was never ceded. Wherever you are located today, it always was and always will be Aboriginal and Torres Strait Islander land.

Recognition of Lived Experience

Lifeline Australia pays deep respect to people who have personal experience of crisis and suicide. They are the reason our organisation and services exist.

We recognise the immense value that their experience and expertise bring to our work, helping us ensure that no one faces their toughest moments alone.

Acknowledgement of Domestic and Family Violence

We stand with all people impacted by family, domestic, and sexual violence. We honour the courage and strength of victims, survivors, families, communities, and honour the lives lost. Together, we work daily to end violence against women and children.



About the artwork

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

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From the Chair

It is an honour and privilege to serve as Chair of Lifeline Australia. Like so many Australians, I have long admired Lifeline's unwavering commitment to ensuring that no one faces their toughest moments alone. To now have the chance to volunteer as Chair of this iconic, national organisation is both humbling and deeply meaningful to me.

Since stepping into this role, I have witnessed firsthand the passion and commitment of the people who make up the Lifeline community. I would like to acknowledge my predecessor, Jacinta Munro, and departing CEO Colin Seery. Their leadership has been instrumental in positioning Lifeline for a strong and sustainable future.

Jacinta's 12 years on the Board were marked by her strategic foresight and passion for our collective cause. During her tenure, which included almost four years as Chair, Jacinta led the organisation to a position of sustainability, whilst never losing focus on what matters – being there for people during their time of need. Colin's six years as CEO were transformative. He led Lifeline Australia through the unprecedented challenges of the COVID-19 pandemic, oversaw a digital transformation that has extended our impact nationwide, and elevated our voice, positioning the organisation as a key influencer in discussions that shape the wellbeing of our broader community.

Together, Jacinta and Colin have ensured Lifeline is well-placed to respond to increasing demand and lead the way forward for Australia's mental health and suicide prevention sector. On behalf of the Board and the entire Lifeline network, I thank them for their dedication and commitment to Lifeline Australia and wish them well in their next endeavours.

In my first few months as Chair, I have made it a priority to meet with Lifeline Members, volunteers and our broader partners. Connecting with our Member network and hearing about the vital work being done each and every day in communities across Australia has been truly inspiring. I have particularly enjoyed visiting Lifeline Centres and speaking with many amazing volunteer crisis supporters, who are there for people in crisis day and night.

I have also had the honour of meeting the Governor-General, Her Excellency the Honourable Sam Mostyn AC, who was appointed as Lifeline Australia's Patron earlier in 2025. For Her Excellency to accept our invitation to be Patron reflects the national importance of Lifeline's work in supporting Australians through crisis and mental health challenges. Thank you to every volunteer, partner, Member organisation and supporter for sharing Lifeline's vision of an Australia free of suicide.

In Australia, we are living through a time of profound mental health need. Social isolation, economic pressure, global instability, the impact of natural disasters and the lasting effects of the pandemic are taking a toll on individuals and communities. The need for a more connected, responsive mental health system has never been more urgent.

With more than six decades of delivering crisis support, Lifeline is uniquely placed to play a leading role in driving much needed change within Australia's mental health system. As a trusted, national service grounded in community, we are both a safety net for people in crisis and, more than ever, a bridge to long-term support and recovery. With our clear strategic intent to champion a more connected system for help seekers, Lifeline is already working to ensure smoother pathways between services, advocate for greater coordination, and share what we learn from those who reach out to us.

As Chair of this wonderful organisation, I am excited about what lies ahead and being a part of Lifeline making an even greater impact. There has never been a more important time for the sector and community to come together to ensure Australians in crisis can access mental health services and crisis support whenever and wherever they need it.



Steve Moylan
Lifeline Australia Chair



From the Former Chair

After 12 years on the Board of Lifeline Australia, I stepped down as Chair and Director in March 2025. It has been a great privilege to serve this remarkable organisation during such a transformative chapter in its history. I have been touched by the kind words shared by many during my final months.

Over the past decade, Lifeline has grown significantly in scale, impact and reach. I am proud to have played a part in this extraordinary evolution and to have helped lay the foundations for a stronger and even more impactful organisation in the future.

Throughout my time with Lifeline, one of the most enjoyable aspects has been meeting and speaking with our dedicated volunteers. From crisis supporters and retail store volunteers to those helping behind the scenes or out in communities, every individual who contributes to Lifeline is making a profound difference to Australians in crisis. Volunteers truly are the heartbeat of Lifeline, and I will always be grateful for the life-changing impact they make for so many people in need.

My final year at Lifeline Australia has been all about setting up the organisation for the future. I was proud to support the Board in confirming the Governor-General of Australia as our Patron, and in helping to ensure a smooth transition to Steve as the new Chair. It's also been rewarding to see our longer-term strategy for a more connected and accessible mental health system in Australia take shape.

At a time when the need for crisis support and mental health services has never been greater, I am sad to leave Lifeline Australia. However, under the guidance of the new leadership team, I am more than confident this wonderful organisation will continue to thrive. I look forward to watching from the sidelines and finding new ways to support Lifeline and stay connected to the Lifeline family. Thank you for the opportunity to serve.



JMunro

Jacinta Munro
Lifeline Australia Former Chair

From the Patron-in-Chief

As Patron-in-Chief of Lifeline Australia, it is a great pleasure to celebrate the achievements of the last year. Once again, it is clear that Lifeline Australia plays a central and vital role as a source of support and services for Australians experiencing emotional distress.

In July this year, I was pleased to visit Lifeline's Abbotsford Centre and learn where, and how, this remarkable work happens. I met staff and volunteers who come together to support Australians dealing with the reality of mental health challenges, suicide and its consequences. I witnessed the heart of Lifeline as a generous community of care. People with the courage and compassion to be present in heart and mind, so that no one – on the phone, face-to-face, by text or online – has to face their toughest moments alone.

In the more than 1 million calls received each year, Lifeline's staff and volunteers know the pain and anguish that is experienced too often by Australians of every gender, age, stage and walk of life. In the broader picture of society-wide challenges like homelessness, domestic and family violence, economic disadvantage, rapid social change and social isolation, Lifeline always sees the individual and, with great skill, offers connection, compassion and support.

When I was sworn in as your Governor-General, I promised to make the values of care, kindness and respect the core focus of my term. Naturally, sharing and amplifying Lifeline's unique insights into mental ill health in Australia is a priority for me. Whether it is addressing causes and consequences, exploring methods of prevention or promoting avenues of support, I will ensure that Lifeline's call for greater focus and systemic change in tackling our community's mental health challenges reaches those who need to hear it.

At Lifeline, daily acts of deep care come in the form of the transformative power of listening and not judging, while offering connection, information and support. As Lifeline Australia's Patron-in-Chief, I am so proud to be part of its story as one of the most trusted sources of services and compassion for Australians everywhere.



Sam Mostyn
Lifeline Australia Patron-in-Chief





From the CEO

In a year defined by high demand and strategic transformation, Lifeline has continued to provide crucial moments of connection, so no Australian faces their toughest moments alone.

Steve Moylan
Lifeline Australia Chair

After six particularly rewarding years at Lifeline Australia, it is with a deep sense of pride that I write this final message in my role as CEO of this wonderful organisation.

The 2024-25 financial year marked the continuation of our ambitious 2024-27 Strategic Plan to deliver a more connected support system enabling improved outcomes for all help seekers. I'm proud to say we've made real progress towards achieving this. One of the most significant developments has been the rollout of our new digital platform, which now hosts Lifeline's text and chat services. By the end of this calendar year, all of our services will operate on this upgraded platform, positioning us to better meet the complex and evolving needs of help seekers.

Building a sector that can better support those in crisis is more important than ever.

This year, the demand for our support has remained incredibly high. In fact, seven of the ten busiest days in Lifeline's history occurred in 2024. This is a sobering reminder of the pressures facing Australians, from cost-of-living stress to global instability and natural disasters. I am grateful for the thousands of volunteer crisis supporters who everyday offer connection, hope and compassion to Australians facing crisis.

We've also made great strides in strengthening collaboration across our national network, maximising the benefits of our 17-strong Member network. The successful embedding of our recent amalgamation (with On The Line Australia) has created new opportunities for shared initiatives, improved service delivery, and more efficient use of resources. Joint efforts this year – such as Lifeline Adelaide supporting phone services in Mount Gambier and collective fundraising activities like the Spring Cycle – are tangible examples of the benefits of the network working effectively together.

Our year was also shaped by an ambitious philanthropy initiative aimed at sustaining and expanding our services in a difficult economic environment. We've seen encouraging support for this project and remain committed to this vital work.

As we invested heavily in our new platform and strategic projects, this year's financial result reflects that commitment. Although the tighter economic climate impacted our fundraising returns, these investments are vital for Lifeline Australia's future sustainability. I remain confident this important foundational work will deliver long-term value and improved outcomes for people in their time of need.

These achievements – and many more outlined in the Report – would not have been possible without the steadfast leadership and support of our passionate and dedicated Board. I want to particularly acknowledge and thank Jacinta Munro, who stepped down as Lifeline Australia's Chair in March 2025.

After 12 years serving on our Board, Jacinta reached the maximum tenure of an elected director as per our Constitution. In her time on the Board and as Chair for almost four years, Jacinta contributed immensely to Lifeline Australia's success. Her experience was instrumental in many strategic and governance activities, including ensuring we were able to effectively navigate significant transformation and record demand for our services.

In March we were delighted to welcome Professor Steve Moylan as the new Chair of Lifeline Australia. Steve is a psychiatrist and a leader in the mental health sector who brings a wealth of experience in clinical practice, service leadership and suicide prevention services to Lifeline. I am excited about the impact that Steve will make on our organisation and the wider mental health sector.

It is difficult to be leaving such a wonderful, caring and dedicated team at Lifeline. My deepest gratitude to the Executive leaders, our staff and of course, the thousands of volunteers who step up every hour of every day to be there for their fellow Australians. I would also like to acknowledge and thank the leadership and staff of our amazing Member organisations who work tirelessly every day to make a difference.

Finally, while it is bittersweet to see this chapter end for me, I am incredibly proud to have led Lifeline Australia through one of the most pivotal periods in its history. From navigating unprecedented demand during the COVID-19 pandemic to now seeing the transformation of both Lifeline and the broader mental health and suicide prevention sector, I believe the best is yet to come.

The groundwork laid this financial year towards our goal of building a more connected system for Australians in crisis, positions Lifeline to lead the sector into a new era, where every Australian in crisis can access the support and services they need, when and how they need it most.



Colin Seery
Lifeline Australia CEO

Impact Summary FY2024-25

CALLS

1,090,820

Total calls



86.9%*

Adjusted call answer rate

*Excluding those calls that were abandoned in first 60 seconds



79.8%

Overall call answer rate



20.03 mins

Average call time



165 secs

Average wait time



3,500 Total calls offered on our busiest day



TEXT



87,690

Text conversations answered

14.1% ↑
2023-24 (76,864)

13HELP



148,343

Calls to 13HELP

CHAT



142,871

Chat conversations answered



11.7% ↑

2023-24 (127,909)

ONLINE REACH

Support Toolkit

873,261

Page views

29.0% ↑

2023–24 (676,784)

Lifeline website and
online self led support

1.5M

Australian
visitors



12.4% ↑

2023–24 (1.4M)

Crisis support and
self-led support resource



1.6M

Page views

12.9% ↑

2023–24 (1.4M)

Social media



493,282

Followers

+18k ↑

followers



118M

Total reach



6.9M

Total engagement

*Includes organic and paid

DV-ALERT

440

Students completed the
DV-alert eLearning course



11.1% ↑

2023–24 (396)

SAFETY PLANS

52,416

Total safety plans

4.6% ↑

2023–24 (50,091)



143

Safety plans
per day

4.4% ↑

2023–24 (137)

7,107

Total learners



7.3% ↑

2023–24 (6,625)



6,667

Participants

7.1% ↑

2023–24 (6,225)



422

Workshops

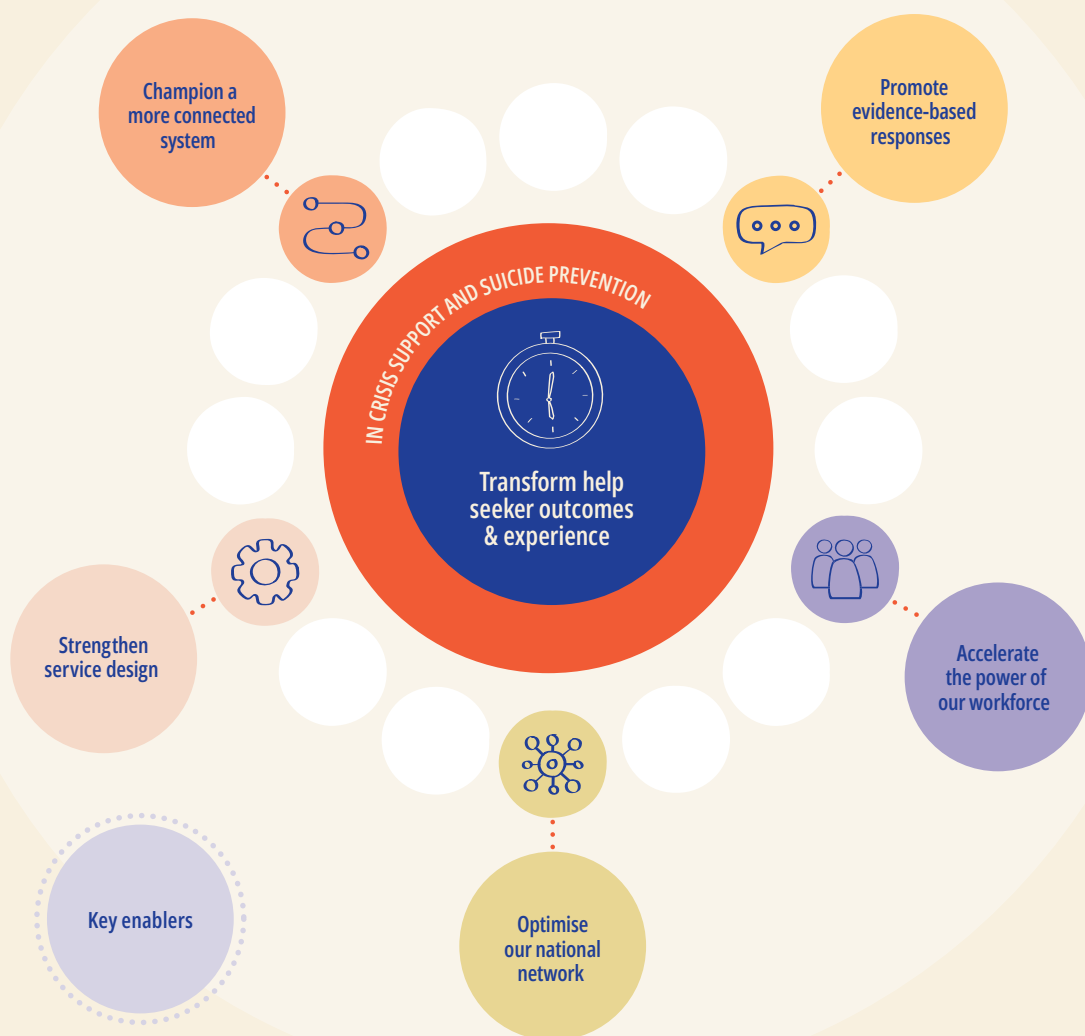
14.7% ↑

2023–24 (396)



Strategy

In the second year of our FY2024–27 Strategic Plan, we made strong progress towards building an organisation with the people, processes and systems needed to transform the experiences and outcomes of help seekers, and to move closer to our vision of an Australia free of suicide.



OUR VISION

An Australia free of suicide

OUR MISSION

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

Australia’s mental health system is experiencing pressure to change. More people than ever are reaching out for crisis support, suicide prevention and mental health services. At the same time, major reforms at Federal and State levels are reshaping the system to close the gaps people face when seeking help and to make it easier for those in need to navigate to effective support.

Lifeline Australia’s Strategic Plan sets out our journey to evolve into an organisation equipped to deliver enhanced services, while also addressing unmet needs and strengthening connections across the sector so every Australian in crisis can access the support they need. Recognising that no single organisation can meet every need, we are focused on maximising our impact through high-quality service delivery, effective collaboration, a strong Member network and a supported workforce.

In FY2024-25, we continued to concentrate on building the foundations to deliver this strategy. We restructured parts of the organisation to strengthen governance and improve service provision. We continued to consolidate our platforms to achieve more efficient and consistent service delivery and we began to explore how we can connect our services for a more seamless experience.

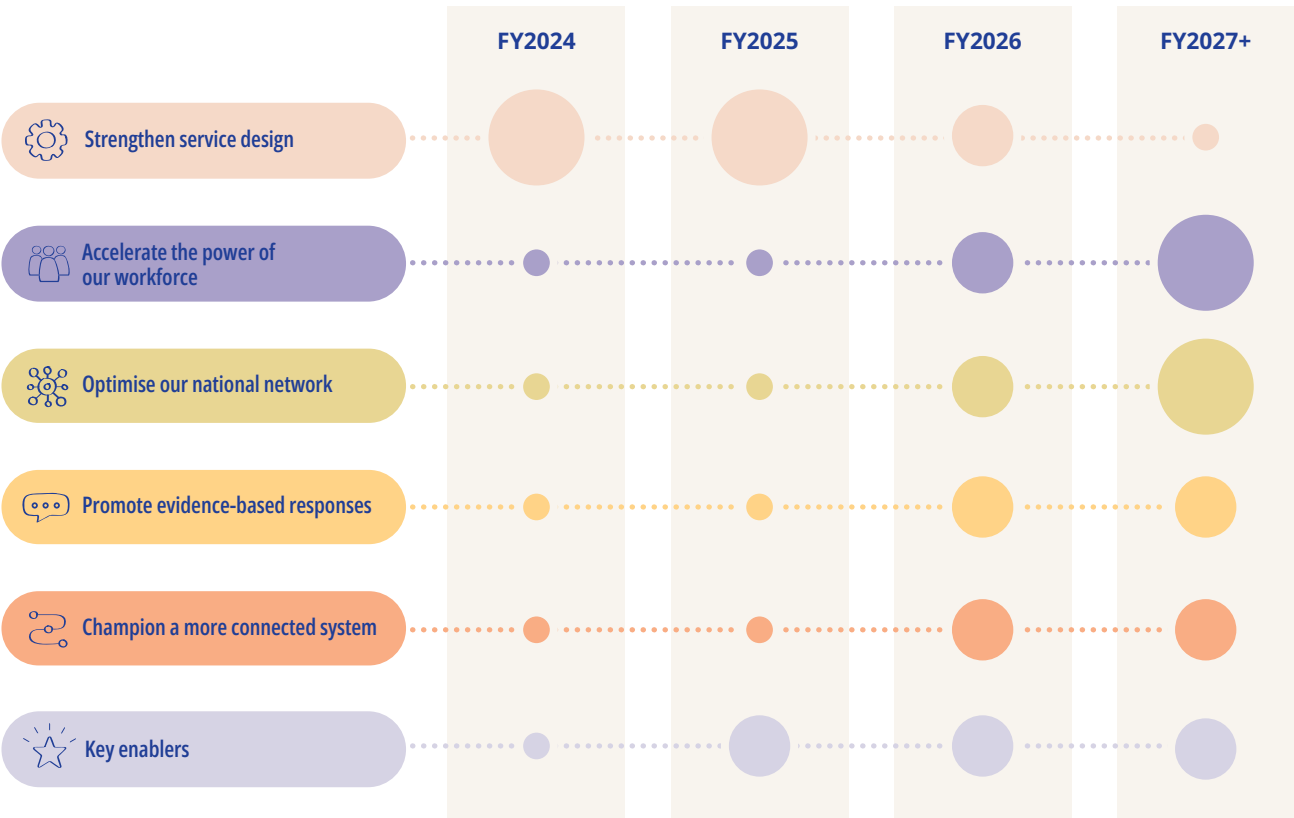
We also invested in systems to ensure we can understand the data we collect to ensure our work is based on the best available evidence. Through the development of a comprehensive Lived Experience Framework, we also made significant progress in ensuring the voices of people with lived experience directly guide our work. These steps have been critical in establishing a solid baseline from which Lifeline Australia can grow and continue to evolve.

Achieving our goal of a more connected system relies not only on building our organisation, but also on supporting our Members, dedicated crisis supporter workforce, sector partners, funders and corporate supporters. This financial year we undertook projects to provide stronger support and services to these stakeholders, while also reinforcing Lifeline Australia’s leadership role through advocacy work, sector engagement and research.

Looking ahead, with solid foundations coming together, our next phase will focus on expanding our opportunities to meet the increasing demand for support and fill gaps in services to ensure we effectively and efficiently link help seekers with the right level of care in the right timeframe.

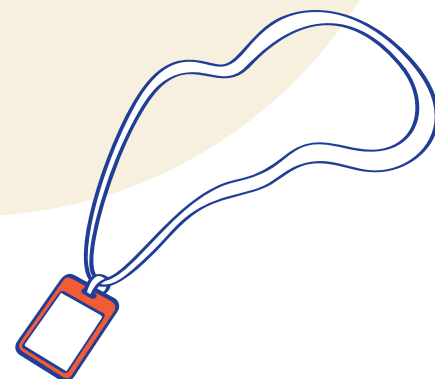
Strategic Project Investment

Relative Focus Over Time



People & Corporate Services

As a key enabler, the People and Corporate Services directorate provides foundational systems and integrated oversight across key operational areas, including people, learning and culture, information technology, change and program management, and corporate communications.



Directorate Changes

To better coordinate change within the organisation and across the Member network, in May, People & Corporate Services created a centralised Change Management practice to support organisation-wide strategic priority projects, such as the Unify platform, and to build consistent internal change capability.

In June, to reflect a stronger organisational focus on risk and compliance within a broader governance context, a new Governance, Legal & Risk directorate was established, with the Risk & Compliance team transferring from People & Corporate Services to Governance, Legal & Risk to work alongside our Legal and Company Secretariat functions.

People & Corporate Services has also prioritised streamlining communications internally and to the Member network and other key stakeholders, with a FY2026-27 Corporate Communications Strategy developed for roll-out in the coming year.

Registered Training Organisation

A major achievement this year was the successful re-registration of Lifeline Australia as a registered training organisation (RTO 88036) with the Australian Skills Quality Authority. A dedicated RTO Program Management team is leading this critical work, driving improved collaboration with Members to ensure Lifeline Centres can continue providing training under the Lifeline Australia RTO, including nationally accredited Vocational Education and Training.

Information Technology Enhancements

Recognising the increasing demands on service delivery, security and resilience, this year there was a focus on improving our enterprise architecture, technology governance and information security capabilities.

In April, the Service Desk moved to 24/7 operations. Crisis supporters engaging with help seekers at all hours of the day and night now have timely access to IT support to resolve issues. Significantly improved response times and proactive system monitoring contributed to increased rates of system up-time, resulting in more than 9,000 IT requests being resolved by the Service Desk across the year.

Throughout FY2024-25, there were no cybersecurity incidents reported across Lifeline Australia's systems. This is a testament to our strengthened IT controls, including adherence to the Essential Eight set of risk mitigation strategies developed by the Australian Cyber Security Centre and the ISO 27001 information security standards, as well as improved Service Desk processes. Cyber and information security are continuously reinforced across the organisation through communication and staff training.

Supporting Our People

At Lifeline Australia, our talented and diverse workforce brings the creativity and energy needed to deliver high quality services, achieve our Strategic Plan, and work towards our shared vision of a suicide free Australia.

Lifeline Australia employs approximately 190 staff to lead funding and corporate relations activities, and to provide the design, technical infrastructure, implementation and governance of the national services and training programs delivered by Lifeline's Member network.

Health, Safety and Wellbeing

Hybrid and flexible work options support our staff in balancing work with life and family commitments.

In FY2024-25, our employee assistance program was refreshed, with the rollout of a new third-party wellbeing program and mobile app providing digital access to comprehensive health, mental health, safety and wellbeing resources at any time.

We also introduced the Peers Alleviating Load Support (PALS) program in partnership with Lifeline Direct. PALS provides structured debriefing for staff impacted by the challenging nature of their work.

To support our increased focus on inclusivity and culturally appropriate care, specialist counselling services were made available to Aboriginal and/or Torres Strait Islander staff. New LGBTQIA+ awareness training offered to staff was well received.

Left to right Stephen Tang, Echo Du, Anita Nitch, Afia Ovais, Matthew Holmes, Jason Kim

Professional Development

After significant staff consultation and engagement, a new performance framework, 'Growing for Excellence', was launched in February. The framework aims to support growth, accountability, and alignment of each individual's work goals with our Strategic Plan.

Staff Engagement

Results from our annual staff engagement survey held in April remained steady when compared with April 2024, with overall engagement scoring 64%, and internal alignment scoring 59%.

Topics including work, health & safety and technology support improved year-on-year, correlating to efforts invested over the past year. Areas such as change management and people development were identified as requiring increased focus to align with strategic plans for growth and change.

Reconciliation Action Plan

We continued to develop our Innovate Reconciliation Action Plan (RAP) in collaboration with Reconciliation Australia.

As part of this work, we created a comprehensive set of RAP commitments, commissioned a powerful artwork by Aboriginal artist Caleb Nichols-Mansell, and updated Lifeline Australia's Acknowledgement of Country through a review process led by Aboriginal and/or Torres Strait Islander staff. The RAP has received conditional endorsement from Reconciliation Australia, with the formal launch planned for FY2025-26.



Values and Staff Recognition

In December 2024, we updated and relaunched the Lifeline Australia Values to simplify and strengthen the principles that guide our actions, in alignment with our refreshed Lifeline brand. Each quarter, through a staff nomination process, nine individual staff members and one collaborative group are recognised for embodying these values.

Listen

We understand the power of listening. We listen first, to deeply understand the experiences and needs of the people we serve.



Collaborate

Creating an Australia free of suicide will take the power of many. We connect and collaborate with everyone in our ecosystem to progress faster towards our vision.



Innovate

We transform ideas into solutions, leading the way in shaping innovative tools and programs that deliver greater impact for help seekers.



June Staff Awards winners with Colin Seery. *Left to right* Chris Milanovic, Paul Roach, Ruth Dean-Pala, Karina Yewdall, Stacey Wright, Mohit Bansal, Ian Iglesia, Ming Chow, Himani Thakur.

Lifeline Members

17

Members operating

Over
43

Accredited Lifeline
Centres across Australia

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

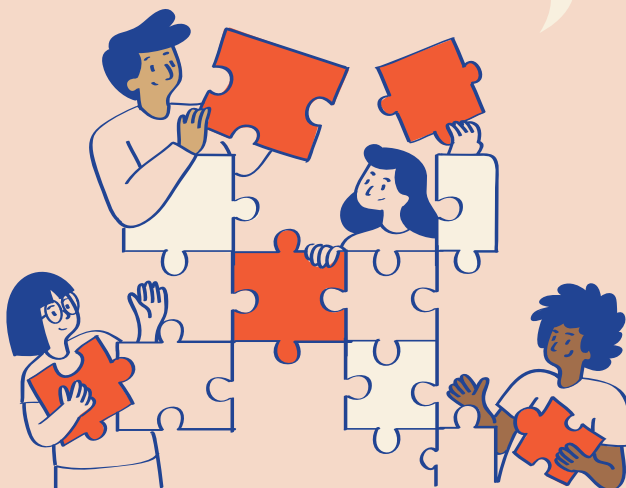
	Member Organisation	Centre(s) owned and operated
ACT	Lifeline Canberra Inc.	• Canberra
NSW	ERAC Australia Ltd	• Albury Wodonga
	Lifeline Central West Inc.	• Bathurst • Dubbo & Orange
	Lifeline Direct Ltd	• Bondi • Central Coast • Hunter • Newcastle • New England North West & Northern Rivers
	Lifeline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

Member Engagement

\$370,768

Lifeline Australia funded
Member Community programs
in FY2024-25

Lifeline Australia has continued to support its Member Centres by focusing on the development, delivery and resourcing of community services that respond to local needs and strengthen suicide prevention efforts nationwide.



Between August and October 2024, we partnered with the Astrolabe Group to update the Lifeline Data Tool, a key resource that enables Members to design and evaluate community programs through data-driven insights. This interactive dashboard now includes refreshed demographic data such as employment, income, age, health, birthplace and ancestry, all sourced from the 2021 ABS Census at the Local Government Area level. Enhancements to the dashboard's functionality were guided by Member feedback, with a focus on supporting evidence-based decision-making and ensuring local services are tailored to the populations they serve.

Recognising the need for dedicated support in pursuing funding opportunities, Lifeline Australia also introduced a new Bid and Tender Manager role in 2024. This position is dedicated to developing a strategic, best-practice framework for managing bids and tenders across the network.

The Bid and Tender Manager works to identify funding opportunities, coordinate submissions and craft compelling documentation all with the goal of equipping Members with the tools and expertise needed to secure vital resources that enable local service delivery and growth.

The Lifeline Local Initiatives Fund (LLIF) continued to support the development of innovative, community-based responses that often serve as the first point of contact for people in distress and as essential bridges to ongoing support.

In February 2025, we released Tranche 7 of the fund and received an unprecedented number of submissions, a testament to the growing need across the network to expand and invest in community services under the Lifeline brand.

All applications received met the program's criteria. A couple of the successful applications include:

- **Lifeline South Coast**
Lifeline Connect Hub (non-clinical)
- **Lifeline Sydney & Sutherland**
Suicide Bereavement Support Groups

Lifeline Australia funded Member Community programs in FY2024-25 totalling to \$370,768.

Together, these interconnected efforts of data insights, capacity-building through funding expertise, and direct investment in frontline programs, demonstrate Lifeline Australia's ongoing commitment to supporting Members and strengthening our collective impact in communities across the country.

Lifeline Local Initiative Fund Projects

The Lifeline Connect program, initially funded through the LLIF, provides vital in-person crisis support across Toowoomba, the Darling Downs and South West Queensland. In regional and remote communities, where face-to-face connection is often preferred and access to services is limited, **the program offers timely, compassionate and consistent care.**

LLIF funding has enabled the program to respond to a **growing need for localised crisis support**, ensuring individuals in distress, whether due to isolation, mental health challenges, or family violence, can access help when they need it most. This investment continues to strengthen community resilience and access to life-saving services.



Rachel Patterson
CEO, Lifeline Darling Downs
and South West QLD

The LLIF has been instrumental in helping us lay the foundation for our new Lifeline Connect mobile service in the Limestone Coast region. This funding support is the **critical first step in delivering face-to-face, non-clinical support** to people in remote and underserved areas across regional and remote areas in South Australia.

While still in its early stages, this initiative is already helping us reach individuals who may otherwise face barriers to accessing support, **fostering greater connection and visibility in regional communities.** The LLIF has accelerated our progress and strengthened our ability to build a more connected and resilient community.



Leah Griffin
CEO, Lifeline South East (SA) Inc

We gratefully acknowledge the support from Lifeline Australia through the LLIF, which enabled us to deliver broader systemic impact through in-person crisis support at Lifeline Connect Hubs across the north shore of Sydney. This funding supported the development of a model that has **strengthened our ability to provide accessible, compassionate and high-quality care** to people in crisis across Sydney's north.

Elizabeth Lovell
CEO, Lifeline Harbour to Hawkesbury Sydney (NSW)

The LLIF seed funding has had a transformative impact on the implementation of Lifeline Loddon Mallee's Disaster Recovery and Critical Incident Response Service. Thanks to this support, we've been able to **rapidly mobilise trained crisis responders** to communities affected by natural disasters, traumatic events, and critical incidents – providing immediate psychological first aid and emotional support when it's needed most.

This funding has enabled us to:

- **Deploy mobile response teams** to rural and remote areas, ensuring no community is left behind during times of crisis.
- **Deliver tailored support** to individuals, families, and frontline workers impacted by floods, bushfires, and community tragedies.
- **Build local capacity** by training community leaders and volunteers in trauma-informed care and post-crisis recovery.
- **Strengthen partnerships** with local councils, emergency services, and health providers to ensure a coordinated and compassionate response.

The result has been a measurable increase in community resilience, faster recovery times, and a stronger sense of connection and safety across the Loddon Mallee region. LLIF's investment has not only supported immediate crisis response but also laid the foundation for **long-term wellbeing and preparedness** in our communities.



Lisa Renato
CEO, Lifeline Loddon Mallee (VIC)

Government Relations

Funding

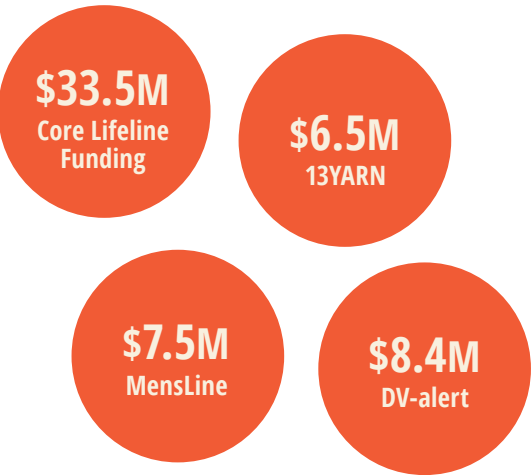
Federal, state and territory government funding remains essential to the delivery of Lifeline Australia's services. While no new core funding was announced for Lifeline Australia in FY2024-25, previously committed funding continued to support our national voice and digital services, the 13YARN service, other suicide prevention programs and the DV-alert service.

Commonwealth funding

Lifeline's core funding from the Commonwealth underpins our national service delivery. In FY2024-25, this funding ensured millions of Australians were able to reach out and receive help, any time of the day or night.

In FY2024-25, previously committed funding continued to support Lifeline's national voice and digital services.

Commonwealth Government Funding FY2024-25



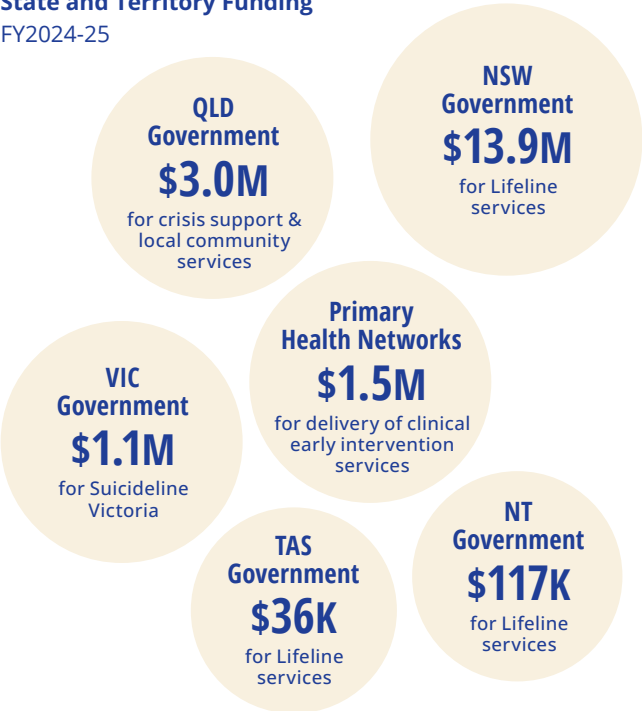
State and territory funding

Ongoing state and territory government contributions have continued to boost Lifeline Australia's national services, as well as services and programs delivered by Lifeline Members and Lifeline Centres.

The NSW Government provides Lifeline with critical funding for crisis support and suicide prevention service delivery. This funding played a key role in the initial development of Lifeline's text and chat channels for help seekers. This year, NSW Government funding of \$3,331,672 supported the ongoing delivery of these critical channels. Additionally, Lifeline's NSW Centres and the 13 11 14 service benefited from \$10,586,238 in NSW Government support.

To comply with requirements from the Department of Health, Disability and Ageing stipulated under the Lifeline Grant, Lifeline Australia developed a public statement to demonstrate its commitment to child safety. The statement has been published on the Lifeline Australia website.

State and Territory Funding FY2024-25



Engagement

Through our Government Relations team, Lifeline Australia has maintained a strong and strategic presence across all levels of government. This year's focus has been on building and maintaining positive relationships.

Following state elections in Queensland and the Northern Territory – and changes to the Federal Government Ministry and Opposition after the Federal election in March 2025 – the team prioritised early engagement with incoming ministers, shadow cabinet members and new parliamentary offices. These efforts aim to build new connections and strengthen ongoing relationships, while also increasing awareness about Lifeline's services and impact. Informing key decision-makers about the wider range of services now delivered under Lifeline Australia, such as MensLine Australia and the Suicide Call Back Service, was important to ensure continued government support of these vital services. This engagement also underpins Lifeline's work in securing ongoing funding ahead of future grant rounds.

In early 2025, Lifeline Australia was honoured to welcome Her Excellency the Hon. Sam Mostyn AC as Patron-in-Chief of Lifeline Australia. Her Excellency's support during National Volunteer Week in May amplified recognition of our volunteers and strengthened engagement with parliamentary audiences. Lifeline Australia is looking forward to Her Excellency's involvement in many more events and campaigns in the coming year.

Left to right
Chris Siorokos, Senator Helen Polley, Emma Carr

Throughout FY2024-25, Lifeline Australia contributed submissions to parliamentary inquiries on issues including loneliness, cost-of-living, men's mental health, veterans, First Nations' mental health, veterinary suicide and climate-related disasters. Lifeline Australia also provided a submission to the Productivity Commission's review of suicide prevention bilateral agreements. In some cases, Lifeline Australia also presented in-person evidence or met directly with inquiry chairs and government officials to support submissions.

In line with Lifeline Australia's commitment to building a more connected support system, the Government Relations team piloted a one-hour online training program for Members of Parliament and their staff. The training provides parliamentary and electorate offices with tips and tools to respond effectively to constituents who may call in distress. Covering topics including how to manage difficult interactions, de-escalation, providing support and referrals and self-care, the training was extremely popular and will be rolled out more widely in the coming year. In addition to being a useful resource that builds essential skills in this important frontline workforce, the initiative provides clear communications channels between Lifeline and MPs' offices while reinforcing the organisation as a trusted referral point for suicide prevention and mental health support.

As in previous years, to help spread our messages, the Government Relations team engaged Members of Parliament in Lifeline awareness campaigns such as the Push-Up Challenge and National Volunteer Week. Additionally, The Hon. Rose Jackson MP, NSW Minister for Mental Health, was invited to address Lifeline Australia's FY2023-24 Annual General Meeting and present the Volunteer Awards.



Lived Experience

Australians who have been impacted by suicide have a critical role to play in shaping Lifeline's suicide prevention services. That is why we are committed to collaborating with people who have lived or living experience of suicide in all aspects of the work we do.

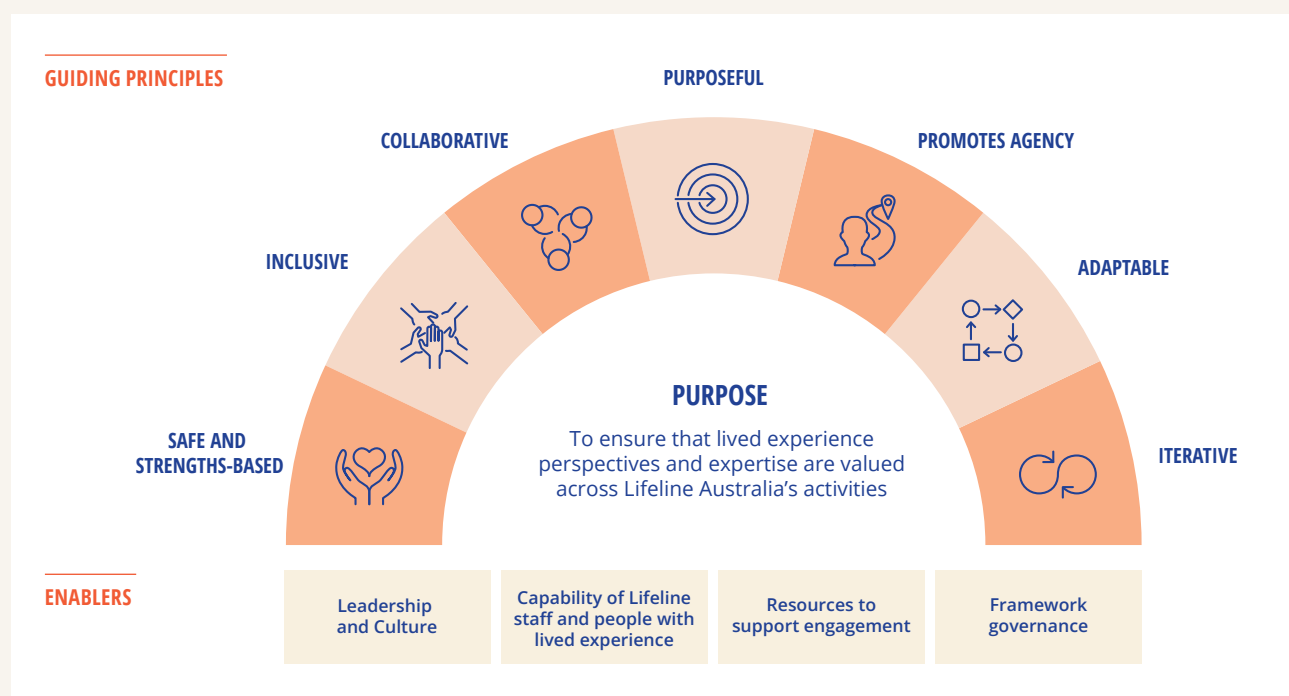


Lived Experience Framework

This financial year we were proud to launch Lifeline Australia's first ever Lived Experience Framework. It reflects our strong commitment to incorporating the voices of those with lived and living experience of suicide in all aspects of the work we do. Lifeline Australia has a distributed approach to engaging with lived experience, incorporating the expertise of our Lifeline Lived Experience Advisory Group (LLEAG), input from users through our Voices program, storytelling with Ambassadors and specialist advisory groups where needed. This ensures we embed lived experience perspectives broadly across the organisation.

The framework is an important tool to help us do this in a consistent way as our organisation continues to grow and evolve.

The framework was developed in close collaboration with the LLEAG and other key internal and external stakeholders. It is built on a number of key principles (outlined below) and provides greater clarity around roles and responsibilities. This will help ensure we are engaging with people with lived experience of suicide inclusively and collaboratively as we develop the Lifeline services of the future.



Lifeline Lived Experience Advisory Group

The LLEAG was established in 2018 to provide strategic advice and to deepen our understanding of suicide prevention, crisis support, and the needs and interests of people with lived experience of it.

The perspectives, insights and experiences of our LLEAG help shape service design, implementation and evaluation of Lifeline Australia's policy, research, advocacy, practice, marketing and fundraising activities.

The LLEAG currently consists of Dave Peters, Graeme Holdsworth, Hayley Purdon, Imbi Pyman, and Mark Richards.

Left to right

Graeme Holdsworth, Imbi Pyman, Dr. Anna Brooks, Dr. Tara Hunt, Dave Peters, Hayley Purdon

Key projects

Lifeline Lived Experience Framework & Lived Experience Engagement Guide

Throughout 2024 and 2025 the LLEAG were deeply involved in the development of the Lived Experience Framework and an Engagement Guide intended to embed lived experience effectively in the organisation. The LLEAG attended the launch of the framework and guide in June 2025, where they delivered a panel discussion on the role of the LLEAG and best practice when engaging with people with lived experience.

Lifeline Ambassador Training Development

During 2025, the LLEAG were involved in the design and development of an induction training package for Lifeline Ambassadors. The goal of the training package is to provide Ambassadors with the information and skills they need to be able to tell their story and advocate for Lifeline's services. The LLEAG provided valuable advice on training objectives and content and gave specific input on role clarity, the diversity of lived experience stories and their trajectory, the impact of personal investment on storytelling, and potential post-sharing emotional responses and impacts.

Marketing and Fundraising Campaigns

LLEAG members actively participated in a number of Lifeline Australia's marketing and fundraising campaigns, including our World Suicide Prevention Day campaign in September, and Direct Response Television (DRTV) fundraising campaigns. The group was involved in the development of campaigns, providing insights to ensure messaging and creative assets were safe, appropriate and had the best chance of resonating with current and future help seekers.



Crisis Support

This financial year, our volunteer crisis supporters responded to more than 1.35 million help seeker contacts across Lifeline Australia's phone, web chat and text services.

Lea Gassmann
Lifeline Volunteer

Across the country, people of all ages are experiencing uncertainty, fear and distress, driven by concerns around the cost-of-living crisis, global instability, natural disasters and the increasing pressures of daily life. Similar economic pressures are also affecting Australia's volunteer workforce, with many people needing to work longer hours or take on multiple jobs, leaving less time and energy for volunteering.

Across our crisis support services, we have had to manage a declining volunteer workforce and persistent and ongoing demand for support and connection from help seekers.

In November 2024, our digital services transitioned to a new, enhanced technology platform that is easier to use, faster and more efficient for crisis supporters. This upgrade has improved service reliability for help seekers and enabled crisis supporters to provide more relevant and timely support to individuals reaching out for help. All crisis supporters were trained to ensure a smooth transition to the system. Our voice services will move to the new platform in the coming financial year.

Voice Services

13 11 14

This year, hundreds of thousands of Australians reached out to our 13 11 14 crisis support phone helpline day and night, seeking support, connection and hope.

Cost-of-living pressures, geopolitical tension, extreme weather events in Queensland and New South Wales and the Federal Election in May all contributed to heightened uncertainty and worry, impacting the mental health of Australians.

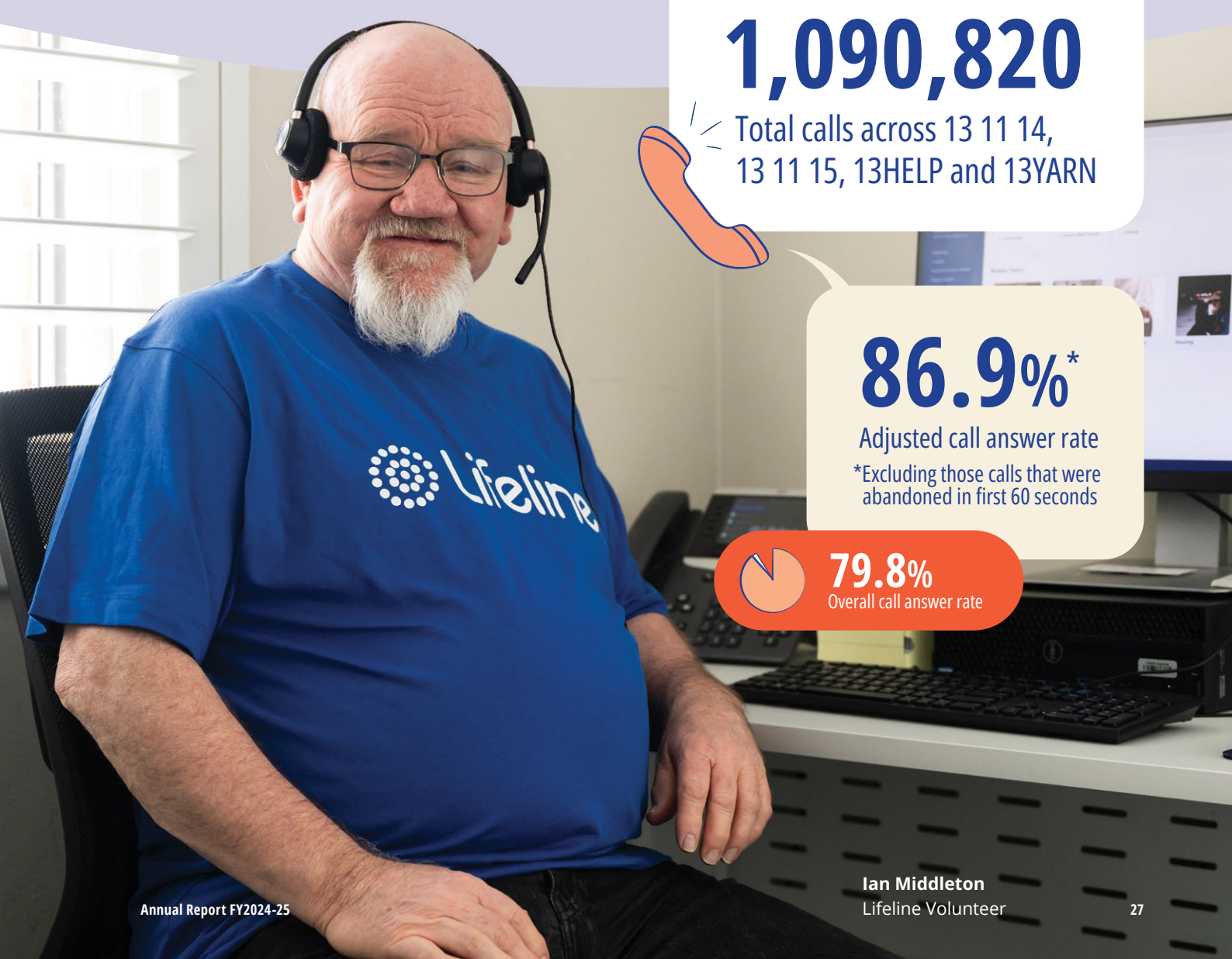
Lifeline has also felt the impact of the sector-wide decline in volunteering. Our long-serving and experienced volunteers continue to rise to the occasion – deepening their contributions and remaining steadfast in their dedication to supporting fellow Australians in need.

13HELP

Established as a dedicated support line for individuals impacted by the Black Summer bushfires, the 13HELP service continues to be funded by government and corporate donors and is available year-round to provide crisis support to people in need.

In FY2024-25, help seekers turned to 13HELP during and after several major natural disasters. Following promotional efforts from NRMA Insurance and others, call volumes spiked in March 2025 after Ex-Tropical Cyclone Alfred led to severe flooding in Queensland, and again in May 2025, following devastating floods in and around Taree, NSW.

This phone service continues to be a critical resource in disaster-affected communities, ensuring support is available when it's needed most.



1,090,820

Total calls across 13 11 14,
13 11 15, 13HELP and 13YARN

86.9%*

Adjusted call answer rate

*Excluding those calls that were
abandoned in first 60 seconds



79.8%

Overall call answer rate

Digital Services

For help seekers who may not feel safe or comfortable speaking on the phone, our text and web chat digital services offer a discreet and accessible way to seek support during a crisis. Since their launch in 2022, demand across these channels has grown steadily.

Our digital crisis supporters continue to hear from help seekers concerned about rising living costs, the housing crisis and global unrest and uncertainty.

In FY2024-25, digital crisis supporters answered 87,690 text messages and 142,871 web chat conversations from help seekers across the country. This was an increase of 13% compared to the previous year.



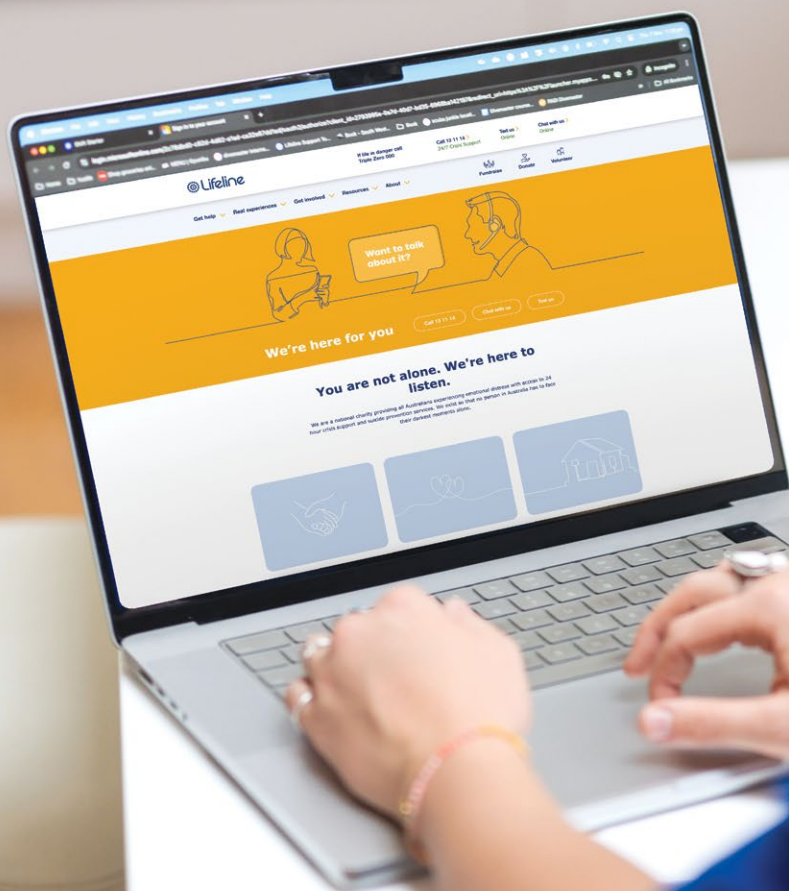
87,690

Text conversations answered

14.1% ↑
2023-24 (76,864)



Liam Brennan
Lifeline Volunteer

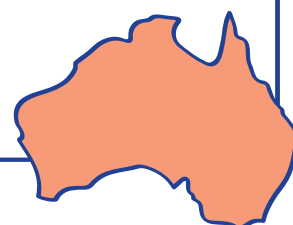


Lifeline website and
online self led support

12.4% ↑
2023-24 (1.4M)

1.5M

Australian visitors



Lifeline.org.au

Lifeline's website remains a vital destination for Australians seeking expert mental health information, access to Lifeline's crisis support and suicide prevention services, and support to navigate the broader mental health system. With more and more people reaching out to Lifeline through digital platforms including Lifeline Chat and our Support Toolkit, traffic to lifeline.org.au continues to reflect the evolving needs of individuals seeking mental health and wellbeing support.

In FY2024-25, lifeline.org.au and our self-led-support pages were visited by 1,580,934 Australians, an increase of more than 12% over the previous year. There was particularly strong engagement with our self-led support resources, such as the Support Toolkit and Beyond Now safety planning tool, reflecting the demand for self-guided support.

We continued to invest in practical information and guidance to help people take the next step on their wellbeing journey. With increasingly younger Australians turning to our website for support, there was strong engagement with topics including self-harm and digital detox strategies.

Feedback consistently highlights the value of Lifeline's resources in providing clear, practical information and guidance while remaining positive, hopeful and supportive along the way.

Lifeline Australia remains committed to meeting the needs of all help seekers by expanding our resources, improving pathways to support and reducing the barriers for those reaching out for help.

Self-led Support

Support Toolkit

With over 369,000 active users and more than 1.1 million page views in FY2024-25, the Self-led Support Toolkit is one of Lifeline's fastest-growing digital products. Launched in 2023, the Toolkit provides help seekers with accessible and practical resources that are accurate, evidence-based, easy-to-understand and empathetic.

The Support Toolkit is for all Australians, including people just starting their wellbeing journey, those preferring not to speak to someone directly, and experienced help seekers looking for new resources or strategies to add to their toolbox.

It has become a key platform for us to deliver on our mission to be there for all Australians, whenever and wherever they need us.

Our focus in FY2024-25 was on growing this resource in two key areas. Firstly, we have expanded the number of mental health topics covered in the Toolkit to better reflect the challenges people are facing today. It now covers more than 15 key mental health topics and life challenges, with new sections on homelessness, eating and body image, and grief and loss – issues that continue to affect large parts of our community.

We also expanded our library of techniques and strategies to help people in ways that work for them. New modules cover mindfulness, meditation and digital detoxes, helping users take first steps toward self-care. Our content continues to reach and resonate with more help seekers. In FY2024-25, the Toolkit experienced strong year-on-year growth of 26.9% in total users and a 44.1% jump in total views.

In 2025, thanks to the ongoing support of the nib Foundation, we launched a three-year initiative to make the Toolkit more inclusive and effective for people from Culturally and Linguistically Diverse (CALD) backgrounds.

We know that for many people from culturally diverse communities, the way mental health is spoken about – or not spoken about – can feel very different. That can make it challenging to navigate and connect with mental health support services. We also know that being part of a community can offer both hope and connection as well as bringing challenges like stigma and shame.

As an organisation we want to better understand CALD communities. We are working closely with multicultural communities across Australia to co-create resources that reflect their lived realities – amplifying their voices, surfacing their insights, and identifying new ways to make our support more culturally relevant and meaningful.

We are also working to make the Toolkit easier to access and navigate by aligning it with the refreshed Lifeline brand and design system. This is ensuring consistency, clarity and a welcoming experience for all users. We are looking forward to an exciting year ahead for the Toolkit full of opportunities to support help seekers on their wellbeing journey.

44.1%↑
Total views

26.9%↑
Total users

369,000
Active users



83,000

iOS downloads

101,000

Android downloads

11,500 Active users



Beyond Now

Since Lifeline took ownership of the Beyond Now app in March 2024, it has continued to grow its reach across multiple platforms.

Accessible via the web or mobile apps for iOS and Android, this self-led resource is empowering Australians to create their own safety plan to help them cope and connect with others when they're feeling unsafe or suicidal. Beyond Now has now been downloaded over 83,000 times on iOS and 101,000 times on Android, with an additional 11,500 active users engaging through the web app.

As the most widely recognised suicide safety planning tool in Australia, we're empowering more and more clinicians to use Beyond Now to help patients manage their mental health and wellbeing and reduce their risk of suicide. In the past year alone, users created over 51,000 new safety plans across the app and web versions.

This growing user base and volume of safety plans demonstrates a clear demand for continued support and integration with other Lifeline services and offers powerful new opportunities to provide ongoing support to help seekers who connect with Lifeline on other platforms.

In FY2024-25, our primary focus has been releasing software updates to ensure the Beyond Now app is up to date, functioning and supported by new operating systems and devices. We have also changed its look and feel to more closely align with other Lifeline services.

Thanks to the support of The Charles Warman Foundation and The Corio Foundation, work commenced in 2025 on a project to better integrate Beyond Now with Lifeline's Crisis Support Services.

The objective of this initiative is to better connect help seekers with the proven benefits of Beyond Now, empowering them to stay safe through access to co-created safety plans developed during crisis interactions, which can be automatically loaded into the Beyond Now App.

51,000+

New safety plans saved



13YARN



Launched in 2022, 13YARN is Lifeline's dedicated 24/7 crisis support line for First Nations people across Australia. Staffed entirely by a team of Aboriginal and Torres Strait Islander people, it has now answered more than 80,000 calls from First Nations people.

FY2024-25 was another period of rapid growth for 13YARN. Much of this was driven by a strong community engagement program which saw the team reach out to more than 2,000 schools, including a number in remote parts of Australia. Building trust with these communities is critical to the success of this service, so it was pleasing to be invited back to many of these communities for repeat visits.

13YARN was proud to be listed alongside Lifeline, Kids Helpline and Beyond Blue as one of the top four mental health services in the country by the Federal Mental Health Minister. It was testament to how far we've come in a short time and demonstrated the trust and confidence we have managed to generate at the highest levels of government.



Kayla Murphy and Geoff Ross

Over the last 12 months we continued to use data to track the relationship between media conversations about First Nations people and high numbers of calls to 13YARN. This year we saw significant spikes around the Federal Election and in response to media debates about Welcome to Country ceremonies. These insights will help shape our preparation and response to similar events in the future.

Also, this reporting year, we continued to collaborate with like-minded organisations including Anti-Racism NSW and Drinkwise to deliver strong, wraparound services for the people who reach out to us for support.

We were delighted to learn our Head of Indigenous Affairs, Marjorie Anderson, was announced as the NSW Aboriginal Woman of the Year in March 2025. It is fitting recognition for a leader who has worked tirelessly for decades to improve the lives of First Nations people, particularly those living with disability. She has been instrumental to the success of 13YARN, and we are fortunate to have her experience and expertise in our team.

Another key area of work was the production of a podcast series focusing on topics important to First Nations communities including racism, LGBTQI+ issues and men. The series has been well received in First Nations communities, stimulating important conversations and enabling the team to connect with more people in need of support.

In the year ahead, 13YARN will continue to use data about help seekers to identify areas of need and how to best address them. Our longer-term goal is to be able to offer 13YARN support through text and chat.

13YARN FY2024-25

25,524
Calls answered



93.9%
Call answer rate

98.8%
Support rate

Adjusted call answer rate excluding those calls that were abandoned in the first 60 seconds



Holly Jones and Belinda Pritchell
Annual Report FY2024-25

Lifeline Community

Partnerships

TrackSAFE Foundation Partnership

The TrackSAFE Foundation was established in 2012 to help reduce deaths, injuries and near hits on Australia's rail network. The organisation also works to raise community awareness of safety on and around the rail network and the importance of help seeking services, and to support and improve the wellbeing of rail employees across the country.

Through its ongoing partnership with Lifeline Australia, TrackSAFE promotes suicide prevention support services and facilitates campaigns and initiatives that encourage help seeking both for the general public and workers within the rail industry.

This year, the partnership's highly successful awareness campaign 'Pause. Call. Be Heard' continued to roll-out to more railway stations, encouraging rail users to reach out in times of crisis. Building on the campaign's message of adopting self-care strategies and connecting with services, new creative assets were developed to promote Lifeline's text service. A trial of the new campaign messaging 'Pause, Text. Connect' currently underway across the Victorian rail network is showing encouraging early results.

Working with Lifeline Australia, TrackSAFE also developed a range of materials promoting the Lifeline Support Toolkit. This collateral will be distributed across the rail environment to promote the online Toolkit as another channel of support for people not ready yet to engage with helpline services.

Preventing Suicide in Public Places

The Preventing Suicide in Public Places project is focused on characterising, detecting and responding to people in distress in public places. This research will not only help identify people at risk across a range of different physical environments, but it will also identify best practice approaches to providing effective support to those individuals. The project represents a partnership approach to new knowledge generation, with Lifeline Australia supporting world leading researchers at the University of New South Wales Centre for Big Data Research in Health.



Events

National Suicide Prevention Conference 2025

Hosted by Suicide Prevention Australia, this national conference brings together the suicide prevention community to share knowledge and research, exchange ideas and take collective action to help save lives.

In May, nearly 900 delegates gathered in Perth for the 2025 conference. Lifeline Australia was proud to sponsor the LiFE Awards Gala Dinner, providing a valuable opportunity to showcase our refreshed brand to the wider sector.

Lifeline Australia's Executive Director of Government and Stakeholder Relations, Chris Siorokos, spoke at the dinner, highlighting the importance of collaboration in the sector to ensure we deliver a system that works for people now and into the future.

Alongside this, Lifeline Australia CEO Colin Seery participated in the CEO plenary session and other Lifeline Australia executives and staff engaged in keynote addresses, workshops and networking with peers from across the country.

This year's theme, "Together Towards Tomorrow", highlighted the importance of sector collaboration in addressing the complex challenge of suicide prevention.



Professor Diego de Leo, Rachael Vogel and Ben Rogers

Business Western Sydney

In partnership with Lifeline Australia, Business Western Sydney hosted the "Creating Mentally Healthy Workplaces" lunch in Parramatta on Tuesday 8 April.

The event saw business leaders, community organisations and policy makers come together to discuss the issue of workplace mental health, and how to not only safeguard but also enhance the mental health of business owners and employees.



With that important goal in mind, and as a complement to the SafeWork NSW Code of Practice for managing psychosocial hazards at work, the event launched a Seven Point Plan to provide practical guidance and support for creating mentally healthy work environments.

As part of the event, David Borger – Executive Director of Business Western Sydney – hosted a panel discussion including the Minister for Mental Health, business leaders, and representatives from mental health/suicide prevention organisations including Lifeline Australia.

The event represents a great example of industry, Government and Not for Profits coming together to create momentum around key issues impacting upon the mental health and wellbeing of the nation.

Left to right

Professor Steven Moylan, Lisa Qu, David Borger, Minister Rose Jackson, Dr Anna Brooks, Darren Black, Daniel Hunter CEO, Business NSW

Workplace Training

Lifeline Australia has continued to aid in developing and building mentally healthy workplaces and communities. Our focus on building resilience, awareness, and practical support skills through hands-on, skills-based training, underpins our vision of an Australia free of suicide.

Lifeline Australia's Workplace Training covers three broad areas: Peer Support, Self-Care, and Domestic and Family Violence. We offer both self-paced e-learning modules and instructor-led sessions in a face-to-face or virtual setting.

Discovery sessions with each client are robust and training delivered is dependent and driven by client needs and goals.

In FY2024-25, we delivered over 260 training sessions, reaching approximately 6,523 people across a variety of industries, sectors and locations. The training sessions delivered included:

- 82 Accidental Counsellor sessions
- 79 Managing Challenging Interactions sessions
- 49 Domestic and Family Violence sessions
- 32 Vicarious Trauma sessions
- 18 Empathy training sessions
- 9 Mind Your Mates sessions

In addition to workplace training, Lifeline Australia also delivered 11 public sessions virtually to members of the public. In addition, Lifeline Australia worked with 21 not-for-profit organisations to help build awareness and capability around mental health, communication, and general wellbeing support.

Bespoke Training

Workplaces across Australia are increasingly interested in tailored training programs shaped around the needs of their specific workforce or setting. This financial year, Lifeline Australia worked with NRMA to design, build and deliver a bespoke 'Empathy' training course for their staff. The training was delivered to approximately 2,000 NRMA staff over a 3-month period.

Lifeline Australia also worked with the Department of Employment and Workplace Relations to deliver bespoke training on domestic and family violence to over 400 participants from their Parent Pathways Teams. This training was designed and developed specifically for staff working with parents who may be affected by family and domestic violence.

In the next financial year, Lifeline Australia will continue to support workplaces across the country to manage and deliver training to promote mentally safe and healthy workplaces. This work will ensure employees feel supported and equipped to manage challenging conversations, understand vicarious trauma and support someone in crisis.

21 Not-for-profit organisations

260
Training sessions

6,523
Participants





DV-alert

DV-alert is nationally recognised training delivered by Lifeline Australia, with support from a number of Lifeline Centres. This work is a critical initiative of the Federal Government's *National Plan to End Violence against Women and Children 2022-2032*. As a Registered Training Organisation, Lifeline Australia has delivered this important program since 2007 and is currently funded until the end of FY2027. The Australian Department of Social Services contributed just over \$8.4 million to DV-alert in FY2024-25.

With a range of workshops and courses available, DV-alert's offerings upskill frontline workers or the general public to have the knowledge and confidence to take safe and appropriate action to support those at risk of, or experiencing domestic and family violence. Experienced DV-alert Trainers deliver face-to-face and virtual workshops and assist with ensuring content across the suite of courses remains up-to-date and relevant.

This year more than 7,000 people across Australia completed DV-alert training. This included 4,093 frontline workers and 2,574 members of the general public (an increase of 1,148 compared with FY2023-24) who participated in workshops, as well as 440 learners who completed one of the two DV-alert eLearning courses.

Workshops took DV-alert Trainers to all corners of Australia including Tom Price, Paraburdoo and Newman in Western Australia, Coonamble in New South Wales, Alice Springs in the Northern Territory, and Pormpuraaw and Thursday Island in Queensland.

Connecting with frontline workers and members of the public to promote DV-alert's free training courses and workshops remained a core focus. This year, DV-alert significantly expanded its presence at frontline workforce events, hosting a booth at a record number of industry conferences and expos. The Sector Engagement Manager also attended many of these events as a delegate, ensuring DV-alert remained connected to sector developments and emerging discussions.

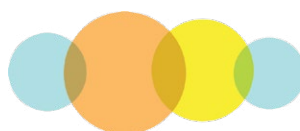
A targeted effort to strengthen DV-alert's online presence also delivered strong results. With the social media function now brought in-house and a dedicated Social Media Specialist joining the team, activity across Facebook, Instagram and LinkedIn grew substantially. Organic engagement increased across all platforms, while paid campaigns delivered higher ad link clicks, broader reach and more visits to the landing page. This uplift in digital engagement helped to ensure more people were aware of DV-alert's free training opportunities.

Together, these efforts contributed to raising awareness of DV-alert and its free training opportunities – supporting the Australian Government's goal of ending violence against women and children within a generation.

7.3% ↑
2023-24 (6,625)



7,107
Total learners



440 Students completed the
DV-alert eLearning course

11.1% ↑
2023-24 (396)

DV-alert

Domestic and Family Violence Response Training

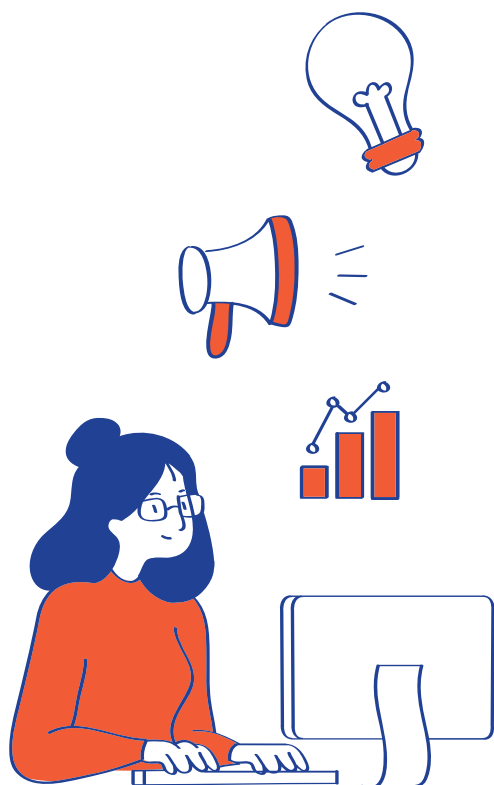
Research & Advocacy

Lifeline Australia's research and advocacy work is critical to improving the mental health and wellbeing of all Australians.

Submissions

The Lifeline Australia Research Office and Government Relations team work together to keep decision makers informed and help them build their awareness of key issues to develop evidence-informed, timely and persuasive cases for policy development and positioning.

Lifeline Australia made important contributions to a range of government and other inquiries over the last 12 months:



Key Contributions

Parliamentary Inquiry into the prevalence, causes and impacts of loneliness in New South Wales

In a written submission and in-person attendance, Lifeline Australia provided insights into the impacts of loneliness on help seekers who use our crisis support services. Our submission advocated for a range of responses from government, particularly focused on evaluating the impacts of existing and future policies on loneliness.

Consultation on draft Advice on the National Suicide Prevention Strategy

Lifeline Australia welcomed the release of this strategy and endorsed it as an important step forward in addressing the complex challenge of reducing suicides in Australia. Our submission identified opportunities for our crisis supporters to be included in the suicide prevention workforce, and as vital enablers of the strategy.

Inquiry into volunteering in Queensland

This submission focused on the mental health challenges faced by volunteer organisations in the suicide prevention sector, like Lifeline Australia, and made recommendations of reforms to address these challenges.

Joint Committee on Mental Health and Wellbeing of Veterinarians in South Australia

Our submission explored the factors that may be contributing to distress, burn out and suicidality among this cohort, including information around emotional crisis and suicidality, how this manifests and what interventions best support people experiencing this.

Productivity Commission's Review into the Mental Health and Suicide Prevention Agreement

This submission focused on the need for a whole-of-government approach to the National Agreement and the importance of ensuring service users are not led to discriminate between services offered under the agreement and those sitting outside of it.

Lifeline Australia also welcomed the opportunity to provide feedback on the **draft Defence and Veteran Mental Health and Wellbeing Strategy**, which included endorsing four key elements of the strategy. Additionally, our team made a submission to the **ACT Parliamentary Inquiry into Men's Suicide Rates**, referencing factors contributing to suicide rates including cost-of-living pressures, loneliness and social isolation.

Research

The Lifeline Research Office collaborates with people with lived experience, leading national and international research organisations, and the Lifeline workforce to strengthen Australia's suicide prevention system through new knowledge and evidence-based solutions.

Completed Projects

In late 2024, Lifeline Australia's five-year project with youth-focused mental health organisation Orygen concluded. This project, funded by the National Health and Medical Research Council (NHMRC), evaluated the effectiveness of an integrated program to reduce suicide risk, improve risk recognition, and increase health service use among young people across North-West Melbourne.

Delivered through a multimodal approach with three cohorts, 1,158 students from 19 schools took part in the study, with 75 workshops delivered by Lifeline facilitators. While final results are still being analysed, initial findings include:

- Mental health issues and thoughts of suicide were found to be common among participants.
- Risk screening was valuable for identifying students who may be missed and linking them to supports, although not all students appreciated the follow-up.
- The multi-modal interventions were reported to be worthwhile by students.

Our project with the University of Canberra, *Building a Lifeline for the Future: Expectations, innovations, outcomes*, also concluded this financial year.

Conducted over five years with NHMRC funding, this project strengthened the evidence base for crisis support services. Findings from the research will help Lifeline to better support all help seekers and improve outcomes. Key outcomes included the publication of 10 peer-reviewed papers covering topics from crisis experiences and outcomes achieved following crisis support, to the potential of emerging technologies such as machine learning and AI.

Ongoing Projects

The Lifeline Research Office, Lifeline Australia Lived Experience Advisory Group and Lifeline Australia Practice Team continued to work with the University of Melbourne to evaluate a training package designed to upskill crisis supporters on how to respond to men and boys in crisis.

The Lifeline Research Office continued to be involved in a wellbeing project underway with the Matilda Centre at the University of Sydney. In collaboration with an advisory group of digital and phone crisis supporters from multiple helplines, including Lifeline, the research team is developing a wellbeing program specifically for crisis supporters.

New Projects

Lifeline Australia began supporting researchers at the UNSW Centre for Big Data Research in Health with a project investigating the use of CCTV and AI to characterise, detect and respond to people in distress in public places.

1,158 Total students
19 Schools **75** Workshops



Advocacy

Lifeline Australia's advocacy efforts are crucial for raising awareness, building partnerships, increasing public understanding and enabling the organisation to achieve its goal of an Australia free of suicide.

In FY2024-25, our advocacy work ranged from involvement in advisory and working groups to presenting at events, partnering with organisations and engaging in media interviews across print, TV, radio and podcast outlets.

As an expert in mental health and suicide prevention services, Lifeline Australia was invited to be part of initiatives including the ACON Pride in Health and Wellbeing Advisory Group,

NSW Reconstruction Authority Inquiry and Suicide Prevention Australia (SPA) Roundtable supporting the development of an NSW Suicide Prevention Act.

Lifeline Australia representatives were invited to speak about our services and suicide prevention at events for organisations including NRMA, the National Emergency Management Authority, Transport NSW, R U OK?, Sydney Museum and professional services business, BDO.

Lifeline Australia staff were also involved in a partnership with RSL NSW to promote Lifeline services to veterans, and with Australians for Mental Health to develop a 'Mental Health and Suicide Prevention Compass'.

Specialist & Targeted Services

In addition to delivering crisis support services, Lifeline Australia holds contracts to provide a range of free, 24/7 professional counselling, suicide prevention, domestic, family and sexual violence support and mental health support services.

These services include national helplines such as MensLine Australia, Suicide Call Back Service and Suicide Line Victoria, as well as other speciality phone lines.

Help seeker calls to these services are answered by a multidisciplinary team of clinical and counselling specialists from Lifeline Direct, Lifeline Australia's service delivery arm.

This team provides professional support to ensure help seekers are connected to support and services most appropriate to their needs.

In early 2025, the Commonwealth Government announced additional short-term funding of \$800,000 for MensLine Australia from April 2025.

This funding injection has enabled the team to answer more help seeker calls during peak times, increasing the impact by reducing wait times and ensuring more men in crisis receive timely support when they need it most. There were no other changes to these services during FY2024-25.

This year, counsellors working across Specialist Targeted Services participated in a structured program of professional development, as they do each year, to maintain and strengthen their clinical practice. As part of this program, they completed training on child protection, equipping them with enhanced knowledge and skills to recognise and respond to concerns about child safety. This training complemented a broader suite of professional learning activities designed to ensure counsellors continue to provide safe, effective and high-quality support to help seekers.

The services



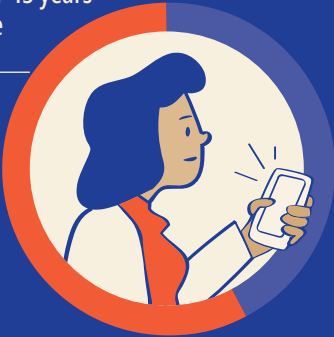
In 2025, Boom Logistics proudly became MensLine Australia's first official partner, funding an additional fulltime counsellor for the service, marking a significant step in supporting men's mental health and wellbeing. Throughout the first year of the partnership, Boom Logistics actively participated in several national campaigns in collaboration with Lifeline Australia, including FebFast and The Push-Up Challenge.

These initiatives engaged employees across the organisation, raising awareness of mental health issues and encouraging open conversations in the workplace. Boom Logistics' commitment reflects a growing focus on mental health in high-risk industries and sets a strong example of corporate leadership in community wellbeing.

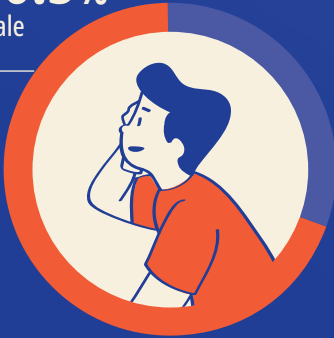
Summary
FY2024-25



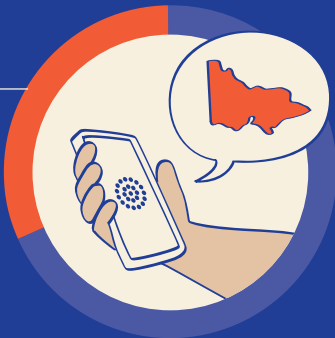
57.7%
Under 45 years of age



76.3%
Male



31.5%
From Victoria



Top 5 Reasons for Calling



1. Mental Health



2. Relationship



3. Suicide Prevention / Safety Plan



4. Anger & Family



5. Domestic & Sexual Violence



Lifeline Direct

62% of the LLD team are volunteers



Lifeline Direct (LLD) is a fully owned subsidiary of Lifeline Australia. It is responsible for the delivery of Lifeline's crisis support, mental health, domestic and family violence and suicide prevention services across the country.

Initially established to help local Lifeline Centres to share resources, skills and experiences, LLD has grown into a powerful network of eight Lifeline Centres and a diverse range of specialised and targeted services.

LLD's 377 strong team of dedicated and hardworking crisis supporters are the bedrock of our operations. In the past year, they answered 97,828 calls for help to our 13 11 14 service – 11.24% of calls to the service nationally. 62% of this team are volunteers.

Over the last 12 months, LLD and Lifeline Australia were combined as a single reporting entity. This has empowered us to work together more efficiently and collaboratively to deliver the best possible services and experiences for those who seek our help. That message was shared with the community through campaign films, social media videos, digital posters and email banners.



97,828

13 11 14 calls answered

11.2%

of calls to 13 11 14





Building a Connected Platform

After the successful amalgamation of Lifeline Australia and On the Line Australia (OTLA) last financial year, we turned our attention to creating more streamlined and interconnected systems and services, utilising the best available technology.

With the amalgamation came the opportunity to transition Lifeline's suite of services over to the same platform used by OTLA, which incorporates the latest digital solutions and innovations.

While transitioning platforms is a significant project, it also offers the opportunity to create a more connected system for help seekers, staff members and other key stakeholders.

To begin the process of unifying Lifeline's services on a single, connected platform, this year we moved the University Crisis Line across to Genesys. The successful initiative is now serving as a pilot project showcasing the benefits of using Genesys to deliver better services.

In recognition of our growing expertise in systems management, LLD was chosen to partner with Telstra Health in the delivery of the 1800-Respect service.

Centralised In-Shift Support

Responsibility for delivering centralised, in-shift support to Lifeline's volunteer crisis supporters transitioned to LLD in the past year. Our experienced team of In-Shift Supervisors provide vital psychosocial support to crisis supporters before, during and after their shift. They underpin the delivery of the 13 11 14 service across the country.

Community Training

This financial year, LLD secured a \$400,000 Community Training Contract through the Primary Health Network (PHN) in Northern NSW. Under this agreement we will deliver 68 community training workshops, bringing important suicide prevention training and awareness to over 1,000 residents living in regional areas along the NSW North Coast. It is a strong vote of confidence in our capacity to deliver critical training initiatives.

Fundraising

LLD fundraising activities continued to go from strength to strength over the past year with a number of successful events across the network. Our annual Gala Day in Tamworth was attended by 400 people and raised an incredible \$150,000. Other successful events included the Women's Wellness Lunch and 135 Corporate Dash in Geelong, and the Bondi Golf Day.

Above 'Twas the Night Before Christmas Tamworth Gala Ball 2025

Marketing & Media



National Volunteer Week

19–25 May 2025

Volunteering is in Lifeline's DNA. Every call answered and every person helped begins with one of our wonderful volunteers. Our crisis support services wouldn't exist without them.

Across National Volunteer Week we recognised the value of each volunteer and thanked them for their amazing contribution. Our immense gratitude was expressed through a heartfelt campaign, 'Together we're Lifeline', which shared stories of Lifeline volunteers from all walks of life.

Through hero videos shared with our Member network, we acknowledged that Lifeline cannot deliver its vital services and programs without its dedicated community of volunteers. Whether answering calls in a crisis centre, providing support online, or helping in our retail stores and Book Fairs, our volunteers provide empathy, strength and hope for Australians in need.

In addition to ensuring current volunteers feel seen and appreciated, to help us keep retention rates high, the campaign also encouraged other people to consider volunteering with Lifeline.

Left to right Jane Poole, Jeanie Dunkley, Chris Blowes, Ian Middleton, Lesley Smith, Janice Harris, Barbara Shelley

Brand Refresh

The Lifeline brand is one of the most important tools we have to speed up help seekers' journeys toward accessing help.

This year, we began rolling out a refreshed brand to better reflect our expansive role in suicide prevention and to better align all Lifeline sites, centres, brands, products and services through a cohesive and consistent design system that reinforces the core value that we offer to Australians seeking help, nationwide. Our updated brand positions Lifeline as the destination for help for all Australians, as the leader in suicide prevention, and as a key partner in the mental health sector.

The rollout of our brand refresh will happen in five stages, the first three of which were completed this financial year.

The brand refresh cycle will conclude in 2026 with Brand Management tools and updated Trade Mark Agreements with Lifeline Shops to be transitioned as shops are refurbished and new outlets are opened.

Key Phases FY2024-25

Discovery Phase

June – September 2024

The key objective here was to engage with stakeholders across the Lifeline Member network to understand their needs. Following this, we produced a brand book which provided Members with easy access to the new design system, approved assets and collateral.

Delivery Phase

January – June 2025

Based on the insights gathered during the discovery phase, we developed and rolled out refreshed brand assets for digital, print and bricks and mortar.

Transition Phase

We supported Members to transition to the new design system with the delivery of templates and branded assets, first on digital platforms followed by print executions and bricks and mortar.



World Suicide Prevention Day

10 September 2024

Held every September 10, World Suicide Prevention Day (WSPD) is a great opportunity for Lifeline to help raise awareness of suicide as a social issue and reduce the stigma that surrounds it.

It also gives us a platform to showcase our credentials as a sector leader and promote our many specialty services that work together to prevent suicide at multiple points in people's journeys.

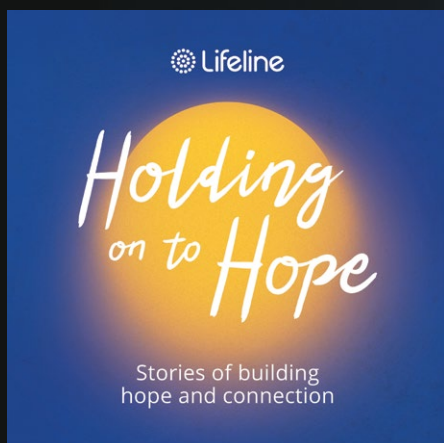
Our theme for WSPD 2024 was 'Changing the Narrative' through awareness, education and empowering Australians to reach out to our broad range of services. To support this theme, we launched a campaign titled 'The Power of Many'.

It was all about acknowledging that suicide is a widespread issue that affects so many of us and that it will take the combined efforts of many individuals, organisations and communities to move towards an Australia free of suicide.

A nation as diverse as ours needs the power of many tools, resources, services – and of course people – to work together against suicide. To promote this message, we brought together many different faces from across Australia to deliver a united message: we need the power of many to make a difference, because we are losing nine people to suicide every day.

That message was shared with the community through campaign films, social media videos, digital posters and email banners.





Holding on to Hope Podcast

In FY2024-25, we released nine new episodes in the *Holding on to Hope* podcast series. This unique and powerful series features people with lived and living experiences of mental health challenges and suicidality sharing their real-life stories in conversation with the host and Lifeline crisis supporter, Ruben Mackellar.

With every episode exploring the guest's own personal journey of seeking support and finding hope, *Holding on to Hope* aims to empower listeners to reach out for help and connection in times of despair and crisis. The podcast's authentic storytelling reminds listeners they are not alone and that support is always available. The interviews continued to be repurposed in written format for the Lifeline's Support Toolkit, strengthening this online resource with real-life stories of hope and practical advice that has worked for others.

The FY2024-25 season marked Ruben Mackellar's final season as host. Ruben's compassionate and thoughtful presence shaped the tone of the series. We are deeply grateful for the impact he made during his time as host. We are equally grateful to all the guests who have shared their remarkable stories, including their darkest moments, what drove them to seek support and the tools and resources they continue to use to maintain their mental health.

Since its launch in 2019, *Holding on to Hope* has resonated deeply with audiences, highlighting the vital impact of honest and authentic storytelling in connecting and supporting Australians in crisis.

 Lifeline

Ruben Mackellar
Lifeline crisis supporter

Over the lifetime of the series
to 28 June 2025



1,650 Average listens per episode

46
Episodes

75,916
All-time listens

40%
of listeners are in the 45-49 age group

2.5m
Total listens, views, and ad impressions

Top 2.5%
of all podcasts globally (out of 3 million)

39,000 Views of podcast-related content on Lifeline social channels

Fundraising

Thank you to our donors, fundraisers, partners and advocates for being an integral part of Lifeline.

At Lifeline Australia, we are deeply fortunate to be surrounded by a community of compassionate, generous supporters who share our vision of an Australia free of suicide.

These wonderful donors, fundraisers, corporate and community partners stand with us in our commitment to ensuring that no one faces their toughest moments alone.

This backing is the driving force behind the countless moments of connection and hope our 24/7 crisis support and suicide-prevention services offer. Thanks to our community's belief in our mission, Lifeline continues to be here, offering a listening ear, empathy and care to millions of Australians each year.

Today, with many people across the country feeling overwhelmed, lonely or distressed, our community has never been more vital.

Navigating mental health and wellbeing services can be confusing and challenging, especially when someone is in crisis. The path to help is often unclear, and the system can feel difficult to navigate alone.

Lifeline's incredible champions are helping change that. Through their generosity, loyalty and belief in a better future, Lifeline is building a more connected, human-centred system of care. One that brings together crisis support, self-led tools, counselling, trusted referrals and more.

This interconnected system will ensure people can easily access the help they need, so no matter where they are or what they're facing, everyone can start to find a way forward.

We are truly grateful to every person who stands with us; their compassion and commitment make Lifeline's work possible. Together, we are helping more people find the help they need, whenever and however they need it.





Left to right Harry Morton,
Sam Bloom, Will Deer

Unified Help Project

The Unified Help Project is the most significant undertaking in Lifeline's 62-year history – a five-year transformation to build a connected care system that ensures no one is left navigating mental distress alone.

Philanthropy has been instrumental in helping us reach the first milestone. And it is philanthropy that will make the full vision possible.

To every donor who has backed us this year, thank you. Thank you for listening. For caring. For your passion for this vision and your belief in what this could mean for millions of Australians. This is a long journey, but we cannot do it without you. Your support has helped us take our first major step and we are deeply grateful.

Because of your support, Lifeline is changing the way Australians find hope and help. Every year, more than 3 million people reach out across digital and self-led channels, making us the most contacted organisation in our sector. People turn to us for many reasons: anxiety, isolation, grief, relationship breakdown, financial stress, or simply needing someone to talk to. For some, it's a moment of crisis. For others, it's a first step. But too often, what they find beyond Lifeline is a fragmented, slow, and complex system.

Currently, 60% of help seekers we support need to be referred elsewhere – but without warm referrals, they must retell their story, make another call, or worse, give up.

We're changing that. With your support, we're building a unified help system that does more than respond, it connects. So far, we've replaced 20 outdated technology systems with one powerful, cloud-based platform that improves reliability, halves user costs, and empowers our crisis supporters to focus on the people, not the process, and will provide capability for our new connected service pathways. Through early stage connected care pilots we're testing real-time referral pathways with trusted partners like MensLine, helping clinicians and caregivers work with help seekers to find the right support earlier.

Next, we're scaling Connected Care – so no one gets lost in the system. The Unified Help Project will make Lifeline the front door to the support a help seeker needs, seamlessly connecting them to the right care, at the right time. Whether it's intensive mental health services, self-led tools, or a local peer support group, our stepped care system ensures people don't just receive support, they receive the right support. This bold reimagining of mental health care in Australia is only possible because of you.

Fundraising Highlights



The Push-Up Challenge

70,559 participants chose to PUSH for Lifeline this year. Each participant challenged themselves to take on **3,214 push-ups over 23 days**, representing the 3,214 lives lost to suicide in Australia in 2023.



Out of the Shadows Walk

The Out of The Shadows Walk aims to bring people together on World Suicide Prevention Day (10 September). This year, more than **12,000 participants** walked **9km** for the 9 lives lost to suicide each day in Australia. More than half of these walkers were taking part to either acknowledge their own experience with ill mental health or to remember a loved one.



Febfast

Lifeline Australia joined forces with youth organisation, YSAS, to be as the beneficiary of the 2025 Febfast campaign where participants call time-out on alcohol during February. The introduction of Lifeline to the campaign attracted **3,089 participants**, supporting an **85% increase** in total funds raised from the previous year.



Giving Day

Our fifth annual Giving Day was held on Wednesday April 2 to raise vital funds to support Lifeline's digital crisis support services and online tools, such as the Support Toolkit and Beyond Now app. Our 'Help @ Hand' Giving Day was a great success, with the Buildcorp Foundation matching donations dollar-for-dollar for 24 hours and also contributing additional funds on the day to ensure more donations could be **doubled** and even more funds raised.



Supporter Thank You Events

We were delighted to thank and connect with nearly **300 of our wonderful supporters** at events held in Sydney and Melbourne. In Sydney, we screened our 'Holding Hope' documentary and hosted a Q&A session with Lifeline Australia staff who work tirelessly in our research and self-led support teams. In Melbourne, supporters heard from Lifeline Australia's chair, Professor Steve Moylan and from one of our digital crisis supporters, Matt.



Paddle Across the Bay

Paddle Across the Bay is a single day **10km** Stand-Up Paddleboard (SUP) event. This year the event had an **18% increase** in fundraising driven by a **21% increase** in active fundraisers.



Community Fundraising

Thousands of passionate community fundraisers came together in support of Lifeline. Activities and events ranged from a backyard cricket match at Kirribilli House and a 60-hour running club on Manly Beach to car shows and ultra trailruns. We are so grateful to all those who dedicate their time and networks to helping raise much-needed funds and awareness.



Regular Giving

We are deeply thankful to the nearly **5,000 individuals** across Australia who choose to support us through a monthly or recurring donation. Their steadfast support reflects a profound commitment to ensuring that every person experiencing loneliness, emotional distress, or crisis can be offered empathy, connection, and hope.



Bryan Rollins
Major Donor

Bryan's Story

Lifeline Australia Supporter

Thanks to the support of our generous philanthropic community, Lifeline's ambitious Unifield Help Project is building a more connected sector where everyone in Australia can access the help they need, when they need it.

Bryan Rollins is one of those supporters, and he has generously shared his story.

'You are a suicide risk, and you need to take this seriously.'

Those words from a therapist marked a turning point for Bryan in 2017.

On the surface, his life looked great. He had a successful career, had moved to Australia, and was travelling a country he loved. But on the inside, he was struggling to stay connected to that life.

Bryan describes those months as living on autopilot – present in his body but absent in his mind and heart. While travelling Australia's eastern coastline, exploring places he might one day call home, the isolation he had anticipated with joy was now making him feel more and more detached. Over time, dissociation took hold, and the dark thoughts he'd been trying to outrun got harder and harder to push aside.

Bryan withdrew from friends, losing touch with the people and routines that once grounded him, and the sense of disconnection from himself and his own life deepened. One challenging night, he was finally able to see just how far he had drifted.

"I don't remember a lot of what happened that night, but what I do remember was scary."

Through the persistence, care, and encouragement of a friend, Bryan reached out for professional help. Hearing the words, 'You are a suicide risk, and you need to take this seriously' was confronting, but it shifted something. For the first time, Bryan could see the truth of what he'd been carrying and just how far he had drifted. It was the start of his journey in finding himself again.

With professional support, reconnecting with his friends, and with time, Bryan found his way back. Today, he reflects openly on the stigma he felt kept him silent for too long.

"I should have cried for help a lot earlier. The silver lining is that now I understand something I didn't before, and I'm better able to help someone else, or at least just listen and be a better friend. I give to Lifeline because I want everyone in Australia to have people to reach out to, no matter their circumstances."

Minderoo Foundation

Philanthropy Partner

We are proud to recognise Minderoo Foundation for its extraordinary commitment to community transformation. With a generous \$1 million gift, Minderoo has joined Lifeline's Unified Help Project – a bold \$20 million initiative to create a connected system of care for Australians in distress. This partnership gives powerful momentum to our campaign and strengthens our ability to deliver systemic change at scale.

Minderoo Foundation shares our vision for stronger, healthier communities. Its 'Communities' focus area is committed to ensuring all children in Australia reach their full potential in thriving communities. Through place-based engagement, systems change, and strong alliances across early childhood development, justice, First Nations empowerment, and community resilience, Minderoo works to break cycles of disadvantage and foster environments where families and children can thrive.

Philanthropy at this level does more than fund a project – it fuels transformation. With Minderoo's partnership, we are building a human-first, 24/7, connected support system that prevents disengagement, eases distress, and strengthens families. This is the power of philanthropy: systemic change made possible through generosity.

Together with Minderoo Foundation, and our broader community, we are one step closer to ensuring no-one has to navigate life's toughest moments alone.

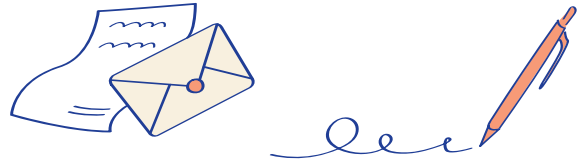
\$1 Million

Gift to Lifeline



Aaron's Story

Gift in Will Supporter



Aaron* kindly shares his family's story and the reason for his incredible decision to leave a gift in his Will to Lifeline.

"I was always very close to my parents. They filled my life with so many wonderful experiences. Mum taught me how to play the piano and ride horses from a very young age. And we had a tennis court out the back – Mum loved tennis.

But in 1977, Dad died of a sudden heart attack. Everything changed after that.

Mum was different after Dad's death. She became sad and incredibly lonely. She had some friends, but I don't think she was comfortable talking to them about how she was feeling.

Two years after Dad died, Mum made her first attempt to end her life. Luckily, I was living with her at the time, so I found her before it was too late. She was rushed to the hospital.

She told us later that she was relieved to have survived, so we hoped that was the end of it.

In 1982, Mum attempted to end her life again. This time, I wasn't there to save her.

I know that it wasn't my fault, but I carried the trauma of not being there for a very long time. It took over 20 years to come to terms with it.

I'm convinced that Mum would still be alive today if she'd been able to connect with a service like Lifeline.

That belief drove me to start donating to Lifeline many years ago. And more recently, it inspired me to leave a gift in my Will to help support future generations of people, just like Mum, when they need it most.

Having someone to reach out to is so important. By leaving a gift in my Will, I know I'll be helping Lifeline be here for people seeking help long into the future. It's such a worthy cause that really can have a huge impact."

Mary & Roland's Story

Lifeline Australia Supporters

For more than two decades, Mary and Roland* have called the western suburbs of Brisbane home. After migrating from South Africa in 2001 with their two young boys, they settled on a peaceful acreage property where daily walks with their two dogs among the forest have become a precious routine.

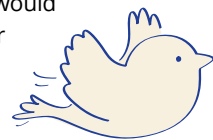
Their connection to Lifeline, however, comes from a place of deep personal loss. Eight years ago, a loved one died by suicide, devastating the family. The grief that followed opened their eyes to the critical work of Lifeline and inspired them to become ongoing supporters. One way they support Lifeline is through a monthly donation.

"Lifeline is constantly evolving to help the increasing number of vulnerable people who are struggling in their daily lives. We hope that supporting Lifeline will help it continue to grow, develop, and become even more successful in preventing suicides."

Knowing that Lifeline answers over one million requests for help each year fills them with a sense of purpose.

"It feels good to know we can help, even though we are but a small cog in this amazing organisation which reaches out to so many."

When asked what message they would share with those reaching out for support, their words are simple yet powerful:



"You are not alone. Let Lifeline be the wind beneath your broken wings."

While every aspect of Lifeline's work matters deeply to them, they hold a particular soft spot for young adults navigating life's challenges. Their message to others considering giving is heartfelt:

"Lifeline has been going for over 60 years; it must be doing something right!"

**Chosen pseudonyms for the purpose of this article.*

Major Partners & Supporters

Principal Partners



National Partner



Philanthropy Partner



Supporting Partners





Australian swimmer and campaign ambassador, Kyle Chalmers

rebel

Principal Partner

In FY2024-25, rebel continued its impactful partnership with Lifeline Australia, highlighting the vital connection between sport, physical activity and mental health and wellbeing. Lifeline Australia is deeply grateful for the significant advocacy, awareness-raising and fundraising rebel contributes through this long-standing collaboration.

rebel and Lifeline partnered on several key initiatives, including the rebel City2Surf Training Program and the rebel Warm Down Activation in August 2024.

In October, for Mental Health Month, Rebel launched the 'Mental Health is a Team Sport' campaign, featuring a limited-edition Lifeline collection.

Developed in collaboration with adidas and acclaimed artist Brolga, the campaign featured high profile ambassadors including Matildas star Mary Fowler, former AFL player and mental health advocate Tom Boyd, and Lifeline digital crisis supporter Anny. Each shared their personal stories to help break the stigma around mental health.

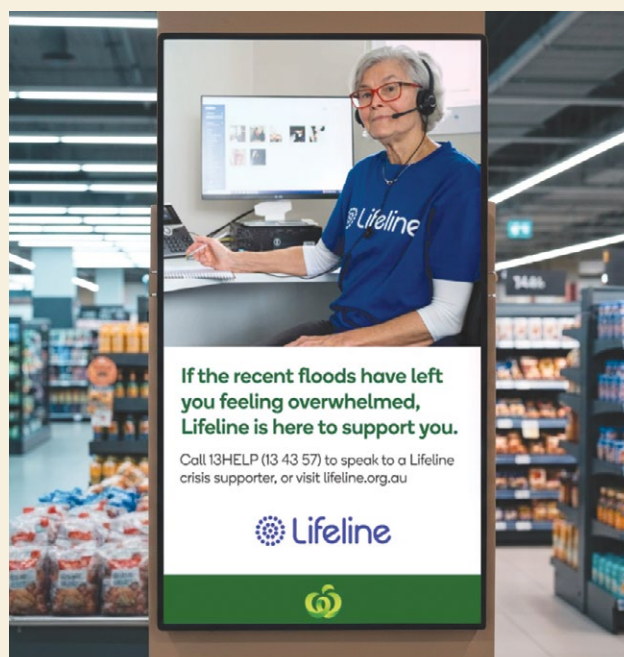
100% of profits from the collection were donated to Lifeline, supporting crisis support and suicide prevention services. Additionally, adidas donated \$1 for every product sold at rebel online and in-store throughout October.

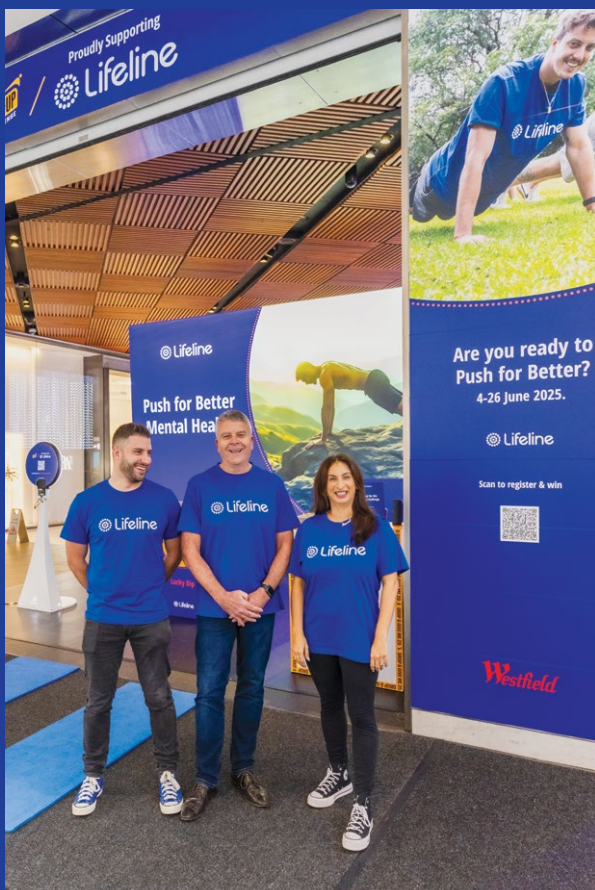
Woolworths Group Foundation

Principal Partner

In FY2024-25, Woolworths continued its commitment to improving the wellbeing of disaster-impacted communities across Australia through its Support Through Australian Natural Disasters (S.T.A.N.D) program.

Funds raised through S.T.A.N.D. directly supported 13HELP, Lifeline's dedicated natural disaster crisis support service. This vital contribution enables Lifeline to deliver timely crisis support to vulnerable individuals and families affected by bushfires, floods, droughts, and other natural disasters, helping communities recover and build resilience in the face of ongoing challenges.





Michael Mangano, Colin Seery and Priyanka Cincotta

Scentre Group Principal Partner

In FY2024-25, Lifeline Australia and Scentre Group continued their partnership through meaningful collaboration and impactful fundraising initiatives across Westfield destinations nationwide.

Scentre Group delivered 40 campaigns including 6 national, 27 local, 4 internal and 3 always-on initiatives supporting Lifeline's mission to deliver vital mental health messaging and crisis support services to communities across Australia. Their efforts provided significant brand visibility and community engagement, particularly during key moments such as Mental Health Awareness Month and the Christmas period. Their efforts provided significant brand visibility and community engagement, particularly during key moments such as Mental Health Awareness Month and the Christmas period.

Notably, Scentre Group supported The Push-Up Challenge, including hosting a Lifeline-led activation at Westfield Sydney in May, alongside fundraising activities.

Scentre Group's continued commitment plays a crucial role in amplifying Lifeline's reach and impact, helping ensure Australians can access the support they need within their local communities.

NRMA Insurance Principal Partner

In FY2024-25, Lifeline Australia's partnership with NRMA Insurance continued to grow under NRMA's Help Nation initiative.

In the second year of the partnership, NRMA expanded its support by contributing funding to 13HELP, Lifeline's dedicated natural disaster crisis support service. During the major flooding events across Queensland and New South Wales from February to May 2025, NRMA activated its Rapid Response Fund for 13HELP and provided Lifeline with an additional Help Package. This support helped Lifeline respond to the surge in demand and manage workforce capacity, ensuring timely assistance for residents impacted by the cyclone and floods.

To further support affected communities, Lifeline and NRMA launched a targeted social media response campaign, promoting Lifeline's Support Toolkit and its natural disaster content. This ensured individuals had timely access to mental health resources during and after the extreme weather events.



Lizzie Meyer and Dane Glerum

nib foundation

Principal Partner

FY2024-25 marked the first year of the renewed partnership between nib foundation and Lifeline Australia, with Lifeline joining as one of nib foundation's Better Health partners. Together we are working to help the communities where nib operates to stay well and improve mental health and wellbeing. The next three years will see nib foundation's continued investment in the Support Toolkit, focusing on the needs of culturally and linguistically diverse Australians and enhancing services to better support these communities.

The partnership was recognised nationally when Lifeline Australia and nib foundation were named Runners Up in the Best Corporate & Charity Partnership category at the 2024 Workplace Giving Australia Awards.

Staff engagement was another highlight of the year. In May, a group of nib's Newcastle based employees volunteered ahead of National Volunteer Week, writing 176 thank-you cards to Lifeline's digital crisis supporters, as a small token of appreciation for their commitment.

During National Reconciliation Week, Lifeline Australia's Head of Indigenous Affairs, Aunty Marjorie Anderson, joined a nib employee webinar to share her insights as key spokesperson on 13YARN. Marjorie talked about the power of culturally safe support services, the importance of co-designing with community, and what reconciliation means to her.

In June, nib staff participated in the Push-Up Challenge, helping raise awareness of mental health and the importance of physical activity for mental wellbeing. Later that month, a group of nib's Sydney employees volunteered at Lifeline's head office, writing 227 thank-you cards to donors for Lifeline's Tax Appeal.

nib foundation's renewed partnership with Lifeline reflects our deep commitment to mental health and wellbeing in the communities we serve. Our shared goal with Lifeline is to ensure their services represent culturally diverse Australians, so that more people can access the help they need, regardless of background or circumstance.

We're proud to partner with Lifeline, sharing their services with nib's audiences to support health and wellbeing, while fostering meaningful employee engagement that amplifies the impact of Lifeline's vital work.

Nicola Smart
Partnerships Manager, nib





Buildcorp Giving Day BBQ

Buildcorp Foundation

National Partner

2025 marked 10 years of partnership between Lifeline Australia and the Buildcorp Foundation, Lifeline's longest-serving National Partner.

In its second year as our matched giving partner, Buildcorp Foundation generously matched donations for Lifeline's Giving Day and championed mental health awareness across the construction sector through the 'Help @ Hand' campaign. As part of Giving Day, more than 20 Buildcorp construction sites across Sydney, Brisbane and Melbourne "downed tools" to host BBQ fundraisers and facilitate open conversations around mental health.

The following day, 20 Buildcorp team members volunteered at Lifeline's Sydney office, writing thank-you cards and personally calling donors to thank them for their donations.

Drummond Golf

Supporting Partner

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

The funds raised through these activities go towards helping Lifeline crisis supporters meet the increasing demand for suicide prevention and crisis support services across Australia.



National Storage

Supporting Partner

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

This financial year, National Storage renewed its partnership with Lifeline Australia, coming on board as the matched giving partner for Lifeline's annual Out of the Shadows campaign.

Thank you

to our Major Supporters & Funders

Government

LLA Government Funders

Australian Government Department of Health, Disability and Ageing

Australian Government Department of Social Services

Country South Australia Primary Health Network

Department of Health, Victoria

Hunter New England and Central Coast Primary Health Network

Incolink

North Western Melbourne Primary Health Network

NSW Ministry of Health

NT Health

Queensland Health

Tasmanian Department of Health

Travellers Aid

LLD Government Funders

Australian Department of Social Services

Healthy North Coast

NSW Department of Regional NSW

NSW Department of Communities and Justice

Victorian Department of Families, Fairness and Housing

Woollahra Municipal Council

Corporate Supporters

BDO Foundation

Microsoft Australia

McKinsey Pacific

Endes

SEEK Limited

DFYNE

Safestyle

McGrathNicol

Nexon Asia Pacific

Essential Energy

Programmed Maintenance Services

Estates

Estate of the Late Alexander Irvine

Estate of the Late Annette Lunney

Estate of the Late Arthur Ruckert

Estate of the Late Brian Varley

Estate of the Late Clyde Petzer

Estate of the Late Gerry Krochmal

Estate of the Late Helen Godwin

Estate of the Late Leonard Thomas

Estate of the Late Leslie Blackshaw

Estate of the Late Lynda Golding

Estate of the Late Marian Gay Robertson

Estate of the Late Maxine Harrison

Estate of the Late Paul Finnane

Estate of the Late Robyn Jenkin

Major Donors

2 B Mad Charitable Foundation
ACME Foundation
Andrew C C Farran Foundation
Anthony Griffiths
Australian Communities Foundation
Australian Philanthropic Services Foundation
Bridge to Good
Bruce And Joy Reid Trust
Bryan Rollins
Charles Warman Foundation
Chris Navin
Christopher Cicolini
Clarence Gibbons
The Corio Foundation

Count Charitable Foundation
Davies Family Foundation
Helen Cooper
Hilton Grugeon AM
JBWere Charitable Endowment Fund
JLDJS Foundation
Joshua Davine
Kamener Foundation
Kevin Irwin Memorial Foundation
Laby Foundation
Lacetree Pty Ltd
Leon Ball
The Mandy Deam Foundation
Minderoo Foundation
Nielsen Foundation

The O'Halloran Foundation
Orford Foundation
Packer Family Foundation
The Patagorang Foundation
Paul Salteri AO
The Randall Foundation
Reuben Pelerman Benevolent Foundation
The Roberts Family Foundation
Skinner Family
The Shepherd Family Foundation
Timanee Trust
Tom Leak
The Toni Desilets Family Trust
William Sweeney

Some of Lifeline’s major donors choose to remain anonymous. Their generosity is honoured and valued just as deeply. Their support is felt not only within Lifeline, but across the wider communities they so thoughtfully uplift.

Left to right
Ameen Hasan, Lizzie Meyer, Sam Hain, Eu Wee, Mark Manners, Anita Nitch, Vanessa Ambrose, Josie Costa, Bruno Becker, Hayley Foster, Nancy Campisi, Atilla Oncel, Jane Kenny, Anka Stajic, Nedria Motha, Cinzia Immuni



Corporate Governance

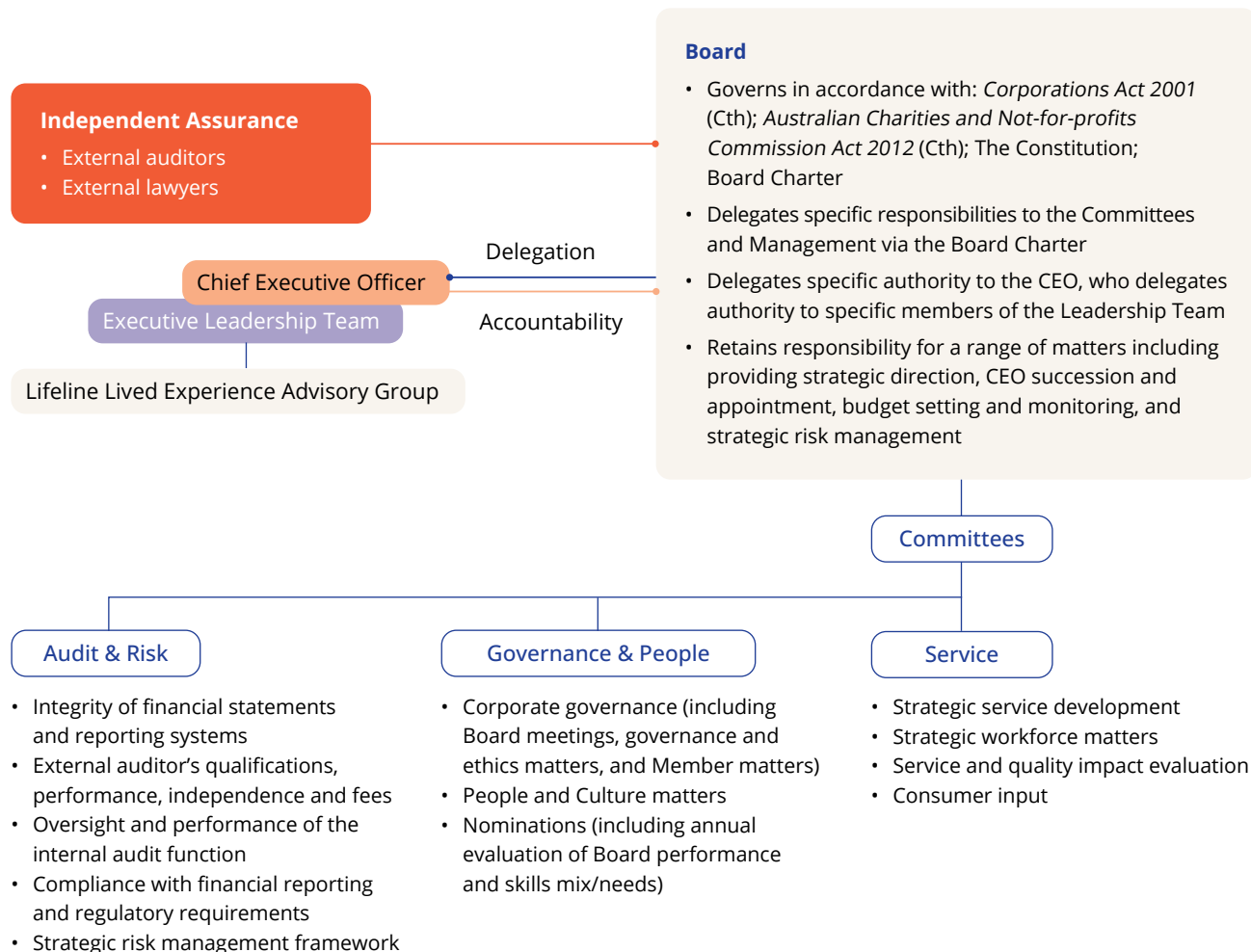
Lifeline Australia is a company limited by guarantee established to support the organisation, establishment, development and operation of Lifeline National Services and Lifeline Centres throughout Australia. Lifeline Australia develops and conducts programs, projects and initiatives to enable people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

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

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

Corporate Governance Framework

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



The Lifeline Australia Board

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

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

In March 2025, Jacinta Munro's tenure as a director and Chair of the Lifeline Australia Board came to end. We extend sincere and warm thanks to Jacinta and are deeply grateful for her commitment, guidance and outstanding leadership over many years.

Our congratulations to Professor Steve Moylan who commenced as Chair of Lifeline Australia in March. As a psychiatrist and mental health leader, Steve brings a wealth of clinical experience as well as expertise in mental health care, policy development and system reform to the Board.

Prof. Steve Moylan	Chair (since March 2025), Appointed Director
Ms Jacinta Munro	Chair (until March 2025), Appointed Director
Mr Travis Dillon	Deputy Chair, Elected Director
Rev. Geoff Flynn	Elected Director
Mr Robert Hubbard	Chair – Audit and Risk Committee, Appointed Director
Mr Luke Lindsay	Nominee Director (until September 2024)
Ms Donna Shkalla	Nominee Director (from October 2024)
Ms Philipa Watson	Appointed Director
Dr Daniel Mainville	Elected Director
Ms Michelle Phillips	Chair – Governance and People Committee, Elected Director
Mr Andrew Moore	Nominee Director
Dr Sharon Ponniah	Elected Director
Ms Linda O'Farrell	Elected Director
Mr Tony Windever	Chair – Service Committee, Elected Director

Website

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

Key Focus Areas of the Board During FY2024-25

In FY2024-25, the Lifeline Australia Board provided strategic direction and oversight in several priority areas, including but not limited to:

- Acknowledging and supporting the incredible contributions of Lifeline's volunteers.
- Supporting Members to expand their work in the community and to continue to deliver high quality telephone and text and chat crisis support.
- Driving collaboration and partnership across the suicide prevention landscape.
- Providing oversight on key service design improvements.
- Overseeing the performance of Lifeline's National Services.
- Elevating governance documentation and practices.
- Reviewing and updating policies to strengthen corporate governance and improve operational controls.
- Continuing to oversee outcomes of the amalgamation with On the Line Australia.

Governance, Legal & Risk

In June 2025, Lifeline Australia established a dedicated Governance, Legal & Risk directorate in recognition of the organisation's continued growth and increasing operational complexity. This strategic move which commenced in 2024 with the establishment of an in-house legal function, reflects the evolving nature of Lifeline's services and increased regulation.

The introduction of clinical services, as a result of the amalgamation with On The Line Australia, has brought heightened regulatory, legal and governance responsibilities, as well as new compliance obligations in areas including privacy and child safety. The introduction of new and emerging technologies to help drive improved outcomes for help seekers is presenting other compliance and legal challenges.

While compliance and safety have long been embedded in Lifeline Australia's operations, establishing a senior leadership function to oversee this work ensures appropriate focus and accountability in these critical areas. Key priorities in FY2024-25 included updating Lifeline's privacy policy in line with legislative reforms; developing and publishing a Child Safety Statement to meet the requirements of Lifeline's core funding grant; completing and publishing Lifeline's first Modern Slavery Statement; and updating the Board Charter and each of the Board Committees' Terms of Reference.

Financial Statements

For the year ended 30 June 2025



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Financial Results at a Glance

Lifeline Australia and Controlled Entities

Revenue	Note	2024 (\$)	2025 (\$)	%
Grants		75,289,612	79,573,569	67%
Fundraising		17,891,656	20,716,123	17%
Sale of goods and training delivery		10,775,405	12,618,630	11%
Contracted services		2,025,546	2,084,964	2%
Other income (including other comprehensive income)		9,123,089	3,233,385	3%
Total revenue		115,105,308	118,226,671	100%
Use of funds				
Service delivery	1	60,619,585	57,238,222	49%
Lifeline Direct Limited	2	33,679,061	38,672,190	33%
Fundraising		7,237,231	8,781,793	7%
Marketing, communications and media		2,007,281	2,615,628	2%
Corporate support, governance and compliance		11,104,059	10,834,037	9%
Total expenditure		114,647,217	118,141,870	100%
Surplus/(deficit)		458,091	84,801	

Notes:

1. Incorporates payments of \$25.3m (FY24: \$24.5m) to Lifeline Centres (excluding Lifeline Direct) for direct services provided (Voice Crisis Support, Digital Services, Counselling, DV Alert, 13YARN, and other Community Initiatives).
2. Lifeline Direct Limited is a wholly owned subsidiary of Lifeline Australia. Its purpose is to deliver a suite of services that have a measurable impact on reducing suicide in our communities. This represents the total expenditure of the entity (including salaries) for the financial year.

Directors' Report

The Directors present their report, together with the financial statements, on the Consolidated Group consisting of Lifeline Australia and Controlled Entities ("the Group") for the financial year ended 30 June 2025.

Company Officers

The following persons were Directors of Lifeline Australia at any point during the financial year or up to the signing of the Financial Statements.

Professor Steven Moylan (Chair) Appointed 11/03/2025	Ms Michelle Phillips (Deputy Chair)	Ms Jacinta Munro (former Chair) Resigned 11/03/2025
Mr Travis Dillon (former Deputy Chair) Resigned 20/08/2025	Ms Clare Battellino Appointed 20/08/2025	Mr Andrew Moore
Rev. Geoff Flynn	Ms Linda O'Farrell	Mr Robert Hubbard Resigned 20/08/2025
Dr Sharon Ponniah	Mr Mark Leigh Appointed 20/08/2025	Ms Donna Shkalla Appointed 1/10/2024
Mr Luke Lindsay Resigned 5/09/2024	Ms Philippa Watson	Dr Daniel Mainville
Mr Tony Windever		

Information on Directors

Professor Steven Moylan

Chair from
11/03/2025

Director from
11/03/2025

Qualifications
BSc BMBS (Hons), MPH (Harvard),
MPM, MBA, PhD, GAICD,
FRANZCP Cert. Old Age Psych.

Experience

Steven Moylan is currently Acting Executive General Manager, Performance, Risk and Strategy at the Victorian Transport Accident Commission and a Professor with Deakin University School of Medicine. Previously serving as the Clinical Director of Mental Health, Drugs and Alcohol Services with Barwon Health. He has strong interests in medical leadership and governance, in addition to clinical care and research in psychiatry.

Steve completed his Psychiatry training with the RANZCP in 2016 with a specialty in Psychiatry of the Old Age. Through training he was awarded the Maddison Medallion and Early Career Psychiatrist of the Year (2015).

Steve completed a Bachelor of Science at UWA before completing medical training at Flinders University where he graduated in 2007 with Honours and was awarded the University Medal (the highest academic honour). He commenced working as a doctor at Barwon Health in 2008 and was President of the Australian Medical Association (Victoria) Doctors in Training Subdivision in 2008-9.

In 2009 he was awarded the highly prestigious Frank Knox Memorial Fellowship to undertake a Master of Public Health at Harvard University. Steve subsequently undertook and completed his PhD in psychiatric epidemiology in 2015, and an MBA in 2021. Steve is also a graduate member of the Australian Institute of Company Directors.

Ms Michelle Phillips

Deputy Chair from
20/08/2025

Director from
22/11/2019

Qualifications
BA LLB, GAICD

Experience

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

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

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

Ms Clare Battellino

Chair – Audit and Risk Committee

Director from
20/08/2025

Qualifications
BCom/LLB (Hons),
Strategic IQ (Harvard), GAICD

Experience

Clare Battellino is an experienced CFO and Director with nearly 20 years' experience working in within private and ASX listed organisations as a finance leader in health and professional service sectors. Clare has experience managing all aspects of a corporate finance function. Clare is currently the Chair of the Lifeline Audit and Risk Committee.

Clare has been CFO and Executive Director of I-MED Radiology Network since 2012, and Non-Executive Director of Harrison.ai since 2021. Prior to joining I-MED, Clare was the CFO of Photon Group, an ASX listed marketing services group. Ms Battellino commenced her career in the Investment Banking Group at Macquarie Group.

Rev. Geoff Flynn

Director from
17/2/2016

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

Experience

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

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

Mr Mark Leigh

Director from
20/08/2025

Qualifications
BEc, GAICD

Experience

Mark Leigh is the Chief Operating Officer at Life Without Barriers. He oversees the commercial, technology and people aspects of the organisation and has a wealth of experience in finance, people, systems and change management.

Mark has considerable previous experience leading multi-national companies across Australia and New Zealand, Asia, India and Greater China such as Qantas Airways, Microsoft, Hudson Global, Mylan (Alphapharm) and the University of Technology Sydney.

Dr Daniel Mainville

Director from

17/11/2017

Qualifications

BSc (Eng) (Honours), M.Sc.,
PhD, GAICD, FARLF

Experience

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

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

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

Mr Andrew Moore

Director from

8/2/2023

Qualifications

GradDipMgt,
GradCert Suicidology,
MAICD

Experience

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

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

Ms Linda O'Farrell

Chair – Governance and People Committee

Director from

20/11/2019

Qualifications

BEC

Experience

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

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

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

Dr Sharon Ponniah

Director from

25/1/2022

Qualifications

PhD, BSc (Hons)

Experience

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

Sharon's career has been driven by a passion to reduce inequity, increase sustainability and impact social agendas. Sharon currently leads Quantum Health's Public Health consulting business, specialising in data science and generative AI to support public policy reform. Sharon was instrumental in the establishment of the Champions of Change Coalition Health Group, working alongside Elizabeth Broderick and the Champions of Change team to bring together this group of leaders on gender equality from across the health sector.

Ms Donna Shkalla

Director from

1/10/2024

Qualifications

MBA, BA, BSW, GAICD

Experience

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

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

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

Ms Philippa Watson

Director from

28/3/2023

Qualifications

LLB/BA (Hons 1), GAICD

Experience

Philippa Watson is the CEO of Coaxial, the foundation started by Nicola Forrest AO to drive systemic change. Prior to Coaxial, Philippa notably served as the CEO of Ubank, the award-winning digital bank owned by National Australia Bank.

Philippa has held a range of senior executive roles spanning service leadership, contact centre management, digital banking, technology, operations, finance, risk management, compliance, merger-integration and strategy. These roles have involved accountability for functions in Australia, USA, UK, China and South Africa.

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

Mr Tony Windever
Chair – Service Committee

Director from
21/8/2017

Qualifications
Bec, GAICD

Experience

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

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

The following Directors resigned during the year and we sincerely thank them for their contributions and service:

Ms Jacinta Munro

Director from
16/4/2013 to 11/03/2025

Deputy Chair to
18/11/2021

Chair from
18/11/2021 to 11/03/2025

Qualifications
BBus (Accounting), CA, GAICD

Experience

Jacinta is a Chartered Accountant with 30 years' experience with KPMG, with over twenty years as Partner.

Mr Travis Dillon

Director from
10/11/2017 to 20/08/2025

Deputy Chair from
18/11/2021 to 20/08/2025

Qualifications
MBA, Adv Dip RBM, MAICD

Experience

Travis is currently Chairman of Select Harvests Ltd, and a non-executive director of Bendigo Bank. Over his career Travis has had extensive involvement in Rural and Regional Australia.

Mr Robert Hubbard

Director from
12/10/2021 to 20/08/2025

**Chair – Audit and Risk
Committee from**
20/11/2021 to 20/08/2025

Qualifications
BA (Hons), Accy, FCA

Experience

Robert was a partner of PwC up to 2013 and since that time has been a professional non-executive director. He is currently a non-executive director of Kallipr Pty Ltd and JK Tech.

Mr Luke Lindsay

Director from

18/11/2021 to 15/09/2024

Qualifications

BNsg, PGDip Adv Clin Nsg Psych,
CMHN, MMHN

Experience

Luke is currently the CEO of Lifeline Direct Limited. He is also a non-executive director of Healthy North Coast PHN, Stride Mental Health and Trustee for the NSW Government Responsible Gambling Trust.

Board and Committee Membership

Board Chair

Professor Steven Moylan
Chair from 11/03/2025

Ms Jacinta Munro

Chair from 18/11/2021
to 11/03/2025

Board Deputy Chair

Ms Michelle Phillips

Deputy Chair from 20/08/2025

Mr Travis Dillon

Deputy Chair from 18/11/2021
to 20/08/2025

Audit and Risk Committee

Ms Clare Battellino

Member from 20/08/2025
Chair from 20/08/2025

Mr Robert Hubbard

Member from 12/10/2021
to 20/08/2025
Chair from 20/11/2021
to 20/08/2025

Mr Travis Dillon

Member from 13/12/2019
to 20/08/2025

Rev. Geoff Flynn

Member from 10/03/2023

Mr Mark Leigh

Member from 20/08/2025

Mr Samuel Hinchliffe

Co-opted member from 22/4/2015

Ms Zoe Henham

Co-opted member from 15/3/2020

Mr Paul Gladman

Co-opted member from 4/12/2023

Governance and People Committee

Ms Linda O'Farrell

Member from 12/12/2022
Chair from 23/09/2025

Ms Michelle Phillips

Member from 13/12/2019
Chair from 19/05/2021
to 23/09/2025

Dr Daniel Mainville

Member from 17/11/2017

Mr Andrew Moore

Member from 10/03/2023

Ms Kristy Do

Co-opted member from 15/3/2018

Service Committee

Mr Tony Windever

Member from 21/8/2017
Chair from 13/12/2019

Dr Sharon Ponniah

Member from 25/01/2022

Ms Philippa Watson

Member from 10/03/2023

Ms Donna Shkalla

Member from 1/10/2024

Mr Luke Lindsay

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

Mr Peter Morrison

Co-opted member from 1/7/2019

Meetings of Directors

During the financial year, 9 meetings of Lifeline Australia Directors were held. Attendance by each Director was as follows:

	Number eligible to attend	Number attended
Prof. Steve Moylan	3	3
Ms Jacinta Munro	6	6
Mr Travis Dillon	9	7
Rev. Geoff Flynn	9	9
Dr Daniel Mainville	9	9
Ms Philippa Watson	9	8
Mr Tony Windever	9	9
Ms Michelle Phillips	9	8
Ms Linda O'Farrell	9	9
Mr Robert Hubbard	9	9
Mr Luke Lindsay	1	1
Dr Sharon Ponniah	9	8
Ms Donna Shkalla	8	8
Mr Andrew Moore	9	7

Review and Result of Operations

The net surplus of Lifeline Australia and Controlled Entities for the financial year ended 30 June 2025 amounted to \$84,801(2024: \$458,091). Lifeline continued to experience growth in the demand for services. At the conclusion of FY25 help seekers placed 1,266,345 calls for help, with Lifeline's digital services recording 230,561 interactions, an increase of 16%. Our ability to respond to this demand is largely driven by the generous support of our donors and sponsors.

Fundraising income is critical to support our national services and ongoing sustainability, bridging the gap between core funding, national demand, and the rising cost of service delivery. Wage inflation, the inflationary impact on overall overheads and cost of living pressures impacting fundraising revenue additionally contributed to the overall result for the year.

The ongoing impact of high interest rates and inflationary pressures will likely lead to increases in costs and service demand continuing for a further 12 months. At the reporting date, we are unable to predict fully the future impact of these inflationary pressures on Lifeline Australia's operating results, including staff costs, procurement of services, fundraising, and future Government grants beyond any of our current 1 to 3-year commitment terms. In this environment, Lifeline Australia needs to continue to maintain and organically grow its capital reserves commensurate with service demand, supporting our FY24-27 strategic plan, growth in digital services, and other online support platforms.

During the financial year Lifeline Australia transferred a sum of retained cash into financial assets with the aim to conservatively generate higher returns, predominantly accounting for the reported cash flow deficit at balance date. When needed, Lifeline Australia will draw on these accumulated reserves to cover the growth in services and any shortfall in fundraising or other income. Our approach to organically growing reserves gives the Directors confidence in Lifeline Australia's financial stability and ability to respond to future unpredictable events, invest in services and innovation, and accelerate capacity to continue to deliver on our mission without impacting the long-term financial stability of the organisation.

Members

As at 30 June 2025 there were 17 members of Lifeline Australia. If the company was wound up, each member would be required to contribute \$2.

Insurance of Officers

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

Performance Measures

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

Significant Changes in State of Affairs

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

After Balance Date Events

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

Future Developments

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

Environmental Issues

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

Auditors Independence Declaration

A copy of the auditor's independence declaration in accordance with Section 60-40 of the Australian Charities and Not-for-profits Commission Act 2012 for the year ended 30 June 2025 has been received and is set out on the following page.

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

On behalf of the directors



Steven Moylan
Director



Clare Battellino
Director

Dated: 7 October 2025



PKF(NS) Audit & Assurance Limited Partnership
ABN 91 850 861 839

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Auditors' Independence Declaration under Section 60-40 of the Charities and Not-for-profits Commission Act 2012 to the Directors of Lifeline Australia Limited

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2025, there have been:

- (i) no contraventions of the auditor independence requirements as set out in the under Section 60-40 of the Charities and Not-for-profits Commission Act 2012 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

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PKF

A handwritten signature in blue ink, appearing to be 'Kym Reilly'.

KYM REILLY
PARTNER

7 OCTOBER 2025
SYDNEY, NSW



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

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Lifeline Australia Limited (the Company), which comprises the statement of financial position as at 30 June 2025, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year 2025 then ended, and notes to the financial statements, including material accounting policy information, and the directors' declaration.

In our opinion the financial report of Lifeline Australia Limited, has been prepared in accordance with *Division 60 of the Australian Charities and Not-for-profits Commission Act 2012*, including:

- a) giving a true and fair view of the Company's financial position as at 30 June 2025 and of its financial performance for the year then ended; and
- b) complying with Australian Accounting Standards – Simplified Disclosure Requirements and *Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report.

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

Independence

We are independent of the Company in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (including Independence Standard) (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the Company's annual report for the year ended 30 June 2025 but does not include the financial report and our auditor's report thereon.

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



Other Information (cont'd)

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

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

Responsibilities of Directors for the Financial Report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards – Simplified Disclosure Requirements and the *Australian Charities and Not-for-profits Commission Act 2012*. The directors' responsibility also includes such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

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

The directors are responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

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

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.



Auditor's Responsibilities for the Audit of the Financial Report (cont'd)

- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide the directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, action taken to eliminate threats or safeguards applied.

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PKF

A handwritten signature in blue ink, appearing to read "Kym Reilly".

KYM REILLY
PARTNER

7 OCTOBER 2025
SYDNEY, NSW

Directors' Declaration

The Directors of the Company declare that:

The consolidated financial statements and notes, as set out on pages 79 to 94 are in accordance with the *Australian Charities and Not-for-profits Commission Act 2012*:

- (a) comply with Australian Accounting Standards-Simplified Disclosures; and
- (b) give a true and fair view of the financial position as at 30 June 2025 and of the performance for the year ended on that date of the Company and the consolidated entity.

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

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



Steven Moylan
Director



Clare Battellino
Director

Dated: 7 October 2025

Consolidated Statement of Comprehensive Income

For the year ended 30 June 2025

Revenue	Note	2025 (\$)	2024 (\$)
Operating activities			
Grants		79,573,569	75,289,612
Donations and sponsorships		20,716,123	17,891,656
Contracted services		2,084,964	2,025,546
Training income		1,557,535	1,698,791
Sale of goods		11,544,965	10,050,012
Functions revenue		444,628	189,456
		115,921,784	107,145,073
Other revenue			
Affiliation fees		539,888	539,888
Interest and dividends		1,486,328	1,586,986
Change in fair value of investments		425,751	418,660
Other revenue		336,790	709,351
		2,788,757	3,254,885
Gains/(losses) on disposal of assets		–	4,724
Fair value of net assets distributed from OTLA amalgamation	14	–	5,674,024
Total income		118,710,541	116,078,706
Purchase of goods and services for resale		(483,870)	(973,398)
Gross operating surplus for the year		118,226,671	115,105,308
Expenses			
Employee benefits expense		(62,218,206)	(56,342,420)
Consultants, subcontractors and IT costs		(10,901,758)	(12,191,414)
Amortisation of right-of-use assets		(3,322,688)	(3,308,266)
Lease finance costs		(354,008)	(394,288)
Depreciation and amortisation of other non-financial assets		(958,780)	(1,603,874)
Impairment of intangible assets		–	(375,136)
Occupancy costs		(848,142)	(613,749)
Marketing, fundraising and communications		(6,614,503)	(6,170,385)
Conferences, meetings and travel costs		(976,734)	(1,245,159)
Other expenses		(1,883,950)	(3,269,917)
Staff training and recruitment		(917,378)	(1,113,615)
Payments to Lifeline centres		(25,342,329)	(24,535,723)
Telecommunications		(3,803,394)	(3,483,271)
Total expenses		(118,141,870)	(114,647,217)
Net surplus for the year		84,801	458,091
Other comprehensive income		–	–
Total comprehensive income for the year		84,801	458,091

The accompanying notes form part of these financial statements

Consolidated Statement of Financial Position

As at 30 June 2025

Assets	Note	2025 (\$)	2024 (\$)
Current assets			
Cash and cash equivalents	3	11,759,305	19,195,275
Trade and other receivables	4	5,416,519	3,497,834
Inventories		77,950	131,863
Financial assets	5	9,750,183	6,858,038
Other current assets	6	2,441,329	1,910,696
Total current assets		29,445,286	31,593,706
Non-current assets			
Financial assets	5	9,305,176	7,332,954
Other assets	6	270,726	266,782
Property, plant and equipment	7	3,667,269	4,284,988
Intangible assets	8	233,458	248,191
Right-of-use assets	9	4,475,328	5,921,002
Total non-current assets		17,951,957	18,053,917
Total assets		47,397,243	49,647,623
Liabilities			
Current liabilities			
Payables	10	8,562,317	9,927,522
Lease liabilities	11	2,452,875	3,028,029
Provisions	12	3,947,013	4,064,795
Contract liabilities	13	2,592,426	1,954,205
Total current liabilities		17,554,631	18,974,551
Non-current liabilities			
Lease liabilities	11	2,597,418	3,816,622
Provisions	12	1,055,082	751,139
Total non-current liabilities		3,652,500	4,567,761
Total liabilities		21,207,131	23,542,312
Net assets		26,190,112	26,105,311
Equity			
Retained earnings		26,190,112	26,105,311
Total equity		26,190,112	26,105,311

The accompanying notes form part of these financial statements

Consolidated Statement of Changes in Equity

For the year ended 30 June 2025

2024	Retained surplus (\$)	Total (\$)
Cash and cash equivalents	25,647,220	25,647,220
Trade and other receivables	458,091	458,091
Closing balance at 30 June 2024	26,105,311	26,105,311
2025		
Balance at 1 July 2024	26,105,311	26,105,311
Net surplus for the year	84,801	84,801
Closing balance at 30 June 2025	26,190,112	26,190,112

Consolidated Statement of Cash Flows

For the year ended 30 June 2025

Cash flows from operating activities	Note	2025 (\$)	2024 (\$)
Cash receipts from grants and other		99,524,030	95,939,298
Donations and sponsorships received		19,821,895	16,686,071
Interest and dividends received		1,524,612	1,523,649
Payments to suppliers and employees		(119,898,352)	(112,975,172)
Net cash generated from operating activities		972,185	1,173,846
Cash flows from investing activities			
Payments for plant and equipment		(211,647)	(761,311)
Payments for intangible assets		(114,681)	–
Net payments for financial assets		(4,438,616)	(5,567,472)
Cash received from voluntary amalgamation		95,316	4,783,695
Net cash used in investing activities		(4,669,628)	(1,545,088)
Cash flows from financing activities			
Lease liabilities paid		(3,174,958)	(3,028,227)
Lease interest paid		(563,569)	(394,288)
Net cash used in financing activities		(3,738,527)	(3,422,515)
Net decrease in cash held		(7,435,970)	(3,793,757)
Cash at the beginning of year		19,195,275	22,989,032
Cash at the end of the year	3	11,759,305	19,195,275

The accompanying notes form part of these financial statements

Notes to the Financial Statements

Note 1. Material accounting policies

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

New or amended Accounting Standards and Interpretations adopted

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

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

Basis of preparation

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

Historical cost convention

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

Income tax

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

Comparative figures

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

Reclassification of term deposits

During the current financial year, the Group reviewed the classification of term deposits previously presented as Cash and Cash Equivalents. As a result of this review, term deposits with maturities greater than three months have been reclassified to Financial Assets to better reflect their nature and liquidity characteristics.

Comparative figures for the prior year have been restated to reflect this reclassification. This change is a reclassification only and has no impact on the Group's net assets, profit or loss, or cash flows for the current or prior periods.

Principles of consolidation

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

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

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

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

Revenue recognition

Revenue from contracts with customers

Revenue is recognised at an amount that reflects the consideration to which the Group is expected to be entitled in exchange for transferring goods or services to a customer.

Grants

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

Sponsorships

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

Donations and bequests

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

Contracted services

Revenue from contracted services, including counselling contracts, is recognised as the services are provided. If services are delivered over time, revenue is recognised progressively based on the extent of completion. Payments received in advance are recorded as a liability until the service is delivered.

Training income

Revenue from training services is recognised over time as the training is delivered. If training is provided over multiple sessions, revenue is recognised progressively. Payments received before training is delivered are recorded as a liability until the service is provided.

Sale of goods

Revenue from the sale of goods in stores, including both donated and purchased goods, is recognised at the point in time when control of the goods passes to the customer, typically at the time of sale. For donated goods, revenue is recognised at the fair value of the consideration received. No revenue is recognised for donated goods until they are sold.

Resources received free-of-charge

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

Affiliation fees

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

Interest and dividends

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

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

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

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

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

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

Note 2. Critical accounting judgements, estimates and assumptions

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

Impairment

The Group assesses impairment at each reporting date by evaluating conditions specific to the Group that may lead to impairment of assets. Should an impairment indicator exist, the determination of the recoverable amount of the asset may require incorporation of a number of key estimates. No impairment indicators were present at 30 June 2025.

Employee provisions

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

Leases

The Group makes key estimates in determining the lease term and the discount rate used to measure lease liabilities under AASB 16. Judgement is applied in assessing whether extension or termination options are reasonably certain to be exercised. The discount rate is estimated based on the Group's incremental borrowing rate, which requires consideration of market conditions and the Group's credit risk.

Note 3. Cash and cash equivalents

	2025 (\$)	2024 (\$)
Cash on hand	5,211	6,941
Cash at bank	9,571,385	13,817,628
Short-term deposits	2,182,709	5,370,706
Total cash and cash equivalents	11,759,305	19,195,275

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

Accounting Policy

Cash includes cash on hand, deposits held at call with banks, and term deposits with banks or financial institutions with a short maturity period of 3 months or less from its origination date.

Note 4. Trade and other receivables

	2025 (\$)	2024 (\$)
Trade debtors	3,744,602	1,622,650
Accrued income	396,934	436,276
Net GST receivable	1,274,983	1,438,908
Total trade and other receivables	5,416,519	3,497,834

Accounting Policy

Accounts receivable and other debtors, which generally have 21 day terms are recognised and carried at original invoice amount less any expected credit losses. Collectability of these balances is reviewed on an ongoing basis and individual debts that are likely to be uncollectable are written off when identified. This includes amounts due from Members as well as amounts receivable from customers for goods sold or services performed in the ordinary course of business.

Note 5. Financial assets

Current	2025 (\$)	2024 (\$)
Financial assets at amortised cost		
Term deposits	8,076,531	5,500,000
Bank guarantees	1,673,652	1,358,038
	9,750,183	6,858,038
Non-current		
Investments at fair value through profit or loss		
Government bonds	588,280	357,172
Credit	2,003,369	1,531,715
Real assets	1,074,119	831,529
Australian shares	2,856,916	2,359,358
International shares	1,997,497	1,636,483
Other	784,995	616,697
	9,305,176	7,332,954
Total financial assets	19,055,359	14,190,992

Accounting Policy

Financial assets and financial liabilities are recognised when the Group becomes a party to the contractual provisions of the instrument. For financial assets, this is the equivalent to the date that the Group commits itself to either the purchase or sale of the asset (i.e. trade date accounting is adopted).

Financial assets are initially measured at fair value plus transactions costs, except where the instrument is classified 'at fair value through profit or loss' in which case transaction costs are expensed to profit or loss immediately.

Classification and subsequent measurement

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

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

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

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

Note 6. Other assets

Current	2025 (\$)	2024 (\$)
Prepayments	2,441,329	1,910,696
Non-current		
Rental bonds	270,726	266,782
Total other assets	2,712,055	2,177,478

Note 7. Property, plant and equipment

	2025 (\$)	2024 (\$)
Land and buildings at deemed cost	2,519,037	2,536,911
Leasehold improvements	594,532	594,532
Accumulated depreciation	(486,350)	(371,490)
	2,627,219	2,759,953
Computers	1,990,126	1,902,518
Accumulated depreciation	(1,625,860)	(1,268,415)
	364,266	634,103
Office equipment	149,416	67,823
Accumulated depreciation	(70,153)	(49,317)
	79,263	18,506
Furniture and fittings	1,642,213	1,600,445
Accumulated depreciation	(1,374,498)	(1,131,625)
	267,715	468,820
Motor vehicles	453,291	453,291
Accumulated depreciation	(197,094)	(142,110)
	256,197	311,181
Plant and equipment	196,693	196,693
Accumulated depreciation	(124,084)	(104,268)
	72,609	92,425
Total property, plant and equipment	3,667,269	4,284,988

Accounting Policy

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

Land and buildings

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

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

Depreciation

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

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

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

Impairment

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

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

	Land and buildings at deemed cost	Computers	Office equipment	Furniture and fittings	Motor Vehicles	Plant and equipment	Total
	\$	\$	\$	\$	\$	\$	\$
Balance at the beginning of the year	2,759,953	634,103	18,506	468,820	311,181	92,425	4,284,988
Additions	–	87,612	81,593	42,442	–	–	211,647
Disposals	–	–	(14,393)	–	–	–	(14,393)
Depreciation expense	(132,734)	(357,449)	(6,443)	(243,547)	(54,984)	(19,816)	(814,973)
Carrying amount at the end of year	2,627,219	364,266	79,263	267,715	256,197	72,609	3,667,269

Note 8. Intangible assets

	2025 (\$)	2024 (\$)
Computer software – at cost	2,668,788	2,668,788
Accumulated amortisation	(2,550,011)	(2,420,597)
Website – work in progress	114,681	–
Total intangible assets	233,458	248,191

Movements in carrying amounts

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

Balance at the beginning of the year	248,191	1,368,761
Additions at cost	114,681	–
Impairment and disposals	–	(391,740)
Amortisation expense	(129,414)	(728,830)
Carrying amount at the end of the year	233,458	248,191

Accounting Policy

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

Note 9. Right-of-use assets

	2025 (\$)	2024 (\$)
Land and building right-of-use assets at cost	13,544,889	12,863,912
Accumulated amortisation	(9,069,561)	(7,030,728)
	4,475,328	5,833,184
Information technology right-of-use assets at cost	1,983,136	1,983,136
Accumulated amortisation	(1,983,136)	(1,895,318)
	–	87,818
Total right-of-use assets	4,475,328	5,921,002

Movements in carrying amounts

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

Balance at the beginning of the year	5,921,002	6,864,671
Additions	2,374,574	2,117,729
Disposals and remeasurements	(497,560)	246,869
Amortisation expense	(3,322,688)	(3,308,267)
Carrying amount at the end of the year	4,475,328	5,921,002

Accounting Policy

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

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

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

Note 10. Payables

Unsecured liabilities	2025 (\$)	2024 (\$)
Accounts payable	5,373,599	6,417,827
Accrued expenses	1,711,223	2,061,024
Other current payables	1,477,495	1,448,671
Total payables	8,562,317	9,927,522

Accounting Policy

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

Note 11. Lease liabilities

Current	2025 (\$)	2024 (\$)
Lease liabilities	2,452,875	3,028,029
Non-current		
Lease liabilities	2,597,418	3,816,622
Total payables	5,050,293	6,844,651

Future lease payments are due as follows:

Within one year	3,012,577	3,428,490
One to five years	2,887,069	4,681,262
More than five years	–	–
	5,899,646	8,109,752

Accounting Policy

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

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

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

Short term leases (lease term of 12 months or less) and leases of low value assets (\$10,000 or less) are recognised as incurred as an expense in the consolidated statement comprehensive income. The amount expensed in the consolidated statement of comprehensive income in relation to short-term and low-value leases was \$5,562 (2024: \$25,278).

Note 12. Provisions

Current	2025 (\$)	2024 (\$)
Annual leave	3,493,153	3,183,957
Long service leave	453,860	880,838
	3,947,013	4,064,795
Non-current		
Long service leave	743,170	527,210
Makegood provision	311,912	223,929
	1,055,082	751,139
Total provisions	5,002,095	4,815,934

Accounting Policy

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

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

Note 13. Contract liabilities

	2025 (\$)	2024 (\$)
Other deferred income	1,176,236	770,103
Unexpended grants	1,416,190	1,184,102
Total contract liabilities	2,592,426	1,954,205

Accounting Policy

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

Note 14. Voluntary amalgamation

In the prior period On the Line Australia (OTLA) voluntarily transferred its business and operations to Lifeline Australia on 1 October 2023. The fair value of net assets transferred to Lifeline Australia was recognised as a gain on voluntary amalgamation, which was recognised in the profit and loss during the year. There was no activity in the current year.

The details of the fair value of net assets transferred to Lifeline Australia in the prior period were as follows:

	2025 (\$)	2024 (\$)
Cash and cash equivalents	–	4,783,695
Right of use and fixed assets	–	117,793
Investments	–	3,188,404
Portable long service leave	–	180,732
Accounts receivable	–	100,000
Lease liabilities	–	(109,370)
Provision for make good	–	(18,000)
Contractual liabilities	–	(1,800,718)
Employee provisions	–	(768,512)
Total net assets	–	5,674,024

Note 15. Controlled entities

The consolidated financial statements incorporate the assets, liabilities and results of the following subsidiary in accordance with the accounting policy described in Note 1:

Name of subsidiary	Country of incorporation	2025	2024
		Ownership interest held by Lifeline Australia Limited	
Lifeline Direct Limited	Australia	100%	100%

Note 16. Parent entity financial information

The following represents summarised financial information for the parent entity of the Group, Lifeline Australia, prepared on the same basis as the consolidated financial statements:

Statement of financial position	2025 (\$)	2024 (\$)
Assets		
Current assets	26,383,190	30,113,278
Non-current assets	12,117,985	10,741,747
Total assets	38,501,175	40,855,025
Liabilities		
Current liabilities	12,166,311	13,850,485
Non-current liabilities	1,694,349	2,618,014
Total liabilities	13,860,660	16,468,499
Net assets	24,640,515	24,386,526
Equity		
Retained earnings	24,640,515	24,386,526
Total equity	24,640,515	24,386,526
Statement of comprehensive income		
Net surplus for the year	253,989	3,480,914
Other comprehensive income	–	–
Total comprehensive income for the year	253,989	3,480,914

Note 17. Key management personnel

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

(a) Directors

The names of persons who comprised the Board of Directors during the year ended 30 June 2025 are:

Mr Travis Dillon	Ms Jacinta Munro (to 11/03/2025)
Rev. Geoff Flynn	Ms Linda O'Farrell
Mr Robert Hubbard	Ms Michelle Phillips
Mr Luke Lindsay (to 15/09/2024)	Dr Sharon Ponniah
Dr Daniel Mainville	Ms Donna Shkalla (from 1/10/2024)
Mr Andrew Moore	Ms Philippa Watson
Prof. Steven Moylan (from 11/03/2025)	Mr Tony Windever

(b) Executives

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

Apart from the details disclosed at Note 18, no key management personnel or their close relatives have entered into a material contract with the Group and there were no material contracts involving any interests of key management personnel existing at year end.

Directors of the Board are all volunteers and receive no remuneration for their services. None of the above Directors or parties related to them received any remuneration from the company during the year (2024: none) other than that described at Note 18 or for reimbursement of business travel expenses incurred.

	2025 (\$)	2024 (\$)
Total compensation	2,330,448	2,186,940

The compensation relates to the CEO and the Executive Team. This includes all forms of consideration paid, payable or provided by the entity, or on behalf of the entity, in exchange for services rendered.

Note 18. Related parties

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

Rev. Geoff Flynn	Minister of The Uniting Church in Australia – Synod of NSW/ACT. The Uniting Church in Australia NSW Property Trust is a Member of Lifeline Australia.
Mr Luke Lindsay	Director of Lifeline Australia (resigned 15/09/2024) and General Manager of UnitingCare Queensland which is a Member of Lifeline Australia (to 15/09/2024), overseeing the Lifeline Services delivered by UnitingCare Queensland. CEO of Lifeline Direct from 16 September 2024.
Mr Andrew Moore	Director of Lifeline Australia and General Manager with Wesley Community Services, a Member of Lifeline Australia (Lifeline Sydney & Sutherland).
Mr Colin Seery	Director of Lifeline Direct Limited (to 25 July 2025) and CEO of Lifeline Australia to (25 July 2025).
Mr Chris Siorokos	Director of Lifeline Direct Limited (from 26 July 2025) and Interim CEO of Lifeline Australia (from 26 July 2025).
Ms Jacinta Munro	Director of Lifeline Australia and Chair (resigned 11/03/2025) and a partner of KPMG Australia. Arms-length services were provided by KPMG Law during the financial year. This engagement was approved by management independently of the Board and Chair under the delegations and procurement policies, and operated under normal commercial terms.
Ms Donna Shkalla	Director of Lifeline Australia (from 1/10/2024) and Group Executive of UnitingCare Queensland which is a Member of Lifeline Australia, and has management the Lifeline services delivered by UnitingCare Queensland.

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

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

All transactions with the Members have been conducted on normal commercial terms with the exception of Affiliation Fees, which are determined by Lifeline Australia on an annual basis. Transactions between related parties are on terms and conditions no more favourable than those available to other persons or entities unless otherwise stated. Lifeline Australia records and manages all conflicts of interest in accordance with Lifeline Australia's Board Charter and good governance principles.

Note 19. Principal activities

Lifeline Australia

Lifeline Australia is a company limited by guarantee with 17 Member organisations which operate 43 Lifeline Centres. Lifeline Australia accredits Member organisations to enable them to provide national Lifeline services, which are predominantly crisis support services, suicide prevention programs and training, and counselling.

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

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

Lifeline Direct Limited

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

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

Note 20. Contact details

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

Note 21. Subsequent events

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

Note 22. Economic dependency

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

Note 23. Contingent liabilities

The bank guarantees as at 30 June 2025 were \$1,815,966 (2024: \$1,481,983). The bank guarantees are secured against the company's cash assets at St George and Regional Australia Bank. These bank guarantees relate to property leases for Sydney and Newcastle, retail premises and direct debit facilities.

As at 30 June 2025, there were no indications that these bank guarantees would need to be exercised (2024: Nil).

Lifeline Direct Limited has paid security deposits to each relevant landlord to secure against the potential non-payment of rent and for any potential damage to property. The security deposits at 30 June 2025 were \$270,726 (2024: \$266,782).

Note 24. Remuneration of auditors

During the financial year the following fees were paid or payable for services provided by PKF(NS) Audit & Assurance and PKF Melbourne Audit & Assurance (2024: RSM Australia Partners):

	2025 (\$)	2024 (\$)
Audit of the financial statements	100,000	106,000
Preparation of financial statements	2,500	13,150
Risk advisory services	18,731	29,685
Audit of grant acquittals	18,000	21,600
	139,231	170,435

We're here for you.

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

13 11 14

24 hours • 7 days

0477 13 11 14

Lifeline Text

24 hours • 7 days

lifeline.org.au

Chat to a crisis
supporter online

24 hours • 7 days

