2022 Annual Report

Helping more people in more ways than ever before



Lifeline



Contents

From the Chair	2
CEO Introduction	4
FY22 Impact Summary	6
Faces of Lifeline	8
Member Engagement	14
Lifeline Services	16
Lifeline Community	20
Research and Advocacy	24
Lifeline Direct	26
Marketing and Fundraising	28
Our Partners and Supporters	37
Thank You	42
Corporate Governance	46
Financial Results at a Glance	48
Financial Statements 2021	49
Directors' Report	50
Independence Declaration	56
Directors' Declaration	60
Consolidated Statements	61
Notes to the Financial Statements	64

Connected Healing
Nikita Ridgeway

This artwork is a representation of Lifeline on the path of healing and being a beacon of help, indicated by the middle art elements representing our vast network across the nation.

It is through our connected collaboration with many services and reaching out across the nation that we continue to support the healing journeys of our help seekers.

Acknowledgement of Country

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

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

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

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

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

Acknowledgment of Lived Experience

We acknowledge the lives lost to suicide and recognise those who have survived suicide attempts, and those who struggle today or in the past with thoughts of suicide, mental health issues and crisis situations.

We acknowledge all those who have felt the deep impact of suicide, including those who love, care and support people experiencing suicidality, and those experiencing the pain of bereavement through suicide.

We respect collaboration with people who have a lived or living experience of suicide and mental health issues and value their contribution to the work we do.

Always there for help seekers

In November 2021, I was privileged to become Lifeline Australia's Chair. With more and more Australians seeking help in times of crisis, this is a role I cherish and am honoured to hold.

Reflecting on yet another challenging year in which more contacts than ever were made to Lifeline's crisis support services, I would like to dedicate this message to our wonderful community of volunteers who support thousands of people in need. This selfless group includes our ever-growing number of Crisis Supporters who give their time to answer calls from help seekers via our phone, text and chat line. Our volunteer community also includes the thousands of generous people who work in our shops and warehouses, man our book fairs, assist on the ground in times of natural disasters and hold fundraising events in local communities. Lifeline simply would not be the organisation it is today without these caring and dedicated individuals. We are extremely grateful for the contributions these everyday Australians make to our services – thanks to them, Lifeline is always there to help those in crisis.

I would like to take this opportunity to specially thank one particular Lifeline volunteer – former Chair John Brogden. During his tenure, Lifeline underwent substantial growth, none more significant than the expansions we have seen in the past two years to meet increasing demand from help seekers. John's work and efforts in changing the way we, as a community, talk about suicide and suicide prevention reaches far beyond the Lifeline network. I am delighted that he has chosen to continue to be a vital part of Lifeline through becoming our Patron.



I would also like to acknowledge my wonderful colleagues on the Lifeline Australia Board, all of whom are dedicated volunteers championing our cause. Thank you for your support, guidance and wisdom throughout the year. I greatly appreciate the efforts you put into our organisation. At the Annual General Meeting in 2021 we said farewell to Geoff McClellan, whose 10-year tenure with Lifeline expired in October 2021. Geoff's contributions were substantial – he chaired the Governance Committee for nine years and was instrumental in guiding us through a myriad of complex governance and constitutional changes which have ensured, as a Board, we can operate more effectively and efficiently. Thank you for your hard work for Lifeline.

To our Executive and staff, thank you for your commitment to our organisation. The past year has been an extraordinary period of growth and transformation for Lifeline.

Congratulations on the launch of 13YARN, our new dedicated Aboriginal and Torres Strait Islander crisis support helpline, and the expansion our text and chat service. I thank you all for your efforts and contributions through FY22.

As we head towards the significant achievement of our 60th anniversary in March 2023, I am excited to lead Lifeline through its next exciting chapter. I am full of hope for our future and the role Lifeline will play in ensuring suicide prevention and crisis support is always available so no Australian faces their darkest moments alone.



Jacinta Munro
Lifeline Australia Chair

Message from our Patron

2022 was Lifeline's busiest year ever – and we have never been needed more by Australians in crisis and at risk of suicide.

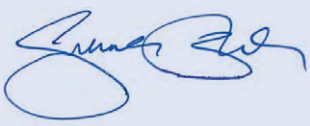
As the pandemic turned our world upside down, Lifeline's incredible Crisis Supporters have offered rays of hope to more than one million Australians who would otherwise face their darkest moments alone.

Many of the people calling us are finding themselves reaching out for help for the first time in their lives. And our calls have never been higher. Many years ago we thought this was a bad thing. In 2022 we realise that the more people who call us, the fewer have suffered in silence.

Australians are still dealing with grief, loss and disruption from the 2019/2020 bushfires, COVID lockdowns and floods. Many are still struggling with their mental health, relationships, and income loss. We're still picking up the pieces, and we will be for some time. It is an honour to be Lifeline's Patron. It comforts me immensely to know that whatever the reason, Lifeline is there keeping people safe day and night, every day of every year.



I have often said – and hoped – that I can be the Patron of an organisation we can close down one day because we are no longer needed. In 2022 we have been reminded of Lifeline's critical role in saving lives. Hope and Help for all Australians is as important as ever.



John Brogden AM

Lifeline was there for Australians more than ever in FY22



As the Australian population faced ongoing local and global challenges, demand for our services continued to increase at an unprecedented rate. In fact, on New Year's Day 2022, Lifeline Crisis Supporters answered the highest number of calls in our almost 60-year history – 3,726. Droughts and bushfires, the COVID-19 pandemic, floods, cost of living and inflation pressures, as well as global uncertainty caused by the war in Ukraine have all taken a heavy toll on Australians in recent years. As the leading suicide-prevention service in Australia, we are proud to be there in these times of great need.

Two years of COVID impacted heavily on our organisation, but our staff, Members and volunteers continued to turn up for those in crisis – and we could not be more grateful for this commitment. Our Call Answer Rate (CAR) for FY22 was 87%. This was a fantastic performance at a time when more Australians than ever have needed our support.

Over the past 12 months, Lifeline Australia has made some significant service enhancements to ensure we can be there whenever people need us. To support these changes to our services, we have also upgraded our digital platforms and technology and we will continue to invest in these key areas.

In March, we were proud to launch 13YARN, a culturally safe crisis support line for Aboriginal and Torres Strait Islander people. Funded by the Australian Government and developed in collaboration with Gayaa Dhuwi (Proud Spirit) Australia, 13YARN is the first national crisis support helpline with Lifeline-trained Aboriginal & Torres Strait Islander Crisis Supporters available 24/7 for confidential one-on-one yarning. Led by an Aboriginal and Torres Strait Islander Advisory Committee and management team, 13YARN has established itself as a critical support for our First Nations people.

This year, we also expanded our Text and Chat service to make it available 24 hours a day, seven days a week to people in need. This service, which is targeted at young people in particular, was fast tracked on the back of COVID when we found help seekers in lockdown situations were requiring urgent support.

Another significant development to our service offering has been the expansion of our remote workforce capabilities.

Following a successful pilot in FY21 led by Lifeline Direct in NSW, this year we began the full implementation of this initiative with 250 Crisis Supporters ready to work from home if needed. This is a significant boost to the way we manage our volunteer workforce and we look forward to expanding further in the coming years.

From a financial performance perspective, FY22 has been a strong year for Lifeline Australia. In addition to increasing our fundraising revenue thanks to generous donations from our supporters, we secured additional government funding at both federal and state levels. A commitment of an additional $52.3 million from the Federal Government over the next four years will provide the funding backbone needed to ensure our core services operate unimpeded well into the future. We were also delighted to receive $39.7 million in the Federal Budget to continue delivering our vital DV-alert support program for the next five years.

In NSW, additional funding from the government will go towards supporting Lifeline Centres to increase services at times of crisis or natural disasters. We were also grateful to receive funding in the other States and Territories to enhance our service capability and availability in these regions.

These funding injections position us for a strong future where our focus will be continuing to make sure that anyone, any time, any place, any channel, can access Lifeline support as easily as possible. As Australia's leading suicide-prevention agency, we also hope to play a key role in defining the shape and effectiveness of mental health support services across Australia in the coming years.

Our presence in communities continued to grow in FY22 as more and more local services, organisations and community members reaching out to the Lifeline Member network for support.

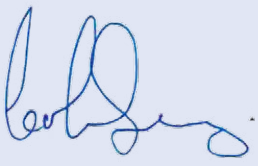
Our corporate partners, which include the AFL, Rebel, Woolworths, IAG and NIB Foundation, are crucial to providing funding to support new initiatives often developed to address a community or industry need at a local level.

We greatly value all our partnerships, including the thousands of individual donors and community fundraisers. We simply couldn't do our job without your support.

I also wish to acknowledge the contributions of our 18 Lifeline Members and their Board Directors, management teams, staff and volunteers. I would like to thank our retiring Member CEOs who collectively have given many years of service to Lifeline. The work our Members do on the ground in their local communities is the beating heart of Lifeline. My congratulations go to these teams on their FY22 achievements.

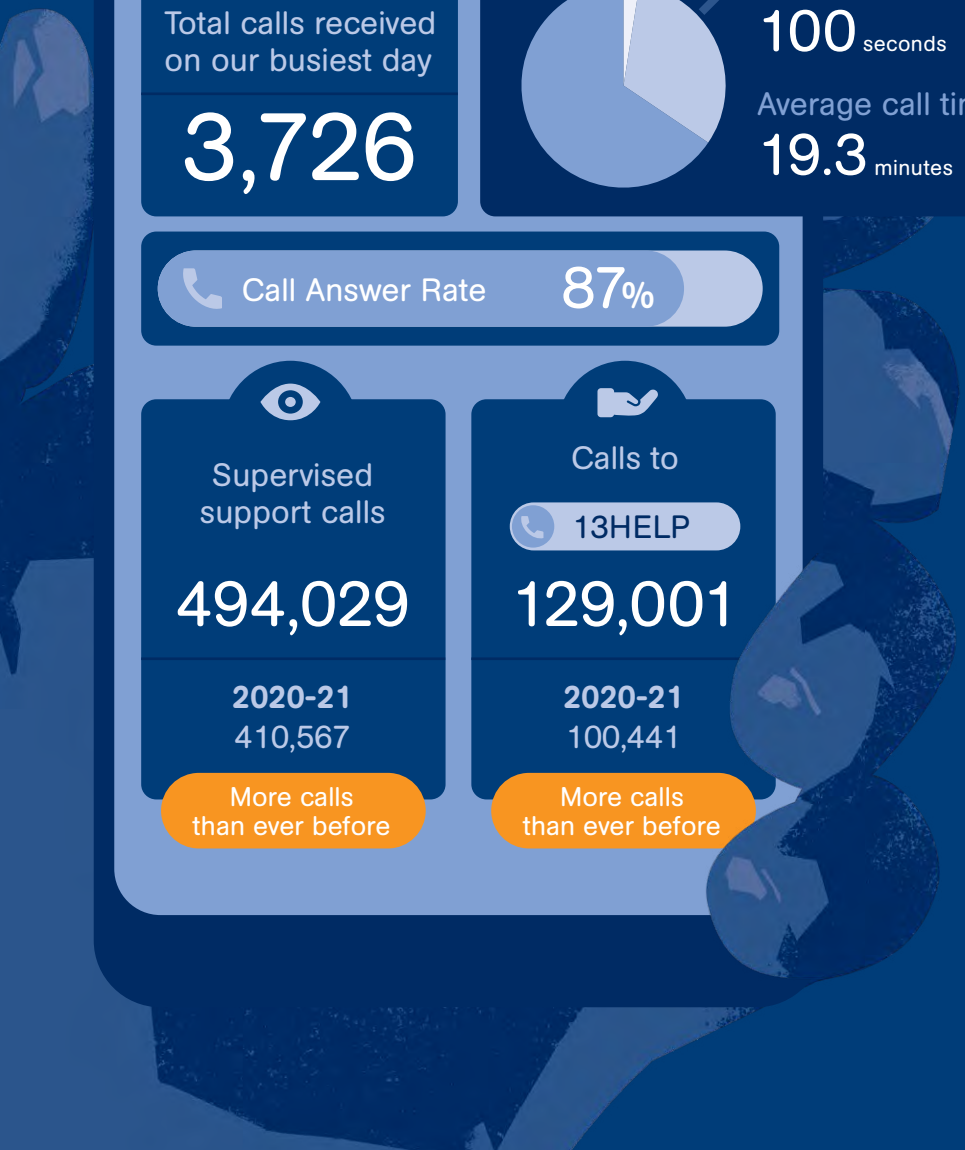
My thanks also go to John Brogden, who has transitioned seamlessly to the role of Lifeline Australia's Patron. John continues to make a significant contribution to Lifeline Australia and we look forward to John's ongoing involvement. I would also like to acknowledge and thank our new Chair Jacinta Munro and the dedicated Board Directors who ensure that we remain committed to our purpose and vision of an Australia free from suicide. I thank each of them for their contributions.

Finally, but certainly no less significantly, I wish to thank our amazing Executive, staff and volunteer community. The need for our support services has never been higher. Because of our dedicated staff and volunteers, we have risen to meet this challenge, always being there to deliver compassionate care and support to people facing their toughest times.



Colin Seery
Lifeline Australia CEO

FY22 Impact Summary



DV-alert
Domestic Violence Response Training

489 Workshops

7,146 Participants

590 Students completed a DV-alert eLearning course

More training than ever before

Total calls answered
1,142,234

More calls than ever before

Highest volume of calls on any day in Lifeline's history

Total calls received on our busiest day
3,726

Average wait time
100 seconds

Average call time
19.3 minutes

Longer calls than ever before

Call Answer Rate **87%**

Supervised support calls
494,029

2020-21
410,567

More calls than ever before

Calls to 13HELP
129,001

2020-21
100,441

More calls than ever before

Safety plans per day
163

Total safety plans created
59,553

More plans than ever before

More texts than ever before

Text conversations answered

55,696

Articles and news stories mentioning Lifeline

114,330

More press than ever before

More chats than ever before

2x

Chat conversations answered

52,277

2020-21
27,898

Unique page views to our help and crisis support pages

1,679,553

29%

Unique Australian visitors to the website

1,680,406

More visitors than ever before

Total engagement	Total impressions	Total reach
177.5k	4.6m	3.7m

Total followers	New followers
282k	33.5k

More followers than ever before



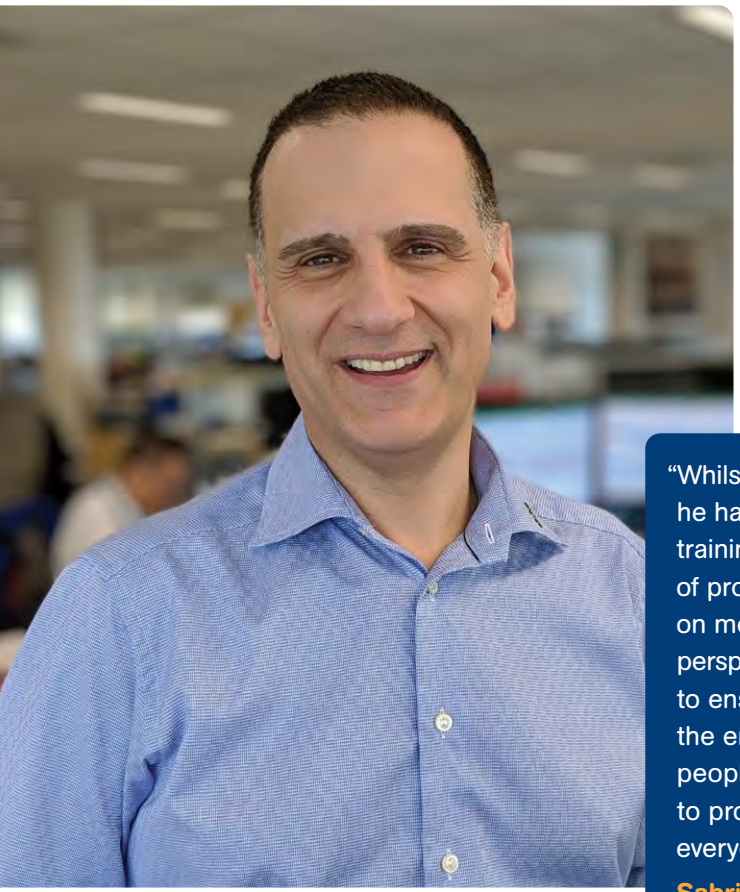
Faces of Lifeline

Our Volunteers

In what was a difficult year for the volunteering sector generally, Lifeline Australia is proud to have continued to recruit strongly and maintain a consistent volunteer presence at Centres around the country. We acknowledge and thank our Members for helping to make this possible through additional community engagement and training activities.

While FY22 may have come with its fair share of challenges, there was also much to celebrate with record numbers of awards given out to volunteers for reaching significant milestones. 808 of our wonderful volunteers reached either 5, 10, 15 or 20 years of service over the last 12 months. They truly are the backbone of Lifeline, and we could not be more grateful for the contribution they make.

We were also delighted to present our Volunteer of the Year Award to George Laggis at our 2021 AGM.



George Laggis

Winner of the Volunteer of the Year Award

George started as a volunteer at Lifeline Macarthur and Western Sydney three years ago. He has become an integral Crisis Supporter and In Shift Supervisor (ISS), dedicating 20-25 hours per week to Lifeline and contributing to many new initiatives to ensure anyone, anywhere can have access to the support they need.

In recognition of his commitment and achievements, George was presented with Lifeline Australia's Mary Parsissons Outstanding Volunteer Award at the AGM in November 2021. This award recognises volunteers who have shown excellence in their field, contributed to the community and been an inspiration and leader within their centre.

As a volunteer with lived experience, George is an advocate for crisis support and suicide prevention. He willingly shares his experiences in a positive and tangible way to enhance the understanding of other volunteers, as well as Lifeline staff. George has also contributed to new ideas, including using his connections in the automotive industry to help Lifeline procure the Lifeline Mobile Café. The van has enabled Lifeline Crisis Supporters to attend community-based events in South West and Western Sydney, where previously this might not have been possible.

Thank you George!

"Whilst Crisis Support is where George has excelled, he has also shown excellence in other areas such as training students and as a student mentor and facilitator of professional development sessions. George is focused on mental health recovery from a lived experience perspective and shares his insights with the whole team to ensure a meaningful impact. He is always focused on the end goal of ensuring Lifeline can support as many people as possible and uses his invaluable experiences to provide support to crisis supporters, help seekers and everyone he meets. George is truly a rare gem!"

Sabrina Fuechsle, Volunteer Experience Manager

“She’s not a statistic – she’s my daughter”

Raj’s daughter Yasmin died by suicide in 2019. Although her family and others close to her knew Yasmin was struggling, they didn’t understand the true depth of her mental health challenges. Yasmin’s death devastated Raj. He is now a strong advocate for raising awareness about mental health challenges, sharing his experiences for Lifeline Australia’s Hope Cycle and Out of the Shadows campaigns. Here is a snippet of his story:

“Yasmin was a typical child, teenager in many ways. She was incredibly loving, caring and sensitive. As Yasmin moved into adolescence she started increasingly feeling anxious. She was getting counselling support both in school and outside of school. No one anticipated the severity of her mental health challenges. In the couple of weeks leading up to her suicide, there was an escalation in her anxiety levels but again, we felt it was in hand. We never anticipated that it would result in what actually ended up happening.

In the aftermath of Yasmin’s suicide, I was emotionally devastated. An important part of how I coped was the love and support that I received from family and friends. I’m still learning to manage my grief. I’ve learnt to accept Yasmin’s loss but also to celebrate her life. I think it’s important also to channel energies into positive activities. For me that’s getting involved in mental health causes that promote the awareness of mental health challenges.

To create a more supportive environment for people struggling with mental health is to recognise that mental health can affect anyone. If you feel that one of your family or friends could be struggling ask them how they are, keep asking them, because you never know when they want to open up. When they do, listen to what they say and help them find the right support and advice they need to cope with their situation.”



Lifeline Lived Experience Advisory Group

The Lifeline Lived Experience Advisory Group (LLEAG) is a group of dedicated individuals and carers who have lived and living experience of crisis, suicide ideation and attempts, or who have been impacted by suicidality. Established in 2018, the LLEAG has become a core function within Lifeline Australia helping to inform our research, practice and policies through consultation and co-design work.

Engagement with the LLEAG provides Lifeline Australia staff with the opportunity to genuinely and meaningfully collaborate with people who have lived or living experience of suicide. Supported by the Lifeline Research Foundation, staff seek expert knowledge from the LLEAG on a range of topics and projects. The group meets bi-monthly for updates on projects, but also participates in specific consultations outside these scheduled times.

Lifeline Australia is grateful for the commitment and dedication made by members of the LLEAG. We thank them for their contributions.



“I’ll never forget that phone call, never forget that voice. It was the voice that made me realise things are going to be ok.”

Ian ‘Eno’ Taylor,
Truck Driver

A snapshot of LLEAG consultations in FY22

Brand research focus group
The LLEAG was invited to provide input and feedback to help shape the future of the Lifeline Australia brand strategy. In this focus group conducted by an external consultancy, LLEAG members were asked questions related to Lifeline's primary audiences and organisation brand promise.

Christmas campaign
Lifeline Australia's Christmas 2022 Campaign is centred around an online resource providing 12 strategies for people struggling over the Christmas campaign. The LLEAG was invited to provide feedback on the safety and appropriateness of the resource.

Referral needs of help seekers
The LLEAG was consulted about the referral needs of people contacting 13 11 14. Considering that many people call more than once, members were asked to provide feedback on help seeker experiences and explore what could be done differently to support help seekers who use the service frequently.

Advocacy strategy
The LLEAG was called on to provide input to help shape Lifeline's advocacy strategy, which will outline the directions and objectives of Lifeline's advocacy work.

Self-led support toolkit
During 2021 the LLEAG provided input into the redevelopment of Lifeline's static toolkits into dynamic and interactive digital content. The LLEAG provided invaluable advice on language, the positioning of resources, and the role of self-led support across the continuum of recovery.



Imbi Pyman

Member of the Lifeline Lived Experience Advisory Group (LLEAG)

At the Lifeline National Congress in May 2022, Imbi bravely shared her own story as both a person with lived and living experience of suicide and as a carer impacted by suicidality. Imbi described how becoming part of the LLEAG has given her purpose and helped her begin to heal. Here is a small extract of her speech.

"In 2018, Roses in the Ocean were asked by Lifeline to help recruit members for the LLEAG and four years on, it is such a joy and honour to hold a position there, alongside the most extraordinary, unique, strong and dare I say opinionated individuals, I have ever met.

There were 10 of us initially, a very broad cross section of people with different lived experiences, different talents and different perspectives.

Lifeline has simply done an amazing job keeping us together, learning from us and also teaching us, allowing us to grow as an effective LLEAG where there is real value in our contributions, respect for each other and true collaboration.

I always smile when I see my colleagues and myself sometimes scramble and make space for attending our LLEAG meetings as a priority. That says a lot about the worth of our LLEAG. We do the meetings and calls from anywhere and everywhere, cars, workplaces, holidays, days off or even midway through a flu vaccine! That was me!

That is a reflection on Lifeline as an organisation. I have said many times and continue to say that Lifeline does lead the way and our LLEAG I believe reflects that."

Staff

We have continued to invest heavily in our staff, providing them with opportunities to upskill and refresh their learning, as well as celebrate their achievements and care for their own mental health and wellbeing.

We have now completed two full years of our people and culture transformation agenda. This has included implementing a range of initiatives to support a high-performing culture as well as capacity building for our staff and organisation as a whole.

Our Lifeline Australia Values

Working with a cross-functional team of staff, we refreshed our organisational values and what they mean to Lifeline Australia. The new values were launched in June and have been integrated into our human resources programs and initiatives. We are now embarking on a change management project to embed the values across the organisation.

- Continuous Improvement
- Empathy for every Human
- Collaborate with Intent
- Committed to Impact
- Transparency with Skill

Online Learning Academy

A big success story from this financial year is the introduction of a new online learning academy, delivered jointly by SAP Litmos and the Australian Institute of Management. This is a curated online library of courses for staff across all levels of the organisation, including our Crisis Supporters. Through the library, which is linked to development plans for employees, staff can access online or in-person courses. Some courses are self-guided, while others are instructor-led. The academy was launched in December 2021 and has seen strong uptake in its first six months.

We have continued to celebrate the successes of staff through our Rewards and Recognition program. Staff who demonstrate exceptional performance in line with Lifeline Australia's strategic framework, positive behaviours and values are recognised through this important culture-enhancing initiative.

Reconciliation Action Plan

Following the formation in March 2021 of a Reconciliation Working Group (RWG), we have made significant progress in developing Lifeline Australia's first Reconciliation Action Plan (RAP), which will be an Innovate RAP. This area of work has become more important with Lifeline Australia successful in receiving funding to develop and implement the 13YARN service. Our goal is to become a culturally safe workplace as well as a psychosocially safe organisation.

We were able to fast-track to an Innovate RAP as a result of the progress already accomplished by Lifeline Australia. The RWG submitted Lifeline Australia's Innovate RAP to Reconciliation Australia for approval in April. We received feedback in May and are now awaiting final approval and endorsement of the amended document.

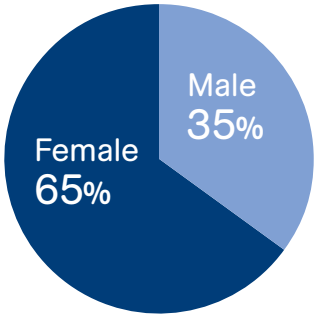
As an important deliverable of our RAP, we have increased our cultural initiatives this year including making cultural capacity training available for staff and hosting activities such as a 'Sorry Day' lunch and yarn in Reconciliation Week in May.

Workplace Profile

As at September 2022, Lifeline Australia has 203 employees, made up of 123 head office employees and 80 In-Shift Support (ISS) employees.

The introduction of new services, such as 13YARN, and expansions to existing programs such as DV-alert, meant we needed to scale up our workforce to meet demand from help seekers.

Gender identity breakdown as at June 2022



Lifeline Australia Members

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

18 
Members operating

More than
41 
accredited Lifeline Centres across Australia

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

Member Engagement



Lifeline Australia Annual Members Forum and AGM

In FY22, Lifeline Australia continued to engage closely with our Members to further strengthen the delivery of our services and build knowledge in key areas of suicide prevention and mental health across the network.

Key Member engagement activities included:

- State level CEO/Centre Manager monthly meetings
- Quarterly 1-1 meetings between Centre CEOs and Managers
- Launch of the Lifeline Local Initiatives Fund
- Provision of an ongoing HR advisory service for all Centres through our partnership with Wentworth Advantage. This service allows Centre CEOs/Managers to access HR/IR guidance on demand. The HR advisory service also provides Lifeline Members with access to informative articles and podcasts
- Delivery of a 'Climate Survey', which sought feedback from across the Lifeline network on activities and initiatives undertaken by national office. The survey included questions about Lifeline Australia's performance in the strategic areas of network engagement, marketing and fundraising, government relations and service delivery
- An open tender for existing Lifeline Members to acquire newly formed geographies in the Greater Melbourne area
- Lifeline Australia's November 2021 Members forum, our March and August 2022 Business Update webinars and the May 2022 Annual National Congress Meetings. These forums bring together all Centre CEOs/Managers and Board Chairs to update them on business-critical matters. Issues discussed include the progress of key projects, marketing and fundraising updates, work being done by the Lifeline Research Foundation and updates on Lifeline's work with State and Federal Government funding bodies
- The Lifeline Australia 2021 Annual General Meeting (AGM), which was held in November 2021. This meeting brought together Centre CEOs/Managers and Centre Board Chairs as well as Lifeline Australia's Board and Executive. The AGM delivers the annual update on Lifeline Australia's national performance in key strategic areas. This AGM and Members' forum also included a keynote address by The Hon. David Coleman, (then) Assistant Minister to the Prime Minister for Mental Health and Suicide Prevention, Health and Aged Care

Government Relations

With more help seekers than ever reaching out for support, government funding to help us continue to sustain our services – and invest in new initiatives – is crucial for Lifeline Australia.

This year, Lifeline Australia secured an additional $52.3 million in funding over the next four years from the Federal Government. This critical injection of funds is on top of Lifeline's core annual federal funding of $15.5 million and will be crucial in enabling the organisation to meet the continued demand for its voice and digital services.

Call volume and service demand have remained high compared with pre-pandemic levels and research shows this level of need is expected to continue for several more years. With this increased federal funding, Lifeline Australia can maintain the new services and initiatives, such as remote working solutions and text and chat services, introduced to support the increasing number of people reaching out for help.

Also in the Federal Budget, Lifeline Australia was awarded $39.7 million to continue delivering the domestic and family violence support program, DV-alert, for a further five years.

In May, the NSW Government announced additional funding of $28.5 million for Lifeline Centres in NSW over the next four years. This funding will enable Lifeline Centres across NSW to deliver more crisis support hours to meet demand, while also investing in recruiting, training and retaining volunteers.

It will ensure Lifeline has the capacity to increase services to meet peaks in demand such as during times of crisis or natural disasters.

We were also grateful to receive funding from the Tasmanian and Northern Territory governments, as well as COVID-19 emergency funding from the Victorian Government.

Lifeline Australia's Government Relations team has also worked closely with Members in each state and territory to engage effectively at local levels, with consistent messaging and resources made available. Engaging with the Victorian Government has been a focus area. A report from the McKell Institute Victoria, released in December 2021, highlighted that average daily calls from Victorians to Lifeline's crisis line increased by 35 per cent during the pandemic. The report also found that despite improving during the pandemic, Victoria's contribution to Lifeline's national crisis service capacity remains below the demand it generates, with fewer Lifeline calls answered in Victoria than are made by Victorians. With this in mind, Lifeline Australia is working with our Members to expand capacity in Victoria and bring service delivery up to better meet the level of support needed by the people of Victoria.

Lifeline Local Initiative Fund

Launched in September 2021, Lifeline Australia's Local Initiative Fund (LLIF) provides seed funding for new community programs and services identified by our Members.

LLIF recognises the challenges Members often face getting worthwhile projects off the ground due to financial constraints. Through LLIF, grants are made available for Members who have identified a new program or service that will benefit the community they service.

Successful applicants receive funding for the first year of operation of their program or service, which allows them to kickstart their projects while they explore sustainable, long-term funding sources.

Lifeline Australia is proud to have invested in six new programs to date, including a student and youth counselling service, a men's mental health counselling service and a veterans' support service. These projects are spread across Queensland, New South Wales and Victoria.

FY22 LLIF highlights





Lifeline Services

13 11 14

On New Year's Day 2022, Lifeline's 13 11 14 service received over 3,700 calls for help from people in crisis – more than on any other day in our history. It came in the middle of another year of sharp increases in total call volumes.

This new record is a powerful reminder that the Lifeline network has never been more important as Australians face the challenges presented by floods, economic uncertainty and the aftermath of the COVID-19 pandemic.

Keeping up with this increasing demand for support has been a challenge, with COVID-related absenteeism and the rising cost of living making it more difficult to recruit and retain volunteers and fill Crisis Supporter shifts.

To meet this challenge, Lifeline Australia has made a significant investment in technological transformation over the last year with an upgrade of our telephone platform. This new infrastructure makes it possible for Crisis Supporters to work from home, which has been critical to ensuring our team is always ready to answer calls from people in distress.

Our new telephone platform also allows us to manage all our phone and digital channels through the same infrastructure. This will enable more efficient use of resources and better response times in the future.

FY21 Call Answer Rate 90.3%

FY22 Call Answer Rate 86.7%



13YARN 13 92 76

The first national 24/7 crisis support helpline for Aboriginal and Torres Strait Islander people commenced operations in March 2022. Funded by the Commonwealth Department of Health, 13YARN was designed in consultation with Aboriginal and Torres Strait Islander people from across the country.

The partnership with Gyaa Dhuwi (Proud Spirit) Australia was critical in the review of the Lifeline CARE framework to ensure that it was suitable for use for 13YARN with a cultural lens and has provided advice in the development of the line. They have been involved in both the Advisory Board and the Steering Committee.

Guided by an advisory group of leading mental health professionals and Aboriginal mental health professionals, development of the service began in earnest in October 2021.

Aboriginal mental health workers, youth, Elders, Torres Strait Islander representatives, urban, rural and remote representatives, members of the Stolen Generation and people identifying as LGBTQIA+ were engaged to understand the needs of Aboriginal and Torres Strait Islander people and their communities.

Although 13YARN is supported by Lifeline Australia's expertise, experience and infrastructure, the service model, co-designed with the Aboriginal community, differs from other Lifeline crisis support services.

From March 2022 to June 2022

4,149 Calls to 13YARN

Most notably, 13YARN is staffed by paid Aboriginal and Torres Strait Islander Crisis Supporters who are currently based in Lifeline centres in New South Wales, Queensland and Western Australia. The team answer calls from help seekers across the country.

Promoting the helpline to build trust in Aboriginal communities has been a big focus of the past year. The 13YARN team has attended mental health conferences and major events in Aboriginals and Torres Strait Islander calendar across every state and territory to raise awareness of the service. Additionally, the team has linked with other support services such as R U OK, Headspace and Aboriginal community services to promote the service. A dedicated website and social media presence on Facebook and Instagram have also helped to raise awareness.

Going forward there are plans to explore the introduction of a dedicated Aboriginal text and chat service to meet the needs of Aboriginal youth, as well as centres in all states and territories.



Our 13YARN Advisory Board members are:

- Leilani Darwin **Chair**
- Tania Dalton
- Professor Pat Dudgeon
- Monica Barolits-McCabe
- Sarah Szydzik
- Colin Seery

The Lifeline Digital Service

Lifeline Digital Services, encompassing Text and Chat, provides a digital channel of support to people who are feeling overwhelmed or unable to cope and prefer to communicate via digital channels. This service has been particularly popular with younger people, who may not feel comfortable or have the opportunity to safely call our 13 11 14 service.

In October 2021, with the support of Government funding and RACV, Lifeline Australia was proud to expand Lifeline Text and Chat, into a 24-hour-a-day, 7-days-a-week service. This means all people in emotional distress can now access round-the-clock support, via their preferred way of seeking help.

Since its inception in early 2019, Lifeline Digital Service has recruited more than 1,000 volunteers, who work remotely.

In 2022, Lifeline Australia entered the second year of a corporate partnership with KPMG to recruit and train digital volunteers. Under the arrangement, KPMG recruits volunteers from within its workforce and pays for them to do our digital training program. The company then provides support for our new recruits to do their volunteering.

13HELP

First established in February 2020 to support communities impacted by the Black Summer bushfires, our 13HELP line has evolved into a critical support service for those left struggling by national disasters.

In FY22, Lifeline continued to receive record numbers of calls to 13HELP, which operates 24 hours a day, 7 days a week. Our team of Crisis Supporters working on this service have received specialised online training in supporting those impacted by bushfire and other disaster-related trauma.

Lifeline also continues to promote our 13HELP line in communities impacted by bushfires and other natural disasters through traditional and social media.

Generous support from the Australian Government, Woolworths Group and other corporate supporters have enabled us to continue this vital service into 2022 and beyond.

Lifeline.org.au

Lifeline.org.au continues to be an important channel of connection, information and support for help seekers, supporters and our Members.

In FY22, lifeline.org.au was accessed by more than 1.68 million unique Australian visitors.

- 58% of our audience visited on mobile devices, substantiating the importance of making our information and support easy to access on a range of devices.
- The majority of help seekers are finding us via search engines or by coming directly to the site. This is why it continues to be so important that lifeline.org.au is visible and available.
- Pages on lifeline.org.au were viewed over 3.7 million times, with page views to our crisis support and information pages totalling over 1.67 million. This is a 29 percent increase compared to the previous year.

> "From the increased visitation to our help and support pages on lifeline.org.au, as well as from talking to help seekers, we know that people turn to Lifeline as a trusted source of support. This is why we're more dedicated than ever to making help available online. No matter where someone is at in their wellbeing journey, we're here to help."
>
> **Dane Glerum, Head of Digital Product**

The top 10 most accessed pages included our crisis support services pages (e.g. 13 11 14, Crisis Chat, Crisis Text) as well as information and support content, including:

- Substance misuse and addiction
- Self harm
- I'm feeling suicidal
- I'm having a difficult time
- I'm worried about someone
- How to volunteer

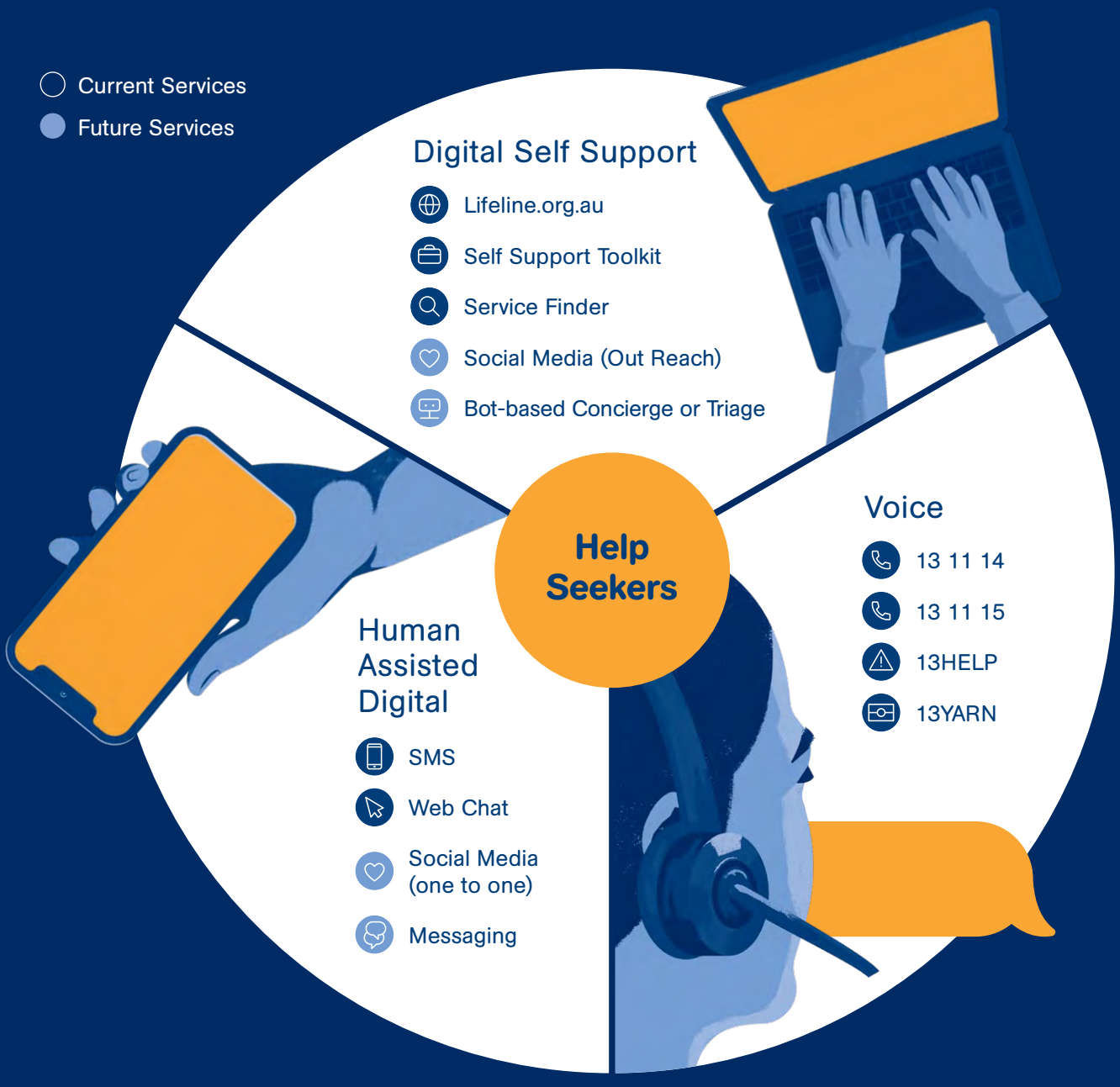
Service Transformation

To ensure we are best placed to meet the growing and evolving needs of Australians in the future, this year Lifeline Australia launched a significant program of work to contemporise our service and infrastructure.

The first component of this transformation was an upgrade to our telephone platform. The new 'omni-channel' infrastructure we have rolled out allows us to manage all our chat, text and telephone channels through the same platform. This will allow us to manage communications with help seekers more efficiently and effectively, which will ultimately lead to better response times and more targeted services.

As part of our service and technology upgrade, we are currently in the process of uplifting our workforce planning system and implementing a number of new technologies such as: call recording, quality management, text and speech analytics and knowledge management. This will lead to further improvements in how we deliver our vital services to help seekers and enable our Crisis Supporters with contemporary tools and targeted training and support based on current help seeker trends.

Our service transformation agenda is critical to ensuring anyone, anywhere, anytime will be able to turn to Lifeline in a crisis.



Lifeline Community



Lifeline Community Library

Lifeline Communities is a knowledge and resource sharing portal designed to assist our Members with the design and delivery of new community programs in the geographies they serve.

A great deal of groundwork goes into the development of new Lifeline programs, from research and data collection to the production of resources and materials. That is why we ask our Members to upload their programs to the Lifeline Communities portal. By sharing knowledge and resources in this way, it means other Members looking to launch a similar program may not have to start the process from scratch.

Lifeline Communities also helps ensure greater continuity of service for help seekers who may communicate with multiple Members across the Lifeline network.

NSW Community Collaboratives

Developed by Headspace National Youth Mental Health Foundation in partnership with Lifeline Australia, this initiative aims to support local services in regional communities impacted by suicide to deliver rapid and collaborative support to the local population.

Working together, Lifeline and Headspace have developed and implemented a model for how support services can work together effectively and efficiently when a suicide with increased community exposure occurs. This helps to prevent or reduce an increase in suicidal behaviour in that area, which can often be the case with suicides that have high community impact.

Underpinning this collaborative approach are a range of training and other capacity building activities designed to empower local people to recognise, respond and refer those at risk of suicide in their communities. The aim is to support local services whilst establishing the process and model which will then be owned and managed by the local community.

This work is funded by the NSW Ministry of Health as a ‘Towards Zero Suicides’ Initiative.

Suicide in Public Places

For more than 10 years, Lifeline has provided support in communities where there are public spaces with high levels of suicide. These spaces can include train stations, bridges, cliffs and shopping centres.

Lifeline supports these communities by providing guidance and resources on prevention and response initiatives as well as assisting services to implement local strategies to recognise, respond and refer those at risk of suicide. This includes guides on how to restrict access to sites, help-seeking resources, toolkits and targeted training to community members. At high risk locations, Lifeline also provides prominent crisis signage advertising the priority crisis support line. Calls to this priority line are placed at the front of the queue to speak to a crisis supporter.

Geography Toolkit

In 2022, Lifeline Australia commissioned Astrolabe Group (experts in urban growth) to develop a Geography Toolkit in the form of an interactive map which provides key demographic information to Members about the geographies and communities they have a presence in.

The Geography Toolkit will provide Members with important, data-driven insights into the composition of the communities they serve. Having access to accurate information on the age, gender, cultural, linguistic and professional profile of their regions will help Members design and deliver community programs that best meet the needs of the help seekers they support.

The Geography Toolkit was available to Members from the end of October 2022.

IAG Community Connection Project

This year our two-year pilot project with IAG (NRMA and RACV) to provide support to vulnerable individuals and communities struggling with the impacts of bushfires, floods and COVID-19 came to end.

The $2 million in funding enabled Lifeline to deliver training and counselling services in 23 communities in need. Through 166 free training sessions, 2,266 people completed Accidental Counselling training to become “Community Connectors”. This means they have gained skills to safely and effectively support people in their community in emotional distress or experiencing a crisis. Additionally, the project enabled community members impacted by natural disaster or COVID-19 to participate in 7,880 free video counselling sessions with qualified counsellors.

Lifeline Australia is currently looking for other opportunities to support vulnerable communities to build deeper and lasting resilience.

Program reach 2020-22

- 23 communities
- 166 free training sessions
- 2,266 Community Connectors
- 7,880 free counselling sessions

Primary presenting issues in video sessions

- Anxiety and depression
- Suicide ideation
- Grief/loss

An overwhelming majority of video participants achieved a clinical decrease in psychological distress.



DV-alert

A growing body of evidence has confirmed that rates of family violence increase during times of crisis and natural disaster. With bushfires, drought, flood and a global pandemic all impacting Australia in recent years, the DV-alert program delivered by Lifeline Australia has never been more important. There remains a strong need to upskill frontline workforces and community to be able to intervene early and provide support for people experiencing, or at risk of, domestic and family violence.

This year our team of more than 70 DV-alert trainers delivered 489 face-to-face and virtual workshops, training over 7,000 people. The DV-alert eLearning courses were in demand during the pandemic with 590 students achieving the unit of competency. The last two years of workshop delivery is a remarkable achievement given the challenges of operating during lockdowns and other COVID-19 restrictions.

The DV-alert program, which Lifeline Australia has delivered since 2007, is funded by the Department of Social Services under their *National Plan to Reduce Violence against Women and their Children 2010-2022*. As we transition to the next National Plan we were very pleased to see Lifeline Australia's ongoing delivery of DV-alert funded within this year's Federal Budget, a measure which reflects the program's ongoing importance within the new *National Plan to End Violence against Women and Children 2022-2032*.



During FY22, Lifeline Australia achieved a significant and important enhancement to all DV-alert training materials through the delivery of the Diverse Sexuality Orientation and Gender Identity Project. This work was led and informed by those with lived experience and/or expertise within LGBTQIA+ communities, making for a safer and inclusive DV-alert program.

In June 2022, Lifeline Australia hosted the DV-alert National Meeting in Sydney which featured presentations by influential domestic and family violence thought leaders over two days. Drawing together passionate delegates from all Lifeline Centres as well as partner organisations and key sector stakeholders, the meeting generated great insights and feedback. This input will shape Lifeline Australia's response to the challenges faced by people in crisis due to domestic and family violence into the future.

Workplace and Community Training

Creating mentally healthy workplaces and communities is a key goal of Lifeline Australia. It underpins our vision of eliminating suicide in Australia. To achieve this goal, we work in close partnership with Lifeline Centres across the country, sharing our expertise and experience to deliver learning programs that support the resilience of all Australians.

Demand for our flagship program Accidental Counsellor continued to grow this year as workers across a range of industries faced the ongoing stress and challenges of operating in a pandemic environment.

Several new organisations reached out to Lifeline requesting training to help their staff support each other. Many of these organisations support those who are struggling. They included the Parliament of NSW, RACV and several not-for-profits operating in sectors directly impacted by the pandemic. Some of these organisations required us to implement training urgently, and we were pleased to be able to meet this need through a range of online facilitated and eLearning offerings.

This year we conducted comprehensive surveys of Accidental Counselling participants and workplace decision makers, which generated a lot of positive and useful feedback. Using this valuable input, and with a particular focus on inclusivity and accessibility we are currently investing in making Accidental Counsellor an even better program. We will also continue to work closely with our members to support their delivery of the program.

FY22 saw the roll out of our new Managing Challenging Interactions program. This course is designed to help participants who are interacting with highly distressed people on a regular basis. This training was identified as a key area of need for our workplace and community partners.

Last year, through Lifeline Australia's industry partnership with Healthy Heads in Trucks & Sheds, a new industry-specific version of our Mental Health and Wellbeing self-care program was launched for the road transport, warehousing and logistics industries. Specific modules focused on managing relationships and wellbeing were developed specifically for workers in the sector. Mental Health and Wellbeing eLearning is available to all Australians looking to improve their resilience and better understand the principles of self-care.

Our Workplace and Community Training work continues to provide a powerful platform for deepening engagement with Lifeline Centres and communities across Australia.



Research and Advocacy

Lifeline Australia's research activities underpins our commitment to supporting Australians in times of crisis and equipping individuals and communities to be suicide safe in line with established and emerging evidence base.

To do that, the research group works with partner organisations and lived/living experience experts to identify gaps and create new knowledge in suicide prevention, then translate that knowledge into service provision. This evidence base and knowledge also forms the basis for Lifeline Australia's policy advice to government, and informs advocacy activities. From evidence we can pinpoint not only the areas in which Lifeline Australia can lead the national conversation, but also mechanisms by which that leadership will have maximum impact.

This year we made several public submissions and provided advice to government and other agencies on various issues relating to suicide prevention, mental health and wellbeing. Our work included feedback on the draft National Mental Health Workforce Strategy, consultation with the Royal Commission into Defence and Veteran Suicide, and a submission to inform the Construction Industry Culture Standard. We also provided advice on the national 'Boys Don't Cry' campaign as well as contributing to the National Mental Health Commission's work on pandemic impacts on suicide prevention.

This year the Eclipse program was a key focus. Eclipse is an eight-week aftercare support program for those who have attempted suicide. With dual facilitators including a peer, the program provides participants with a safe environment and psychosocial support as they workshop techniques for coping with and living alongside suicidality.

In response to COVID-19 restrictions, in 2020 we also commenced trials of an online version of Eclipse. Through Lifeline Mid Coast, 26 participants took part in a two-stage trial. In the first of those stages, participants engaged with the program online but in physical proximity to facilitators. In stage two, participation was online and remote. An evaluation by the University of New England found results of the online trial were largely consistent with the findings of the evaluation of the face-to-face program. Specifically, the findings suggest online participation is safe and effective. Additionally, online participation was associated with reductions in depressive symptoms, perceived burdensomeness, thwarted belongingness and suicidal ideation, as well as improvements in resilience.

The research group presented the findings to the International Association for Suicide Prevention world conference and Suicide Prevention Australia symposium, with the goal of advocating for Eclipse to become part of a system that affords universal access to services for people who have attempted suicide.



“Together, building resilience for a life worth living”

Secure Research Data Hub

This year, Lifeline established a hub for the secure collection and analysis of key data on suicide. Our Research Data Hub was inspired by suicide response organisations in other countries who are using data insights to more accurately predict and effectively respond to suicidal ideation and behaviour.

The Hub will work closely with university research teams to explore the data gathered for significant patterns and clusters. Any helpful information can then be passed on to help crisis supporters better understand the needs of the people they speak or chat with.

Our Research Data Hub team takes great care to de-identify all data gathered and protect the privacy and identity of the people who turn to us for support.



Lifeline Direct

Lifeline Direct (LLD) is a wholly owned subsidiary of Lifeline Australia, which delivers Lifeline's suite of services across seven geographical regions: Northern Rivers, New England, the Hunter, Central Coast, Geelong and South-West Victoria. Working collaboratively and sharing administrative and other support services strengthens our effectiveness and enables us to reach more people who need our help.

13 11 14 and Remote Work Pilot

LLD continued to play a critical role in delivering Lifeline Australia's crisis services with our Crisis Supporters answering 116,049 calls to 13 11 14. Additionally, we trained 151 new student Crisis Supporters.

We were pleased to serve as an 'incubator' for a pilot remote working model for the Crisis Support team. The pilot saw us establish a satellite site at a retail store in Grovedale Victoria, eventually leading to Crisis Supporters trialling remote technology from home.

The pilot provided Lifeline Australia with 'proof of concept' of the feasibility of remote work in the future. This is critical to responding to the rapidly increasing demand for more volunteer Crisis Supporters.

Community 'Skills for Life' Training

Our community-based 'skills-for-life' training program is designed to build the capacity of people in our communities to support those who are having thoughts of suicide. We continued to work closely with both community and corporate partners to design and deliver a suite of workshops and presentations, including:

- Accidental Counsellor
- Mind Your Sports Mates
- DV-alert
- ASSIST (Applied Suicide Intervention Skills Training)
- safeTALK
- Mental Health First Aid

Virtual training has transitioned from a COVID response tool to a standard practice delivery option in the last 12 months, with 62% of training delivered online in 2022.

FY22 training highlights

237 training events

3,364 participants





Aftercare Pilot

LLD was proud to pilot the Aftercare program, a new service providing specialised and tailored support for people post suicide attempt in rural and regional NSW.

The 14-month pilot, which came to an end this financial year, was a great success with over 600 after-hour care calls provided and 99 people supported.

New Sites

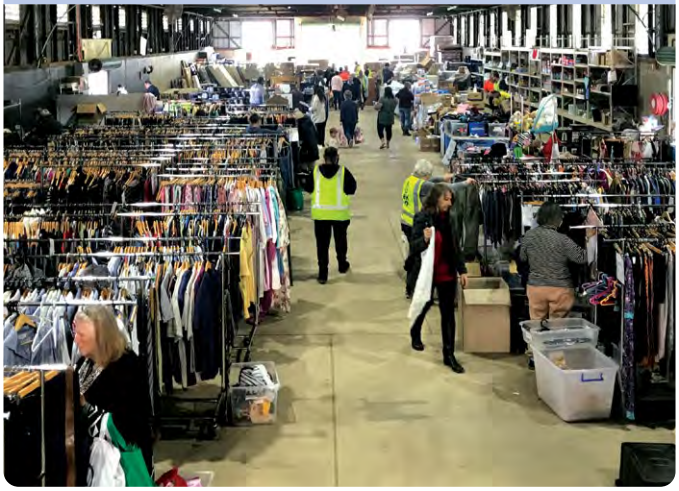
Despite significant challenges, LLD were pleased to open six new retail stores over the last 12 months. Located in Singleton, Armidale, Tamworth, East Maitland, Toukley and Morisset, these outlets will provide a vital source of revenue to support our frontline services in the years ahead.

During FY22, we also fitted out a new crisis support call centre. This new call centre has been made possible by generous seed funding from the Turnbull Foundation and support from Scentre Group.

NSW Floods

LLD was not immune to the devastating floods that inundated Northern NSW in early 2022. Our Call Centre, three Lifeline retail stores and a warehouse in Lismore were all badly damaged by the flood waters. 13 of our staff members experienced damage to their houses and loss of property.

Despite these hardships, the LLD team in the Northern Rivers put their hands up to run a Community Distribution Centre at Lismore Showground with more than 50,000 people visiting. The centre provided essential items for families and individuals in urgent need. Lifeline's work on the ground would not have been possible without support from our partners including CBA, NIB and Secret Sounds.





Marketing and Fundraising

Out of the Shadows

Each year, Lifeline observes World Suicide Prevention Day on September 10 with a campaign and program of events called Out of the Shadows. The initiative is designed to create a platform for Lifeline Australia to lead the discussion on suicide prevention.

Our 2021 campaign was built around a new element, Connect, Listen and Talk, which featured nine powerful stories and videos to reflect nine lives lost to suicide. Featuring community members and celebrities with lived experience of suicide, the stories reflected those bereaved by suicide, those who attempted and survived and those with suicidal ideation. Raj Wilson, whose daughter died by suicide aged 15 in 2019, openly shared his experiences and the struggles his daughter faced. Former rugby league player Ian Roberts and AFL player Archie Smith also shared their lived experiences of suicide, along with six other people.

The campaign also included Out of the Shadows walks which provided the opportunity for members of the community to get involved on the day. These walks typically begin just before sunrise, using the powerful metaphor of moving from darkness to light to spread our anti-stigma suicide prevention message. The walks provide a strong sense of community, reflection and remembrance.

Out of the Shadows activities in 2021 were focused around showcasing Lifeline Australia's thought leadership role in the sector and promoting national discussions around the drivers of suicidal behaviour.

The Push-up Challenge

For the second year running, Lifeline Australia was one of three beneficiary organisations of The Push-up Challenge, held over 24 days in June 2022.

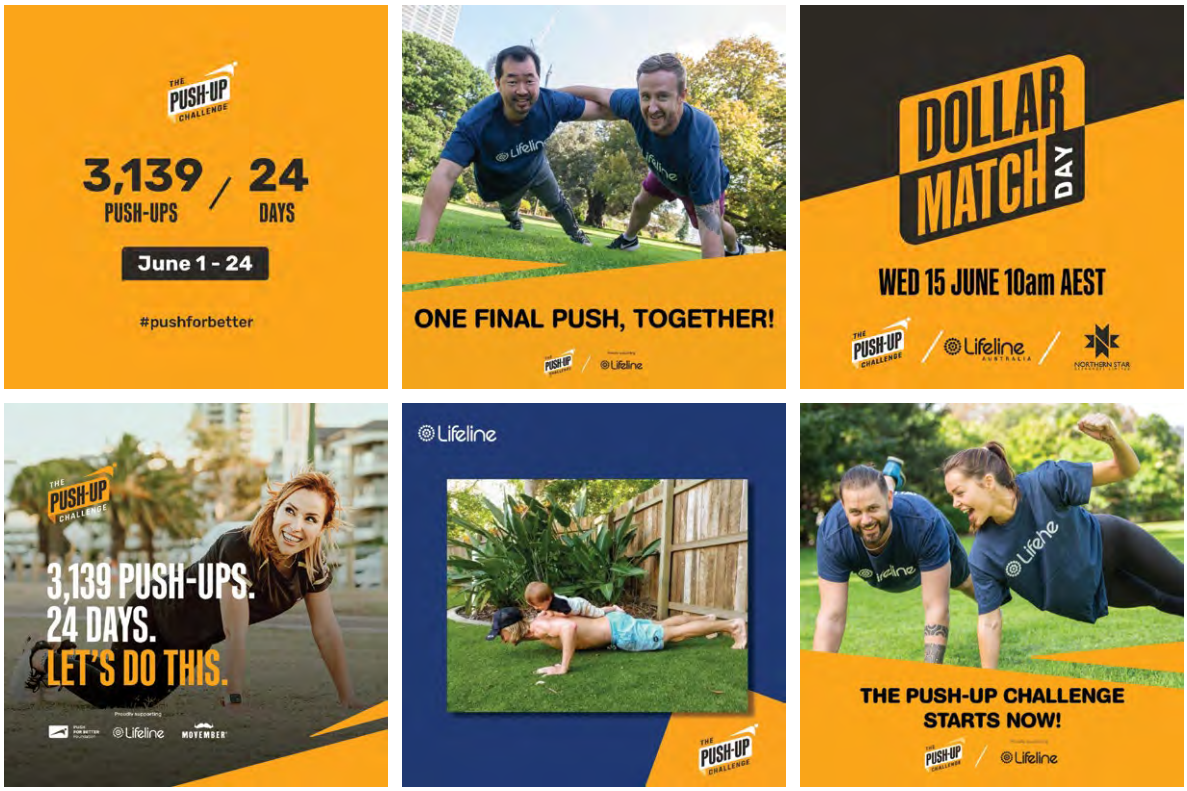
This year, participants completed 3,139 push-ups over the duration of the challenge, representing the number of Australians who died by suicide in 2020.

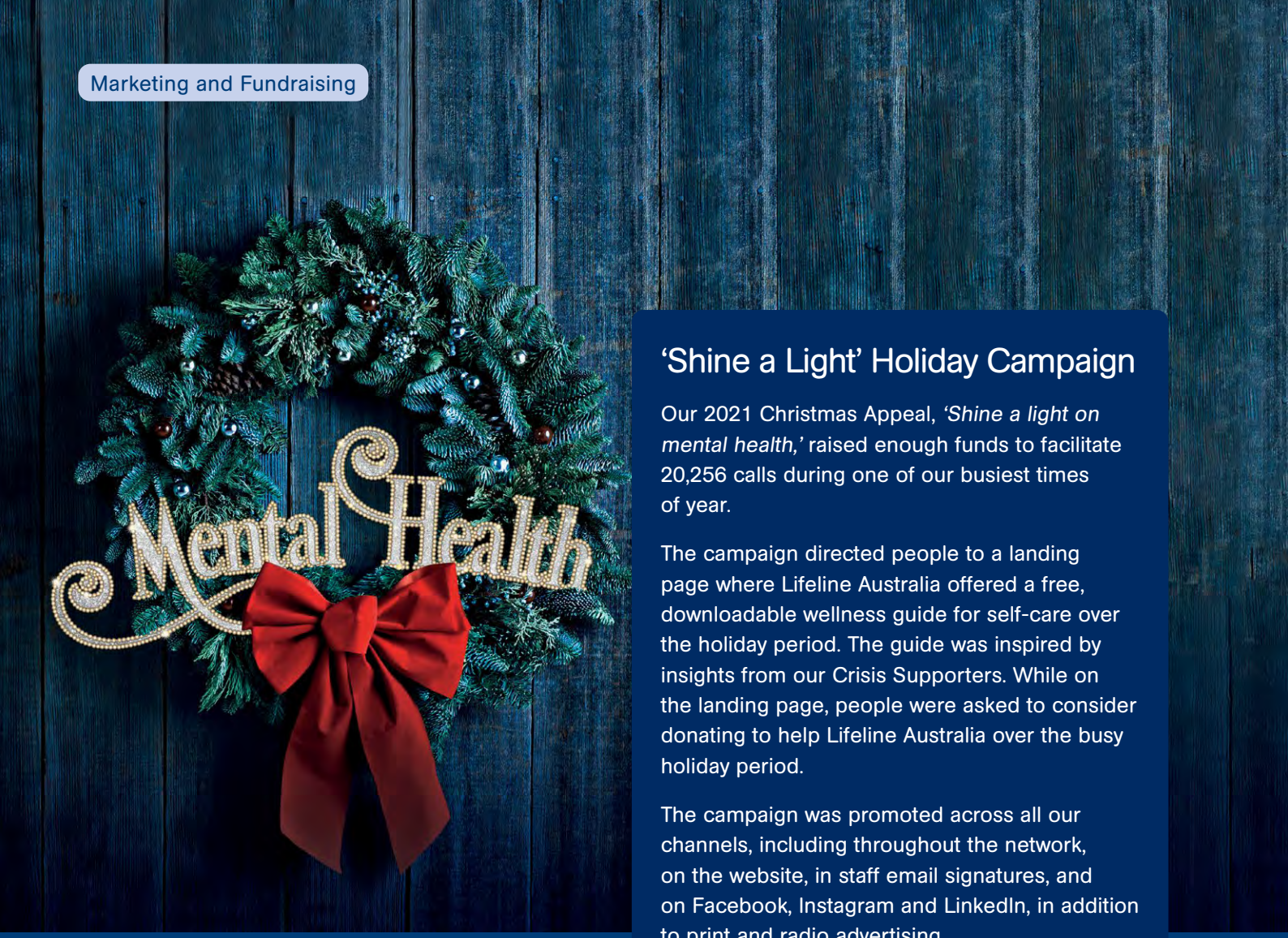
On each day of the challenge, participants completed a daily quota of push-ups, which were recorded in The Push-up Challenge app. Participants also received daily mental health facts, tips, and strategies to keep them motivated, while also raising awareness about mental health and suicide prevention.

The number of participants who chose to support Lifeline Australia grew this year to 51,894, with staff from many of our corporate partners forming teams for the challenge. Together participants raised millions for our crisis support services. A special mention goes to the teams at Santos and Cisco who were top of the corporate fundraising leaderboards.

Lives impacted
114,051 calls answered

#PushForBetter





‘Shine a Light’ Holiday Campaign

Our 2021 Christmas Appeal, *‘Shine a light on mental health,’* raised enough funds to facilitate 20,256 calls during one of our busiest times of year.

The campaign directed people to a landing page where Lifeline Australia offered a free, downloadable wellness guide for self-care over the holiday period. The guide was inspired by insights from our Crisis Supporters. While on the landing page, people were asked to consider donating to help Lifeline Australia over the busy holiday period.

The campaign was promoted across all our channels, including throughout the network, on the website, in staff email signatures, and on Facebook, Instagram and LinkedIn, in addition to print and radio advertising.

The ABC Radio *NSW Gives* campaign leveraged content created for this campaign and expanded on each wellness tip with local and national content, culminating in a successful Giving Day which raised over $340,000.

Giving Day

On Thursday 24 March, Lifeline Australia held its Rays of Hope Giving Day where donations from individuals were matched by our generous corporate partner, Give for Good (the charity arm of Domino’s Pizza) and seven philanthropic donors. An incredible $591,077 was raised on the day, with $284,500 contributed in matched funds and $306,577 donated by 1,890 generous individuals. This exceeded the campaign’s public funding target by 50% – an amazing effort!

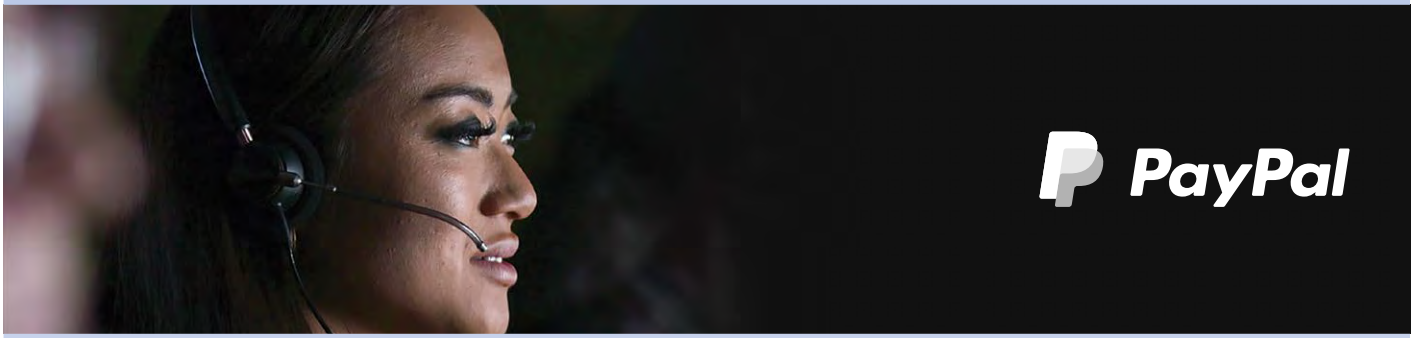
Promotion for the event began a week prior. Then, on Giving Day itself, Lifeline Australia’s Patron John Brogden appeared on ABC Breakfast at 6.30am to raise awareness of the campaign.

Hundreds of supporters left heartwarming comments with their donations.

Lives impacted
15,155 calls supported

“Lifeline was there for me when I needed to support myself and my community and the service was available when I needed it. This should be a public service, until then I can sleep easy knowing that the service exists and does a tremendous job.”

“My wife Deirdre worked as a telephone counsellor for many years in Gordon and we know what a wonderful organisation it is to provide support to anyone who rings.”



PayPal

PayPal Australia continued to generously support Lifeline Australia through several initiatives, including as a charity of choice and through the PayPal Giving Fund. These contributions helped to ensure we could continue our vital crisis support services through some very challenging times for the Australian population including COVID and the floods.

Every month/quarter, PayPal nominates charities they will champion at the checkout for donations from shoppers. Customers have the opportunity to choose to top-up their purchase with a $1 donation to a charity of their choice.

Through PayPal Giving Fund, donors are able to easily support their favourite charities online. PayPal Giving Fund receives donations through PayPal, Facebook, GoFundMe and other technology platforms and then grants those funds to the donor's charity of choice without charging for its services. This year Lifeline Australia was able to answer 31,544 calls thanks to PayPal.

Lifeline Australia was also nominated and promoted by PayPal as a charity to support by those wishing to donate to organisations providing flood relief and recovery.

Holding on to Hope

Holding on to Hope is a podcast series produced by Lifeline Australia to share the lived experiences of those who have either attempted suicide or used a Lifeline service. Using the power of storytelling, each episode features a deeply personal story of an Australian who experienced suicidality but found the hope to continue.

We typically produce between six and eight episodes a year, which cover topics ranging from gambling addiction, the impacts of family violence and surviving traumatic events like bushfires.

To coincide with World Suicide Prevention Day in September 2021, Lifeline Australia produced a special episode with Ian Roberts, the first openly gay rugby league player back in the 1980s. In an open and candid interview, Ian shared how he contemplated taking his own life before calling the Lifeline service for support.

Another focus for the Holding on to Hope team this year has been producing content targeted at industries with high rates of suicide. We were proud to release episodes that featured the experiences of a truck driver and a farmer, two populations who experience high rates of mental health issues and suicide.



ABC Radio

Recognising that Australians of all ages are impacted by the challenges of COVID, recent natural disasters, cost of living pressures and global activities, ABC Radio continued to reach out to Lifeline Australia for messaging and advice related to mental health and wellbeing. We were delighted to deepen our fundraising partnership with the national broadcaster through two significant fundraising and awareness campaigns throughout the year.



Hottest 100

Lifeline Australia was chosen as the charity partner for the Triple J Hottest 100 for the second year. This represented a huge fundraising opportunity for us with listeners encouraged to donate to Lifeline Australia or purchase merchandise while voting in the music poll. With an estimated reach of 3.6 million listeners over the age of 16 from around Australia, the 2022 Hottest 100 set a new listener record for Triple J. Through the campaign, Lifeline Australia was able to reach both a younger audience, as well as an older generation of listeners who came back to Triple J to listen to the countdown.

$30,769 calls funded through donations and merchandise sales

>31,000 lifesaving calls funded

NSW Gives Appeal

From Monday 22 November through to Friday 3 December, ABC Radio in NSW raised funds for Lifeline Australia through its *NSW Gives* Christmas Appeal.

Incorporating ABC Radio's Giving Day on Thursday 2 December, the multi-faceted campaign included state-wide programming, social media videos, audio packages and promos, digital articles, newsletter promotions, radio-thons, TV commercials across ABC TV, on-air interviews and a special New Year's Eve package. Listeners were encouraged to donate to Lifeline through the ABC *NSW Gives* online donation portal and text line.

On Giving Day, ABC Radio Sydney's Breakfast show went head to head against the Drive program to see whose listeners could dig deeper for Lifeline. Several auctions also took place throughout the day to give the appeal a boost, with the following highlights:

- Wendy Harmer and Robbie Buck auctioned off five exclusive-access double passes for their final Breakfast show, raising over $15,000.
- ABC Sport's Andrew Moore auctioned off his famed Hawaiian shirts with Cookie Monster and Animal prints for $1,500.
- Presenter Sarah MacDonald and Nightlife host Philip Clark performed a Beach Boys song live on air, raising $500.
- The Afternoons show made $1,275 by recruiting The Bachelor Australia host Osher Gunsberg to give shout-outs to the top three bidders.

During the campaign, staff and volunteers from Lifeline Centres across the state were interviewed on ABC Radio local programs. Listeners were also encouraged to call in to shares stories about why they were donating or their connection to Lifeline, with many people sharing how Lifeline had supported them.

Lives impacted
8,641 calls funded

31,000 visitors to the ABC NSW Gives homepage

>15,000 visits to the appeal page of Giving Day

#Steps2SaveLives

In May, we ran a Facebook campaign challenging participants to 'step up to save lives' by walking 10,000 steps a day, while raising funds for Lifeline's support services.

The challenge was promoted through Facebook paid ads and email communications. A merchandise pack containing a t-shirt and poster was offered as an incentive to join in the challenge.

When signing up participants were encouraged to join a private Facebook group, which was a key success factor in the campaign. The group connected participants, boosted engagement, encouraged peer support, and strengthened the community's connection to the cause. The top community posts on the group page were stories of personal experiences with mental health, shared by participants.

Campaign performance

3,185 Fundraising pages

Lives impacted
11,437 calls funded

Group performance

5,438 members

2,594 posts

38,194 reactions

7,993 comments





Hope Cycle

21 August – 10 September 2021

Our first virtual Hope Cycle Tour of Australia challenge, held during the 2021 lockdown, was a huge success. Developed in partnership with Australian online cycling platform FulGaz, cyclists competed in the fundraising challenge from their homes using a smart bike which was connected to a phone, TV or device showing footage of the route.

The 15-stage, 400km cycle took riders through beautiful routes in every Australian state and territory, representing the location of Lifeline Centres across the country. Completed over 20 days, the challenge culminated in a final sunrise virtual-ride at Uluru on 10 September, World Suicide Prevention Day.

FulGaz's global reach saw cyclists from all over the world join the ride. Each cyclist's $39 entry fee was donated back to Lifeline, along with 100% of the funds they raised.

Our thanks go to the FulGaz and Lifeline Ambassadors who helped to promote the event. In particular, we thank keen cyclist Raj Wilson, who sadly lost his daughter to suicide in 2019, and professional cyclist Brodie Chapman who shared how she has struggled with her mental health.

400 riders in **31** teams

Lives impacted
4,460 calls funded



Hot Dub At Home *I Feel Good!* Live Stream

To kick off Mental Health Month in October 2021, Lifeline Australia teamed up with Australian DJ Hot Dub Time Machine (aka producer Tom Lowndes) for a two hour live streamed set of good vibes through the decades.

Hosted on the Hot Dub Time Machine Twitch channel, the set was promoted as a fundraiser for Lifeline, with viewers at home encouraged to make a donation.

The event, which introduced Lifeline to a whole new channel on live streaming service Twitch, had an estimated audience of more than 10,000 and raised $65,000 for Lifeline's crisis support services.

The live stream collaboration was also a great opportunity for Lifeline to promote self-care through music.

Lives impacted
1,667 calls funded





Berry Motorfair

Lifeline Australia was delighted to yet again be the charity partner of the Berry Motorfair, held in March 2022 on the NSW South Coast.

Postponed from November 2021, this was only the second year of the popular curated motor show, which showcases over 100 classic and collectible cars. The ticketed event also features live music, food trucks and market stalls. Through live auctions, raffles and donations, Berry Motorfair raised $127,686 for Lifeline. This year's event, which sold out, was covered by Channel Nine's Today Show.

Lives impacted
3,274 calls funded



Flood Aid

Following the floods in the Northern Rivers of NSW and Southeast QLD in March and April 2022, music touring company Secret Sounds announced a range of fundraising initiatives to assist with recovery in the region. Lifeline Australia was nominated as one of four Flood Aid charity recipients of the campaign.

All money raised through Flood Aid, which included gigs featuring artists such as Flume, Bernard Fanning, Wolfmother, and Dune Rats, an online auction and limited-edition merchandise, went directly to the four nominated organisations.

Secret Sounds set a target of $1 million to be raised during the month-long campaign.

With the funds, Lifeline Australia committed to providing tailored face-to-face and digital psychological first aid for affected communities including counselling, information resources for individuals, crisis helplines and Lifeline text.



Our Major Partners and Supporters

Principal Partners and Supporters

iag

NRMA INSURANCE

RACV

PACKER FAMILY FOUNDATION

WOOLWORTHS GROUP

National Partners

AFL

rebel

nib foundation

GIVE FOR GOOD

Nutrien Ag Solutions

Buildcorp

Partners

drummond golf
AUSTRALIA'S BIGGEST

CSC Commonwealth Superannuation Corporation



Woolworths Principal Partner

Lifeline Australia and Woolworths have been proud partners since 2016, joining forces to improve wellbeing within the Australian community.

Over the lifetime of the partnership, Woolworths has contributed $2.24 million to Lifeline Australia and our services. In FY22, over $371,000 was raised for Lifeline Australia through the Woolworths Group Support Through Australian Natural Disasters (S.T.A.N.D) program.

The S.T.A.N.D program directly supports Lifeline Australia's 13HELP service and those within the community impacted by natural disasters. Through S.T.A.N.D, Woolworths assists Lifeline Australia to provide life-saving support to vulnerable communities affected by natural disaster through the delivery of Psychological First Aid and counselling in affected communities. This support is critical to ensuring affected communities have every chance to build resilience and recover.

Lives impacted
9,513 calls funded

Woolworths

IAG Principal Partner

For the last two years, under the umbrella of IAG, $2 million in funding from NRMA Insurance and RACV has enabled Lifeline Australia to deliver targeted resilience and mental health training and counselling support in 23 communities affected by bushfire, flood and the ongoing impact of COVID-19.

The funding enabled Lifeline to make its face-to-face counselling services with qualified counsellors available via a digital/telehealth platform. Combined with Lifeline's free Community Connection training sessions and resources, the program has helped to build deeper and lasting resilience in vulnerable communities.

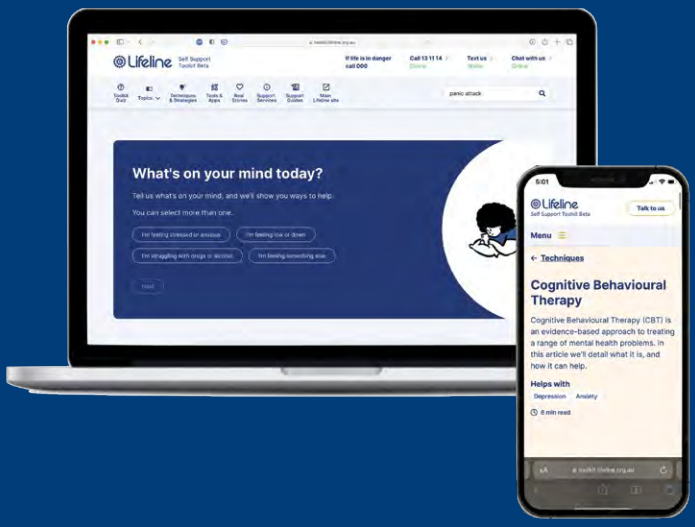
In the second year of the program, Lifeline extended delivery of these services to more regional towns in Queensland, New South Wales and Victoria.

We also piloted culturally-specific Aboriginal and Torres Strait Islander training through seven sessions held in communities in Central West NSW.

Over the lifetime of the partnership:

- 166 Community Connector training sessions were delivered, 30 more sessions than planned
- 2,266 Community Connectors were trained as Accidental Counsellors
- 7,880 video sessions were offered, with 5,780 sessions used
- 868 individual clients were supported, with 83.2% achieving a clinical decrease in psychological distress.

iag NRMA INSURANCE RACV



nib foundation National Partner

Self Support Toolkit

In response to a growing need for specialised support for Australians who wish to manage their own mental health and wellbeing, funding from nib foundation is enabling Lifeline Australia to design and develop a Self Support Toolkit. This resource will include information, practical techniques, tools and apps, support services and real stories to help people take control of and improve their mental health in a self-led approach.

Since the three-year project kicked off in October 2021, Lifeline has progressed several initiatives. One of the first achievements was to develop a Help Seeker Wellbeing Journey Framework.

This framework is built on the widely recognised Patient Activation Framework and maps out the behavioural change goals the Toolkit aims to achieve. The Framework outlines how a user's experience, and the content and information in the resource, will define the Toolkit, as well as the outcomes measurements Lifeline will use to assess the success of the resource.

Our Digital Products team has also completed extensive user research and testing as part of the product development. Through more than eight rounds of prototypes and over 42 hours of qualitative testing with help seekers, we have refined the design of the Toolkit to ensure it meets the needs of a broad range of Australians seeking support. Our goal is to produce a Toolkit that will support people of all ages, stages of wellbeing, familiarity with the mental health ecosystem and technology adoption through a positive and accessible experience.

We have also invested significant time and effort in developing content that will be available in the Toolkit, beginning with three priority topics for launch: depression, anxiety and substance misuse.

As a trusted source of accurate yet accessible mental health information for all Australians, ensuring we create a resource with plain-language, informative and practical content that respects our privileged position is vitally important. We also want to ensure the Toolkit will be of benefit to all Australians.

The Self Support Toolkit will launch in the first quarter of 2022/23 and be available from **www.lifeline.org.au**

Disaster Support

We have continued to collaborate with nib foundation to support communities impacted by natural disasters. We were grateful to nib foundation for their commitment of $50,000 to Lifeline Northern Rivers to fund the fit-out of their new call centre in Lismore after it was destroyed during the floods.

The two-way partnership saw Lifeline Australia assist nib foundation following the volcanic eruption and tsunami in Tonga. Together we developed a free in-language resource hub providing mental health resources for the Tongan community to access during this stressful time.

The nib sponsorship team hosted an AFL activation workshop for Lifeline Australia's corporate partnerships team. This valuable session provided Lifeline with strategies, advice, tips and examples for successful sporting partnerships and activations. The nib team shared their approach to structuring activities and timing, development, execution and reporting and offered advice for how Lifeline could implement these processes into their partnership campaigns.

nib foundation

AFL Partnership National Partner

As the Official Charity Partner of the AFL, Lifeline Australia was the charity beneficiary of the 2021 Grand Final Eve Luncheon held in Perth. The event is a highlight of the AFL Grand Final week.

The Lifeline Cup

With the support of the Sydney Swans and GWS Giants, the Sydney Derby was turned into 'The Lifeline Cup'. The campaign tagline, 'Raise Awareness. Raise Funds. Raise the Lifeline Cup' encouraged fans to recognise and support the vital work Lifeline does in the community.

The Lifeline Cup was played across the two Sydney Derby matches held in March and July 2022. On both match days Lifeline received significant brand exposure across LED signage, big screens, stadium announcements and player content. We also sold merchandise at the games.

We're All Mental Health Supporters – Western Bulldogs

Lifeline commenced a new partnership with Western Bulldogs. The campaign advocates for better mental health and wellbeing in the AFL Community, via the Club's Sons of the West and Daughters of the West programs.

Lifeline created a Supporter's Care Kit – a guide explaining how to be there for someone who needs it most. The kit, which was distributed to the Bulldogs community, was available to donors via a download link.

A bespoke toolkit was also created for the Daughters of the West program and distributed to the 200+ women that are involved in the grass roots program.



Give for Good National Partner

Our valued partnership with the registered charity arm of Domino's Pizza, Give for Good, celebrated its first anniversary on 9 October 2021. One month later, in November 2021, our Text and Chat service, which their pledge helps to fund, moved to 24/7 operations to meet demand from help seekers wishing to reach our Crisis Supporters. Give for Good's funding has been critical in achieving this milestone. This $750,000 partnership over three years is enabling Lifeline to extend and expand the capacity of our digital services, as part of our multi-channel approach to crisis support and suicide prevention. Throughout the year, we've activated the partnership in meaningful ways for our mutual audiences:

- Give for Good was a major supporter of Lifeline's Matched Giving Day fundraiser *Rays of Hope* in March 2022, which helped to raise an additional $343,000 from the public in just 24 hours.
- Lifeline and Give for Good co-presented at the Big4 Fundraising Conference in October 2021, speaking on successful corporate partnerships in a session called *"An Appetite for Growth".*
- Members of the Lifeline team attended a Domino's staff meeting in October 2021 to raise awareness about Lifeline's digital crisis support channels.
- Lifeline was the recipient of a Domino's Pizza Round Up fundraising campaign on World Mental Health Day 2021.
- Lifeline participated in Domino's inaugural national doughraiser *Domino's for Good* day on World Pizza Day February 2022.
- Lifeline Volunteers were offered Domino's Pizza discounts in recognition of their efforts on National Volunteer Week in May 2022.
- Lifeline participated in Give for Good's *Pizza with a purpose* video, promoting how the Domino's, through Give for Good, supports countless Australians through its charity partners, like Lifeline.

*Give for Good is the registered charity of Domino's Pizza Enterprise. It was established in 2016 and is founded on four pillars of: Youth & Education, Leadership & Entrepreneurship, Rural Communities and Disaster Relief, which intersect with Lifeline's commitment to crisis support and suicide prevention.

GIVE FOR GOOD



rebel National Partner

In August 2021, we were delighted to announce a three-year partnership with leading sporting retailer, rebel, recognising the powerful and positive impact of sport and fitness on mental health and suicide prevention. Through the partnership, Lifeline Australia and rebel have worked together to communicate the benefits of sport and exercise for boosting mental health, while raising funds for Lifeline's critical work. The partnership has evolved throughout the year with several highlights.

rebel became the official sponsor of the Be Active fundraising portal, which encourages people from all walks of life to be active and help fundraise through team challenge events.

On World Mental Health Day in October 2021, rebel and their trade partners donated $500,000 to Lifeline through the 'Mental health is a team sport' campaign. The PR and social media driven campaign aimed to grow awareness of the partnership while educating people about the benefits sport can have on mental health.

As an Official Partner of the AFL, rebel also supported Lifeline and the AFL's Supporters' Care Kit in the final round of the AFL Premiership Season in 2021.

rebel



Thank You to our major supporters and funders

Government LLD Government Funders

- The Australian Government Department of Industry, Science and Resources
- Cessnock Council
- Healthy North Coast PHN
- Hunter New England and Central Coast (HNECC) Primary Health Network (PHN)
- Lismore City Council
- Resilience NSW
- Singleton Council
- Victorian Department of Families, Fairness & Housing
- Western Victoria PHN

Government LLA Government Funders

- Australian Government Department of Health
- Australian Government Department of Social Services
- Northern Territory Department of Health
- NSW Department of Parliamentary Services
- NSW Ministry of Health
- Tasmanian Department of Health
- Victorian Department of Health

Corporate Supporters

AGM Engineering Solutions
Amazon
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Australia Post
Australian Industry Group
Basketball Victoria
BDO Australia Ltd
BlueScope
Caf America
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Commonwealth Bank Of Australia
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Gene Pty Ltd
Give for Good
Good Thnx Foundation
Heatons Nursery
Ignite
Insurance Australia Limited
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John Holland
KPMG
LJ Hooker
Living Edge
Marsh Pty Ltd
Mental Health Academy
Metro Trains
McCarrolls Classic Collectors
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McKinsey & Company
Microsoft Australia
Mitsubishi Development Pty Ltd
National Storage
nib foundation
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Rashays Cafes
Rebel Sport Limited
Reserve Bank Benevolent Fund
SEEK Limited
Scentre Group
Schroder Investment Management Australia Limited
Sharegift Australia
Shaw and Partners Household
TikTok Australia
Triple J
Vincent Security Pty Ltd
Voltex Electrical
Western Earthmoving Pty Ltd
The Westpac Group
Woolworths Group
Zen Imports Pty Ltd

Trusts & Foundations

ACME Foundation

Amp Foundation Charitable Trust

The Bowness Foundation

Cartier Philanthropy

Charles Warman Foundation

Chris & Sally Woodforde Fund,
a giving fund of the APS Foundation

CMV Group Foundation

The Corio Foundation

The Davies Family Foundation

The Fell Foundation

The Grant Thornton Foundation

IAG Foundation

Isobella Foundation

JLDJS Foundation

The Kamener Foundation

The Karen and John Kightley Foundation

The Karpathos Foundation

The Kevin Iriwin Memorial Foundation

The Laby Foundation

Lacetree Pty Ltd

The Lanchi Foundation

Leslie Burnett and Ruth Pojer,
a giving fund of the APS Foundation

Macquarie Group Foundation

McKnight Family Charity,
a giving fund of the APS Foundation

Minderoo Foundation Limited

The Myer Foundation

Packer Family Foundation

Peel Fund, a sub fund of
Australian Communities foundation

The Pratt Foundation

The Price Family Foundation

The Push For Better Foundation

Quercus Foundation

Randall Foundation

Reuben Pelerman Benevolent Foundation

Robert Day Philanthropic Fund

The Roberts Family Foundation

Scrimshaw Foundation

The Shepherd Family Foundation

The Smail Family Foundation

Stanford Brown Charitable Foundation

State Trustees Australia Foundation –
Ausnet Services

Surome & Genevieve Lata Singh

Tibra Capital Foundation

UK Online Giving Foundation

The Vaux Family Education
and Learning Foundation

Individuals

Matt Azadi
Leon Ball
Brodie Blackburn
Rosemary Brown
Toula Cassen
Joyce Chrissimos
Helen Cooper
Annie Corlett AM
Joanne Crewes and Ghassan Allouche
Stephen Emmerson
Blake Etienne
Amy Feng
Peter Halas
Daniel Hayes
Jack Hendy
Clive Hughes
Benjamin Jones
Gillian and Andrew Karpiel
Sharon Landy
Elaine Martin
James Munro
Alli and David Proudman
Bryan J Rollins
John Sevior and Rebecca Gorman
Francis Tan
Daniel Tartak
Michael Thomas
Kay Valder
Scott Yang

Estates

Estate of the Late Anne Walshe
Estate of the Late Betty Holmes
Estate of the Late Dagmar Krause
Estate of the Late Denis Klein
Estate of the Late Joyce Leslie
Estate of the Late Kevin Evans
Estate of the Late Noel Drake

Corporate Governance

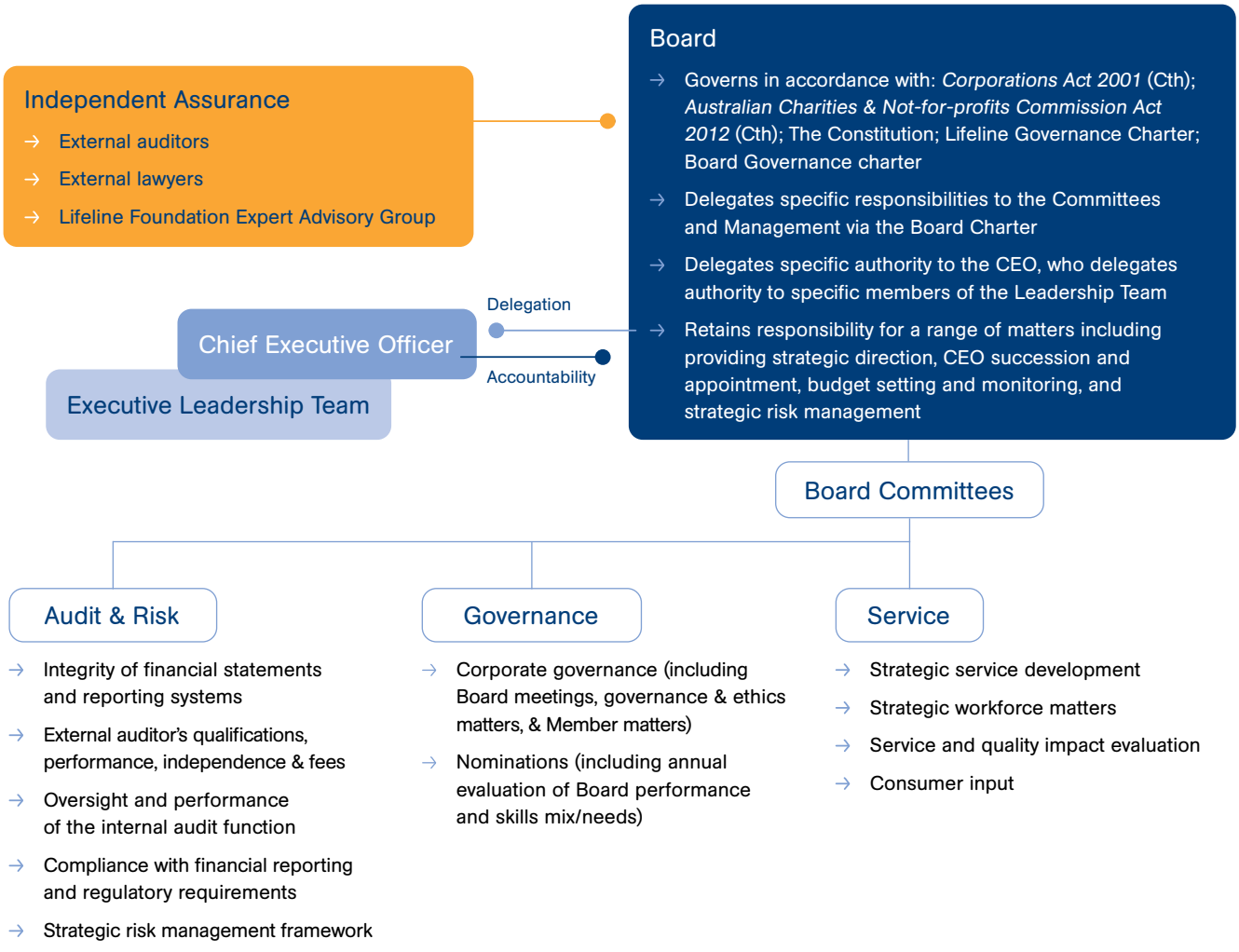
Lifeline Australia is a company limited by guarantee established to support the organisation, establishment, development and operation of Lifeline National Services and Lifeline Centres throughout Australia. Lifeline Australia develops and conducts programs, projects and initiatives to enable people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



Website

Further details regarding Lifeline Australia's approach to corporate governance are available at: https://www.lifeline.org.au/about/governance/. This website provides access to core governance documents, and other policies/documents of interest to our Members and stakeholders.

The Lifeline Australia Board

The Lifeline Australia Board is responsible for the stewardship and future wellbeing of Lifeline Australia and bears ultimate responsibility for the organisation achieving the purpose for which it exists. In providing strategic leadership, the Board provides input that assists in identifying and understanding emerging trends and issues likely to affect the wellbeing of Lifeline, Member Centres, stakeholders and help seekers. The Board monitors corporate performance against the strategic direction, including assessing operating results to evaluate whether the business is being properly managed, and identifies and evaluates the principal risks faced by Lifeline.

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.

Mrs Jacinta Munro	Chair, Independent Director
Mr Travis Dillon	Deputy Chair, Independent Director
Rev. Geoff Flynn	Non-Independent Director
Mr Robert Hubbard	Chair – Audit and Risk Committee, Independent Director
Mr Luke Lindsay	Non-Independent Director
Dr Daniel Mainville	Non-Independent Director
Mr Bruce Mansfield	Independent Director
Mrs Michelle Phillips	Chair – Governance Committee, Independent Director
Ms Bronwyn Pike AM	Non-Independent Director
Dr Sharon Ponniah	Independent Director
Ms Linda O'Farrell	Independent Director
Mr Tony Windever	Chair – Service Committee, Independent Director

The Board's Charter, Diversity Policy, and Code of Conduct and Ethics are available at: https://www.lifeline.org.au/about/governance/.

Key Focus Areas of the Board During FY22

Throughout FY22, the Board has overseen and provided direction to the significant transformation that Lifeline Australia has undertaken, with a particular focus on the areas below.

- Oversight of Lifeline's strategic direction across the areas of 'Lifeline Digital' and 'Lifeline Community' to improve access and broaden reach for those seeking help
- The performance of Lifeline's National Services, in particular improving the 13 11 14 call answer rate and expanding Lifeline Text and Chat to be a 24/7 service
- Launch of the first national Aboriginal and Torres Strait Islander Crisis Support Service 13YARN in partnership with Gaaya Dhuwi and an indigenous advisory board
- Guidance on Lifeline's digital transformation strategy to improve the quality, accessibility and effectiveness of the core crisis support services;
- Reviewing policies to improve the Company's system of corporate governance and operational controls
- Leadership of advocacy activities to strengthen the Lifeline brand nationally and influence public policy outcomes.

Financial Results at a Glance

Lifeline Australia and controlled entities

	Notes	FY21 ($)	FY22 ($)	%
Revenue				
Grants		43,017,297	53,126,890	64%
Fundraising		14,161,751	20,256,346	24%
Sale of Goods/Services		6,367,263	6,827,326	8%
Other Income (including Other Comprehensive Income)		6,847,619	2,894,986	4%
Total Revenue		**70,393,930**	**83,105,548**	**100%**
Use of Funds				
Service Delivery	1	38,945,720	49,087,591	63%
Lifeline Direct Limited	2	15,188,022	15,764,711	20%
Fundraising		3,876,010	5,040,389	6%
Marketing and Research		1,256,586	1,224,957	2%
Administration		6,220,644	7,465,138	9%
Total Expenditure		**65,486,982**	**78,582,785**	**100%**
Surplus/(Deficit)		**4,906,948**	**4,522,763**	

Notes

1 Incorporates payments of $20.1m to Lifeline Centres (excluding Lifeline Direct) for direct services provided (Voice, Digital, DV Alert, 13YARN services).

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.

Lifeline Australia and controlled entities
ABN: 84 081 031 263



Directors' Report	50
Auditor's Independence Declaration	55
Independent Auditor's Report to the Members	57
Directors' Declaration	60
Statement of Comprehensive Income	61
Statement of Financial Position	62
Statement of Changes in Equity	63
Statement of Cash Flows	63
Notes to the Financial Statements	64

Directors' Report

The Directors present their report on the Consolidated Group consisting of Lifeline Australia Limited and Controlled Entities for the financial year ended 30 June 2022.

Company Officers

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

Mr John Brogden AM Resigned November 2021	**Dr Daniel Mainville**	**Ms Linda O'Farrell**
Mr Travis Dillon	**Mr Bruce Mansfield**	**Mrs Michelle Phillips**
Rev. Geoff Flynn	**Mr Geoffrey McClellan** Resigned October 2021	**Ms Bronwyn Pike AM**
Mr Robert Hubbard	**Mr Brent McCracken** Resigned November 2021	**Dr Sharon Ponniah**
Mr Luke Lindsay	**Mrs Jacinta Munro (Chair)**	**Mr Tony Windever**

Information on Directors

Mr Travis Dillon

Director from
10/11/2017

Deputy Chair from
18/11/2021

Qualifications
MBA, Adv Dip RBM, MAICD

Experience
Travis joined the Board in November 2017. Travis has nearly 30 years' experience in the agribusiness industry. Having worked previously for Ruralco Holdings Limited & Wesfarmers subsidiary Landmark. His previous directorships include several of the Ruralco entities along with AuctionsPlus Pty Ltd, the market leader in online transactions of livestock services. Travis is currently Chairman of Terragen Holdings, Clean Seas Seafood and Select Harvests. Over his career Travis has had extensive involvement in Rural & Regional Australia and is passionate about bringing this experience to Lifeline.

Rev. Geoff Flynn

Director from
17/2/2016

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

Experience
Rev. Geoff is currently the Minister / Executive Officer of the Wollongong Mission of The Uniting Church in Australia which has a long history of supporting persons in crisis through Lifeline South Coast and its Community Care Centre. Geoff has 25 years' experience serving in leadership positions within the Church including the NSW/ACT Boards of the UCA Synod and UnitingCare (now Uniting).

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

Mr Robert Hubbard
Chair – Audit and Risk Committee

Director from
12/10/2021

Qualifications
BA (Hons), Accy, FCA

Experience
Robert joins our Board of Directors to support in the stewardship and long-term sustainability of Lifeline Australia, with more than 20 years' experience in accounting, corporate finance, assurance and audit as a partner of PwC up to his retirement in 2013.

Since 2013, Robert has been a professional non-executive director and is currently a non-executive director of RACQ, and served as a director of Bendigo Bank from 2013 until November 2021, chairing the Bank's Audit Committee during that time.

Mr Luke Lindsay

Director from
18/11/2021

Qualifications
BNsg, PGDip Adv Clin Nsg Psych, CMHN, MMHN

Experience
Luke is the General Manager with UnitingCare Queensland, responsible for Queensland's Statewide Lifeline and Wellbeing Services, including Mental Health. Luke has extensive leadership and clinical experience in the health and human services sector, specialising in mental health and suicide prevention. Luke has a significant career in senior clinical, project, academic, leadership and operational management roles within mental health, community, crisis and hospital service delivery over the past 20 years.

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

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

Dr Daniel Mainville

Director from
17/11/2017

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

Experience
Daniel is the Manager Strategic Engagement (Transition & Rehabilitation) at Loy Yang B Power Station. He brings senior level experience in government, consulting and private industry leading stakeholder management, strategy development, innovation programs, and emergency preparedness, response and recovery.

Daniel was elected to the Board in November 2017. He has also been serving on the Board of Lifeline Gippsland Inc. since 2014. 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. He is a Fellow of the Australian Rural Leadership Foundation and a graduate member of the Australian Institute of Company Directors.

Mr Bruce Mansfield

Director from
19/4/2013

Qualifications
BCom, MAICD, F Fin

Experience
Bruce is currently a Senior Advisor to Andrew and Nicola Forrest's Minderoo Foundation, a private philanthropic foundation in Australia, with Bruce's area of focus covering cancer care, research and discovery, nicotine addiction, tobacco control and indigenous welfare. Bruce joined Minderoo in September 2017, prior to this, Bruce was Managing Director of eftpos Payments Australia Ltd from August 2010 to August 2017.

Prior to joining eftpos, Bruce held a number of senior executive positions for Visa Inc. globally where he worked for over 18 years in a range of roles including Executive Vice President of a number of local and global business operations spanning Australia, New Zealand, Asia Pacific and International operations. He has substantial board experience in the NFP sector, including six years on the National Board of Save the Children Australia Limited and the past nine years at Lifeline Australia. Bruce is a Board member of Azupay Pty Ltd and a member of the Financial Services Institute of Australasia and the Australian Institute of Company Directors.

Mrs Jacinta Munro
Chair

Chair from
18/11/2021

Director from
16/4/2013

Deputy chair to
18/11/2021

Qualifications
BBus (Accounting), CA, GAICD

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

Ms Linda O'Farrell

Director from
20/11/2019

Qualifications
BEc

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

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

Linda has contributed to a number of Not for Profit organisations in addition to her executive roles and joined the Board of the Australian Institute of Management WA in 2018, where she also chairs their Advisory Council, and is Vice President of the Australian Resources and Energy Employers Association, having joined the Board in 2018.

Mrs Michelle Phillips
Chair – Governance Committee

Director from
22/11/2019

Qualifications
BA LLB GAICD

Experience
Michelle joined the Board in 2019 and was a Telephone Crisis Supporter for 5 years, most recently based in Maroochydore. Michelle is also a lawyer with over 30 years' experience as a commercial litigator across different industries. Since early in her career as a partner of national and international firms, she has been involved in management, sitting on her firms' boards and executive committees. She was one of the early females managing partners of a law firm, and throughout her career has been a champion of diversity in the workplace.

Since 2016, Michelle has been the principal of Harpur Phillips, and is a trusted advisor to a small number of clients, advising mainly on governance and risk management. Michelle is a graduate member of the Australian Institute of Company Directors. She is a director of Eildon Capital Limited, and Chair of its Audit and Risk Committee.

Ms Bronwyn Pike AM

Director from
4/1/2022

Qualifications
BA, Grad. Dip. Education, GAICD

Experience
Bronwyn is the CEO of Uniting Vic. Tas and has extensive experience across the public, private and community services sectors.

Bronwyn was the Victorian State Member of Parliament for Melbourne from 1999 to 2012. Her 13-year parliamentary career included 11 years as a Minister for Housing, Aged Care, Community Services, Health, Education and Skills. Before entering parliament in 1999, she was the Director of Justice and Social Responsibility in the Synod of Victoria, which provided children, youth, family and aged care services as well as social justice advocacy.

Bronwyn has considerable governance experience at national and state level. She has chaired the Boards of Western Heath, the South Australian Urban Renewal Authority (Renewal SA) and UnitingCare Australia and has been a Board member of Australian Health Policy Collaboration, Leap In! and Uniting NSW.ACT. Bronwyn is a lifelong member of the Uniting Church in Australia.

Dr. Sharon Ponniah

Director from
25/1/2022

Qualifications
PhD, BSc (Hons)

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

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

Mr Tony Windever
Chair – Service Committee

Director from
21/8/2017

Qualifications
Bec, GAICD

Experience
Tony 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.

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

Board and Committee Membership

Board Chair

Mrs Jacinta Munro
Chair from 18/11/2021

Mr John Brogden AM
Chair from 2/11/2012 to 18/11/2021

Board Deputy Chair

Mr Travis Dillon
Deputy Chair from 18/11/2021

Mrs Jacinta Munro
Deputy Chair from 18/11/2016 to 18/11/2021

Audit and Risk Committee

Mr Robert Hubbard
Member from 12/10/2021
Chair from 20/11/2021

Mrs Jacinta Munro
Member from 16/4/2013
Chair 20/11/2017 to 20/11/2021

Mr Bruce Mansfield
Member from 19/4/2013
Chair to 20/11/2017

Mr Travis Dillon
Member from 13/12/2019

Mr Samuel Hinchliffe
Co-opted member from 22/4/2015

Ms Zoe Henham
Co-opted member from 15/3/2020

Governance Committee

Mrs Michelle Phillips
Member from 13/12/2019
Chair from 19/05/2021

Mr Geoffrey McClellan
Member from 17/10/2011 to 11/10/2021
Chair from 6/7/2012 to 19/05/2021

Rev. Geoffrey Flynn
Member from 17/2/2016

Dr Daniel Mainville
Member from 17/11/2017

Ms Bronwyn Pike AM
Member from 04/01/2022

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

Mr Brent McCracken
Member from 17/11/2017 to 18/11/2021

Ms Linda O'Farrell
Member from 13/12/2019

Mr Luke Lindsay
Member from 19/11/2021

Dr Sharon Ponniah
Member from 25/01/2022

Mr Peter Morrison
Co-opted member from 1/7/2019

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

Mr John Brogden AM
Director from 28/11/2009 to 5/11/2011
Chair 2/11/2012 to 18/11/2021
Qualifications: MPA, FAICD

Experience: John is the President of Lifeline International, Chair of AusPayNet and a Trustee Director of CFS.

We value John's ongoing role as our Patron of Lifeline Australia.

Mr Geoffrey McClellan
Director from 17/10/2011 to 11/10/2021
Qualifications: BEc, LLB

Experience: Geoffrey is a Senior Litigation Advisor at one of Australia's largest law firms, Herbert Smith Freehills.

Mr Brent McCracken
Director from 17/11/2017 to 19/11/2021
Qualifications: B Soc Sc, Grad Dip Adult Ed, Executive MPA

Experience: Brent is Group Executive of Family and Disability Services, UnitingCare Queensland.

Meeting of Directors

During the financial year, 10 meetings of Lifeline Australia Directors were held. Attendance by each Director was as follows:

	Number eligible to attend	Number attended
Mr John Brogden AM	4	4
Mrs Jacinta Munro	10	10
Mr Travis Dillon	10	8
Rev. Geoffrey Flynn	10	9
Dr Daniel Mainville	10	10
Mr Bruce Mansfield	10	10
Mr Geoffrey McClellan	3	3
Mr Brent McCracken	4	2
Mr Tony Windever	10	9
Mrs Michelle Phillips	10	8
Ms Linda O'Farrell	10	9
Mr Robert Hubbard	6	3
Ms Bronwyn Pike AM	3	3
Mr Luke Lindsay	6	4
Dr Sharon Ponniah	3	3

Review and Result of Operations

The net surplus of Lifeline Australia and Controlled Entities for the financial year ended 30 June 2022 amounted to $4,522,763 (2021: $4,906,948). This surplus was largely driven by the generous support of our donors and sponsors. Good cost management also contributed to the overall result. At the same time, Lifeline experienced continued growth in the demand for services.

Australia's economy and households have been significantly impacted by the COVID-19 pandemic since 2020. Throughout the pandemic challenges, Lifeline continued its long history of delivering suicide prevention and crisis support services. The more recent impact of rising interest rates and inflationary pressures will likely lead to increases in costs moving forward.

At the reporting date, we are unable to predict fully the future impact of COVID-19 and inflationary pressures on Lifeline Australia's operating results, including staff costs, procurement of services, fundraising, and future Government grants beyond any of our current 1 to 4-year commitment terms.

In this environment, Lifeline Australia needs to maintain and organically grow its capital reserves commensurate with service demand, supporting our strategic plan and supporting growth in digital services. When needed, Lifeline Australia will draw on accumulated reserves to cover the growth in services and any shortfall in fundraising 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 maintain capacity to continue to deliver on our mission.

Members

As at 30 June 2022 there were 18 members of Lifeline Australia. If the company was wound up, each member would be required to contribute $2.

Insurance of Officers

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

Performance Measures

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

Significant Changes in State of Affairs

The Constitution of Lifeline Direct was amended on 10 December 2021 pursuant to which the Directors of Lifeline Australia were no longer the Directors of Lifeline Direct and the Company is now managed by an independent Board.

No other significant changes in the state of affairs of the group have taken place which require disclosure.

After Balance Date Events

No matters have occurred subsequent to the balance sheet 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 company'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 2022 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



Jacinta Munro
Director

Dated: 19 October 2022



Robert Hubbard
Director

Dated: 19 October 2022

Independence Declaration

RSM Australia Partners

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F +61 (0) 2 6217 0401

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AUDITOR'S INDEPENDENCE DECLARATION

As lead auditor for the audit of the financial report of Lifeline Australia Ltd and it's controlled entity for the year ended 30 June 2022, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

(i) the auditor independence requirements as set out in the *Australian Charities and Not-for-profits Commission Act 2012* in relation to the audit; and

(ii) any applicable code of professional conduct in relation to the audit.

RSM AUSTRALIA PARTNERS

Canberra, Australian Capital Territory
Dated: 21 October 2022

RODNEY MILLER
Partner

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RSM Australia Partners ABN 65 319 382 479

Liability limited by a scheme approved under Professional Standards Legislation

Independent Auditor's Report

RSM Australia Partners

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INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF

LIFELINE AUSTRALIA LIMITED AND IT'S CONTROLLED ENTITY

Opinion

We have audited the financial report of Lifeline Australia Limited (the Company) and its subsidiary (the Group), which comprises the consolidated statement of financial position as at 30 June 2022, the consolidated statement of comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

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

(i) giving a true and fair view of the Group's financial position as at 30 June 2022 and of its financial performance for the year then ended; and

(ii) complying with Australian Accounting Standards – Simplified Disclosures and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013.*

Basis for Opinion

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

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

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

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Other Information

The directors are responsible for the other information. The other information comprises the information included in the Group's annual report for the year ended 30 June 2022 but does not include the financial report and the auditor's report thereon.

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

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

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

Responsibilities of the Directors for the Financial Report

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

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

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Auditor's Responsibilities for the Audit of the Financial Report

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

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

RSM Australia Partners

Canberra, Australian Capital Territory
Dated: 21 October 2022

Rodney Miller
Partner

Directors' Declaration

The Directors of the Company declare that

The consolidated financial statements and notes, as set out on pages 61 to 76 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 2022 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.



Jacinta Munro
Director

Dated: 19 October 2022



Robert Hubbard
Director

Dated: 19 October 2022

Consolidated Statement of Comprehensive Income

For the year ended 30 June 2022

	Consolidated 2022 ($)	Consolidated 2021 ($)
Revenue		
Operating activities		
Grants	53,126,890	43,017,297
Donations and sponsorships	20,256,346	14,161,751
Contracted services	1,499,303	1,186,331
Training income	1,727,468	964,887
Sale of goods	5,792,480	6,032,111
Functions revenue	83,633	33,401
	82,486,120	**65,395,778**
Other revenue		
Affiliation fees	545,157	545,015
Interest and dividends	215,053	365,409
Change in fair value of investments	(355,408)	125,823
Government subsidies	662,978	2,772,070
Other revenue	305,496	268,562
	1,373,276	**4,076,879**
Gains/(losses) on disposal of assets	(61,226)	(43,684)
Fair value of assets distributed by Lifeline Geelong Barwon Region Inc. (in Liquidation)	–	1,594,692
Total income	**83,798,170**	**71,023,665**
Purchase of goods and services for resale	(692,622)	(629,735)
Gross operating surplus for the year	**83,105,548**	**70,393,930**
Expenses		
Employee benefits expense	(33,409,424)	(28,430,978)
Consultants, subcontractors and IT costs	(9,933,317)	(6,516,226)
Amortisation of right-of-use assets	(2,734,309)	(2,547,241)
Lease finance costs	(414,244)	(465,387)
Depreciation and amortisation of other non-financial assets	(1,535,142)	(1,228,182)
Occupancy costs	(327,277)	(452,198)
Marketing and communications	(4,151,912)	(3,564,242)
Conferences and travel costs	(795,518)	(381,886)
Other expenses	(1,620,210)	(2,172,444)
Staff training and recruitment	(1,238,363)	(1,082,601)
Payments to Lifeline centres	(20,146,133)	(16,692,376)
Telecommunications	(2,276,936)	(1,953,221)
Total expenses	**(78,582,785)**	**(65,486,982)**
Net surplus/(deficit) for the year	**4,522,763**	**4,906,948**
Other comprehensive income	–	–
Total comprehensive income for the year	**4,522,763**	**4,906,948**

The accompanying notes form part of these financial statements.

Consolidated Statement of Financial Position

As at 30 June 2022

	Note	Consolidated 2022 ($)	Consolidated 2021 ($)
Assets			
Current assets			
Cash and cash equivalents	3	25,643,461	17,832,966
Trade and other receivables	4	2,993,367	2,411,218
Inventories		7,432	17,810
Other current assets	5	866,380	748,834
Total current assets		**29,510,640**	**21,010,828**
Non-current Assets			
Financial assets	6	3,155,642	2,981,782
Other assets	5	163,668	99,591
Property, plant and equipment	7	3,791,471	3,552,159
Intangible assets	8	1,831,612	1,562,094
Right-of-use assets	9	6,607,041	8,136,187
Total non-current assets		**15,549,434**	**16,331,813**
Total assets		**45,060,074**	**37,342,641**
Liabilities			
Current liabilities			
Payables	10	9,238,146	5,802,929
Lease liabilities	11	2,309,777	2,341,529
Provisions	12	1,948,505	1,407,938
Unearned revenue	13	2,827,892	2,368,717
Total current liabilities		**16,324,320**	**11,921,113**
Non-current liabilities			
Lease liabilities	11	5,094,009	6,400,733
Provisions	12	506,259	408,072
Total non-current liabilities		**5,600,268**	**6,808,805**
Total liabilities		**21,924,588**	**18,729,918**
Net assets		**23,135,486**	**18,612,723**
Equity			
Retained earnings		23,135,486	18,612,723
Total equity		**23,135,486**	**18,612,723**

The accompanying notes form part of these financial statements.

Consolidated Statement of Changes In Equity

For the year ended 30 June 2022

	Retained surplus ($)	Total ($)
2021		
Balance at 1 July 2020	13,705,775	13,705,775
Net surplus for the year	4,906,948	4,906,948
Closing balance at 30 June 2021	**18,612,723**	**18,612,723**
2022		
Balance at 1 July 2021	18,612,723	18,612,723
Net surplus for the year	4,522,763	4,522,763
Closing balance at 30 June 2022	**23,135,486**	**23,135,486**

Consolidated Statement of Cash Flows

For the year ended 30 June 2022

	Consolidated 2022 ($)	Consolidated 2021 ($)
Cash flows from operating activities		
Cash receipts from grants and other	78,234,471	51,991,573
Donations and sponsorships received	19,868,245	13,629,056
Interest and dividends received	196,149	138,077
Payments to suppliers and employees	(84,850,863)	(64,099,825)
Net cash generated from operating activities	**13,448,002**	**1,658,881**
Cash flows from investing activities		
Payments for plant and equipment	(931,395)	(533,955)
Payments for intangible assets	(1,188,438)	(723,049)
Cash distributed by Lifeline Geelong Barwon Region Inc. (in Liquidation)	–	145,549
Lease fit-out contribution received	–	104,652
Net receipts from/(payments for) investments	(529,876)	(1,000,000)
Net cash used in investing activities	**(2,649,709)**	**(2,006,803)**
Cash flows from financing activities		
Lease liabilities paid	(2,573,554)	(2,295,043)
Lease interest paid	(414,244)	(465,387)
Net cash used in financing activities	**(2,987,798)**	**(2,760,430)**
Net increase/(decrease) in cash held	7,810,495	(3,108,352)
Cash at the beginning of year	17,832,966	20,941,318
Cash at the end of the year	**25,643,461**	**17,832,966**

The accompanying notes form part of these financial statements.

Notes to the Financial Statements

Note 1

Significant accounting policies

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

New or amended Accounting Standards and Interpretations adopted

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

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

Basis of preparation

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

Historical cost convention

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

Income tax

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

Comparative figures

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

Current and non-current classification

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

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

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

Principles of Consolidation

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

A controlled entity is fully consolidated from the date on which control is obtained by the parent entity and ceases to be consolidated from the date on which control is transferred out of the Group. Details regarding the controlled entity are contained in Note 14 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. For each contract with a customer, the Group: identifies the contract with a customer; identifies the performance obligations in the contract; determines the transaction price which takes into account estimates of variable consideration and the time value of money; allocates the transaction price to the separate performance obligations on the basis of the relative stand-alone selling price of each distinct good or service to be delivered; and recognises revenue when or as each performance obligation is satisfied in a manner that depicts the transfer to the customer of the goods or services promised.

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

Grants

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

Sponsorships

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

Donations and bequests

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

Resources received free-of-charge

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

Affiliation fees

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

Interest and Dividends

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

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

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

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

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

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

Note 2

Critical accounting judgements, estimates and assumptions

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

Impairment

The Group assesses impairment at each reporting date by evaluating conditions specific to the Group that may lead to impairment of assets. Should an impairment indicator exist, the determination of the recoverable amount of the asset may require incorporation of a number of key estimates. No impairment indicators were present at 30 June 2022.

Employee Provisions

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

Note 3

Cash and cash equivalents	Consolidated 2022 ($)	Consolidated 2021 ($)
Cash on hand	6,303	5,679
Cash at bank	12,407,031	10,409,748
Term deposits	13,230,127	7,417,539
Total cash and cash equivalents	**25,643,461**	**17,832,966**

Lifeline Australia Limited and Lifeline Direct Limited have a commercial credit card facility to the value of $135,000 and $150,000 respectively.

Accounting policy

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

Note 4

Trade and other receivables	Consolidated 2022 ($)	Consolidated 2021 ($)
Trade debtors	1,524,177	547,001
Accrued income	369,798	666,556
Net GST receivable	1,099,392	1,197,661
Total trade and other receivables	**2,993,367**	**2,411,218**

Accounting policy

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

Note 5

Other assets	Consolidated 2022 ($)	Consolidated 2021 ($)
Current		
Prepayments	866,380	748,834
Non-current		
Rental bonds	163,668	99,591
Total other assets	**1,030,048**	**848,425**

Note 6

Financial assets	Consolidated 2022 ($)	Consolidated 2021 ($)
Financial assets measured at fair value through profit and loss		
Investments in listed shares, securities and managed funds	3,155,642	1,981,782
Financial assets measured at amortised costs		
Investments in fixed interest securities	–	1,000,000
Total financial assets	**3,155,642**	**2,981,782**

Accounting policy

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

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

Classification and subsequent measurement

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

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

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

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

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

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

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

Note 7

Property, plant and equipment	Consolidated 2022 ($)	Consolidated 2021 ($)
Land and buildings at deemed cost	2,188,470	2,060,760
Leasehold improvements	335,340	50,147
Accumulated depreciation	(170,086)	(60,274)
	2,353,724	**2,050,633**
Computers	1,102,438	662,266
Accumulated depreciation	(612,582)	(347,636)
	489,856	**314,630**
Office equipment	51,572	19,063
Accumulated depreciation	(37,578)	(13,212)
	13,994	**5,851**
Furniture and fittings	1,332,009	1,296,868
Accumulated depreciation	(571,666)	(396,037)
	760,343	**900,831**
Motor vehicles	191,362	181,518
Accumulated depreciation	(109,656)	(88,749)
	81,706	**92,769**
Plant and equipment	159,976	319,606
Accumulated depreciation	(68,128)	(132,161)
	91,848	**187,445**
Total Property, plant and equipment	**3,791,471**	**3,552,159**

Accounting policy

Plant and equipment

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

Land and buildings

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

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

Depreciation

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

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

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

Accounting Policy (continued)

Impairment

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

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

	Land and buildings at deemed cost	Computers	Office equipment	Furniture and fittings	Motor Vehicles	Plant and equipment	Total
	$	$	$	$	$	$	$
Balance at the beginning of the year	2,050,633	314,630	5,851	900,831	92,769	187,445	3,552,159
Additions	302,030	420,098	3,426	138,633	23,112	44,096	931,395
Transfers	54,206	10,889	10,236	(23,482)	–	(46,273)	5,576
Disposals	(4,547)	(909)	–	(2,039)	–	(68,366)	(75,861)
Depreciation expense	(48,598)	(254,852)	(5,519)	(253,600)	(34,175)	(25,054)	(621,798)
Carrying amount at the end of year	**2,353,724**	**489,856**	**13,994**	**760,343**	**81,706**	**91,848**	**3,791,471**

Note 8

Intangible assets	Consolidated 2022 ($)	Consolidated 2021($)
Computer software – at cost	3,818,835	2,635,079
Accumulated amortisation	(1,987,223)	(1,072,985)
Total Intangible assets	**1,831,612**	**1,562,094**

Movements in carrying amounts

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

Balance at the beginning of the year	1,562,094	1,270,905
Additions at cost	1,188,438	723,049
Reclassification to plant and equipment (Note 7)	(5,576)	296,634
Amortisation expense	(913,344)	(698,913)
Disposals	–	(29,581)
Carrying amount at the end of the year	**1,831,612**	**1,562,094**

Accounting policy

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

Note 9

Right-of-use assets	Consolidated 2022 ($)	Consolidated 2021 ($)
Land and building right-of-use assets at cost	9,312,926	9,354,292
Accumulated amortisation	(3,219,997)	(2,231,873)
	6,092,929	**7,122,419**
Information technology right-of-use assets at cost	1,820,227	1,820,227
Accumulated amortisation	(1,306,115)	(806,459)
	514,112	**1,013,768**
Total right-of-use assets	**6,607,041**	**8,136,187**

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	8,136,187	8,875,293
Additions	1,235,078	1,868,298
Remeasurements	–	(39,944)
Disposals	(34,679)	(20,219)
Amortisation expense	(2,729,545)	(2,547,241)
Carrying amount at the end of the year	**6,607,041**	**8,136,187**

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	Consolidated 2022 ($)	Consolidated 2021($)
Unsecured liabilities		
Accounts payable	3,884,448	2,138,294
Accrued expenses	4,853,115	3,125,128
Other current payables	500,583	539,507
Total payables	**9,238,146**	**5,802,929**

The average credit period on accounts payable (excluding GST payable) is 30 days. All payables are within terms and no interest is payable on outstanding payables during the period.

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	Consolidated 2022 ($)	Consolidated 2021 ($)
Current		
Lease liabilities	2,309,777	2,341,529
Non-current		
Lease liabilities	5,094,009	6,400,733
Total lease liabilities	**7,403,786**	**8,742,262**
Future lease payments are due as follows:		
Within one year	2,737,073	2,897,858
One to five years	10,834,305	11,188,544
More than five years	–	715,516
Balance at the end of the year	**13,571,378**	**14,801,918**

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 leases was $12,766 (2021: $78,414).

Note 12

Provisions	Consolidated 2022 ($)	Consolidated 2021 ($)
Current		
Annual leave	1,822,389	1,260,572
Long service leave	126,116	147,366
	1,948,505	**1,407,938**
Non-current		
Long service leave provision	298,875	212,656
Makegood provision	207,384	195,416
	506,259	**408,072**
Total Provisions	**2,454,764**	**1,816,010**

The current portion of this provision includes the total amount accrued for annual leave and long service leave entitlements that have vested to employees that have completed the required period of service. Based on historical analysis, the Group does not expect the full amount of these entitlements classified as current liabilities to be settled within the next 12 months. However these amounts have been classified as current liabilities as the Group does not have a right to defer payment of these amounts should the employee request to use their entitlement.

Accounting Policy

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

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

Note 13

Unearned revenue	Consolidated 2022 ($)	Consolidated 2021 ($)
Current		
Other deferred income	1,230,235	695,797
Unexpended grants	1,597,657	1,672,920
Total Unearned revenue	**2,827,892**	**2,368,717**

Accounting Policy

Grants are recognised as revenue in the year received or receivable to the extent of expenditure during the year for the purpose of the grant. Grant monies that have been received or are receivable but have not been expended at balance date, including interest thereon where required under the terms of the grant, are recognised as unexpended grants in unearned revenue.

Note 14

Controlled entities		Consolidated 2022 ($)	Consolidated 2021 ($)
Name of subsidiary	Country of Incorporation	Ownership interest held by Lifeline Australia Limited	
Lifeline Direct Limited	Australia	100%	100%

Note 15

Key management personnel	Consolidated 2022 ($)	Consolidated 2021 ($)

Any person(s) having authority and responsibility for planning, directing and controlling the activities of the Group, directly or indirectly, including any Director (whether executive or otherwise) is considered key management personnel.

(a) Details of Key Management Personnel

The names of persons who comprised the Board of Directors during the year ended 30 June 2022 are:

Mr John Brogden AM *(resigned November 2021)*
Mr Travis Dillon
Rev. Geoff Flynn
Mr Robert Hubbard
Mr Luke Lindsay
Dr Daniel Mainville
Mr Bruce Mansfield
Mr Geoffrey McClellan *(resigned October 2021)*
Mr Brent McCracken *(resigned November 2021)*
Mrs Jacinta Munro (Chair)
Ms Linda O'Farrell
Mrs Michelle Phillips
Ms Bronwyn Pike AM
Dr Sharon Ponniah
Mr Tony Windever

None of the above Directors or parties related to them received any remuneration from the company during the year (2021: none) other than that described at Note 16 for their reimbursement for expenses incurred.

Total compensation	**2,066,586**	**2,110,544**

The compensation relates to the CEO and the Executives.

Note 16

Related parties

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

Mr Travis Dillon	Director of Lifeline Direct Limited (to 10/12/2021) and Lifeline Australia.
Rev. Geoff Flynn	Director of Lifeline Direct Limited (to 10/12/2021) and Lifeline Australia, and a Director of the UCA Wollongong Mission which has delegated control of Lifeline South Coast from the Uniting Church in Australia NSW Property Trust. The Uniting Church in Australia NSW Property Trust is a Member of Lifeline Australia.
Mrs Michelle Phillips	Director of Lifeline Direct Limited (to 10/12/2021) and Lifeline Australia.
Dr Daniel Mainville	Director of Lifeline Direct Limited (to 10/12/2021) and Lifeline Australia, and Director of Lifeline Gippsland Inc. (which is a Member of Lifeline Australia).
Mr Bruce Mansfield	Director of Lifeline Direct Limited (to 10/12/2021) and Lifeline Australia.
Mr Geoffrey McClellan	Director of Lifeline Direct Limited (to 11/10/2021) and Lifeline Australia (to 11/10/2021).
Mr Brent McCracken	Director of Lifeline Direct Limited (to 19/11/2021) and Lifeline Australia (to 19/11/2021), and Group Executive, Child and Family Services, UnitingCare Queensland which is a Member of Lifeline Australia.
Mrs Jacinta Munro	Director of Lifeline Direct Limited (to 10/12/2021) and Lifeline Australia.
Ms Linda O'Farrell	Director of Lifeline Direct Limited (to 10/12/2021) and Lifeline Australia.
Mr Tony Windever	Director of Lifeline Direct Limited (to 10/12/2021) and Lifeline Australia.
Ms Bronwyn Pike AM	Director of Lifeline Australia and CEO of Uniting Vic.Tas which is a Member of Lifeline Australia.
Mr Luke Lindsay	Director of Lifeline Australia and General Manager of UnitingCare Queensland which is a Member of Lifeline Australia, and oversees the Lifeline Services delivered by UnitingCare Queensland.
Mr Colin Seery	Director of Lifeline Direct Limited and CEO of Lifeline Australia.

The majority of transactions between Lifeline Australia and the above Members related to various agreements whereby Centres undertake service delivery operations on behalf of Lifeline Australia.

The NSW State Government provided financial assistance for distribution to NSW Members involved in delivering crisis telephone services. These payments were made in accordance with the distribution policy agreed by those Members.

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

All transactions with the Members have been conducted on normal commercial terms except for Affiliation Fees which are determined by Lifeline Australia on an annual basis. Transactions between related parties are on terms and conditions no more favourable than those available to other persons / entities unless otherwise stated.

Lifeline Australia records and manages all conflicts of interest in accordance with Lifeline Australia's Board Charter (available at: https://www.lifeline.org.au/about/governance) and good governance principles.

Note 17

Principal activities

Lifeline Australia

Lifeline Australia is a company limited by guarantee with 18 Member organisations. Lifeline Australia accredits Member organisations to enable them to provide national Lifeline services, which are presently crisis support services, suicide prevention programs and the Lifeline Information Service.

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

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

Lifeline Direct Limited

Since the establishment of the first Lifeline Centre in Sydney, Lifeline Centres have been established in all states and territories in Australia. The Lifeline model of service delivery is one in which each Lifeline Centre identifies and seeks to meet the needs of the community it serves. Together, the Lifeline Centres in Australia form a national network that is able to service the entire national population.

In July 2016, Lifeline Australia resolved to establish Lifeline Direct as a company limited by guarantee pursuant to the Corporations Act and as a wholly owned subsidiary of Lifeline Australia. The establishment of Lifeline Direct is a structural and governance reform of the Lifeline Centre network to gain efficiency and effectiveness through the voluntary amalgamation of some Lifeline Centres.

The aim of the Lifeline Direct service function is to deliver a suite of services that have a measurable impact on reducing suicide in our communities to a high standard of quality, so that help seekers receive the best possible care.

The objects of the Company are:

a) deliver the Lifeline program of crisis support and suicide prevention, intervention and recovery services with consistency and quality by integrating the training, support, supervision, policies and procedures across all Lifeline Direct sites;

b) improve Lifeline's sustainability using predictable, scalable and profitable business models of retail and fundraising and strong governance on financial management and reinvestment;

c) develop and conduct programs, projects and initiatives to enable people to overcome isolation and cope with problems and crisis affecting mental health, wellbeing, life and safety;

d) simplify and strengthen Lifeline's operations model so as to expand Lifeline's presence to meet the needs of help seekers in all areas of Australia; and

e) do any other things incidental or conducive to the furtherance of its objectives.

Note 18

Contact details

The Lifeline Australia postal address is PO Box R1084, Royal Exchange NSW 1225.

Note 19

Subsequent events

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

Note 20

Economic dependency

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

Note 21

Contingent Liabilities

The bank guarantees as at 30 June 2022 were $1,450,716 (2021: $1,340,716). The bank guarantees are secured against the company's cash assets at St George Bank. These bank guarantees relate to property leases for the Sydney premises and Direct debit facilities.

As at 30 June 2022, there were no indications that these bank guarantees would need to be exercised (2021: 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 2022 were $163,668 (2021: $99,591).

Note 22

Remuneration of auditors

	Consolidated 2022 ($)	Consolidated 2021 ($)
During the financial year the following fees were paid or payable for services provided by RSM Australia Partners:		
Audit of the financial statements	92,600	84,400
Preparation of financial statements	11,900	10,700
Risk advisory services	40,350	–
Audit of grant acquittals	14,300	11,000
	159,150	**106,100**

Lifeline

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