

Annual Report  
FY2022–2023

*Holding  
 Hope*



Lifeline  
CELEBRATING  
60 YEARS  
OF HOPE





Nikita

13 YARN National Marketing Manager

“Mental health is a big component within our community and isn't really spoken about much. It's still very taboo. We are trying to break that stigma down.”





## 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.

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## Celebrating six decades of supporting Australians in crisis.

It has been my great pleasure to serve as Chair in the year Lifeline turned 60.

Milestone birthdays don't happen all that often. When they do, I think it's important to take a moment to reflect on the successes and achievements made over the years – and to celebrate and thank the wonderful people who helped make them possible. That's what this year has been all about for Lifeline.

To mark our 60th birthday, special events and activities have been held right around the country. Amongst the most special for me have been receptions hosted at Government Houses in each state to honour the extraordinary contribution made by Lifeline volunteers and staff members over the years. I was fortunate to attend events in Hobart and Adelaide, and was delighted to see the joy on people's faces as they were congratulated and thanked for their service by the Governors of their states.





Our 60th birthday celebrations have also given me a great opportunity to connect with people who have first-hand experience of Lifeline's early years. I particularly enjoyed meeting and hearing stories about Lifeline founder Rev Dr Sir Alan Walker from his family members and others who knew him. Learning more about our organisation's rich history and legacy makes me feel humble and fortunate to serve as its Chair. It is a role I cherish and am honoured to hold.

As we look back on six decades of supporting Australians in crisis, I'm doubly thankful for the contribution made by Lifeline's amazing team of staff members and volunteers. Without you, we simply could not provide the service that we do. As well as our amazing Crisis Supporters, our compassionate and dedicated team also includes the thousands of people who work in our shops and warehouses, help out in times of disaster, host fundraising events and staff events such as book fairs. At a time when cost-of-living pressures are making things tougher for so many families, I'm extra grateful for the selflessness and generosity you continue to show.

This past year hasn't all been about celebrating a landmark birthday. It has also been a time of significant achievement for Lifeline. I am particularly proud of the success and growth of 13YARN, our dedicated Aboriginal and Torres Strait Islander crisis support helpline. Since launching in early 2022, 13YARN has come on in leaps and bounds. It has been embraced by communities around the country, where it is meeting the mental health needs of some of the most vulnerable Australians.

I would also like to highlight the work that has gone into expanding our text and chat service over the last 12 months. Rapidly increasing demand proves just how important this service is to people who might not have reached out for support over the telephone.

Another thing I am immensely proud of is the leadership role Lifeline has taken this past year in driving the consolidation of mental health crisis support services in Victoria. This initiative took its lead from the recent Mental Health Royal Commission, which identified opportunities for like-minded organisations in the sector to work more closely and collaboratively to support those in crisis. Our recent Heads of Agreement with On the Line Australia proves our commitment to making the most of these opportunities for the benefit of all Australians.

I would like to acknowledge and thank Lifeline's hard working executive team and board members for their support, wisdom and powerful advocacy for the work we do. Your experience and expertise have helped navigate us through a difficult period, and made us stronger and more resilient in the process.

In 2023 we farewell Bruce Mansfield, who reached tenure by serving 10 years on the board. Bruce has made a substantial contribution in shaping Lifeline into the organisation it is today, and he leaves our organisation in good shape to face the decade to come.

We also farewell Thili Perera, who spent 13 years at Lifeline, serving most recently as Company Secretary. We thank her for her dedicated service, and wish her all the best for the future.

As we shift our focus from where we've come to the road ahead, I feel optimistic about the future for Lifeline. I believe the extraordinary efforts of so many people over the last 60 years have put us in the strongest possible position to continue delivering crisis support and suicide prevention to Australians in crisis, for many decades to come.



**Jacinta Munro**  
Lifeline Australia Chair



## 60 years on, Lifeline is there more than ever for Australians in times of crisis.

It has been a momentous year for Lifeline Australia. In March, the Lifeline community marked 60 years of continually being there for Australians in need. While we've come a long way since Lifeline's first telephone service was switched on in 1963, Reverend Walker's vision of an Australia free from suicide, where no one faces their darkest moments alone, continues to be our driving force.

As CEO of Lifeline Australia, it has been fascinating to take a deep dive into Lifeline's history and milestones through many 60th anniversary activities. For me, talking with volunteers and gaining a deeper understanding of Lifeline's impact on the Australian community has affirmed the huge responsibility we as an organisation have to continue to be there for the hundreds of thousands of help seekers who turn to Lifeline every day for support.

From an operational perspective, the big theme this year has been meeting the ongoing high demand for our services while managing a declining volunteer workforce. With more than one million calls to our voice services this year alone, the need for crisis support and suicide prevention services is far from diminishing.

This year, the wellbeing of Australians has been impacted by factors including financial hardship, cost of living pressures, and the lingering after-effects of the COVID-19 pandemic. These burdens are also impacting our volunteer workforce, with more and more people unable to give their time to Lifeline and other organisations in the volunteer sector. As a result, our FY2023 Call Answer Rate dropped lower than in recent years. Returning to previous service levels, through making our volunteer experience the best it can be, will be a key focus for the coming years.

Lifeline could not provide the support it does without the thousands of selfless volunteer Crisis Supporters who turn up at all hours of the day to answer our phones and respond to text and chat messages from their fellow Australians in crisis. To be there to listen when somebody most needs support is an extraordinary act of kindness and generosity. I extend my sincere gratitude to Lifeline Crisis Supporters across the country who give their time to help others in this way. We are also immensely grateful to the past and present volunteers and supporters who work in Lifeline stores, assist at our book fairs and fundraise for Lifeline. Over 60 years, this is an amazing contribution to Lifeline.

In line with our goal of ensuring every Australian can access support when they need it and how they want to, the launch of our new self-led online support toolkit in April was a significant achievement. The toolkit broadens our service channels and provides an avenue of support for help seekers not yet ready to speak with a Crisis Supporter, or those seeking answers to how they may be feeling. Collaborating with help seekers and people with lived experience was crucial for the success of this project as was the generous funding provided by the nib Foundation to establish the service.

FY2023 has also been an important year for looking towards the future. We finalised our 2024–2027 Strategic Plan which sets an ambitious program of work for the coming years. After a busy period of transformation, this new Strategic Plan focuses on improving the experience and outcomes of help seekers. The Plan has five core pillars: sector collaboration and consolidation, service design and technology, leveraging the Lifeline Member network, boosting the capacity and capability of our workforce and growing our advocacy role.

Central to our future is a new and exciting Heads of Agreement with On the Line Australia (OTLA), announced in June. OTLA is a national service with a professional workforce of counsellors, psychologists and mental health nurses. Integrating OTLA's service with Lifeline's crisis service will provide wrap-around care and a more tailored approach to crisis support, mental health and suicide prevention for help seekers.



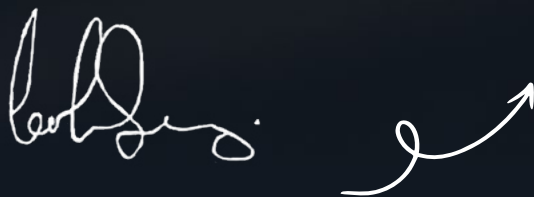
The amalgamation provides the opportunity to significantly improve the journey for help seekers by creating a seamless network of services and supports. It also legitimises Lifeline as a leader in the suicide prevention and mental health sector.

Lifeline Australia achieved a strong financial performance in FY2023. Generous donations from supporters bolstered grants from corporate partners and funding from Federal and State Governments. It was re-assuring to see the new Federal Government and NSW Government continue funding for Lifeline services announced in previous budgets.

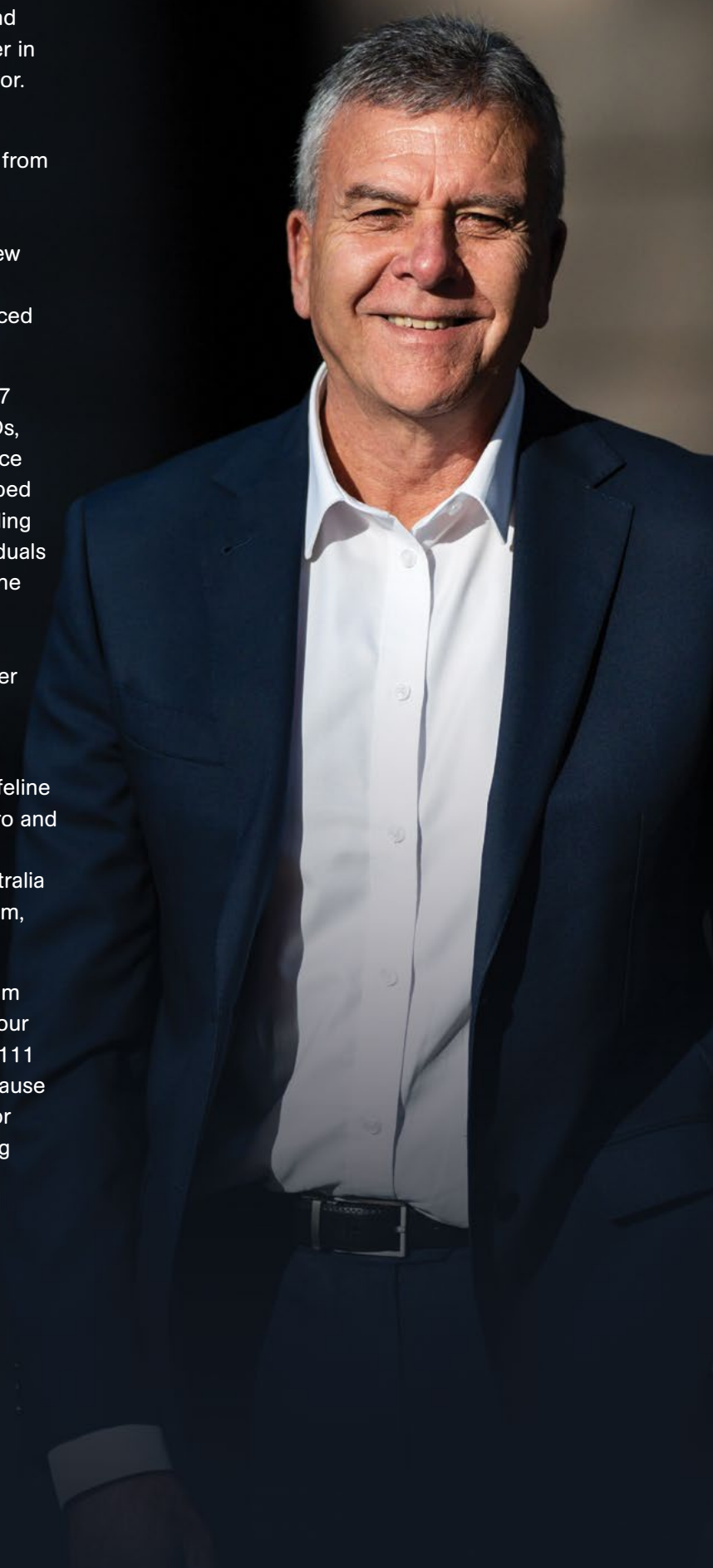
I would like to acknowledge the work of our 17 Member organisations, and their Boards, CEOs, managers and staff. Along with vital face-to-face counselling, the community programs developed and delivered by Members are crucial in building the capacity of communities to support individuals at a local level. This year, the opening of Lifeline Centres in two new geographic regions, are examples of the many achievements by our Members. My sincere thanks go to the Member CEOs who have left Lifeline this year for their fantastic contributions over the journey.

I would also like to thank and acknowledge Lifeline Patron John Brogden, our Chair, Jacinta Munro and her fellow Board Directors – all of whom are passionate advocates of our vision for an Australia free from suicide. I am grateful for their wisdom, guidance and commitment to our cause.

Finally, I would like to recognise the whole team at Lifeline Australia – the Executive, staff and our wonderful volunteers. On day one of Lifeline, 111 calls for help were answered. Since then, because of the amazing people who choose to work for Lifeline, we have always been there supporting Australians in their time of need.

A handwritten signature in white ink, appearing to read 'Colin Seery', with a decorative flourish and an arrow pointing upwards and to the right.

**Colin Seery**  
Lifeline Australia CEO





# FY2023 Impact Summary



Total calls offered

**1,095,899**

Average wait time

**179** seconds

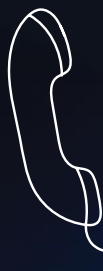
Average call time

**20.4** minutes



Call answer rate **79.4%**

85.7% excluding those who abandon within the first 60 seconds



**3,633** Total calls received on our busiest day



Calls to

**13HELP**

**139,614**

2021-22

129,001

**8.2% increase**



**147**

Safety plans per day



**53,492**

Total safety plans created





Total followers

297k



Total engagement

233k



Total impressions

3.9m



Total reach

3.3m



New followers

+15k



lifeline.org.au

## Page views

lifeline.org.au

(including toolkit.lifeline.org.au)

1,476,690

Crisis Support and  
get help resources

1,327,415

Support Toolkit

211,065

28.6% increase

Text conversations answered

71,623

2021-22  
55,696

36.4% increase

Chat conversations answered

71,327

2021-22  
52,277



**DV-alert**  
Domestic Violence Response Training



5,600  
Participants



368  
Workshops



316 Students  
completed a DV-alert  
eLearning course





# Humans of Lifeline

## Anwyn Help Seeker

After growing up in what she describes as a 'dysfunctional family' and experiencing trauma at a young age, Anwyn spent much of her childhood and adolescence feeling anxious and depressed. The experience of coming out as queer contributed to a growing sense of loneliness and isolation. Then while still in her teens, Anwyn suddenly lost her stepfather and was involved in a terrifying hostel fire. The build-up of trauma, grief and pain over many years tipped her over the edge into thinking about taking her own life.

Being able to reach out and communicate with a Lifeline Crisis Supporter helped Anwyn find the hope, comfort and strength to get through her darkest days and imagine a better future for herself. Today she's happily married, surrounded by people who love her, and is bravely sharing her story to raise awareness of the importance of suicide prevention.

"When I was at my lowest, I felt like I had no one to go to, and nowhere I could voice what I was going through. Sometimes I felt I didn't even have the words to describe what I was feeling. I felt like my pain was too much for the world. I believed my pain was hurting others, and that the world would be better without me."

"Discovering Lifeline changed everything for me. It was so reassuring to know there were people specifically trained to help me."

"The text service was amazingly helpful. When I'm in a depressed and anxious state, I'm not always verbal. I'm also a millennial. I've grown up on the internet, so it's natural for me to want to text or type out communication."

"Having access to Lifeline's text service has been literally life-saving for me."



“ Sometimes all it takes is one person listening. ”



““

Our common goal is to be there for help seekers in their time of need.””

Sonny



## Sonny Digital Crisis Support Volunteer

When Sonny lost a friend by suicide in April 2021, he wanted to find a way to help others who were suffering. Through participating in the Push-Up Challenge, he learnt about becoming a volunteer Lifeline Digital Crisis Supporter. He signed up for training in July 2021 and by January the following year began to answer texts and webchats from help seekers. While the first 90 days of volunteering were some of the hardest times he has ever experienced, Sonny persisted, building resilience and confidence. He now dedicates up to 15 hours each month to be there for people in crisis.

“After I did the Push-Up Challenge in June 2021, I was pretty pumped up with what I did. I looked around the Push-Up Challenge website and Lifeline was on there. I applied to become a volunteer Digital Crisis Supporter. I’m in financial markets – volunteering with Lifeline couldn’t be further from what I do.”

“It was hard at first, I’m not going to lie. Doing all the training and the modules was good, and we’ve got a great team leader, but I think, personally, it was tough for me for the first three months. Things help seekers were saying were sticking with me and it was a bit overwhelming. I had anxiety issues and didn’t want to start my shifts.”

“Doing debriefs with my Team Leader and In-Shift Supervisor helped. Then my brain switched into resilient mode and I could handle it. Eight hours a month is the minimum requirement for Lifeline volunteer crisis supporters. I target myself 12 to 15 hours a month. The more I go on service, the stronger I get. It’s really helped me with coping with the loss of my friend and with my professional work as well. It’s also helped me to have chats with friends.”

“I’m so glad that I volunteered for Lifeline and I’m so glad I got through those three months of anguish. I’ve come back stronger and more resilient. Now when help seekers tell me what their thoughts are, I know they just want to connect and share their pain.”

“There are amazing Crisis Supporters out there. We’re all from different walks of life, from all over Australia. Our common goal is to be there for help seekers in their time of need.”





“We all need to be seen,  
listened to and believed.”

Lizzie”

## Lizzie Help Seeker

One day, 13 years ago, all the darkness and trauma that Lizzie had experienced in her life caught up with her. She'd been sexually abused by a close family member as a child and had struggled with addiction, guilt, shame, pain and anger ever since. When she finally found the courage to disclose what had happened to her, her immediate family refused to believe her. Feeling like her life was not worth living, she was having serious thoughts about ending it. But a call to Lifeline changed everything and set Lizzie on a journey of healing and positivity. Today she's a mentor and powerful advocate for emotional health.

“At the time I was feeling so broken and alone. I was feeling a lot of shame about what had happened, and it got to the point where I didn't want to be here. I was hidden behind my darkness and trauma, and I didn't feel I could show my full self to people.”

“As a nurse, I'd passed on Lifeline's number to many of my patients over the years, but I'd never considered calling myself. I'm so grateful I found the courage to make that call. It saved my life.”

“The Crisis Supporter on the phone was amazing. He was so calm and caring. He guided me through my emotions at the time and helped me identify next steps. It felt so good to have someone listen to me, validate how I was feeling, and let me know it was okay. It was such a relief to share my life story openly and honestly – to know I didn't have to hide anymore.”

“That call gave me the strength I needed to take action and the hope I needed to believe every day could get better. I'm proud that I've found that strength to face my traumas head-on without letting them break me completely.”

“If you're going through the challenges in life I was, it's important that someone's always available, and it's always free to call any time. I'm eternally grateful for Lifeline.”





## Matthew Lifeline Ambassador

In 2016, at the age of 16, Matthew attempted to take his own life by jumping off a seven-story building. Miraculously, he survived. Despite being left paraplegic, Matthew decided to make the most of his second chance at life. He has since established a successful business as a Mental Fitness Facilitator to inspire hope through action, broken the Guinness World Record for most towel pull-ups in one minute and become a Lifeline National Ambassador.

When I think back to seven years ago, I realise it would have looked like my life was perfect from the outside. But inside I felt a lot of shame. I felt worthless and I felt like no one was there.

I learned from that experience how important it is to have the right people around you at those times, people who can give you the right level of hope and support. That's why I believe Lifeline plays such an important role. When someone is there at that critical time for you, that can save your life.

If I'd made a call to Lifeline at that time, things may have turned out different.

As a Lifeline Ambassador, I want to share my story and be a source of hope for others. I want to inspire people who are in a similar situation to what I was to take action to improve their mental health. I'm also looking forward to flying the Lifeline banner in the City2Surf to help raise awareness of suicide prevention.

Matthew



## Ruben Lifeline Ambassador, Volunteer Telephone Crisis Supporter

Ruben tragically lost his father to suicide when he was 15 years old. Five years ago, through a conversation with a friend at the pub, he was inspired to become a volunteer Lifeline Telephone Crisis Supporter. It's something he wants to continue doing for the rest of his life. Motivated to make an even greater difference, Ruben stepped up as host of our *Holding on to Hope* podcast in 2022.

To be there for someone through their darkest times is really special. I'm not a psychologist, or a counsellor. I'm just an everyday person who is there to support someone in need.

I'm truly humbled to be given this opportunity to become a Lifeline Ambassador. I want to use this position to advocate for Lifeline any way I can, but particularly to help males between the ages of 25 and 44, who are the most at-risk age group.

I want to build the understanding of what a Crisis Supporter does and show others what a rewarding experience it is to become a Lifeline volunteer. Through my experiences, I can encourage others to consider volunteering for Lifeline and help them understand the mutual benefits that can come from that.

My journey with Lifeline has been bittersweet. If it wasn't for my late father's passing, I probably wouldn't be doing what I'm doing today. I'm glad that I can use what life has thrown at me to impact others and make a positive difference.

Ruben



66

The quicker help seekers can get support and the earlier we can make interventions, the better the outcome. 99

TOM

## Tom Lifeline Ambassador

In 2019, aged 23 and at the height of his career, Tom retired from AFL, giving back millions of dollars to begin the next chapter of his life after battling anxiety and depression earlier in his career. Since then, Tom has dedicated his life to removing the stigma associated with mental health issues. In 2022, he published his memoir, *Nowhere to Hide*, a candid account of his personal struggles with mental health.

“The experiences I had as a footballer are well documented. I experienced very poor states of mental health in my early 20s, particularly when my life was seemingly looking pretty incredible, with a lot of money and a lot of fame and success.”

“When I spoke to psychologists and medical professionals about where to go for good support, the one organisation that kept coming up was Lifeline.”

“For several years, I’ve been supporting Lifeline as much as I can by promoting the wonderful work they do and the fundraising opportunities they have.”

“As a Lifeline Ambassador, I want to continue to educate Australians about the role Lifeline plays supporting people in crisis. I also want to help facilitate conversations with the goal of directing more funds towards Lifeline services.”



## Staff

People are at the heart of everything we do at Lifeline Australia. This financial year was focused on continuous improvement and embedding of our current systems and programs to ensure we are supporting our staff to be the best they can be.

### Human Resource Information System – Employment Hero

To align to our value of continuous improvement, we rolled out a new Human Resources Information System in August 2022. This cloud-based all-on-one platform gives managers and staff greater control over People and Culture processes while also enabling greater efficiencies across the organisation. Activities including onboarding and induction, leave processing, learning and development, safety reporting and performance reviews are integrated into the system, making the platform a one-stop-shop for People and Culture information and systems.

A big focus this year has been using the platform to streamline the onboarding and induction process to enhance the employee experience. With access to information and tools before they start, new staff can now begin their induction prior to their first day. We have also started to use the platform's inbuilt learning management system to enable staff to complete training to enhance their skills and capabilities. Additionally, we are using the platform's embedded employee benefit system, which offers discounts and product offerings, as well as a 'praise wall' where staff can recognise and send a shout-out to their colleagues.

Training on how to use the platform was provided by the People and Culture team through bite-sized video tutorials.

In the next stage of roll-out, we will use the platform to enhance our performance appraisal and goal setting processes and drive greater efficiencies for staff and managers.

### Australian Institute of Management Partnership

The uptake of courses delivered through our partnership with the Australian Institute of Management has grown considerably in the past year. More than 37 employees have enrolled in or completed a course through this initiative. Offering instructor-led online and in-person courses delivered by accredited facilitators, staff can choose from a wide variety of courses. The most popular topics this year included Resilience, Mini MBAs with various specialisations, Project Management, Agile Project Management, Emotional Intelligence, Leadership and Performance Management.

Going forward we plan to continue providing this important resource to employees, with the goal of ensuring the courses and training on offer link closely with performance development plans.

### Reward and Recognition

We made further improvements to our Reward and Recognition program, including streamlining the nomination process to make it easier for staff to recognise the good work and achievements of their peers. Increased promotion of the program, combined with the enhancements, contributed to an increase in nominations and involvement from the team. The program has been an important way to further embed Lifeline Australia's values across the organisation. Well done to all staff who have been recognised through this initiative.



**83** monthly nominations



**75** quarterly awards

### Workplace Profile

At the time of reporting (July 2023) Lifeline Australia had 199 employees, with **4.5% staff identifying as coming from an Aboriginal or Torres Strait Islander background.**

## Lifeline Australia Members

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



17

Members operating



43

accredited Lifeline Centres across Australia

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



# Member Engagement

Lifeline Australia's nation-wide network of 17 Members own and operate Lifeline Centres and deliver vital community-based programs and outreach initiatives. Their work on the ground in communities is crucial in building local capacity in suicide prevention and crisis support.

Lifeline's Member Relations team engages closely with Members, facilitating the sharing of resources and knowledge across the network and providing shared services including a Human Resources Advisory Service to assist with recruiting and retaining staff. Quarterly and monthly meetings bring together Centre CEOs and Managers with Lifeline to discuss challenges in their respective geographies and celebrate local success stories. These meetings are an important way for Lifeline to understand the opportunities and challenges experienced by Members in the diverse communities they serve.

This year, all Members gained access to the Community Programs Impact Measurement Framework to enable them to track and measure the positive impact of their community programs. The Framework, which was co-designed by Lifeline Australia and the Member network, helps Members align their programs to specific outcomes for help seekers, communities and others. This is the first time Members have been able to track the outcomes of their community programs in a consistent way. Members will begin reporting against the Framework in FY24.

Through the Lifeline Local Initiatives Fund, seed funding was provided to support new projects underway for the following Members:

Lifeline Direct Limited

**\$45,000**

in conjunction with all Victorian Lifeline Centres, developed practical models of support for people in crisis attempting to access local mental health services

Lifeline Mid Coast

**\$80,220**

for their Suicide Bereavement Support Group Practice Handbook Update

Lifeline Darling Downs & South West Queensland

**\$206,552**

for their Connect Centre (Clinical), which is providing services in locations where support previously hasn't been available





Neidra

Head of Member Relations  
& Community Programs

We continued to provide the Lifeline Communities Library as a valuable resource for Members. This is a way for Members to easily share program information and resources to ensure that development work undertaken is not duplicated across geographies. The ability to share resources also helps to ensure greater continuity of service for help seekers who may engage with multiple Members across the Lifeline network.

In November 2022, Centre CEOs and Managers along with Member Board Chairs participated in the Lifeline Australia Annual General Meeting and Member Forum. The forum featured interactive sessions and prominent guest speakers including The Hon. Emma McBride, MP Assistant Minister for Mental Health & Suicide Prevention and Assistant Minister for Rural & Regional Health. Minister McBride acknowledged the work of the Lifeline network in delivering vital support to help seekers across Australia and helping to advocate for crisis and mental health support.

In May 2023, Lifeline facilitated the National Congress for Members. For the first time, Members participated in a 'hackathon' to troubleshoot challenges experienced across the network around volunteer recruitment and retention. Dr Shamaruh Mirza, Scientist, co-founder of SiTara's Story and 2023 Local Hero for the Australian Capital Territory, was the keynote speaker. Dr Mirza spoke about the importance of Lifeline designing programs which are inclusive of culturally and linguistically diverse communities, noting the different ways in which diverse communities manage crisis. Two veterans also joined the forum to share their insights on the stigma of suicide within the veteran community and the unique challenges faced by this cohort.

FY2023 also saw the opening of two new Lifeline Centres – Lifeline Narrm in Greater Melbourne, operated by Lifeline Canberra, and Lifeline Western Melbourne, operated by Lifeline Direct. These centres ensure that more communities across Australia have access to Lifeline's vital services and programs to help support safe and mentally healthy communities.



# Government Relations

## Funding

Lifeline Australia continues to receive core funding from the Federal Government and various State Governments to deliver its phone, text and webchat, 13YARN and DV-alert services, as well as other suicide prevention and support initiatives. The guarantee of continuing government funding, plus several new grants, has been crucial in ensuring Lifeline is there for people reaching out for support.

Under the current Government, Lifeline's funding includes the following:

**\$15.5m** in annual core funding until 2025

**\$52.3m** in additional funding over the period 2022–2026

**\$39.7m** for DV-alert over the period 2023–2027

In the past year, DV-alert also received additional Commonwealth funding to develop training to support small businesses with the introduction of legislated paid family and domestic leave.

In NSW, the new Government confirmed it will continue to provide previously announced funding for NSW Lifeline Centres (\$28.5 million over four years) as well as provide an additional \$8.2 million over five years to help fund more text and webchat services.

We were also grateful to receive funding from the Tasmanian, Northern Territory, South Australian and Victorian Governments to assist us deliver more support for people in crisis.





## Engagement Activities

Our Government Relations team has continued to engage regularly with state and federal Ministers and Members of Parliament through regular email updates and briefings, as well as in-person events and meetings. These engagement activities have enabled us to open clear lines of conversation with government representatives. Topics of interest have included managing financial distress and the impact of the cost-of-living crisis, as well as how to tackle the volunteer shortage in the community sector. Our role has been to provide information and evidence to help inform parliamentarians and their staff about the situation on the frontline.

In Victoria, we have been working with Beyond Blue and government representatives to develop resources to improve connections between helplines and mental health and wellbeing services – a recommendation made by the Royal Commission into Victoria's Mental Health System.

In September for World Suicide Prevention Day, we hosted events in the Federal Parliament, South Australian Parliament and Victorian Parliaments to raise awareness and start conversations around breaking down the stigma of suicide.

In March, Lifeline Australia worked with The Hon. Julian Lesser MP and The Hon. Susan Templeton MP from the Federal Parliamentary Friends of Suicide Prevention Group to facilitate an event focused on the importance of incorporating lived experience in shaping services.

Assistant Minister for Mental Health and Suicide Prevention, The Hon. Emma McBride MP, and Shadow Assistant Minister for Mental and Suicide Prevention, The Hon. Melissa McIntosh MP, both spoke at the event, along with Lifeline Australia CEO Colin Seery and a member of the Lifeline Lived Experience Advisory Group. The event was also an opportunity to mark Lifeline's 60th anniversary with Members of Parliament.

This year, we invited Federal and State Members of Parliament to take part in the Push-Up Challenge, held in June. Several took part, promoting their involvement on social media and helping to raise awareness and funds for Lifeline.

To assist parliamentarians and their support staff manage difficult conversations with constituents, we developed a support guide with techniques and strategies to help them respond to and support a distressed caller. The guide, along with information about Lifeline Australia, is presented at meetings with all levels of government across the country.



# 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 performs a core function within Lifeline Australia, informing 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 Office, 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 each one of them for their contributions.

## A Snapshot of LLEAG Consultations in FY2023

### **Engaging men in crisis support Randomised Controlled Trial**

The LLEAG provided ongoing input and advice to inform the development and evaluation of a training module to further upskill Lifeline Crisis Supporters in engaging and supporting male help seekers through a Randomised Controlled Trial. This project is a partnership between Lifeline Australia and the University of Melbourne and is funded by a Million Minds Research Grant.

### **13 11 14 Interactive Voice Response (IVR) system redesign**

LLEAG members were consulted about the redesign of the Lifeline 13 11 14 Interactive Voice Response System. The group provided advice on the IVR wording and sequencing to make sure the messages help seekers hear during the queue are as safe, supportive, and grounding as possible.

### **Lifeline Australia's strategic direction**

The LLEAG was involved in multiple consultations related to Lifeline Australia's 2024-2027 Strategy led by Colin Seery, CEO.

### **Out of the Shadows campaign**

Every year Lifeline Australia remembers those lost to suicide and Australians in crisis on World Suicide Prevention Day (10 September) through the Out of the Shadows campaign. This year, LLEAG provided invaluable advice on language, the positioning of resources, and the stigma reduction strategies promoted through the campaign.

LLEAG Members (pictured right): Dave Peters, Dr Anna Brooks Chief Research Officer, Lifeline Australia, Graeme Holdsworth, Mark Richards, Imbi Pyman, Ingrid Ozols, Hayley Purdon









# Voice Services

With Australians struggling with cost-of-living pressures, increasing inflation, the housing crisis, global instability, and recovery after natural disasters, Lifeline Australia's voice services have remained in high demand.

More than 870,000 calls to 13 11 14, 13HELP, 13 11 15 and 13YARN services were answered in FY2023. We are extremely grateful to the 438 paid phone Crisis Supporters and 3605 volunteer phone Crisis Supporters who ensured we could deliver this vital support to help seekers facing their darkest moments.

To assist us to meet this demand, while also better managing our declining volunteer workforce, a new workforce planning system was rolled out across our voice and digital support services. With the capability to forecast times of peak demand, the tool has helped to ensure appropriate numbers of Crisis Supporters are rostered on and available for people in crisis during these times.

## 13 11 14

As our flagship service, Lifeline's 13 11 14 service received more than 932,240 calls from help seekers in crisis this financial year.

Our busiest month of the year was March with 94,489 calls. Influencing factors include cost of living burdens, another cash rate rise of 25% announced in the first week of the month and pressures of the 'new-normal' post the COVID-19 pandemic.

Using the new telephone platform implemented in FY22, we introduced a call prioritisation system to ensure calls from help seekers using the service for the first time are always answered. Our intervention research shows that first time callers are at the highest level of risk. After an initial call, a help seeker's risk level drops. As a crisis service, it is crucial that we can answer all first-time callers and provide them with a safe plan for their suicidality as quickly as possible.

### Voice Services



**1,095,899**

Total calls offered



**4,067**

Phone Crisis Supporters



**79.4%**

FY2023 Call Answer Rate



## 13HELP

Several years on from the Black Summer bushfires and devastating floods in Queensland, New South Wales and Victoria, people impacted by these natural disasters continue to turn to Lifeline for crisis and mental health support.

Three years on from inception, our 13HELP service designated for communities and people impacted by natural disasters recorded its highest ever call volume. This year, 139,692 calls to the service were answered. June was the service's busiest month, with 13,583 calls from help seekers.

With people now beginning to recover and rebuild their lives after the fires and floods, more help seekers in disaster affected communities are reaching out for support. We are grateful for continued funding from the Australian Government as well as generous corporate partners, including Woolworths, whose support ensures this vital service continues to be available.



13 11 14

78.4%

FY2023 Call Answer Rate

The decrease in the Call Answer Rate is as a result of difficulties in attracting and maintaining volunteers post COVID restrictions.



13HELP

89.4%

FY2023 Call Answer Rate





“

I thought my role with Lifeline would be more along a counselling role, but it's not that at all. I'm there to support somebody at their greatest time of need.

”

Toby

Digital Crisis  
Support Volunteer



# Digital Services

Demand for our 24/7 human-assisted digital support services has continued to grow. These services, delivered via text and online chat, are increasingly used by harder-to-reach and at-risk groups, such as young people, people with disabilities and hearing impairment and those experiencing family and domestic violence who may find it difficult to safely call our phone services.

Funding from Give for Good, the Charles Warman Foundation and NSW Government, including an additional \$1.5 million announced by the new Government post the March 2023 election, has been crucial in enabling Lifeline Australia to provide more services to those in crisis.

To ensure no help seeker faces their darkest moments alone we have continued to increase our volunteer workforce. In FY2023, approximately 2,120 people enrolled with Lifeline Australia to become a Digital Crisis Supporter. By the end of the year, our volunteer workforce grew to 1,368. In Q4, 530 applications were processed with 265 offers accepted into the training program. Unlike the voice service, our text and online chat services offer volunteers more flexibility, with Digital Crisis Supporters all working from home to provide support.

This year we completed several projects to better support our volunteers, including developing a new application process for people interested in joining our service.

To ensure volunteers have the skills and confidence they need to be there for people in crisis, we upgraded our self-paced online learning program by adding new features and content, as well as a more flexible delivery approach. Volunteers now have the option to complete the training at their own pace, moving through the course when it suits them over a 6-8 week period.

Practical scenarios and interactive content have also been added, enhancing the theoretical components of the course and providing learners with real-life scenarios to engage with. After the online training, volunteers complete on-the-job shifts in small groups supported by an experienced supervisor who provides coaching and mentoring. When a volunteer can show they have developed the skills to handle messages from a help seeker independently, they become qualified Crisis Supporters and are rostered on shift.

We worked with the Lifeline Centre in Western Australia to build their capacity to recruit and support locally based volunteer Digital Crisis Supporters. With volunteers traditionally recruited and trained by Lifeline Australia, this is a significant shift in the way we interact with volunteers. We believe the new model brings benefits for both volunteers and the Lifeline network. Other Lifeline Centres will be brought on to the model in coming years.

We implemented a workforce planning tool to enable improved management of our volunteers. With the ability to project demand, the tool has improved rostering and scheduling, enabling us to ensure we have enough Digital Crisis Supporters on hand to support help seekers at times of peak demand.

Through a project analysing text messages from help seekers, we have been able to learn more about the help seekers reaching out to Lifeline via our Digital Services. With this information, we have made enhancements to our systems and processes to better connect with help seekers and be there in their times of crisis.

In July 2023, the NSW Government announced a further \$8.2 million over five years to support expansion of Lifeline's text and webchat services in NSW.

**2,120** People enrolled

---

**530** Applications processed

---

**1,368** Volunteers by the end of FY2023



## lifeline.org.au

Lifeline Australia’s website remains an important channel providing information and support for people in crisis, supporters and the Lifeline Member network.

This year, more than 1.47 million people accessed lifeline.org.au and toolkit.lifeline.org.au, our new online Support Toolkit which was launched in April (see page 28 for more on the toolkit).

The most accessed pages on lifeline.org.au included our Crisis Support services (13 11 14, Crisis Chat and Crisis Text), as well as the ‘get help’ sections including:

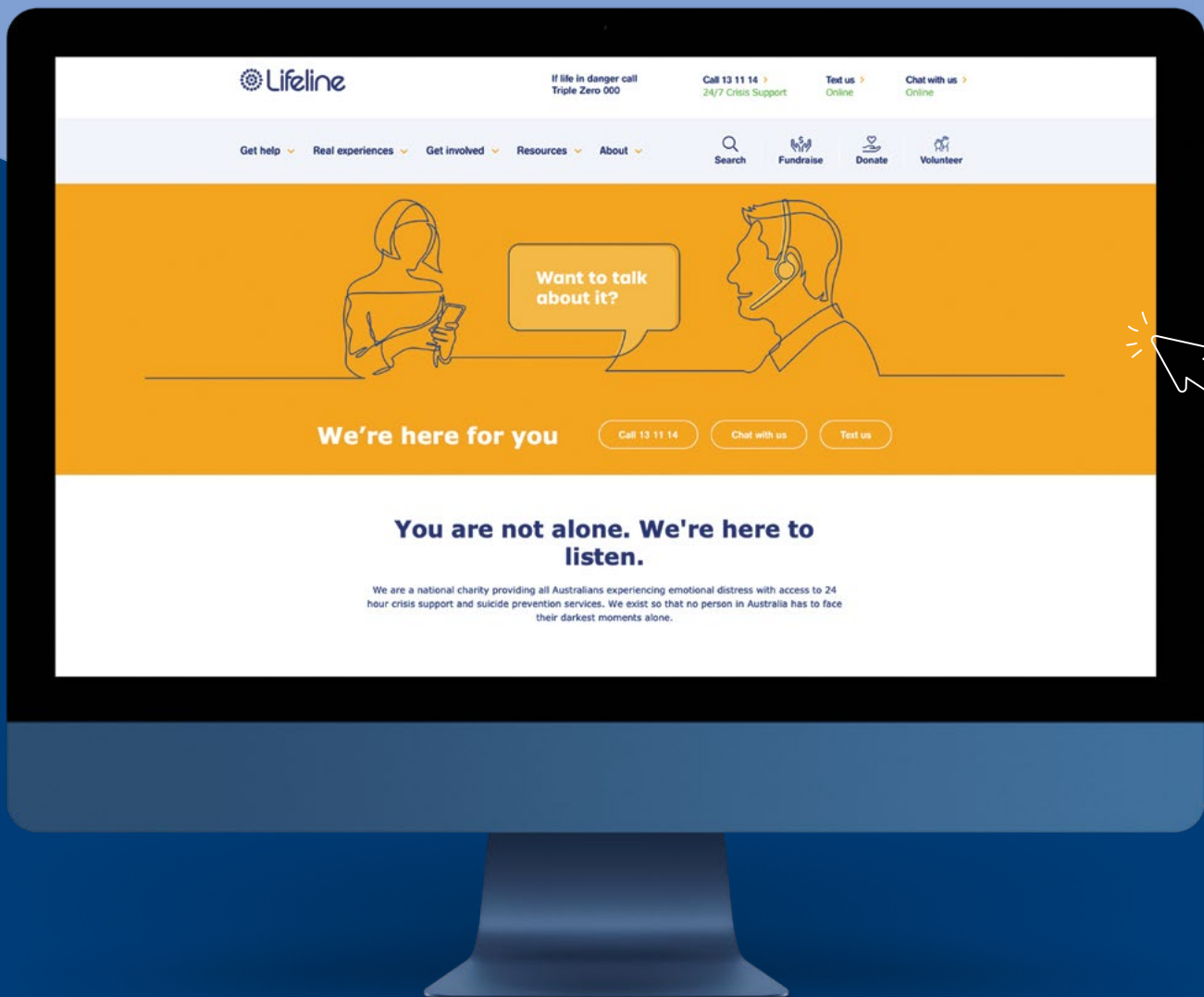
- I’m feeling suicidal
- I’m worried about someone
- Information and support
- External support services.

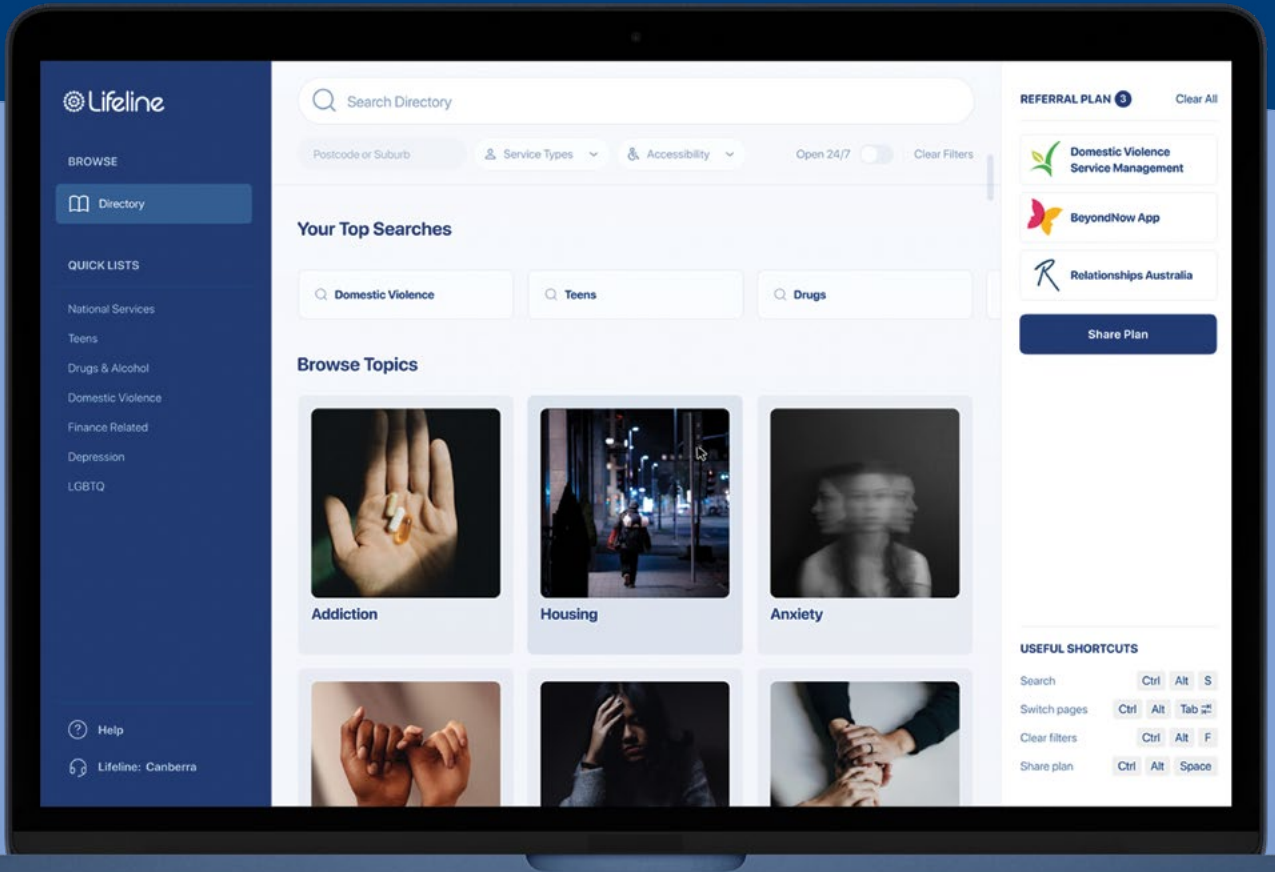
Together, these pages were accessed more than 1.3 million times.

## Impact

**68%** of users are arriving at Lifeline from Google

**57%** are accessing Lifeline from a smart phone, with only 41% using desktop





## Good Design Award

Lifeline received a 2022 Good Design Award – Best in Class for its re-designed ‘Service Finder’ tool. This tool is used by our Crisis Supporters to efficiently find and share relevant support services with help seekers during calls, texts and chats with Lifeline. The previous version of the digital tool was difficult to search, with Lifeline Centres and volunteers creating their own paper-based versions rather than using the online system.

Taking a Human Centred Design approach, we re-imagined a solution that is both easier to use for crisis supporters, provides more value to help seekers, and helps us better understand the referrals we provide.

The improved tool, which incorporates principles of the paper version, allows Crisis Supporters to quickly access the best services arranged by call topic. They can quickly create and customise a ‘referral plan’ just for that help seeker, and send it to them instantly via text message, email, or a quicklink. Data shows that help seekers who access their referral plans usually do so twice, and take action to connect with the services we’ve referred.

The Award is in recognition of the human-centred approach, innovative thinking, and simple design Lifeline created.



# Support Toolkit

[toolkit.lifeline.org.au](https://toolkit.lifeline.org.au)

For 60 years, Lifeline has been here for Australians in crisis, but we know that's not the only type of help people are looking for. This year Lifeline Australia introduced a new support channel for people looking for self-help online.

Available at [lifeline.org.au/toolkit](https://lifeline.org.au/toolkit), the Support Toolkit enables help seekers to access trusted resources and support from Lifeline on their own terms. The site is a safe space for all Australians to access practical, accurate and plain language information as well as curated real-life stories, tools, apps, techniques and services. It supports people at all stages of their wellbeing journey – from understanding how they're feeling and taking first steps forward, to building and maintaining long term behaviours.

Lifeline identified the need for a self-led support channel after noticing more and more people searching for support via the Lifeline website. Some people might be in crisis, but are not yet ready to call our helpline, while others are looking for resources, tools and information they can use to help themselves first. Still more people are looking for information and resources to help them better support friends and family who might be struggling.

To ensure Lifeline could properly meet the needs of this broad range of help seekers, the toolkit was developed in collaboration with people with lived experience. Through more than 60 hours of consultation, they informed every stage of the design and structure of the Toolkit, as well as the type of content help seekers would be looking for. Help seekers are continuing to participate in more workshops and evaluations to further enhance the channel.

Designed to be accessible, inclusive and easy to understand and navigate, help seekers can find information on topics ranging from anxiety, depression and panic attacks through to domestic and family violence, financial stress, trauma, self-harm and substance misuse. A 'quiz' feature helps users to easily and quickly find the right information and resources to help them, and new content is continually added to the toolkit.



I know I need help,  
but I am not ready  
to talk to someone.

In addition to hosting Lifeline information and resources, the Support Toolkit provides easy access to all the best digital resources available for help seekers. The Lifeline team is collaborating with the sector to host information, tools, stories and services that align with the guidelines and intent of the channel.

With support from the nib Foundation, the Toolkit was officially launched and promoted in April.

Lifeline invested in digital and out-of-home advertising as part of the launch. The team is also working with the mental health sector and partners to build awareness of the toolkit and ensure Lifeline is there for all Australians when they need support.

## Impact

**74,000** Unique Australian users  
have accessed the Support Toolkit since launching

**300%** Increased engagement

Users are engaging with the Toolkit 300% more than they did with previous help seeking pages on [lifeline.org.au](https://lifeline.org.au)



I have been looking for ways to manage my substance misuse for years and this is the biggest improvement in readily available advice that doesn't require the involvement of another person.

User feedback



Lifeline  
Self Support Toolkit

Talk to us

Menu

## Depression

What is depression



In this topic

What is depression



Understand the basics of



# 13YARN

13 92 76

In its first full year of operation, Lifeline Australia's 13YARN service went from strength to strength in FY2023, with significant growth in community awareness, Crisis Support Team numbers and the number of people reaching out to the service for support.

13YARN is Australia's first 24/7 crisis support helpline for Aboriginal and Torres Strait Islander people. Funded by the Commonwealth Department of Health, it is staffed exclusively by paid Aboriginal and Torres Strait Islander Crisis Supporters based in Western Australia, New South Wales and Queensland.

A key focus for 13YARN this year was raising awareness and support for the service through face-to-face community visits. The team travelled to regional and remote communities as far and wide as Shepperton in Victoria and Jabiru in the Top End. Typically timed to coincide with festivals and other community events, these visits provided important opportunities to raise the profile of the service in communities. They also helped us gather valuable feedback on how well the service was meeting the needs of callers as well as make connections with like-minded local organisations.



13 YARN



At community visits we talked with local people and set up information stalls stocked with merchandise that community members can take home – so they always have our number within easy reach. The team has visited every state in Australia. The success of these community visits is reflected in the fact we saw a quadrupling of calls from the Northern Territory within just two weeks of our visit to the Barunga Festival near Katherine.

The last year also saw a doubling in the number of 13YARN Crisis Supporters from 24 to more than 50. This reflects the success of our marketing efforts to grow awareness and respect for our brand. The service provides an important source of training and employment opportunities for Aboriginal and Torres Strait Islander people, while also building mental health resilience in communities.



13YARN's profile was also boosted this year through invitations to speak at conferences and a growing focus on partnerships. The service is now supported by more than 700 organisations across the mental health, education and other sectors. These partnerships both raise awareness of 13YARN and allow us to refer people to other support services that are culturally sound.

Looking ahead, we are currently working with our Advisory Board to develop the business case for including a dedicated text service to 13YARN to meet the needs of Aboriginal youth.

*Marj* 13YARN National Program Manager



**Our 13YARN Advisory Board members are:**

- Leilani Darwin Chair
- Anna-Louise Kimpton (representing NACCHO)
- Colin Seery
- Professor Pat Dudgeon AM FAHMS
- Rachel Fishlock (representing Gayaa Dhuwi)
- Tania Dalton



# Lifeline Community

## NSW Community Collaboratives

The partnership between Headspace National Youth Mental Health Foundation and Lifeline Australia to help communities impacted by suicide deaths to better detect, respond and recover has continued.

Recognising that when a suicide death occurs the impacts can be felt community-wide, this initiative supports key community groups, services and stakeholders to come together for a collaborative, rapid, effective and compassionate whole-of-community response.

Working with consultants from Headspace and Lifeline, collaborators develop a unique protocol and action plan of strategies to reduce the impact of suicide and prevent future risk within their own community. Aimed at addressing local need, stakeholders involved may include local police, mental health services, community groups, educators, government and non-government agencies and local council.

Since the introduction of the initiative in 2021, several NSW communities have worked with headspace and Lifeline to put in place collaborative, community-led protocols and response strategies. These have included ways to foster closer relationships between stakeholders, measures to encourage the sharing of knowledge and resources, as well as activities to instil a sense of community connection and hope.

This year, with some communities now self-sufficient, headspace and Lifeline have been able to expand into new communities.

This initiative is funded by NSW Health as part of its 'Towards Zero Suicides' work.

“When there is something that happens in [the] community we know who to call, there’s a lot more communication... to fill the gaps of what needs to be done to support [the] community in need.”

Clare

Lifeline Australia  
Project Manager



## IAG Community Connection Project

With support from our partner IAG (through its NRMA Insurance brand) we have been able to continue to provide people living in flood affected areas with access to free video sessions with qualified counsellors.

This was a much-needed extension of IAG's initial \$2 million in funding which supported people and communities impacted by the 2019–2020 bushfires, COVID-19 pandemic and floods in 2021 and 2022.

When an individual experiences a crisis, managing practical aspects such as rebuilding their home, returning to work and recovering from physical injuries often becomes their priority. It can be several years before they seek support for their mental health and wellbeing. Three years after the bushfires, COVID-19 and the floods, people in impacted communities have continued to call Lifeline for support.

### **Project reach 2022 – September 2023**

When funding for this initiative comes to end in September 2023, Lifeline and IAG will have provided over 2,600 free video counselling sessions.

Primary presenting issues in video sessions with individuals living in flood affected communities were as follows:

- psychological distress
- financial stress
- hopelessness
- grief and loss
- unemployment
- homelessness, and
- trauma.







Presenters were absolutely incredible. Created a great space to learn and conveyed all information in a very effective way. I will leave this workshop knowing so much more about this area, and I will take away so much. Thank you both for the incredible session.

**Workshop participant,  
Shenton Park, WA.**

## DV-alert

This financial year marked an important new phase in the fight against domestic and family violence, with the Australian Government's launch of a new, ten-year *National Plan to End Violence against Women and Children 2022-2032*.

Funded by the Department of Social Services, and delivered by Lifeline since 2007, DV-alert is a nationally recognised program of training that empowers frontline workers to take safe and appropriate action to support people experiencing domestic and family violence.

Funding has been granted for this vital program for the next five years (2023–27) under the first *Action Plan of the National Plan*.

2022–23 was a busy time for the DV-alert program. Some of the highlights from the year include:

- 368 workshops delivered to 5,600 frontline workers in all Australian states and territories, including the Tiwi Islands.
- 316 learners completed the nine-week eLearning course achieving the unit of competency in recognising and responding appropriately to domestic and family violence.

- A 12-month project to restructure and revise DV-alert content – the biggest in the program's history – was completed. The Program Enhancement Project delivered:
  - A comprehensive new Foundations eLearning course
  - Four new workshops, including three 1-day workshops and a 2-day core training workshop, providing frontline workers with updated, accessible content and flexible learning pathways
  - A refreshed website and new administration and reporting structures to support the revised program.

DV-alert was also engaged by the Department of Social Services to create training and support resources to help small business prepare for the implementation of legislated paid family and domestic violence leave which is effective from 1 August 2023. A podcast model was opted as the most engaging and accessible way to deliver these resources. Ten, 10-minute episodes were created for a series which was aptly titled, 'Small Business – Big Impact.' This is DV-alert's first foray into the world of podcasting, and it is unlikely to be the last.

We acknowledge the members of the DV-alert Advisory Panel whose advice and contribution to the new DV-alert Foundations workshop is greatly appreciated.

# Workplace and Community Training

Lifeline Australia works with Lifeline Centres throughout Australia to deliver training programs to support organisations and communities to be mentally healthy. Our evidence-based, interactive courses focus on building resilience, suicide awareness and prevention strategies. Courses are delivered online or via face to face sessions at workplaces and in the community. We also provide a range of eLearning offerings so people can access our training anywhere, anytime.

From the feedback we receive, our training remains highly regarded which inspires us to continue to develop and deliver more program offerings. Our platform continues to inform, upskill and engage with communities across Australia.

In FY2023, programs included the facilitator-led Accidental Counsellor and Managing Challenging Interactions courses, the Introduction to Domestic and Family Violence webinar as well as our self-led Mental Health and Wellbeing course. We also delivered a tailored Mental Health & Wellbeing course for the Road, Transport, Warehousing and Logistics sector through our ongoing partnership with the Healthy Heads in Trucks and Sheds Foundation.

We continued to build strong training ties with organisations such as The University of Sydney, Parliaments of NSW and Victoria, Departments of Infrastructure, Transport, Regional Development, Communications and the Arts, IAG and RACV, to name a few.

## Impact

**1,500+** People accessed  
our Accidental Counsellor eLearning module

**175+** Courses delivered  
to individual organisations with over 3,500 staff trained





# Research and Advocacy

As Australia's largest provider of suicide prevention services, Lifeline Australia contributes policy advice to governments, and takes a lead role in advocating for an Australia free from suicide. We also continuously explore measures to improve our services and supports to reach more Australians in crisis in the most impactful way.

To ensure our advice, advocacy work and services are properly informed, we participate in research activities with partner organisations and individuals with lived or living experience to build crisis support and suicide prevention knowledge and evidence-based practice.

This year Lifeline Australia made the following submissions to government and other agencies in relation to suicidality, suicide prevention and mental health:

## **Inquiry into the extent and nature of poverty**

In this submission we offered our perspectives on socioeconomic disadvantage, noting the impacts of both material and social resources on suicidality, and its role in suicide. We systematically outlined the impacts of poverty on suicidal thoughts and behaviours and made recommendations for addressing those impacts with a view to reducing lives lost to suicide.

## **Victorian Suicide Prevention and Response Strategy**

We submitted recommendations on the proposed new strategy, focusing on three key areas:

- The critical role of helplines in helping people find and access treatment, care and support;
- Community and workplace gatekeeper training as a key facilitator of suicide prevention and response initiatives; and
- The role of universal aftercare in supporting people at risk of suicidal behaviour.

## **National Suicide Prevention Strategy scoping paper**

We provided advice on the development on the National Suicide Prevention Strategy.

## **Senate select committee into disaster recovery and resilience**

Looking towards a future characterised by more frequent and intense disasters, with recent evidence of significant related public concern, our submission to this Senate Select Committee called for a clear need for a comprehensive approach to disaster resilience planning in Australia. Drawing from recommendations offered by the World Health Organisation (2022), we endorsed the need for mental health and wellbeing to be considered a core element of resilience workforce planning.

In the research space, our collaborative project with the University of Melbourne, *Preventing suicide in boys and men*, saw substantial developments. This project aims to create, implement and evaluate a training module to further upskill Lifeline Crisis Supporters in engaging with and responding to male help seekers using a randomised controlled trial. The project, which commenced in 2020, is funded by Million Minds Research Fund (MMRF) and expected to conclude in 2025.

“

The Lifeline Research Office has had another busy year delivering thought leadership on topics affecting the everyday lives of Australians. Those included the cost of living and impacts of poverty, the impacts of more frequent and intense environmental disasters, and State and National approaches to preventing suicide.

”





*Anna*

Chief Research Officer  
Lifeline Australia



# Lifeline Direct

Lifeline Australia's wholly owned subsidiary, Lifeline Direct (LLD) delivers crisis support and suicide prevention services in a growing number of regions across New South Wales (NSW), Victoria and the Northern Territory. The LLD team shares administrative and other support services across its network of Centres, working collaboratively to ensure people reaching out for support get the help they need.

In the past year, LLD added Centres and services in Alice Springs, Western Melbourne, Armidale and Bondi to its existing portfolio of Centres and shops in Geelong, South-West Victoria and the Northern Rivers, New England, Hunter and Central Coast regions of NSW.

LLD Crisis Supporters across the network answered 85,428 calls to 13 11 14, 9.8% of all calls from help seekers to the national service.

## Training

LLD delivers vital community based 'skills for life' training aimed at building the capacity of community members to support themselves, or someone they know who may be having thoughts of suicide or challenges with mental health. The suite of workshops, which can be delivered in-person or online, include:

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

## FY2023 Training Highlights

- **4,873 participants**
- **327 training events**
- **27% delivered online**

We also continued to provide in-community support and training for people and communities impacted by the 2019-20 bushfires. A further 1,025 people from communities right across the northwest of NSW attended 74 events, building capacity to better support each other.

## Flood Recovery

The LLD team in Northern NSW has spent much of FY2023 recovering and rebuilding after the floods that devastated the region in early 2022. LLD lost its Lismore call centre, warehouse and three Lifeline retail stores during the disaster.

This year, the team refurbished and re-opened the call centre and one retail store in Lismore. There are plans to expand the retail space in the coming year.

In October 2022, LLD proudly commenced a community-based flood recovery program supporting people who were affected by the floods. Through this program, LLD staff connected with impacted people in the community, providing them with practical support and links to local community support services. To date, we have delivered seven Accidental Counsellor and two safeTALK sessions, to over 120 people in the Lismore and Ballina Local Government Areas. Feedback has been overwhelmingly positive from both community members and businesses.

## New Services in Western Melbourne

This year LLD was successful in its bid to expand services into two new regions in Western Melbourne. Through a new and significant partnership with Victoria University, LLD opened a call centre at the university's St Alban's campus. LLD recruited staff and trained new volunteer Crisis Supporters, with the centre commencing answering calls from help seekers in June 2023.

LLD also found sites for the first Lifeline retail shops in the area. The goal is for the first two shops to open in early FY2024, with more to follow in the following months. The stores will generate a revenue stream to fund the St Alban's call centre and build a sustainable service.



Rob

CEO, Lifeline Direct Ltd (LLD)

### Expanding into NT

Lifeline Central Australia moved into the LLD family, expanding the reach of the LLD network into the Northern Territory. The Alice Springs-based team will continue to deliver community-based training, leveraging support from the larger LLD network to build capacity in the local community. Opportunities for future growth in the Northern Territory are being explored.

### Building Presence in New England

In a first for the service, LLD New England Northwest was Toyota's official charity partner for the January 2023 Tamworth Country Music Festival. The partnership raised \$50,000 which is helping to establish Lifeline services in Tamworth. To support this, a purpose-built Lifeline Centre is currently under construction and LLD is recruiting and training Crisis Supporters in preparation to open the call centre in late FY2024.

We also opened our first call centre in Armidale in April 2023, with local Crisis Supporters supporting people around the country calling 13 11 14.

### Program Accreditation

Proudly, two of LLD's community-based postvention programs, Eclipse and Aftercare, received formal accreditation through Suicide Prevention Australia, the peak national accrediting body for suicide prevention programs in Australia. To achieve accreditation, Eclipse and Aftercare were assessed against the Suicide Prevention Australia Standards for Quality Improvement, updated in 2022.

### Push-Up Challenge and Fundraising

Staff and supporters from across the LLD network participated in the Push-Up Challenge in June, raising more than \$150,000 to support service delivery. This was one of many significant achievements in fundraising efforts across LLD in FY2023, contributing to LLD's highest year of fundraising revenue since its inception in 2017.



# Marketing and Media

## Holding on to Hope

We kicked off the second season of the *Holding on to Hope* podcast in February, with a new look and a new host, Ruben Mackellar. Ruben is a Lifeline Ambassador and volunteer Crisis Supporter with lived experience, having lost his father to suicide at the age of 15.

In the eight-episode series, Ruben chats to everyday Australians who have experienced suicidality and mental illness, using first-person storytelling to explore how they continue to overcome challenges through strength, courage and connection.

The episodes, which are released fortnightly, aim to help people improve their understanding of mental health while also learning techniques including self-care, building resilience and taking the first steps towards asking for help.

To reach a larger audience, video content of each episode is also created and shared on Lifeline's website and social media channels.

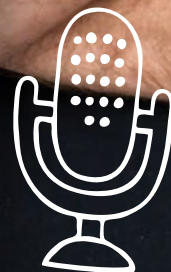
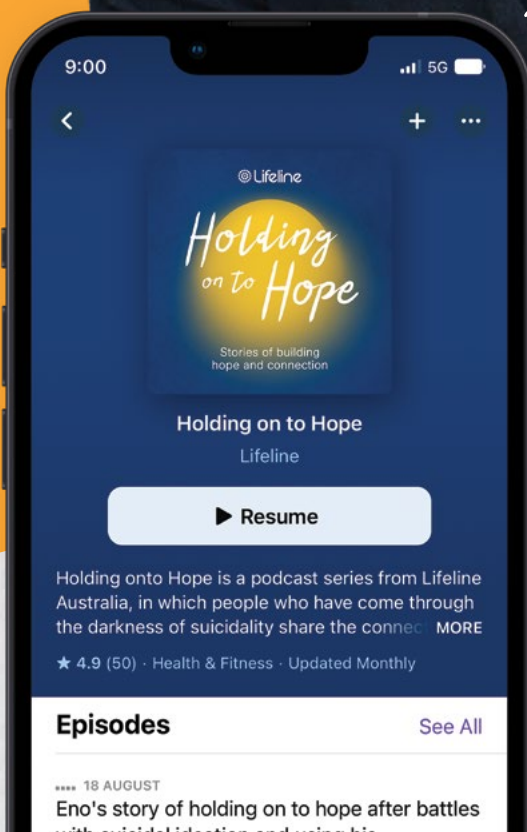
This new content channel has become an important platform for Lifeline, aligning with our goal to share more stories of lived and living experience and put names and faces to the statistics. We believe by sharing real stories, we can break down the stigma around suicide and help others feel less alone in their moments of darkness.

9,000+

Downloads since February 2023



Positive reviews from listeners and interviewees





## World Suicide Prevention Day

This year, to coincide with World Suicide Prevention Day (WSPD), Lifeline Australia launched a dynamic new campaign to build advocacy around WSPD and challenge some of the common stigmas around suicide.

The Shine A Light campaign aims to do just that: encourage people to step out of the darkness into the light and have conversations around suicide. Lifeline Australia worked with the Lifeline Lived Experience Advisory Group to put together a list of common stigmas and a toolkit of resources to challenge these stigmas.



## Out of the Shadows Walk

Concurrently, Lifeline Australia held its inaugural Out of the Shadows Walk on World Suicide Prevention Day (10 September) 2022. While many Lifeline Centres continue to organise their own memorial walk events, this was the first time Lifeline Australia staged its own walk event.

The Out of the Shadows event asked participants to walk nine kilometres for the nine Australians lost to suicide every day. The event was a huge success, with 4,223 people lacing up their walking shoes to raise vital awareness and raised funds for suicide prevention.





## Celebrating 60 Years of Hope

At 5pm on the 16 March 1963, Lifeline opened its telephone lines for the very first time. In the six decades since, our extraordinary volunteers have answered 23 million calls from Australians in crisis and turned Lifeline into a globally recognised leader in suicide prevention.

To celebrate this milestone Lifeline Australia curated a series of events and campaign assets for our supporters to celebrate and acknowledge the impact Lifeline has had on the community and the role we continue to play in supporting the wellbeing of the community into the future.

### Creation of 60 Years Lockup

We designed a commemorative logo to feature on all campaign elements and be used across the entirety of 2023 to mark the 60th Birthday.

### Vice-Regal Events

State Governors from around the country held Vice-Regal receptions for Lifeline staff, volunteers and supporters in their state. Held at Government Houses in Sydney, Hobart, Brisbane and Adelaide, these events were a fitting tribute to the extraordinary contribution made by so many members of the Lifeline community.



### Holding Hope Documentary

We commissioned a documentary exploring Lifeline's history and legacy. Directed and produced by Australian filmmaker, Genevieve Bailey, this intimate film is a true reflection of the collective determination, commitment, resilience, and compassion that has shaped Lifeline over the past 60 years. It showcases the key milestones on Lifeline's journey through personal stories and recollections from our CEO, Patron, researchers, volunteer crisis support workers and help seekers. Each contributor speaks about an aspect of Lifeline's rich history and the organisation's enormous capacity to change and save lives.

The film, presented by Lifeline Australia and Proud Mother Pictures, was officially released on our birthday on the 16 March 2023 at an exclusive screening at Event Cinemas in Sydney.

### 60th Anniversary Website

To help shine a light on Lifeline's six decades of unwavering support for the Australian community, we also developed a dedicated 'Celebrating 60 Years of Hope' website. Promoting the new lockup, the website features a 'Humans of Lifeline' section, which explores Lifeline's rich history and achievements through the personal recollections of some of our dedicated volunteers, employees and ambassadors who share our vision for an Australia free of suicide. The unique stories shared by these remarkable individuals exemplify how crucial moments of human connection save lives and offer hope to those facing their darkest moments.



## Heroes Wear Headsets

With more help seekers than ever reaching out to Lifeline for support, in November we ran a campaign encouraging former volunteer Crisis Supporters to return to the Lifeline team.

The national campaign featured photos and stories of five current volunteers and positioned our Crisis Supporters as heroes who save lives. We targeted people who had previously volunteered as a Crisis Supporter so they could be fast-tracked back into the service and ready to answer phones within a short timeframe.

**550** People registered their interest in volunteering.

**28** Former Crisis Supporters re-connected with Lifeline.

## National Volunteer Week

During National Volunteer Week in May, we ran a campaign to thank the 10,000 volunteers across the Lifeline Australia and member network and celebrate how each volunteer is creating change for people facing their darkest moments.

To show the breadth of volunteering opportunities with Lifeline, the campaign featured real volunteers from Lifeline shops, our Book Fair events, digital and phone services as well as volunteers with lived and living experience who have shared their story to help others. The goal was to show that a Lifeline volunteer isn't only somebody who answers calls to our helpline.

We integrated our '60 years of hope' messaging in the campaign to highlight the critical role volunteers continue to play in delivering on Lifeline's mission.

As part of our partnerships with Westfield and oOh Media, the campaign featured nationally in Westfield Shopping Centres and on retail and office spaces via out-of-home advertising.







“As a Lifeline Ambassador, I want to continue to educate Australians about the role Lifeline plays supporting people in crisis. I also want to help facilitate conversations with the goal of directing more funds towards Lifeline services.”

TOM

## Ambassadors

To grow our profile in the advocacy space, this year we introduced an Ambassadors Program and brought on board three passionate suicide prevention advocates who share Lifeline Australia's vision for an Australia free of suicide. Each with a different lived experience, our ambassadors are motivated to share their stories and be proactive in helping to break down the stigma surrounding suicide deaths. All three have been involved Lifeline Australia's awareness and fundraising campaigns including our 60th anniversary celebrations, the Holding on to Hope podcast, Out of the Shadows, our National Volunteer Week campaign and the Push-Up Challenge.

To be there for someone through their darkest times is really special. I'm not a psychologist, or a counsellor. I'm just an everyday person who is there to support someone in need.

**Ruben** Volunteer Telephone Crisis Supporter

If I'd made a call to Lifeline at that time, things may have turned out different.

**Matt** Lifeline Australia Ambassador



# Fundraising and Philanthropy

## The Push-Up Challenge

In 2023, Lifeline had its biggest and most successful Push-Up Challenge campaign yet, with an incredible 69,289 participants.

As in the previous years, the event challenged participants to complete 3,144 push-ups over the month of June, one for every Australian who died by suicide in 2022. The participants were encouraged to complete a daily quota of push-ups and record them on the challenge app. Daily mental health facts, tips and strategies throughout the event helped to keep people motivated and raised awareness about mental health and suicide prevention.

To help increase the profile of the Push-Up Challenge this year, Lifeline Australia enlisted the support of ambassadors, former AFL player Tom Boyd (National Lifeline Ambassador), AFLW player Steph Chiocci and former *Farmer Wants a Wife* star, Will Simpson. Each of our ambassadors took part in the Challenge and shared their progress widely with their networks, boosting participation in the event. Lifeline Australia also partnered with Scentre Group in 2023 to increase engagement with the Push-Up Challenge through Westfields.







Such a wonderful organisation supporting such an important challenge in our society. I am thankful and proud to help support this cause as well. Thank you!

**Giving Day Donor**

Lifeline saved my life one year ago. Will be forever grateful to the lady who conversed with me on the phone that desperate night...

**Giving Day Donor**

## Giving Day

We held our third and most successful Giving Day on Wednesday 1 March. This digital fundraising campaign ran over a 24-hour period, with donations from individuals matched by generous corporate partners, Give for Good (the charity arm of Domino's Pizza), Drummond Golf, Safestyle, Xbox and five individual donors. Every dollar donated on Giving Day went towards Crisis Support services.

Building on the 2022 campaign, we continued to use the Rays of Hope messaging which recognises our matching partners and donors, as well as the amazing Lifeline Crisis Supporters who offer hope and connection to people who may otherwise face their darkest moments alone.

In the lead-up we sent emails to our donor base to build excitement and awareness. We asked people to be a 'ray of hope' and support our campaign. A video was also shared, emphasising that Lifeline continues to receive a record number of calls and Crisis Supporters are logging more hours than ever before.

On the day, Lifeline Australia Patron John Brogden was interviewed on ABC Sydney Radio and emails and text messages were sent to donors to encourage them to help us reach our target. At lunchtime, after reaching our initial target, we increased our goal and watched the total rise towards our new target as our donors responded generously for the remainder of the matching period.

The campaign was also used to kick off Lifeline's 60th birthday celebrations.

## Impact

# 26,000

Funds raised provided 26,000 people with access to 24/7 crisis support via text message.

## Facebook Challenge

Piloted in 2022 Facebook fundraising has been an area of growth for Lifeline Australia, leveraging a vast user base and social sharing features to strengthen fundraising efforts and reach new audiences.

During 2023 Lifeline Australia conceived and activated two Facebook Challenge campaigns enabling us to expand our donor base and raise awareness effectively.

Acquisition strategy centred around paid Facebook ads, supplemented by direct email communications to our Campaigns and Community supporter database.



### November 2022 63 Squats a Day in November Challenge

This challenge encouraged participants to complete 63 squats a day throughout the month of November, aligned with the statistic that 63 Australians die every week by suicide.

#### Campaign performance

**2,615** Fundraising pages

**8,501** Calls funded

#### Group performance

**5,026** Members **69,336** Reactions

**3,528** Posts

Participants received a merchandise pack as an incentive to join the challenge which included a t-shirt, 'thank you' impact card and calendar.

A private Facebook group played a key role in the overall success of each campaign by connecting participants, boosting engagement, encouraging peer support, and strengthening the community's connection to the cause.



### March 2023 10,000 Steps a Day Facebook Challenge

Following on from the success of our first #Steps2SaveLives campaign in May 2022, we chose to run the 10,000 Steps a Day Facebook Challenge again in March 2023 to coincide with Lifeline's 60th birthday.

#### Campaign performance

**2,516** Fundraising pages

**6,965** Calls funded

#### Group performance

**4,228** Members **38,887** Reactions

**2,330** Posts **10,625** Comments



## Shine a Light Holiday Campaign

In the lead-up to summer and the holiday period, we launched the 'Shine a Light' Holiday Campaign for the second year running. This campaign aimed to raise vital funds while also promoting two wellness resources specifically designed to help people in need navigate the festive period and celebrations through summer.

The '12 Days of Wellness Guide' provided tips to help people look after their own mental health. The second resource, 'Supporting a Loved One', focused on how to support someone else during a difficult time.

Over two months, the campaign was promoted across all Lifeline Australia channels, as well as through outdoor media, radio and print advertising in most capital cities, and editorial in the Sydney Morning Herald, Australian Women's Weekly and Woman's Day.



## Impact

**809** Individual donors

**1,283** Downloads  
of the two wellness guides

## Paddle Across the Bay

This year we were proud to be the charity partner for Paddle Across the Bay, Australia's largest charity stand-up paddle board event. On Saturday 4 March, 327 people from 38 teams paddled across Port Phillip Bay from Brighton Beach to Port Melbourne to raise funds for Lifeline Australia.

Lifeline Australia was able to answer 1,549 calls thanks to the amazing community of paddlers, their supporters and event sponsors.

In challenging themselves to complete the 10-kilometre paddle, participants highlighted the importance of community, connection and exercise in maintaining mental health.

We are looking forward to building on our partnership with Paddle Across the Bay in 2024 to grow the event and continue to raise awareness about the importance of exercise for positive mental health and wellbeing.



# Our Major Partners and Supporters

## Principal Partners and Supporters



## National Partners





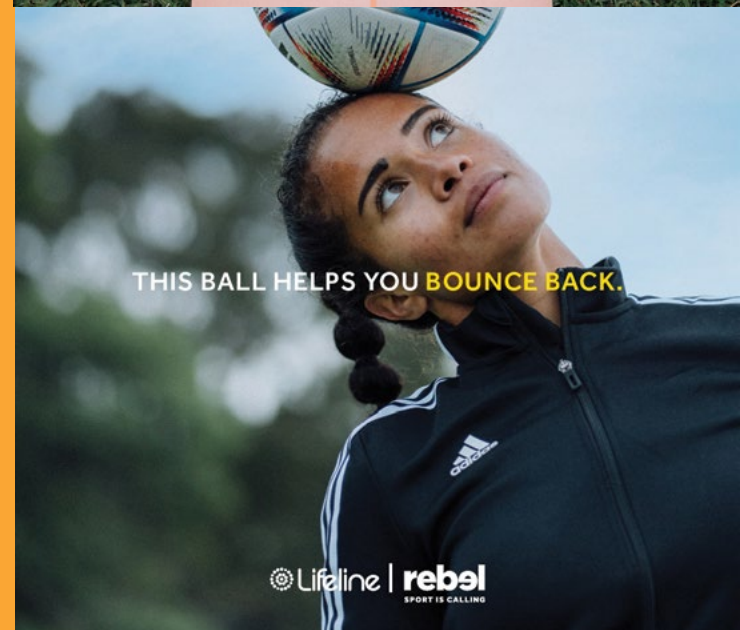
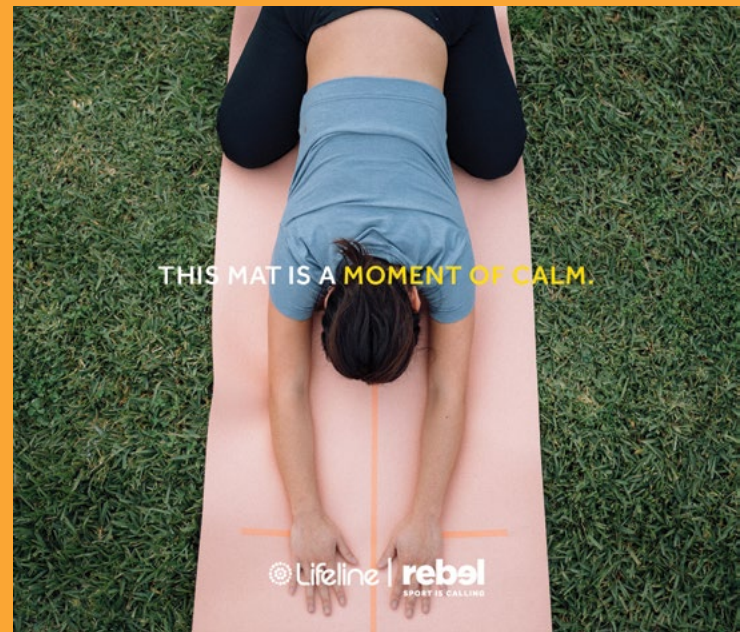
## rebel Principal Partner

In the second year of our partnership with rebel, we continued to work collaboratively to promote the transformational impact that physical activity can have on an individual's physical and mental wellbeing.

In the lead-up to World Mental Health Day on 10 October, rebel and its partners ran a week-long campaign to raise funds for Lifeline services, while also promoting the positive benefits of sport. For every product sold at a rebel store or online, \$1 was donated to Lifeline. Customers could also donate directly to Lifeline Australia in store.

With the tagline, "Mental Health is a Team Sport" the campaign's landing page shared 12 mental wellness tips as well as Lifeline's 13 11 14 helpline. This year, Matildas stars and rebel ambassadors, Mary Fowler and Ellie Carpenter added their voice to the campaign, talking about the impact that sport has had on their own mental health and wellbeing.

rebel continued to support the Lifeline Australia Be Active community fundraising portal as official sponsor. This portal encourages people from all walks of life to act and fundraise for Lifeline. It provides resources, tools and information to make fundraising for Lifeline as simple and easy as possible.



## NRMA Insurance Principal Partner

Lifeline Australia and NRMA Insurance have been partners for more than three years, providing communities impacted by bushfires and floods with targeted resilience training and counselling support.

In 2022, the partnership was extended with a \$330,000 contribution which enabled Lifeline to continue providing free video counselling services to people living in flood affected communities.

This builds on the \$2M partnership with RACV from 2020–22 when we trained 2,266 Community Connectors with the skills to safely and effectively support people in 23 disaster affected communities who are in crisis or experiencing emotional distress.

When the initiative came to an end in September 2023, more than 2,600 individual video sessions with qualified counsellors would have been made available to individuals living in communities in New South Wales and Queensland.



## Woolworths Principal Partner

Lifeline Australia's partnership with Woolworths continued to go from strength to strength in FY2023, with the supermarket group donating another \$239,420 to help improve the wellbeing of disaster-impacted communities. This takes Woolworth's total contributions to \$2,488,414 since the partnership began back in 2016.

Woolworths contributes to Lifeline Australia under the Support Through Australian Natural Disasters (S.T.A.N.D.) program.

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

We thank the Woolworths Group for their life-changing and enduring commitment to Lifeline Australia's work.



## nib foundation National Partner

This year the focus of our partnership with nib foundation has been the continued development of our Support Toolkit, which launched in April. This new resource, available at [toolkit.lifeline.org.au](https://toolkit.lifeline.org.au), is a standalone website providing practical information, tools, apps, techniques and services for help seekers who aren't ready to talk to someone else about their situation, or who would prefer to manage things themselves first.

Support from nib foundation helped to fund the huge amount of design, development and implementation work that has gone into creating the website.

As part of the partnership, we also offered employees of nib the opportunity to engage more deeply with Lifeline Australia through three volunteering opportunities:

- Lifeline Book Fair Chatswood – 13 nib volunteers unpacked four truckloads of books for the book fair.
- Lifeline Warehouse Hamilton North – Over 2 sessions, 9 nib volunteers helped to sort and pack donated goods in our warehouse.

For more about the Support Toolkit, see page 28.







## AFL National Partner

Lifeline Australia was proud to be the official charity partner at the 2022 Toyota AFL Grand Final Eve Lunch in Melbourne. Lifeline also had exclusive rights to run fundraising initiatives on the concourse outside the Melbourne Cricket Ground at the Grand Final match, providing great exposure for our brand.

### The Lifeline Cup 2023

Sydney-based rivals, the Sydney Swans and GWS Giants went head-to-head in the two-match Lifeline Cup, which aims to raise awareness about the vital work Lifeline does in the community.

The derby games were played in July 2022 and April 2023. For the April match, we launched new campaign messaging encouraging fans to buy a virtual seat in honour of those who couldn't be at the game, including the Lifeline Crisis Supporters answering calls, loved ones who may be struggling and those who had lost their lives to suicide.

On the match days, LED signage and big screens at the ground, stadium announcements and player content promoted Lifeline support services and the campaign.



## Western Bulldogs

Our partnership with the Western Bulldogs continued for a second season, with the Footscray-based team getting behind our *We're All Mental Health Supporters* campaign in August 2022. The team dedicated their round 22 match against the GWS Giants to Lifeline, encouraging fans to show their support for Lifeline services. Supporters were encouraged to make a donation to Lifeline Australia at the till, via digital channels or through the Western Bulldogs community program's Sons and Daughters of the West.

To align with the partnership's aim to raise awareness for better mental health and wellbeing in the AFL community, Lifeline updated the AFL Supporters' Care Kit, created in the previous year. Standing for Connect, Ask, Remind, Empower, the Care Kit contains information and advice to help AFL fans have the skills to support a friend or loved one experiencing a crisis.

In May 2023, the partnership was extended for a third year, with players from the Western Bulldogs signing up to take part in the Push-Up Challenge in June and raise vital funds for suicide prevention.

## Give for Good National Partner

We are very proud of our partnership with Give For Good, Domino's registered Charity. Over three years, funding from Give for Good has enabled Lifeline to expand its digital support services for people in crisis through our Text and Chat service. Give for Good has also been the primary matching partner for our Giving Day fundraising campaign, since 2021.

At this year's Giving Day on 1 March 2023, \$250,000 in matched funds from Give for Good was crucial in achieving a fundraising total of \$650,010. This is enough funding to provide 26,000 people with access to 24/7 crisis support via Lifeline's Digital Services. As part of the partnership, Giving Day donors also received a 20% off voucher from Domino's Pizza with their donation receipt as a gesture of thanks.

Lifeline was also delighted to be a recipient of Domino's Annual 'Dough Raiser' Round Up fundraising campaign. Through this initiative, Domino's customers have the option to round up their order to the nearest dollar with the extra change going to Lifeline via Give for Good.

**More than \$750,000** donated over the lifetime of this partnership, enabling Lifeline to be there for over 30,000 people going through their darkest moments.

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.



## Buildcorp Foundation National Partner

Recognising both the increasing rate of suicide in women, and that young men working on construction sites are twice as likely to take their own life compared to others in the community, Buildcorp established its charitable foundation with aim of supporting the mental health sector in an impactful way. Since 2015, the Foundation has been purposefully fundraising for mental health and suicide prevention initiatives.

Lifeline Australia is both honoured and grateful to be a long-standing beneficiary of support from the Buildcorp Foundation, receiving over \$1.6 million in funding since 2015. This amazing support has enabled Lifeline Crisis Supporters to answer 35,897 phone calls for help or reply to 73,683 text or web chats from people in crisis. It has enabled thousands of referral plans to be created, positively impacting hundreds of lives each week.





# Thank You to our Major Supporters and Funders

## Corporate Supporters

Acciona Infrastructure Australia Pty Ltd

Australia Post

BDO Australia Ltd

Ben Hunter Pty Ltd

Canterbury-Bankstown Bulldogs Rugby League Club

Charity Greeting Cards

Chimu Adventures

Cisco

Count Charitable Foundation

Data#3 Limited

Endes Pty Limited

Essential Energy

First National Real Estate Karratha

From The Trenches

Gene Pty Ltd

Greater Western Sydney Giants Australian Rules Football Club

Ignite HQ Australia Pty Ltd

Isuzu UTE Australia

KPMG

M.J. Bale

McGrathNicol

National Storage

Northrop Grumman

Paragon DCN Pty Ltd

Programmed Skilled Workforce Limited

Reserve Bank Benevolent Fund

Safestyle

Scentsy

SEEK Limited

Sydney Swans Australian Rules Football Club

The Australian Sheep & Wool Show

The Westpac Group

Trinity College Associated Clubs Inc.

Wellbeing Committee

Wallbridge Gilbert Aztec (WGA)

Western Bulldogs Australian Rules Football Club

## Government LLD Government Funders

Australian Government – Department of Industry, Science and Resources

Healthy North Coast PHN

Hunter New England and Central Coast PHN

NSW Government – Department of Communities and Justice

NSW Government – Department of Health

NSW Government – Department of Regional NSW

NSW Government – Office of Responsible Gambling

Resilience NSW

Service NSW

Victorian Government – Department of Families, Fairness and Housing

Victorian Government – Department of Jobs, Precincts and Regions

Woollahra Municipal Council

## Government LLA Government Funders

Australian Government Department of Health and Aged Care

Australian Government Department of Social Services

Northern Territory Department of Health

NSW Ministry of Health

Tasmanian Department of Health

Victorian Department of Health



# Thank You

## Trusts and Foundations

ACME Foundation

Badge Constructions Charitable Endowment

Bruce and Joy Reid Trust

Carcione Foundation

Charles Warman Foundation

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

Davies Family Foundation

Fell Foundation

JLDJS Foundation

Kamener Foundation

Laby Foundation

Price Family Foundation

Reuben Pelerman Benevolent Foundation

Telstra Foundation

The Corio Foundation

The LOYAL Foundation

The Lady Fairfax Charitable Trust

The Roberts Family Foundation

The Tibra Capital Foundation

Victor Smorgon Group –  
Employee Giving Program

Wheatley Family Foundation

## Individuals

Alison Hunter

Bryan Rollins

Charles Tegner

Ellen Koshland

Francis Tan

James Munro

Jamie Nemtsas

Joanne Crewes & Ghassan Allouche

Jocelyn Browning

Joseph Damjanovic

Kerry Seymour

Leo & Ann Browne

Leon Ball

Meredith Gray

Mik Wilson

Mitchell Skinner

Sophie and Stephen Allen

Stanley Ho

Steven and Irene Kunstler

## Estates

The Estate of the Late Barbara Craig

The Estate of the Late Denis Stanley Klein

The Estate of the Late Mary Jane Derrick

The Estate of the Late Jann Rae Collison

The Estate of the Late John Edwin Davies

# 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: [www.lifeline.org.au/about/governance/](http://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.

<b>Mrs Jacinta Munro</b>	Chair, Independent Director
<b>Mr Travis Dillon</b>	Deputy Chair, Independent Director
<b>Rev. Geoff Flynn</b>	Non-Independent Director
<b>Mr Robert Hubbard</b>	Chair – Audit and Risk Committee, Independent Director
<b>Mr Luke Lindsay</b>	Non-Independent Director
<b>Ms Philpa Watson</b>	Non-Independent Director
<b>Mr Bruce Mansfield</b>	Independent Director
<b>Mrs Michelle Phillips</b>	Chair – Governance and People Committee, Independent Director
<b>Mr Andrew Moore</b>	Non-Independent Director
<b>Dr Sharon Ponniah</b>	Independent Director
<b>Ms Linda O'Farrell</b>	Independent Director
<b>Mr Tony Windever</b>	Chair – Service Committee, Independent Director

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

## Key Focus Areas of the Board During FY2023

In FY2023, the Lifeline Australia Board provided strategic oversight and direction on many key areas for the organisation, including but not limited to the following activities:

- Due diligence and oversight of Lifeline's amalgamation with On the Line Australia;
- Celebrations to mark Lifeline's 60th birthday;
- Leadership in encouraging collaboration and co-operation across the suicide prevention industry;
- Reviewing of policies to improve the Company's system of corporate governance and operational controls;
- Uplifting of governance documents and governance practices;
- Performance of Lifeline's National Services, with particular focus on the 13 11 14 call answer rate; and
- Celebrating and supporting our amazing volunteers.

# Financial Results at a Glance

## Lifeline Australia and Controlled Entities

	Notes	FY22 (\$)	FY23 (\$)	%
<b>Revenue</b>				
Grants		53,126,890	56,265,991	65%
Fundraising		20,256,346	17,572,599	20%
Sale of Goods/Services		6,827,326	8,201,101	10%
Contracted Services		1,499,303	1,790,787	2%
Other Income (including Other Comprehensive Income)		1,395,683	2,167,990	3%
<b>Total Revenue</b>		<b>83,105,548</b>	<b>85,998,468</b>	<b>100%</b>
<b>Use of Funds</b>				
Service Delivery	1	49,087,591	49,254,844	59%
Lifeline Direct Limited	2	15,764,711	19,062,032	23%
Fundraising		5,040,389	5,617,820	7%
Marketing and Research		1,224,957	1,314,008	2%
Administration		7,465,138	8,238,030	10%
<b>Total Expenditure</b>		<b>78,582,785</b>	<b>78,582,785</b>	<b>100%</b>
<b>Surplus/(Deficit)</b>		<b>4,522,763</b>	<b>2,511,734</b>	

### Notes

1 Incorporates payments of \$19.2m 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

Ainslee

Chief Operating Officer  
Lifeline Australia

# Financial Statements 2023

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# 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 2023.

## Company Officers

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

<b>Mr Travis Dillon (Deputy Chair)</b>	<b>Mr Bruce Mansfield</b> <i>(resigned 10 March 2023)</i>	<b>Ms Bronwyn Pike AM</b> <i>(resigned 25 November 2022)</i>
<b>Rev. Geoff Flynn</b>	<b>Mr Andrew Moore</b> <i>(appointed 8 February 2023)</i>	<b>Dr Sharon Ponniah</b>
<b>Mr Robert Hubbard</b>	<b>Mrs Jacinta Munro (Chair)</b>	<b>Ms Philippa Watson</b> <i>(appointed 28 March 2023)</i>
<b>Mr Luke Lindsay</b>	<b>Ms Linda O'Farrell</b>	<b>Mr Tony Windever</b>
<b>Dr Daniel Mainville</b>	<b>Mrs Michelle Phillips</b>	

## 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 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

The Reverend Geoffrey Flynn is an ordained Minister of The Uniting Church in Australia serving three Congregations in Tamworth. Geoff has 28 years of experience serving in leadership positions within the Uniting Church including the Boards of the Synod of NSW/ACT and UnitingCare (now Uniting).

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

### Mr Robert Hubbard

Chair – Audit and Risk Committee

**Director from**  
12/10/2021

**Qualifications**  
BA (Hons), Accy, FCA

#### Experience

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

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



**Mr Luke Lindsay****Director from**

18/11/2021

**Qualifications**

BNsg, PGDip Adv Clin Nsg Psych,  
CMHN, MMHN

**Experience**

Luke Lindsay 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**

Dr Daniel Mainville 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 Andrew Moore****Director from**

8/2/2023

**Qualifications**

GradDipMgt, GradCert  
Suicidology, MAICD

**Experience**

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

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

**Mrs Jacinta Munro**

Chair

**Chair from**

18/11/2021

**Director from Deputy chair to**

16/4/2013

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

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**Director from**  
20/11/2019

**Qualifications**  
BEC

### Experience

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

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

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

## Mrs Michelle Phillips

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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.

## Dr Sharon Ponniah

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**Director from**  
25/1/2022

**Qualifications**  
PhD, BSc (Hons)

### Experience

Dr Sharon Ponniah 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.

## Ms Philippa Watson

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**Director from**  
28/3/2023

**Qualifications**  
LLB/BA (Hons 1), GAICD

### Experience

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

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



**Mr Tony Windever**

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

**Board Deputy Chair****Mr Travis Dillon**

Deputy Chair from 18/11/2021

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

Member from 12/10/2021

Chair from 20/11/2021

**Mr Bruce Mansfield**

Member from 19/04/2013 to 10/03/2023

Chair to 20/11/2017

**Mr Travis Dillon**

Member from 13/12/2019

**Rev. Geoffrey Flynn**

Member from 10/03/2023

**Mr Samuel Hinchliffe**

Co-opted member from 22/04/2015

**Ms Zoe Henham**

Co-opted member from 15/03/2020

**Governance and People Committee****Mrs Michelle Phillips**

Member from 13/12/2019

Chair from 19/05/2021

**Rev. Geoffrey Flynn**

Member from 17/02/2016 to 10/03/2021

**Ms Linda O'Farrell**

Member from 12/12/2022

**Dr Daniel Mainville**

Member from 17/11/2017

**Mr Andrew Moore**

Member from 10/03/2023

**Ms Bronwyn Pike AM**

Member from 04/01/2022 to 25/11/2022

**Ms Kristy Do**

Co-opted member from 15/03/2018

**Service Committee****Mr Tony Windever**

Member from 21/08/2017

Chair from 13/12/2019

**Ms Linda O'Farrell**

Member from 13/12/2019 to 12/12/2022

**Mr Luke Lindsay**

Member from 19/11/2021

**Dr Sharon Ponniah**

Member from 25/01/2022

**Ms Philippa Watson**

Member from 10/03/2023

**Mr Peter Morrison**

Co-opted member from 01/07/2019

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

**Mr Bruce Mansfield**

Director from 19/04/2013 to 10/03/2023

Qualifications: BCom, MAICD, F Fin

Experience: Bruce is currently a Senior Advisor to Andrew and Nicola Forrest's Minderoo Foundation.

**Ms Bronwyn Pike AM AM**

Director from 04/01/2022 to 25/11/2022

Qualifications: BA, Grad. Dip. Education, GAICD

Experience: Bronwyn Pike AM is the CEO of Uniting Vic.Tas.

## 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
<b>Mrs Jacinta Munro</b>	9*	9
<b>Mr Travis Dillon</b>	10	10
<b>Rev. Geoffrey Flynn</b>	10	10
<b>Dr Daniel Mainville</b>	10	6
<b>Mr Bruce Mansfield</b>	7	7
<b>Ms Philippa Watson</b>	3	3
<b>Mr Tony Windever</b>	9**	9
<b>Mrs Michelle Phillips</b>	10	7
<b>Ms Linda O'Farrell</b>	10	7
<b>Mr Robert Hubbard</b>	10	7
<b>Ms Bronwyn Pike AM</b>	5	3
<b>Mr Luke Lindsay</b>	10	9
<b>Dr Sharon Ponniah</b>	10	8
<b>Mr Andrew Moore</b>	4	4

\* Approved leave of absence for the Board meeting held on 12 December 2022.

\*\* Mr Windever was not included in the list of invitees for the Board meeting held on 2 June 2023 in error.

## Review and Result of Operations

The net surplus of Lifeline Australia and Controlled Entities for the financial year ended 30 June 2023 amounted to \$2,511,734 (2022: \$4,522,763). This surplus was largely driven by the generous support of our donors and sponsors. Good cost management also contributed to the overall result.

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

In this environment, Lifeline Australia needs to maintain and organically grow its capital reserves commensurate with service demand, supporting our FY24-27 strategic plan and 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 increase capacity to continue to deliver on our mission.

## Members

As at 30 June 2023 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

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

## After Balance Date Events

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

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

## Future Developments

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

## Environmental Issues

The 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 2023 has been received and is set out on the following page.

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

**On behalf of the directors**



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**Jacinta Munro**  
Director



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**Robert Hubbard**  
Director

Dated: 12 October 2023

Dated: 12 October 2023

# Independence Declaration



## RSM Australia Partners

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GPO Box 200 Canberra ACT 2601

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## AUDITOR'S INDEPENDENCE DECLARATION

As lead auditor for the audit of the financial report of Lifeline Australia LTD and its controlled entity for the year ended 30 June 2023, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

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

A handwritten signature in black ink that reads 'RSM'.

**RSM AUSTRALIA PARTNERS**

Canberra, Australian Capital Territory  
Dated: 16 October 2023

A handwritten signature in black ink that reads 'Rodney Miller'.

**RODNEY MILLER**  
Partner

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

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

RSM Australia Partners ABN 65 319 382 479

Liability limited by a scheme approved under Professional Standards Legislation



# Independent Auditor's Report



RSM Australia Partners

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## INDEPENDENT AUDITOR'S REPORT

### TO THE MEMBERS OF

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

#### Opinion

We have audited the financial report of Lifeline Australia Limited (the Company) and its subsidiary (the Group), which comprises the consolidated statement of financial position as at 30 June 2023, 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 2023 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.

### **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 2023 but does not include the financial report and the auditor's report thereon.

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

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

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

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

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

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

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

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

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

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

Canberra, Australian Capital Territory  
Dated: 16 October 2023

A handwritten signature in black ink, appearing to read 'Rodney Miller'.

**Rodney Miller**  
Partner



# Directors' Declaration

The Directors of the Company declare that:

**The consolidated financial statements and notes, as set out on pages 71 to 86 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 2023 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



**Robert Hubbard**  
Director

Dated: 12 October 2023

Dated: 12 October 2023

# Consolidated Statement of Comprehensive Income

For the year ended 30 June 2023

	Consolidated 2023 (\$)	Consolidated 2022 (\$)
<b>Revenue</b>		
<b>Operating activities</b>		
Grants	56,265,991	53,126,890
Donations and sponsorships	17,572,599	20,256,346
Contracted services	1,790,787	1,499,303
Training income	1,397,288	1,727,468
Sale of goods	7,939,387	5,792,480
Functions revenue	74,071	83,633
	<b>85,040,123</b>	<b>82,486,120</b>
<b>Other revenue</b>		
Affiliation fees	539,887	545,157
Interest and dividends	570,810	215,053
Change in fair value of investments	136,552	(355,408)
Government subsidies	–	662,978
Other revenue	696,386	305,496
	<b>1,943,635</b>	<b>1,373,276</b>
Gains/(losses) on disposal of assets	10,284	(61,226)
Fair value of assets distributed by Lifeline Central Australia Inc	140,000	–
<b>Total income</b>	<b>87,134,042</b>	<b>83,798,170</b>
Purchase of goods and services for resale	(1,135,574)	(692,622)
<b>Gross operating surplus for the year</b>	<b>85,998,468</b>	<b>83,105,548</b>
<b>Expenses</b>		
Employee benefits expense	(38,496,941)	(33,409,424)
Consultants, subcontractors and IT costs	(8,996,056)	(9,933,317)
Amortisation of right-of-use assets	(2,922,224)	(2,734,309)
Lease finance costs	(377,103)	(414,244)
Depreciation and amortisation of other non-financial assets	(1,597,424)	(1,535,142)
Occupancy costs	(284,310)	(327,277)
Marketing and communications	(4,520,517)	(4,151,912)
Conferences and travel costs	(1,082,042)	(795,518)
Other expenses	(2,370,396)	(1,620,210)
Staff training and recruitment	(969,959)	(1,238,363)
Payments to Lifeline centres	(19,159,357)	(20,146,133)
Telecommunications	(2,710,405)	(2,276,936)
<b>Total expenses</b>	<b>(83,486,734)</b>	<b>(78,582,785)</b>
<b>Net surplus for the year</b>	<b>2,511,734</b>	<b>4,522,763</b>
Other comprehensive income	–	–
<b>Total comprehensive income for the year</b>	<b>2,511,734</b>	<b>4,522,763</b>

The accompanying notes form part of these financial statements.



# Consolidated Statement of Financial Position

As at 30 June 2023

Consolidated Consolidated

	Note	2023 (\$)	2022 (\$)
<b>Assets</b>			
<b>Current assets</b>			
Cash and cash equivalents	3	24,439,748	25,643,461
Trade and other receivables	4	4,621,278	2,993,367
Inventories		95,737	7,432
Other current assets	5	1,569,807	866,380
<b>Total current assets</b>		<b>30,726,570</b>	<b>29,510,640</b>
<b>Non-current Assets</b>			
Financial assets	6	3,565,754	3,155,642
Other assets	5	253,991	163,668
Property, plant and equipment	7	4,410,370	3,791,471
Intangible assets	8	1,368,761	1,831,612
Right-of-use assets	9	6,864,671	6,607,041
<b>Total non-current assets</b>		<b>16,463,547</b>	<b>15,549,434</b>
<b>Total assets</b>		<b>47,190,117</b>	<b>45,060,074</b>
<b>Liabilities</b>			
<b>Current liabilities</b>			
Payables	10	8,357,849	9,238,146
Lease liabilities	11	2,694,244	2,309,777
Provisions	12	2,259,038	1,948,505
Unearned revenue	13	2,661,367	2,827,892
<b>Total current liabilities</b>		<b>15,972,498</b>	<b>16,324,320</b>
<b>Non-current liabilities</b>			
Lease liabilities	11	5,060,905	5,094,009
Provisions	12	509,494	506,259
<b>Total non-current liabilities</b>		<b>5,570,399</b>	<b>5,600,268</b>
<b>Total liabilities</b>		<b>21,542,897</b>	<b>21,924,588</b>
<b>Net assets</b>		<b>25,647,220</b>	<b>23,135,486</b>
<b>Equity</b>			
Retained earnings		25,647,220	23,135,486
<b>Total equity</b>		<b>25,647,220</b>	<b>23,135,486</b>

The accompanying notes form part of these financial statements.

# Consolidated Statement of Changes In Equity

For the year ended 30 June 2023

	Retained surplus (\$)	Total (\$)
<b>2022</b>		
Balance at 1 July 2021	18,612,723	18,612,723
Net surplus for the year	4,522,763	4,522,763
<b>Closing balance at 30 June 2022</b>	<b>23,135,486</b>	<b>23,135,486</b>
<b>2023</b>		
Balance at 1 July 2022	23,135,486	23,135,486
Net surplus for the year	2,511,734	2,511,734
<b>Closing balance at 30 June 2023</b>	<b>25,647,220</b>	<b>25,647,220</b>

# Consolidated Statement of Cash Flows

For the year ended 30 June 2023

	Consolidated 2023 (\$)	Consolidated 2022 (\$)
<b>Cash flows from operating activities</b>		
Cash receipts from grants and other	85,389,494	78,234,471
Donations and sponsorships received	17,793,531	19,868,245
Interest and dividends received	548,948	196,149
Payments to suppliers and employees	(99,557,202)	(84,850,863)
<b>Net cash generated from operating activities</b>	<b>4,174,771</b>	<b>13,448,002</b>
<b>Cash flows from investing activities</b>		
Proceeds from sale of plant and equipment	20,057	–
Payments for plant and equipment	(1,354,722)	(931,395)
Payments for intangible assets	(408,522)	(1,188,438)
Net receipts from/(payments for) investments	(273,553)	(529,876)
<b>Net cash used in investing activities</b>	<b>(2,016,740)</b>	<b>(2,649,709)</b>
<b>Cash flows from financing activities</b>		
Lease liabilities paid	(2,984,641)	(2,573,554)
Lease interest paid	(377,103)	(414,244)
<b>Net cash used in financing activities</b>	<b>(3,361,744)</b>	<b>(2,987,798)</b>
Net increase/(decrease) in cash held	(1,203,713)	7,810,495
Cash at the beginning of year	25,643,461	17,832,966
<b>Cash at the end of the year</b>	<b>24,439,748</b>	<b>25,643,461</b>

The accompanying notes form part of these financial statements.



# Notes to the Financial Statements

## Note 1

### Significant accounting policies

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

#### **New or amended Accounting Standards and Interpretations adopted**

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

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

#### **Basis of preparation**

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

#### **Historical cost convention**

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

#### **Income tax**

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

#### **Comparative figures**

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

#### **Current and on-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.

## Significant accounting policies (continued)

### Revenue recognition

#### Revenue from contracts with customers

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

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

#### Grants

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

#### Sponsorships

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

#### Donations and bequests

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

#### Resources received free-of-charge

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

#### Affiliation fees

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

#### Interest and Dividends

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

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

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

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

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

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



## Note 2

### Critical accounting judgements, estimates and assumptions

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

#### Impairment

The Group assesses impairment at each reporting date by evaluating conditions specific to the Group that may lead to impairment of assets. Should an impairment indicator exist, the determination of the recoverable amount of the asset may require incorporation of a number of key estimates. No impairment indicators were present at 30 June 2023.

#### 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

Consolidated

Consolidated

Cash and cash equivalents	2023 (\$)	2022 (\$)
Cash on hand	7,935	6,303
Cash at bank	10,887,938	12,407,031
Term deposits	13,543,875	13,230,127
<b>Total cash and cash equivalents</b>	<b>24,439,748</b>	<b>25,643,461</b>

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

#### Accounting policy

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

## Note 4

Consolidated

Consolidated

Trade and other receivables	2023 (\$)	2022 (\$)
Trade debtors	2,665,161	1,524,177
Accrued income	1,131,302	369,798
Net GST receivable	824,815	1,099,392
<b>Total trade and other receivables</b>	<b>4,621,278</b>	<b>2,993,367</b>

#### Accounting policy

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

## Note 5

	Consolidated	Consolidated
Other assets	2023 (\$)	2022 (\$)
<b>Current</b>		
Prepayments	1,569,807	866,380
<b>Non-current</b>		
Rental bonds	253,991	163,668
<b>Total other assets</b>	<b>1,823,798</b>	<b>1,030,048</b>

## Note 6

	Consolidated	Consolidated
Financial assets	2023 (\$)	2022 (\$)
<b>Financial assets measured at fair value through profit and loss</b>		
Investments in listed shares, securities and managed funds	3,565,754	3,155,642
<b>Total financial assets</b>	<b>3,565,754</b>	<b>3,155,642</b>

### Accounting policy

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

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

#### Classification and subsequent measurement

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

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

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

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

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

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

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



## Note 7

Consolidated

Consolidated

Property, plant and equipment	2023 (\$)	2022 (\$)
Land and buildings at deemed cost	2,533,350	2,188,470
Leasehold improvements	519,253	335,340
Accumulated depreciation	(256,256)	(170,086)
	<b>2,796,347</b>	<b>2,353,724</b>
Computers	1,421,114	1,102,438
Accumulated depreciation	(918,953)	(612,582)
	<b>502,161</b>	<b>489,856</b>
Office equipment	56,675	51,572
Accumulated depreciation	(42,784)	(37,578)
	<b>13,891</b>	<b>13,994</b>
Furniture and fittings	1,488,976	1,332,009
Accumulated depreciation	(835,226)	(571,666)
	<b>653,750</b>	<b>760,343</b>
Motor vehicles	466,347	191,362
Accumulated depreciation	(108,270)	(109,656)
	<b>358,077</b>	<b>81,706</b>
Plant and equipment	170,798	159,976
Accumulated depreciation	(84,654)	(68,128)
	<b>86,144</b>	<b>91,848</b>
<b>Total Property, plant and equipment</b>	<b>4,410,370</b>	<b>3,791,471</b>

## Accounting policy

## Plant and equipment

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

## Land and buildings

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

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

## Depreciation

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

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

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

## Accounting Policy (continued)

### Impairment

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

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

	Land and buildings at deemed cost	Computers	Office equipment	Furniture and fittings	Motor Vehicles	Plant and equipment	Total
	\$	\$	\$	\$	\$	\$	\$
Balance at the beginning of the year	2,353,724	489,856	13,994	760,343	81,706	91,848	3,791,471
Additions	546,725	318,676	5,103	165,807	307,589	10,822	1,354,722
Disposals	(1,774)	–	–	(7,999)	–	–	(9,773)
Depreciation expense	(102,328)	(306,371)	(5,206)	(264,401)	(31,218)	(16,526)	(726,050)
<b>Carrying amount at the end of year</b>	<b>2,796,347</b>	<b>502,161</b>	<b>13,891</b>	<b>653,750</b>	<b>358,077</b>	<b>86,144</b>	<b>4,410,370</b>

## Note 8

	Consolidated	Consolidated
Intangible assets	2023 (\$)	2022 (\$)
Computer software – at cost	4,227,357	3,818,835
Accumulated amortisation	(2,858,596)	(1,987,223)
<b>Total Intangible assets</b>	<b>1,368,761</b>	<b>1,831,612</b>

### Movements in carrying amounts

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

Balance at the beginning of the year	1,831,612	1,562,094
Additions at cost	408,522	1,188,438
Reclassification to plant and equipment	–	(5,576)
Amortisation expense	(871,373)	(913,344)
<b>Carrying amount at the end of the year</b>	<b>1,368,761</b>	<b>1,831,612</b>

### Accounting policy

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



## Note 9

Consolidated

Consolidated

## Right-of-use assets

2023 (\$)

2022 (\$)

Land and building right-of-use assets at cost	11,564,582	9,312,926
Accumulated amortisation	(6,020,700)	(3,219,997)
	<b>5,543,882</b>	<b>6,092,929</b>
Information technology right-of-use assets at cost	1,980,202	1,820,227
Accumulated amortisation	(659,413)	(1,306,115)
	<b>1,320,789</b>	<b>514,112</b>
<b>Total right-of-use assets</b>	<b>6,864,671</b>	<b>6,607,041</b>

## Movements in carrying amounts

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

Balance at the beginning of the year	6,607,041	8,136,187
Additions	3,336,004	1,235,078
Disposals and remeasurements	(156,150)	(34,679)
Amortisation expense	(2,922,224)	(2,729,545)
<b>Carrying amount at the end of the year</b>	<b>6,864,671</b>	<b>6,607,041</b>

## Accounting policy

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

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

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

## Note 10

Consolidated

Consolidated

## Payables

2023 (\$)

2022(\$)

## Unsecured liabilities

Accounts payable	5,039,582	3,884,448
Accrued expenses	2,647,500	4,853,115
Other current payables	670,767	500,583
<b>Total payables</b>	<b>8,357,849</b>	<b>9,238,146</b>

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

	Consolidated	Consolidated
Lease liabilities	2023 (\$)	2022 (\$)
<b>Current</b>		
Lease liabilities	2,694,244	2,309,777
<b>Non-current</b>		
Lease liabilities	5,060,905	5,094,009
<b>Total lease liabilities</b>	<b>7,755,149</b>	<b>7,403,786</b>
<b>Future lease payments are due as follows:</b>		
Within one year	3,312,923	2,737,073
One to five years	5,673,381	5,460,323
More than five years	–	715,516
<b>Balance at the end of the year</b>	<b>8,986,304</b>	<b>8,912,912</b>

### Accounting policy

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

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

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

Short term leases (lease term of 12 months or less) and leases of low value assets (\$10,000 or less) are recognised as incurred as an expense in the consolidated statement comprehensive income. The amount expensed in the consolidated statement of comprehensive income in relation to short-term and low-value leases was \$9,467 (2022: \$12,766).

## Note 12

Consolidated

Consolidated

## Provisions

2023 (\$)

2022 (\$)

## Current

Annual leave	2,019,029	1,822,389
Long service leave	240,009	126,116
	<b>2,259,038</b>	<b>1,948,505</b>

## Non-current

Long service leave	312,297	298,875
Make good provision	197,197	207,384
	<b>509,494</b>	<b>506,259</b>

## Total Provisions

2,768,532

2,454,764

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

	Consolidated	Consolidated
Unearned revenue	2023 (\$)	2022 (\$)
<b>Current</b>		
Other deferred income	1,534,494	1,230,235
Unexpended grants	1,126,873	1,597,657
<b>Total Unearned revenue</b>	<b>2,661,367</b>	<b>2,827,892</b>

### Accounting Policy

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

## Note 14

	Consolidated	Consolidated
Controlled entities	2023 (\$)	2022 (\$)
Name of subsidiary	Country of Incorporation	Ownership interest held by Lifeline Australia Limited
Lifeline Direct Limited	Australia	100% 100%

## Note 15

	Consolidated	Consolidated
Key management personnel	2023 (\$)	2022 (\$)

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

(a) Details of Key Management Personnel

**The names of persons who comprised the Board of Directors during the year ended 30 June 2023 are:**

Mr Travis Dillon (Deputy Chair)	Mrs Jacinta Munro (Chair)
Rev. Geoff Flynn	Ms Linda O'Farrell
Mr Robert Hubbard	Mrs Michelle Phillips
Mr Luke Lindsay	Ms Bronwyn Pike <sup>AM</sup> (resigned 25 November 2022)
Dr Daniel Mainville	Dr Sharon Ponniah
Mr Bruce Mansfield (resigned 10 March 2023)	Ms Philippa Watson (appointed 28 March 2023)
Mr Andrew Moore (appointed 8 February 2023)	Mr Tony Windever

Apart from the details disclosed at Note 16, no key management personnel or their close relatives have entered into a material contract with the company and there were no material contracts involving any interests of key management personnel existing at year end.

None of the above Directors or parties related to them received any remuneration from the company during the year (2022: none) other than that described at Note 16 or for reimbursement of business expenses incurred.

<b>Total compensation</b>	<b>2,061,385</b>	<b>2,066,586</b>
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The compensation relates to the CEO and the Executive Team as payment for work performed. There are no share-based payments, bonuses or share of surpluses.

## Note 16

## Related parties

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

<b>Rev. Geoff Flynn</b>	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.
<b>Dr Daniel Mainville</b>	Director of Lifeline Gippsland Inc (which is a Member of Lifeline Australia).
<b>Ms Bronwyn Pike AM</b>	Director of Lifeline Australia (to 25/11/2022) and CEO of Uniting Vic.Tas which is a Member of Lifeline Australia.
<b>Mr Luke Lindsay</b>	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.
<b>Mr Colin Seery</b>	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 expression of interest in providing such services and commercial contract arrangements.

All transactions with the Members have been conducted on normal commercial terms except for Affiliation Fees which are determined by Lifeline Australia on an annual basis. Transactions between related parties are on terms and conditions no more favourable than those available to other persons / entities unless otherwise stated. Lifeline Australia records and manages all conflicts of interest in accordance with Lifeline Australia's Board Charter (available at [available at https://www.lifeline.org.au/about/governance/](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 registered office and principal place of business is at Level 12, 70 Phillip St, Sydney NSW 2000.

## Note 19

### Subsequent events

On 1 October 2023, On the Line Australia (OTLA) voluntarily transferred its' business and operations to Lifeline Australia. All parties were satisfied there was a compelling case for voluntary amalgamation to join their separate complementary crisis support and clinical services into a new model, championing a more connected system and making it easier for help seekers to find the right service/s to meet their needs. Directors are not aware of any other 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 2023 were \$1,450,716 (2022: \$1,450,716). 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 2023, there were no indications that these bank guarantees would need to be exercised (2022: 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 2023 were \$253,991 (2022: \$163,668).

## Note 22

Consolidated

Consolidated

### Remuneration of auditors

2023 (\$)

2022 (\$)

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

Audit of the financial statements	101,000	92,600
Preparation of financial statements	12,500	11,900
Risk advisory services	–	40,350
Audit of grant acquittals	11,700	14,300
	<b>125,200</b>	<b>159,150</b>





## We're here for you.

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

**13 11 14**

24 hours • 7 days

**0477 13 11 14**

**Lifeline Text**

24 hours • 7 days

**lifeline.org.au**

**Chat to a Crisis  
Supporter online**

24 hours • 7 days

