



ANNUAL REPORT 2009-10

INTRODUCTION

Lifeline Canberra was established in 1971 as part of a national telephone counseling network intent on becoming a greater support service for the community.

changing lives for
the better

WHERE WE ARE TODAY

Lifeline Canberra continues to deliver excellent services to the community through its various offerings and its commitment to being available when people need support. These services include:

TELEPHONE COUNSELLING

Lifeline telephone counselling service offers two 24 hour crisis counselling, information and referral lines - one for people who are homeless or facing homelessness (CEAS) and our general crisis counselling service (13 11 14). (CEAS will cease operation 30th June 2010)

MARKETING AND FUNDRAISING

Lifeline marketing and fundraising services promote a number of events each year to the ACT community which raise funds to enable Lifeline to provide our services. These events include the biannual Lifeline Canberra Bookfair.

GAMBLING CARE

Lifeline gambling counselling program provides professional, confidential problem gambling and financial counselling to people affected by problem gambling.

LYNX

Lifeline Youth Network (LYNX) runs courses for young people, giving them an opportunity to build resilience by enhancing their skills and encouraging individual empowerment through the provision of information and skill development.

TRAINING AND PROFESSIONAL DEVELOPMENT

Lifeline training and professional development service offers training programs covering communication and counselling skills to both the Government and non-Government sector within the ACT and surrounding regions.

Lifeline Canberra is well represented in the community and is highly respected for the work it undertakes.

WHERE DO WE WANT TO BE?

OUR VISION

To be the first organisation people turn to when they seek support.

OUR MISSION

Changing lives for the better.

OUR DISTINCTIVE CONTRIBUTION

Providing 24 hour counselling services for people in crisis.

We have a unique competence in providing generalist counselling across a range of issues to the community.

OUR CORE VALUES

INTEGRITY
RESPECT
COMPASSION
PROFESSIONALISM

To be
the first
organisation
people turn
to when
they seek
support.

WHERE WILL THE ORGANISATION BE IN THREE YEARS TIME?

By June 2012 the organisation will be:

RELEVANT

- We have responded to emerging sector needs
- We have delivered evidence of the effectiveness of our products and services for our value proposition, including
 - We are involved in community social policy development
 - We have developed an evidence-based advocacy role

ACCESSIBLE

- We have ensured a broader and more effective use of channels to deliver our products

SECURE

- We have enhanced our financial position
- We are an employer of choice for staff and volunteers

RECOGNISED

- We have a high level of influence within the National Lifeline Network
- We have strong, dynamic leadership with high visibility in the Canberra community
- Investors see Lifeline Canberra as an attractive source of investment, by being a provider of choice

KEY FACTORS OF SUCCESS

- 1** Align the organisation (leadership, services, people, ICT) to build capability in line with strategic objectives.
- 2** Engage with staff and volunteers around the vision of the future and the imperatives for success.
- 3** Build evidence and knowledge management to support increased engagement, through strengthened capability and capacity.
- 4** Grow revenue base through broader investor and funding options to support the strategy.
- 5** Strengthen profile and position in the sector and with key stakeholders.

IN THIS YEAR WE HAVE:

- answered 15 538 calls
- responded to 1195 suicide calls
- inducted 112 new telephone counsellors
- filled 2912 counselling shifts
- delivered services to more than 298 young people in Canberra
- reached out to over 1000 young people through Lifeline Canberra/LYNX: through Health Awareness Fairs, National Youth Week Expo and Youth Week events
- delivered training programs to organisations and government departments
- provided Employee Assistance Programs (EAP) and external supervision to seven organisations
- trained over 120 individuals through our Applied Suicide Invention Skills Training program (ASIST)
- booked 773 problem-gambling counselling appointments
- seen 103 new problem-gambling clients
- booked 182 financial counselling appointments
- seen 63 new financial counselling clients
- reached out to 2129 members of the community through our 41 Community Gambling Education events.

ACKNOWLEDGEMENTS

Lifeline Canberra would like to thank the following organisations, individuals and businesses for their support during the year:

ACT Government	666 ABC Canberra
ACT Department of Disability, Housing and Community Services	ACT Education Office Bulletin
ACT Office for Children, Youth and Family Support	The ACT Gambling and Racing Commission
ActewAGL	Canberra Grammar School
Ainslie Football Club	Canberra Institute of Technology (CIT)
Bearcage Productions	Col Ellis Photography
Canberra Southern Cross Club	Commonwealth Government
Cantlie Recruitment Services	Consec – Conference Management
Exhibition Park in Canberra (EPIC)	Dorothy Barclay
Face2face Recruitment	Emma Pieper
FM104.7	Fiona Mitchell
Forward IT	Hamperesque
in2Store	Jane Brown
John James Memorial Foundation	John Ballerini
King O'Malley's Irish Pub	Lucca
Lifeline Australia	Lyn Mills
Mallesons Stephen Jaques	Merici College
O2C Solutions	Motor Traders' Association of Australia
Pilgrim House Management Committee	Order of the Eastern Star
PRIME Television	Ross Divett Foundation
Queanbeyan City Library	Signflair
Sprout design	System Built Exhibitions (SBX)
Subway	Brumbies Rugby
The Boat House by the Lake	The Consumer Law Centre of the ACT–Care Inc.
The Canberra Times	YMCA
Toll Group	The Clubs affiliated with the Clubcare program
Uniting Church in Australia	
Universal Express Group	
Video Ezy	
Vikings Erindale	

OUR MISSION, OUR VISION

MISSION

To enhance the well-being of the community through the provision of counselling and counselling-related services, the core of which is a 24-hour telephone counselling service provided by trained volunteer telephone counsellors

VISION

Changing lives for the better

24-hour
telephone
counselling
service

SERVICES PROVIDED

LIFELINE 24-HOUR TELEPHONE COUNSELLING SERVICE

Every hour of every day, a trained volunteer telephone counsellor is available to the community of the Australian Capital Territory (ACT) and the surrounding region. Lifeline is there when other services are closed. Many services and private practitioners refer clients to our service between appointments and after hours. Our counsellors provide skilled and knowledgeable support to our callers at the time when their situation has overwhelmed them or just seems too much to bear alone.

CEAS: 24-HOUR EMERGENCY ACCOMMODATION SERVICE

The Canberra Emergency Accommodation Service, offered through the telephone counselling service, was designed to provide the public with up-to-date information on the availability of emergency accommodation. Our counsellors also provided counselling on the background issues associated with the risk of homelessness, alternative resources to refuge accommodation and information on other services and programs available in the ACT.

LYNX: LIFELINE YOUTH NETWORK

LYNX is Lifeline Canberra's youth services program. LYNX continues to implement a range of projects and activities aimed at enhancing resilience and empowerment in young people, primarily through the development of skills and the provision of information.

GAMBLING CARE

Gambling Care is the face-to-face counselling service provided to those members of the community who are experiencing problems with gambling and associated financial difficulties. Counselling is also available for the family members of people affected by gambling.

CLUBCARE

Clubcare provides counselling for patrons and professional services to club managements of the 27 clubs affiliated with Clubcare and ACTTAB. Our partnership with ClubsACT allows us to continue to provide high quality service to clients.

ASIST: APPLIED SUICIDE INTERVENTION SKILLS TRAINING

ASIST is a two-day workshop designed to give emergency care-givers the skills to prevent the immediate risk of suicide or self-harm for people who are thinking of completing suicide. Programs are provided to individual organisations and community groups on request.

CORPORATE TRAINING

Lifeline Canberra provides high quality services to the community in the areas of employee training in communication, counselling and listening skills, employee-client relationship skills, supervision, peer relationship skills and mental health first aid.



Robyn Clough

BOARD OF DIRECTORS

ROBYN CLOUGH

Robyn joined Lifeline Canberra as a telephone counsellor in 2005 and became a member of the Board in the same year. She was elected to the position of Board President in November 2008.

Robyn has extensive research and project experience across the community, academic and broader public sectors. She presently holds the position of principal research officer with the Australian Parliament. Robyn is motivated by Lifeline Canberra's vision: 'changing lives for the better'.



Steve Fielding

STEVE FIELDING

Steve is a Principal Consultant at Oakton (previously Acumen Alliance). Steve has held senior executive and management positions in the public and private sectors.

He brings many years of practical experience to the Board of Lifeline and he is a member of the Australian Institute of Directors. He joined the Board in 2006. He is currently the Deputy President of Lifeline.



Phillip McCorkell

PHILLIP MCCORKELL CPA MAICD

Phillip is the founder and Managing Director of Quattro Consulting, a firm that is based in Canberra and provides management consulting services which help businesses improve their performance.

Prior to founding Quattro Consulting, Phillip worked in senior corporate management positions in the federal government, local government, private and not-for-profit sectors over a period of 15 years. Phillip is the Chair of the Finance, Risk and Audit Committee.



PJ Gould

PJ GOULD

PJ's involvement with Lifeline Canberra started in 2004 through her role at Toll Transport, where she helped set up weekly transport and storage assistance for the Bookfair volunteers.

PJ has also been involved with various events and joined the Board in February 2007. She currently holds the position of Board Secretary.



Athol Opas

ATHOL OPAS

Athol has proudly served as a director of Lifeline Canberra for over two years, commencing in February 2008. Athol has lived in Canberra for 17 years and is an active member of the Canberra community. Athol is committed to the values and work of Lifeline Canberra—changing lives for the better.

Athol is a graduate in Arts and Law, including a Master of Laws. Athol is a solicitor with over 11 years experience in private and public sectors, and is currently President of the ACT Law Society.



Pauline Thorneloe

PAULINE THORNELOE

Pauline has worked in the public service for over 30 years and specialised over the last 10 years in human resource management. She came to Canberra in 2002 and joined Lifeline as a telephone counsellor in 2004.

Pauline sees her contribution to Lifeline as a way to get more involved in the Canberra community. Pauline became a member of the Board in May 2009.



Joanna Houghton

JOANNA HOUGHTON

Joanna first joined the Board of Lifeline Canberra in 2005 when she was working as a lawyer in a private firm.

She left in 2007 to work in the Congress of the Federated States of Micronesia before rejoining the Board in late 2008. Joanna now works for AusAID.

PRESIDENT'S REPORT

This year was a period of stabilisation for Lifeline Canberra. The Board's priority was to re-establish certainty at the executive level and commence delivery of our three-year strategic plan. Accordingly, the Board was delighted to announce the appointment of Mike Zissler as Lifeline Canberra's new Chief Executive Officer in January this year.

Mike came to Lifeline with extensive senior management experience and a reputation for taking on difficult challenges. It is not surprising, then, that during his first six months with the organisation Mike has been instrumental in raising public awareness about the 'hidden toll' of suicide in our region and insisting that as a community we openly confront the problem of suicide.

Approximately 10% of calls taken on the Lifeline 13 11 14 crisis counselling line are suicide related. We consider the crisis line a vital part of suicide prevention.

Of course, Lifeline Canberra's distinctive contribution to the community is the provision of generalist telephone counselling. This means that our 24-hour telephone counselling service is available to anyone, at any time, experiencing crisis or concerned about the well-being of another.

The mission of Lifeline Canberra is simple: changing lives for the better. The services we provide contribute to building resilient individuals and, correspondingly, healthy communities. In 2009–2010 our trained volunteer telephone counsellors answered 15,538 calls.

Along with the crisis counselling line, Lifeline Canberra continued to deliver other key services in the national capital region: face-to-face gambling and financial counselling, youth support and education, and training and professional development services. Following the re-focusing of the ACT Government's homelessness policy, Lifeline Canberra ceased delivery of the Canberra Emergency Accommodation Service (CEAS) at the close of the financial year. The Board thanks all telephone counsellors who delivered this important service over the past 39 years. We acknowledge, in particular, Jenny Persi and Angela Thomas, who so capably coordinated the CEAS program.

Behind the scenes we have strengthened our internal controls and commenced review of the policies that govern the way we do business. This positions us well as we move into the second year of our strategic planning cycle. Our priorities in 2010–2011 are: to build the body of evidence that enables us to remain responsive to community needs; and to commence growth of our revenue base to ensure long-term financial stability.

The lifeblood of our organisation is our volunteer workforce. At 30 June we had 235 warehouse and Bookfair volunteers and 220 volunteer telephone counsellors on our books. The Board acknowledges the dedication and expertise of all our volunteers. We thank our paid staff who so ably support the volunteer workforce and deliver our other services. We especially note the contribution that Amanda Tobler has made to Lifeline Canberra and thank her for leading the organisation, in an acting capacity, in the first half of the reporting year.

Finally, the Board gratefully acknowledge our funders, sponsors and sector partners for their support and for sharing our commitment to the mission of Lifeline Canberra.

It has been a pleasure and an inspiration to work with our new CEO. With Mike at the helm, the Board will direct more attention to the external environment in 2010–2011. We look forward to working with Mike and his team—and all our stakeholders—in the year ahead.

Robyn Clough
President

The lifeblood of
our organisation
is our volunteer
workforce.

CORPORATE GOVERNANCE STATEMENT

In 2007, the Board adopted the Australian Securities Exchange (ASX) *Principles of Good Corporate Governance and Best Practice Recommendations*. The ASX Principles are not prescriptive but provide guidelines on best practice in corporate governance.

The Board resolved to include in all future Lifeline Canberra annual reports a governance statement to report on progress in implementing the ASX Principles.

PRINCIPLE 1

Lay solid foundations for management and oversight.

The Constitution of Lifeline Canberra sets out the powers of the Board. Additionally, the Lifeline Canberra Policy Manual provides guidance to the Board and management on their respective roles and functions. A review of the policy manual was commenced in early 2010.

PRINCIPLE 2

Structure the Board to add value.

The Board has a Governance Committee with specific Terms of Reference focused on reviewing and monitoring governance processes and director independence. In the second quarter of 2010, the Governance Committee conducted a skills audit of the Board and expects to fill priority skill gaps on the Board in the second half of 2010.

PRINCIPLE 3

Promote ethical and responsible decision making.

The Board is satisfied that the existing Code of Conduct and Code of Ethics set out in the Lifeline Canberra Policy Manual, as well as the Conflict of Interest Policy, satisfy this requirement.

PRINCIPLE 4

Safeguard integrity in financial reporting.

The Board has established a Finance, Risk and Audit Committee, which is chaired by a director with qualifications in finance and accounting. The Committee operates under formal Terms of Reference and regularly reviews and provides reports to the Board on the organisation's financial position. The Chief Executive Officer is responsible for the preparation and presentation of monthly financial statements to the Finance, Risk and Audit Committee.

PRINCIPLE 5

Make timely and balanced disclosure.

This principle is not specifically relevant to Lifeline Canberra as it relates to continuous disclosure requirements for companies listed on the ASX. However, the Board is keen to ensure that as a general principle, Lifeline Canberra strives to maintain open and regular communication with its members and key stakeholders—communication that is timely and factual.

PRINCIPLE 6

Respect the rights of shareholders.

Lifeline Canberra's members may be considered its shareholders. The annual general meeting (AGM) is the formal means by which we can communicate with our members and through which members can vote on significant decisions that affect Lifeline Canberra. However, it is the Board's view that members should be consulted prior to the presentation of a major proposal at an AGM.

PRINCIPLE 7

Recognise and manage risk.

The Board's Finance, Risk and Audit Committee have a specific responsibility under its Terms of Reference to examine and advise the Board on risk management. In the first half of 2010, Lifeline Canberra undertook a comprehensive risk assessment and management exercise. The risk management plan is due to be completed in the third quarter of 2010.

PRINCIPLE 8

Encourage enhanced performance.

Some years ago the Board adopted a policy that the Board would review its performance at least every two years. The most recent review was conducted in October 2008. A further review is scheduled for late 2010. The outcomes of these reviews are used to modify Board and related processes and enhance Board and/or director skills through training where appropriate. The Chief Executive Officer is required to undergo an annual performance review by the Board.

PRINCIPLE 9

Remunerate fairly and responsibly.

As a charity, Lifeline Canberra has a limited capacity to use remuneration as an incentive for people to join the organisation. To ensure that the organisation remains competitive within the community sector the Board seeks independent advice on remuneration issues. The Board's Governance Committee provides advice to the Board on remuneration and related issues for the Chief Executive Officer.

PRINCIPLE 10

Recognise the legitimate interests of stakeholders.

The Lifeline Canberra Code of Conduct and Code of Ethics establish the requirement for directors, staff and volunteers to comply with all legal obligations and to conduct themselves in a manner consistent with the Codes.

Robyn Clough
President

CEO'S REPORT

Lifeline Canberra has always been known as an organisation that listens to people and gives back to the community and this year was no different. This was a year for building on our shared history together, a year for saying goodbye to old friends and welcoming a few new friends along the way. This year was a time for reflection and a time for starting anew. This was a year of change.

In this year we took 15, 538 telephone calls and listened to people in emotional distress and crisis. We provided them trust, we provided them a confidential and non-judgmental service and we provided them assistance and hope. Critically, we responded to 1195 suicide calls and provided the callers with the opportunity to consider other options and to make a different decision. Lifeline Canberra actively saves lives.

To do this we trained and inducted another 112 telephone counsellors and collectively filled 2912 shifts to take those calls. We went out into our community and delivered training to the young and not so young through our LYNX program and our corporate training. We supported a number of organisations with their employee assistance programs and we trained well over 120 people through our *Applied Suicide Invention Skills Training* program.

We also continued to support people with problem gambling by providing problem-gambling counselling and financial counselling through our Gambling Care and Clubcare programs. We trained club staff and worked in the community to help people recognise the risks with problem gambling and where they can get help.

We also said farewell to the Canberra Emergency Accommodation Service as our contract finished with the ACT Government at the end of the financial year.

As we supported the community, the community continued to support us: the iconic Lifeline Canberra Bookfairs are in many people's diaries and people came out and invested while supporting Lifeline Canberra. Our Friends of Lifeline gave generously again and our many sponsors continued to donate their time and money to help ensure that we provide services to our community. As always we thank each and every sponsor and member of the community who made a contribution to Lifeline Canberra.

As this is my first Annual Report I need to thank the Board for having the confidence in me to make the appointment of an outsider; the staff for their enduring patience as I worked my way into the job; the volunteers who continue to amaze me with their resilience, commitment, and patience; and our many friends and sponsors of Lifeline Canberra. We could not do what we need to do without your support.

I would also like to pay tribute to Amanda Tobler, who after many years with Lifeline Canberra moved on to bigger and better things but during 2009 held the organisation together with skill, flair and determination.

And so to next year. The themes will continue to be much the same, supporting individuals and the community to become strong and resilient so that people can look after themselves, each other and their community. We will continue to provide the 13 11 14 telephone counselling service 24 hours a day, every day, for people who need emotional and crisis support; and we will maintain a continued and strong commitment to assist people who have thoughts of suicide and to actively intervene when necessary.

Mike Zissler
Chief Executive Officer

To be the first
organisation people
turn to when they
seek support.

TELEPHONE COUNSELLING

For the telephone counselling team, this past year has been one filled with change, yet also excitement and opportunity.

We have continued to grow as we've faced the challenges of upgrading our national system to allow more calls to be answered and to provide a more consistent service. Some of these changes have been implemented while more will be implemented in the next financial year.

These changes have included changes to our counselling model, changes to telephone counsellors' accreditation commitments and many changes to the management of the volunteer body. The telephone counselling staff team, along with MATT (Make Up and Transformation Team) have ensured these changes have been made as smoothly and openly as possible.

This financial year has seen 112 newly trained telephone counsellors join our phone room. It is always wonderful having new enthusiasm and interest within the counselling body and Lifeline Canberra is truly lucky to have our current volunteer numbers.

This calendar year has seen the first national training delivered by Lifeline Canberra; many thanks to Janet for taking up what seemed a mammoth task and getting all our students through the first course.

The year we have seen with sadness the departure of Alan Verhagen, Jenny Persi and Lynette Williams from our team. We thank them so much for all their amazing efforts, especially Jenny who was with us for seven wonderful years and was often referred to as the heart of Lifeline.

However, we have been blessed to have another four wonderful team members join our ranks: Barbara Bankovsky—Pastoral Care Officer, Karen Rendall—Co-ordinator of Supervision, Tom Hulse—Administration and Janet Rickwood—Initial Counsellor Development Program Trainer. It has been an absolute pleasure working with such a dedicated and professional team.

The beginning of 2010 also saw the departure of Amanda Tobler, who had been the manager of telephone counselling for the past 8 years. Amanda had been instrumental in making the telephone counselling section what it is today—a healthy, dynamic, vibrant place to work. We thank Amanda so much for her years of passion and her belief in both our service and the caller.

Lastly to our wonderful 200-plus telephone counsellors—the strength and backbone of our organisation. Thank you for your amazing commitment to Lifeline Canberra, for your patience during the changes which have continued to come over the past 12 months and for your faith that all these improvements will help our service in answering more calls. You are the voice so many people need to hear to get through the night. We are so blessed to have you.

Mandy Fraser
Manager Telephone Counselling

CEAS: CANBERRA EMERGENCY ACCOMMODATION SERVICE

June 2010 saw the end of an era for the Canberra Emergency Accommodation Service (CEAS) at Lifeline.

For the past 7 years, CEAS has provided a 24-hour, seven-days-a-week counselling, information and referral line for Canberra's homeless population, and has collated information daily on possible vacancies for the local homelessness network. Building on the success of CEAS as a referral agency, the ACT government is implementing a one-stop intake system for all its social housing programs and this will replace CEAS, becoming fully active in late 2010.

This year saw the CEAS line respond to 1647 calls, covering 2320 people who were in need of crisis accommodation because of a variety of unfortunate circumstances in their lives. Calls to the CEAS line also dealt with a range of other issues including longer term accommodation concerns, requests for financial and material support and general counselling for non-accommodation-related situations such as family breakdowns and parenting problems.

The CEAS line was staffed 24/7 with trained Lifeline counsellors who were able to offer up-to-date referrals for accommodation vacancies; they also provided referrals to other support services for help with food, material possessions, legal aid, spiritual guidance, substance abuse issues etc. which may have helped the callers either to avert a move into homelessness or to work their way through issues which were contributing to their homelessness.

Despite the continued frustration, where accommodation vacancies were never enough to match the demand, callers were appreciative of the service offered by CEAS to help them explore their own resources or to link them in with other support services.

CEAS staff continued to play an active role in the homelessness sector during the year and were enthusiastic contributors to various working groups including training for the sector, the issues of accreditation and the never-ending quest for effective communication across the sector.

The closure of CEAS in June saw the end of an era for Jenny Persi who had established the CEAS program at Lifeline and contributed solidly to its continued outstanding contribution to the sector. Jenny's commitment to Canberra's homeless community is unparalleled as her daily list of possible accommodation vacancies to the sector will attest.

Thanks are due to all the Lifeline Canberra counsellors who picked up the CEAS phone and offered a listening and supportive ear to callers whose basic need for accommodation was the most critical issue in their lives at a time when everything appeared hopeless.

Angela Thomas

Coordinator of CEAS at Lifeline

TRAINING AND DEVELOPMENT

Over the past 12 months Lifeline Canberra's corporate training has focussed on the provision of training programs designed to enhance the general well-being of the community and giving basic counselling skills for when individuals find themselves in situations dealing with people in crisis.

Individuals, community organisations and government departments have been involved in our programs which in turn have developed communication, resilience and support skills.

Some groups which have been involved in Lifeline Canberra's corporate training are: New South Wales Police Department, Department of Defence, ComSuper, Department of Justice and Community Service, Department of Disability, Housing and Community Services, Australian Tax Office, Uniting Care—Wollongong and ACT Council of Social Service (ACTCOSS).

Lifeline Canberra also conducted many open training programs including *Mental Health First Aid*, *Applied Suicide Intervention Skills Training*, *Accidental Counsellor* and *Dealing with Difficult Callers*.

designed to enhance
the general well-being
of the community

LYNX: LIFELINE YOUTH NETWORKX

LYNX has had a total of 298 young people involved in its programs over the past 12 months with over 1000 other young people coming into contact with Lifeline Canberra/LYNX through Health Awareness Fair and Youth Week activities.

The three key programs offered by LYNX are *Peer Skills*, *Mental Health Ambassador* and *First Responder—Emerging Suicide Helper*. The programs are run with young people who have been nominated by their peer group as people they would turn to for help. Each program works on refining their communication skills, developing their problem-solving skills and highlighting the importance of self-care and boundaries as a helper.

The young people really engage in the workshops and are full of energy and enthusiasm. We have run our programs at St Clare's College, Canberra High, St Mary MacKillop College, Campbell High, Narrabundah College, Belconnen High, Melba Copland Secondary School and Radford College.

The Corporate Training/LYNX section has been lucky enough to have had Megan Skillicorn as its head trainer for the past two years. Sadly, Megan has recently left Lifeline Canberra to start a new adventure; however we thank her for her enthusiasm and energy during her time with Lifeline Canberra.

GAMBLING CARE

Lifeline Canberra's Gambling Care program provides problem-gambling counselling, financial counselling, community education about problem and responsible gambling, and training to gambling venue staff in the delivery of responsible gambling service.

Gambling Care is funded by the ACT Department of Disability, Housing and Community Services and by Clubcare.

Clubcare is a partnership between 27 of Canberra's leading licensed community clubs, ACTTAB and Lifeline Canberra. Clubcare provides two thirds of Gambling Care's total funding. Clubcare is a demonstration of each partner's commitment to assisting Canberrans who are experiencing problems with gambling.

The provision of gambling counselling assists clients to assess their personal and financial circumstances and to make fundamental changes to their lives. Assistance is provided to individuals and couples, to people with gambling problems and also to their families. Clients usually present in crisis and often have co-morbid issues: excessive alcohol use, drug use, moderate to severe mental health problems, trauma, grief and loss issues and relationship problems.

Financial counselling is essential for clients experiencing financial distress as a result of their gambling or a family member's gambling. The impacts can range from erosion of a family's future choices or difficulty meeting immediate living costs and financial commitments and even loss of their home.

We were very active with community education again in Responsible Gambling Awareness Week this year. Gambling Care staff distributed over 1000 *Responsible Gambling Awareness* pamphlets this year at Canberra's town centres. More and more around Australia, problem gambling is being addressed as a public health issue. Gambling products are readily available and overuse is strongly associated with harm.

Paul Guinane
Manager Gambling Care

MARKETING

This year was our biggest yet in terms of fundraising. The programs that were put in place increased our income by doing what we do best—selling books. The spring and autumn Bookfairs raised over \$718 000 and EPIC extended its sponsorship of our core fundraising event through to 2015.

A successful book sale was held in Cooma over two days, raising around \$7000. We had extensive media coverage in the region and that resulted in some very good publicity and media relations. We will be doing another bigger book sale in Cooma during 2011.

The second Mini Bookfair in the Auditorium at Vikings Erindale increased its takings over the previous year, to \$38, 000. The Vikings Club will again sponsor the event for 2011, when it will be bigger again.

As always the success of our Bookfairs and sales could not occur without the hard work and commitment of our volunteers. They continue to work week in and week out at the warehouse to deliver a great outcome for Lifeline Canberra.

The second CIT Bookfair Dinner, hosted by Natalie Forrest from PRIME TV, was a sell-out success, with over \$13, 000 raised from the sale of tickets and an auction.

The popular *Women of Spirit Award*, held at The Boat House by the Lake, was smaller than the previous year with not as many nominations, but nevertheless was a success.

The Friends of Lifeline Newsletter Appeal came in over budget expectations with more than \$60, 000 being donated by this group of people, some of whom have been donating to Lifeline Canberra for over 35 years.

We also received a \$12, 500 grant from The John James Memorial Foundation for our continuing work with LYNX and \$5000 from The Ross Divett Foundation to buy a new laptop and projector for the training programs.

Ric Bennett
Marketing Manager

TREASURER'S REPORT

While the year to 30 June 2010 has been a year of great progress for the organisation, Lifeline Canberra's services remained unchanged from the previous reporting period, with a focus on its core business of providing a 24-hour telephone crisis counselling service.

As in previous years, services have been funded through Commonwealth Government grants, ACT Government grants, corporate support and sponsorship, donations and fundraising. The largest source of funding for Lifeline Canberra is donations and fundraising, of which the most significant component comes from the bi-annual Lifeline Canberra Bookfairs. It is a credit to all of the people who make these events happen and to the community who continue to support them through the donation and purchase of books.

Delivery of such valuable, high quality services to the community would not be possible without the commitment, passion and compassion of our staff and volunteers. While our staff costs represent the most significant item of expenditure in our Financial Statements, the value of the effort generously donated by over 200 trained volunteer telephone counsellors and over 220 Bookfair volunteers is critical to Lifeline Canberra's operations.

Lifeline Canberra achieved a net surplus in 2009–2010 of \$157 622 and a net increase in cash of \$105 205.

The 2009–2010 reported net surplus is in the order of \$107k better than budgeted. This is predominantly as a result of lower expenditures than expected, which are largely the result of vacant staff positions and lower than planned program activity.

While 2009–2010 revenues of \$1.9m look significantly lower than prior year revenues of \$2.3m, this is an expected change as a consequence of the once-only grant for the construction of the Book Storage and Sorting Facility (BSSF) in the prior year.

Lifeline Canberra's net assets have increased to \$2.5m from \$2.3m, largely as a result of the increase in cash on hand.

As I reported last year, while Lifeline Canberra has relatively healthy net assets it should be noted that the land gifted by the ACT Government for the BSSF is restricted for that purpose and is therefore not an asset which can be used for other purposes or sold at Lifeline Canberra's discretion.

The Board is confident that—with the recent year's positive financial results, continued success of the Bookfairs and strong management—the required development and investment in the organisation is achievable.

From a purely financial perspective, it is important to broaden Lifeline Canberra's revenue base. The Bookfairs are a resounding success; however as an organisation we are very dependent on them. Management has commenced the development of a Community Engagement and Fundraising program which goes to the heart of this issue.

While the financial reports, risks, governance and planning mentioned in this report seem far away from the services which Lifeline Canberra offers and the compassion which our staff and volunteers show for our 'clients', they are critical to our success in providing those services as efficiently and effectively as possible. As I said in conclusion last year, Lifeline Canberra should 'operate commercially without commercial intent'.

The Board is very pleased with the progress made in the past year in re-engineering our business to ensure that we remain relevant, accessible, secure and recognised in the context of our mission to 'change lives for the better'.

As a member of the Board, I look forward to the next phase of execution of the Strategic Plan. I would like to thank volunteers, staff, management, the Finance, Risk and Audit Committee and the Board of Directors for their effort, enthusiasm, dedication, professionalism and passion for Lifeline Canberra and most of all for their compassion for those who need its services.

Phillip McCorkell

Treasurer



Financial Satatement

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

FINANCIAL COMMENTARY

The concise financial report is an extract from the full financial statements. The financial statements and specific disclosures included in this concise financial report have been derived from the full financial statements of the Lifeline Canberra Incorporated (the Association) for the year ended 30 June 2010. The full financial statements of the Association and the auditor's report will be sent free of charge to members on request. Please contact the office of the Lifeline Canberra Incorporated on (02) 6247 0655 to obtain a copy. The financial statements can also be accessed on the internet at www.act.lifeline.org.au.

This concise financial report cannot be expected to provide as full an understanding of the financial performance, financial position and financing and investing activities of the Association as the full financial statements.

Statement of Comprehensive Income

The operating surplus for the financial year for the Association was \$154,418 (2009: \$423,722).

Revenue

Total revenue has decreased by 17% mainly due to the one-off grant provided by the Commonwealth for the purposes of constructing a purpose built book-sorting and storage facility of \$339,020 in the year ended 30 June 2009. The 23% increase in corporate support and sponsorship is mainly due to an increase in sponsorship from the Clubcare programme, Volunteering ACT and the John James Foundation. The services income has decreased by 17% due to fewer workshops held during the year ended 30 June 2010.

Expenses

Total expenses have decreased by 6% mainly due to less use of IT and training consultants during the year and a decrease in employment costs due to turnover of staff.

Statement of Financial Position

Total assets increased by \$127,364 (4%) mainly as a result of the increase in cash and cash equivalents and trade and other receivables.

Total liabilities decreased by \$30,258 (5%) mainly as a result of the repayments of the borrowings incurred for the construction of the book-sorting and storage facility in Mitchell, and a decrease in unearned revenue.

Statement of Changes in Equity

The change to equity is the result of the surplus for the year and revaluation increment in the value of the investments.

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

Statement of Cash Flows

The Association's cash flow and liquidity positions remain strong, providing a sound base for future delivery of services.

The net cash inflow from operating activities decreased by \$323,070 compared with previous year. The movement in the receipts and payments are outlined above under Revenue and Expenses.

The net cash outflow from investing activities is due to payments relating to the purchase of assets during the year.

The net cash outflow from financing activities is the repayment of borrowings relating to the book-sorting and storage facility in Mitchell.

LIFELINE CANBERRA INCORPORATED
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STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2010

	2010 \$	2009 \$
Revenue		
Corporate support and sponsorship	415,753	339,359
Donations and fundraising	858,959	901,024
Government grants		
- ACT	531,885	589,156
- Commonwealth	-	339,020
Interest income	6,550	10,337
Services income	101,168	122,051
Other income	3,639	3,342
	<u>1,917,954</u>	<u>2,304,289</u>
Expenses		
Borrowing expenses	19,093	13,931
Consultants and contractors	59,064	115,288
Depreciation	74,568	53,588
Employment costs (excluding superannuation)	1,011,555	1,066,273
Equipment rental	24,221	23,447
Loss on disposal of assets	-	2,075
Insurance and other charges	19,854	22,090
Premises and occupancy expenses	252,070	259,800
Superannuation	84,004	89,534
Supplies and services	157,359	172,068
Travel and accommodation	28,716	32,359
Other expenses	33,032	30,114
	<u>1,763,536</u>	<u>1,880,567</u>
Surplus for the year	<u>154,418</u>	<u>423,722</u>
Other comprehensive income		
Gain/(loss) on revaluation of available-for-sale financial assets	<u>3,204</u>	<u>(22,841)</u>
Total other comprehensive income	<u>3,204</u>	<u>(22,841)</u>
Total comprehensive income for the year	<u>157,622</u>	<u>400,881</u>

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2010

	2010	2009
	\$	\$
CURRENT ASSETS		
Cash and cash equivalent	498,641	393,436
Other current assets	35,640	43,840
Trade and other receivables	<u>103,622</u>	<u>27,456</u>
TOTAL CURRENT ASSETS	<u>637,903</u>	<u>464,732</u>
NON-CURRENT ASSETS		
Property, plant and equipment	2,402,052	2,451,063
Other financial assets	<u>17,931</u>	<u>14,727</u>
TOTAL NON-CURRENT ASSETS	<u>2,419,983</u>	<u>2,465,790</u>
TOTAL ASSETS	<u>3,057,886</u>	<u>2,930,522</u>
CURRENT LIABILITIES		
Trade and other payables	97,531	79,940
Provisions	103,405	96,722
Unearned revenue	56,807	81,807
Financial liabilities	<u>28,962</u>	<u>31,804</u>
TOTAL CURRENT LIABILITIES	<u>286,705</u>	<u>290,273</u>
NON-CURRENT LIABILITIES		
Financial liabilities	<u>304,744</u>	<u>331,434</u>
TOTAL NON-CURRENT LIABILITIES	<u>304,744</u>	<u>331,434</u>
TOTAL LIABILITIES	<u>591,449</u>	<u>621,707</u>
NET ASSETS	<u>2,466,437</u>	<u>2,308,815</u>
EQUITY		
Reserves	(4,236)	(7,440)
Accumulated surplus	<u>2,470,673</u>	<u>2,316,255</u>
TOTAL EQUITY	<u>2,466,437</u>	<u>2,308,815</u>

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2010

	2010 \$	2009 \$
Reserves	(4,236)	(7,440)
Accumulated surplus	<u>2,470,673</u>	<u>2,316,255</u>
TOTAL EQUITY	<u>2,466,437</u>	<u>2,308,815</u>
RESERVES		
Building Fund Reserve:		
Balance at the beginning of the year	-	332,266
Transfer to accumulated surplus	<u>-</u>	<u>(332,266)</u>
Balance at the end of the year	<u>-</u>	<u>-</u>
The Building Fund Reserve relates to funds set aside for the purchase of capital assets.		
Asset Revaluation Reserve:		
Balance at the beginning of the year	(7,440)	15,401
Other comprehensive income	<u>3,204</u>	<u>(22,841)</u>
Balance at the end of the year	<u>(4,236)</u>	<u>(7,440)</u>
The Asset Revaluation Reserve is for the purposes of recording the increments and decrements in investments in accordance with Accounting Standards.		
TOTAL RESERVES	<u>(4,236)</u>	<u>(7,440)</u>
ACCUMULATED SURPLUS		
Balance at the beginning of the year	2,316,255	1,560,267
Surplus for the year	154,418	423,722
Transfer from reserves	<u>-</u>	<u>332,266</u>
Balance at the end of the year	<u>2,470,673</u>	<u>2,316,255</u>

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2010

	2010 \$	2009 \$
Cash Flows from Operating Activities		
Grants received	585,074	987,244
Receipts from other services	1,323,884	1,503,701
Interest received	6,550	10,337
Payments to suppliers and employees	<u>(1,736,121)</u>	<u>(1,998,825)</u>
Net cash from operating activities	<u>179,387</u>	<u>502,457</u>
<i>Cash Flows from Investing Activities</i>		
Payment for property, plant and equipment	<u>(25,557)</u>	<u>(1,216,533)</u>
Net cash from investing activities	<u>(25,557)</u>	<u>(1,216,533)</u>
Cash Flows from Financing Activities		
Proceeds from borrowings	-	364,126
Repayments of borrowings	(29,532)	(888)
Interest paid	<u>(19,093)</u>	<u>(13,931)</u>
Net cash from financing activities	<u>(48,625)</u>	<u>349,307</u>
Net increase/(decrease) in cash held	105,205	(364,769)
Cash at the beginning of the year	<u>393,436</u>	<u>758,205</u>
Cash at the end of the year	<u>498,641</u>	<u>393,436</u>

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

NOTES TO THE CONCISE FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2010

NOTE 1 BASIS OF PREPARATION OF CONCISE FINANCIAL REPORT

The concise financial report is an extract from the full financial statements for the year ended 30 June 2010. The concise financial report has been prepared in accordance with Accounting Standard AASB 1039: Concise Financial Reports.

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

The financial statements of Lifeline Canberra Incorporated comply with the Australian Accounting Standards. The presentation currency used in this concise financial report is Australian dollars.

NOTE 2 DIVIDENDS

Lifeline Canberra Incorporated is an incorporated association and does not have share capital and cannot, and does not, pay any dividends.

NOTE 3 EVENTS AFTER THE REPORTING PERIOD

There are no events after the reporting period that require amendment of, or further disclosure in, the concise financial report.

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

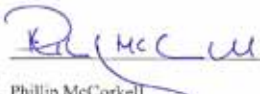
STATEMENT BY THE BOARD OF DIRECTORS
FOR THE YEAR ENDED 30 JUNE 2010

In the opinion of the Board, the accompanying financial statements comprising the Statement of Financial Position, Statement of Comprehensive Income, Statement of Changes in Equity, Statement of Cash Flows and Notes to the Concise Financial Report, including the discussion and analysis:

1. present fairly the financial position of Lifeline Canberra Incorporated as at 30 June 2010 and its performance for the year ended on that date in accordance with the Australian Accounting Standards (including the Australian Accounting Interpretations) and other authoritative pronouncements of the Australian Accounting Standards Board.
2. at the date of this statement, there are reasonable grounds to believe that Lifeline Canberra Incorporated will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Board and is signed for and on behalf of the Board by:


 Robyn Clough
 President


 Phillip McCorkell
 Treasurer

Dated on this 14th day of September 2010



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**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF LIFELINE CANBERRA INCORPORATED**

Report on the Concise Financial Report

The accompanying concise financial report of Lifeline Canberra Incorporated (the Association) comprises the statement of financial position as at 30 June 2010, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended and related notes, derived from the audited financial statements of the Association for the year ended 30 June 2010, and the discussion and analysis. The concise financial report does not contain all the disclosures required by the Australian Accounting Standards.

Directors' Responsibility for the Concise Financial Report

The directors are responsible for the preparation and fair presentation of the concise financial report in accordance with Australian Accounting Standard AASB 1039: Concise Financial Reports (including the Australian Accounting Interpretations), statutory and other requirement. This responsibility includes establishing and maintaining internal control relevant to the preparation of the concise financial report; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

Our responsibility is to express an opinion on the concise financial report based on our audit procedures. We conducted an independent audit, in accordance with Australian Auditing Standards, of the financial statements of the Association for the year ended 30 June 2010. Our audit report on the financial statements for the year was signed on 14 September 2010 and was subject to modification. The modification affects our report on the concise financial report and is a modification to our opinion on the concise financial report. The Australian Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the concise financial report is free from material misstatement.

Our procedures in respect of the concise financial report included testing that the information in the concise financial report is derived from, and is consistent with, the financial statements for the year, and examination on a test basis, of evidence supporting the amounts, discussion and analysis, and other disclosures which were not directly derived from the financial statements for the year. These procedures have been undertaken to form an opinion whether, in all material respects, the concise financial report complies with Accounting Standard AASB 1039: Concise Financial Reports and whether the discussion and analysis complies with the requirements laid down in AASB 1039: Concise Financial Reports.



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

Qualification

Lifeline Canberra Incorporated, in common with similar not-for-profit associations, does not have a comprehensive system of internal control over all revenue, such as Bookfair fundraising income, and consequently we were unable to confirm that all amounts received by the Association have been properly accounted for. However, we were able to sight adequate support for income recorded in the books of account. As an audit procedure it was not practicable to extend our testing of income beyond the details in the books of account of the Association. This basis for qualification to our opinion on the concise financial report is also a basis for qualification to our opinion on the financial statements of the Association for the year.

Auditor's Opinion

In our opinion, except for the effect on the concise financial report of the matter referred to in the preceding paragraph, the concise financial report including the discussion and analysis of Lifeline Canberra Incorporated for the year ended 30 June 2010 complies with Accounting Standard AASB 1039: Concise Financial Reports.

Duesburys Nexia
Canberra, 14 September 2010

R C Scott
Partner

Like a pebble thrown into a pool of still water, Lifeline changes lives...gently.

Without fireworks or fanfare, Lifeline touches more people than we can count.

*We call it the ripple effect.
Sometimes the ripples are so tiny we hardly notice them.
Other days we really make waves.*

*Right now, somewhere in our region,
a Lifeline telephone counsellor is listening to a story...
Of loss or loneliness...
Of fear or frustration...
Of anger or regret...
Of suicide and death...*

Lifeline listens...No matter how long that may take.

Ric Bennett
Marketing Manager



LIFELINE CANBERRA ENQUIRIES

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