

Lifeline
Canberra

Annual
Report 2011-12

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

Changing lives for the better

Where We Are Today

The Lifeline Canberra marketing and fundraising activities promote a number of events each year to the ACT community to raise funds which enable Lifeline Canberra to provide our services. These events include the Lifeline Canberra Bookfairs, Gala Ball, Women of Spirit Awards, Out of the Shadows Walk and much more.

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

As a result, 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 Crisis Support

The Lifeline Canberra telephone crisis support service offers a 24 hour crisis counselling service (13 11 14).

CORE Solutions

The Lifeline Canberra training and professional development service offers training programs covering communication, suicide prevention and crisis intervention skills to both the government and non-government sectors within the ACT and surrounding regions.



2011 Women of Spirit Awards Selection Committee



Our Mission, Our Vision and Values

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

Our distinctive contribution

Providing 24 hour crisis support services.

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

In line with our 2009-2013 strategic plan, by June 2013 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 capacity 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 17,629 calls
- responded to 1939 suicide-related calls
- inducted 98 new telephone crisis supporters
- filled 3285 telephone crisis support shifts
- filled 160 online counselling 'chat' shifts
- trained over 100 individuals through our Applied Suicide Invention Skills Training (ASIST)
- received significant positive media coverage
- increased the number of training participants by 300%
- been awarded a number of small government grants
- implemented and participated in the Online Trial Service from 8 April 2011
- involved all telephone crisis supporters in a supervision program for skill and best practice enhancement.

Acknowledgements

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

104.7 Canberra	King O'Malley's Irish Pub
666 ABC Canberra	Komodo Paddle Club
A1 Plaques	Leader Security
ACT Coffee Supplies	Lifeline Australia
ACT & Region Chamber of Commerce & Industry	Lucca
ACT Government	Mallesons Stephen Jacques
ActewAGL	Manteena
Australian Institute of Management ACT	Master Builders Association of the ACT
Blockbuster Dickson	Nestlé
Brumbies Rugby	Nova Multimedia
Canberra Centre	Pack & Send Braddon and Belconnen
Canberra Weekly Magazine	Philatelic Association of NSW
Cantlie Recruitment	Pilgrim House Management Committee
Chris Canham Photography	Pointe2Pointe
Canberra CityNews	PRIME7 Television
Clear Complexions	Project Coordination (Australia)
Community CPS	Queanbeyan City Library
Consec—Conference Management	RAR Group
Cycle 4 Life	Richard Rolfe
Elect Printing	RiotACT
Englobo Group	Schmooze
Executive Intelligence Group	Signflair
Exhibition Park in Canberra (EPIC)	System Built Exhibitions (SBX)
face2face Recruitment	The Boat House by the Lake
Fashion Shoe Warehouse	The Canberra Times
Forward IT	The Friends of Lifeline
Gus' Cafe	Thomson Reuters
Goulburn Party Hire	Toll in2Store
Hamperesque	Video Ezy Kippax
Home Help Service ACT	Vikings Group
Hotel Realm	Westpac
Hudsons of Dickson Catering	WIN Television

Services Provided Throughout the Last 12 Months

Lifeline 24 hour telephone crisis support service

Every hour of every day, a trained volunteer telephone crisis supporter 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 crisis supporters 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.

CORE Solutions Training Products

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.

Board of Directors

Pauline Thorneloe—President

Pauline was elected to the position of Board President in November 2011. Pauline has worked in the public service for over 30 years and specialised over the last 11 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 – Vice President

Joanna has served on the Lifeline Canberra Board since 2005, with a break in 2007-08 to live and work in the Federated States of Micronesia. She was elected to the position of Vice-President in November 2011. Joanna holds a Bachelor of Laws (Honours) and Bachelor of Science from ANU. Joanna is a native Canberran and is passionate about the work of Lifeline Canberra - for the impact it has on people seeking its services and on the community as a whole. After working as a lawyer in private practice, Joanna now works for AusAID.

Athol Opas - Secretary

Athol has proudly served as a Director of Lifeline Canberra for over four years, commencing in February 2008. Athol has lived in Canberra for 19 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 12 years experience in private and public sectors, and has recently commenced practice with a high profile ACT law firm.

Steve Fielding - Treasurer

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 Company Directors. He joined the Board in 2006.

Patti-Jane (PJ) Gould - Director

With over 20 years experience in the corporate sector PJ brings a wealth of knowledge and business acumen to the Lifeline Canberra Board. PJ is the Head of Sales for Rheinmetall MAN Military Vehicles and has been involved with Lifeline Canberra since 2004 through her previous 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.

Ayesha Razzaq – Director

Ayesha joined the Lifeline Canberra Board as Director in 2011. She brings a wealth of commercial knowledge and expertise obtained through her career in the retail energy industry, leading a dynamic business through a time of significant industry change. Ayesha is currently the General Manager

Retail for local utility company ActewAGL and has completed a Bachelor of Engineering (Honours) at the Australian National University.

Ayesha is proud to be on the Lifeline Canberra Board and supports the important work it does in providing crisis telephone support to the people of Canberra and surrounding region.

Dr Jeff Harmer – Director

Dr Harmer began his public service career in 1978 and was promoted to the position of deputy secretary of the social security department in 1996.

In 2003, he was promoted to secretary of the education department, before taking on his current post in 2004. Dr Harmer was also a member of the panel appointed by Treasury secretary Dr Ken Henry to review Australia's tax system.

Cade Brown – Director

Cade joined the Lifeline Board as a Director in February 2012. Cade provides the board with a deep understanding of corporate governance, risk management and financial management skills that he has obtained in a twelve year career as a consultant in Canberra's largest accounting firm. He is currently a Director of PriceWaterhouseCoopers and has also figured prominently in Canberra's sporting landscape, primarily as captain of the ACT Comets. Cade has a Bachelor of Commerce at Canberra University and is also a Certified Practising Accountant.

Cade is a proud Canberran and is committed to the Lifeline vision and values. He is passionate about the services that our volunteers and hard working staff provide to the people of Canberra and the surrounding region.

Jeanie Bruce – Director

Jeanie joined Lifeline as a Telephone Counsellor in 1999, quickly expanding her volunteering role to include In-shift Support Supervisor and mentoring new volunteers as a Group Facilitator. In 2011 she was honoured to be named the ACT Volunteer of the Year, for her considerable and ongoing contribution to Lifeline. She became a member of the Board in 2012.

Jeanie has extensive experience as a manager in the public sector in both WA and the ACT. She holds a Master of Public Administration and a Bachelor of Laws (Hons) and has been a proud resident of Canberra since 1991.



President's Report

2011-12 was Lifeline Canberra's 41st year of operation and proudly, the organisation continues to be a successful and vibrant part of the local community. With the continuation of our 40th Birthday celebrations the year culminated in a function with our long standing Volunteers and Friends of Lifeline at our warehouse facility in Mitchell. A great time was had by all with many stories shared, we were particularly delighted to have in attendance the late Russell Oldmeadow, the inaugural Director of Lifeline Canberra in 1971. Amongst all the hard work throughout the year by our paid and volunteer workforce, were we honoured to take time out to host a private visit from Her Excellency the Governor General Quentin Bryce who came to meet Telephone Counsellors and staff in recognition of the milestone.

I am delighted to report that this year has seen a broadening of our volunteer cohort as we developed new ways of supporting those in crisis and building resilience in the community. We are conscious as never before of the growing need for crisis support and we are responding to that challenge within our core business and through our fundraising activities. We are also conscious of the need for more activity in the area of prevention and are seeking to understand where Lifeline Canberra can usefully contribute. At this point, we have been involved in discussions with other local organisations around suicide prevention and I hope to be able to report more activity here next year.

Allied to our commitment to seek an Australia free of suicide we have worked to assist people to become more resilient and provided extensive training into the community with our newly established Core Solutions team which has provided resilience and suicide prevention training across the region.

On behalf of the Lifeline Canberra Board, I would like to thank all our volunteers, whether they are on the phone, sorting and selling books, making coffee or selling vintage fashions. Your contribution ensures that we can provide high quality crisis support and continue to be a part of the supportive Canberra environment.

I wish to also thank our sponsors both large and small who provide much needed support during the year. Your contribution to the Lifeline Canberra family is invaluable, this was particularly evident at our 'Willy Wonka' ball in August 2011, where so many people came together to champion our cause.

I would also like to thank the small group of paid staff who keep Lifeline Canberra running throughout the year by providing the infrastructure and frameworks within which our volunteers come together.

Finally, my personal thanks to all the members of the Lifeline Canberra Board and the CEO Mike Zissler, whose hard work and guidance throughout this year have helped to launch new initiatives while maintaining and improving the service we are able to provide to our Canberra community.

Pauline Thorneloe
President



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.

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.

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 has 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 reviewed and updated quarterly.

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 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.

Pauline Thorneloe
President



CEO's Report

2011-2012 was another challenging year not without its excitement and drama. With limited Government funding in the increasingly competitive community sector and with businesses continuing to tighten their belts by evaluating every dollar spent, Lifeline Canberra again competed well in securing corporate support.

Our enduring corporate partnerships with EPIC, Clear Complexions, Pixel to Paper, Cantlie, AIM and Prime7 are cherished and provide us with significant support throughout the year. We are very grateful for their commitment to Lifeline Canberra and we are determined to continue to develop new initiatives with which to repay their faith in our business.

Moving on to fundraising generally, the Lifeline Bookfairs continue to be the major source of our revenue. In 2011-12, we held three successful bookfairs – our large autumn and spring fairs at EPIC and a smaller mid winter fair in the south. These fairs combined to raise \$950,000 this year, a fantastic result for Canberra.

Our Bookfair Warehouse and Bookfairs continue to grow and again this is due to the diligence and commitment of our dedicated volunteers. Our Warehouse is run by some 130 volunteers who work to ensure the facility is open seven days a week accepting book donations from members of the public and a further 350 who work at each Bookfair. We have many keen volunteer book experts who sort, price and store the books and other

donated goods on pallets for each of our Bookfairs. In terms of a dollar value in 2011-12, our Bookfair Warehouse volunteers provide around \$900,000 in services to our local community.

I would also like to thank our wonderful Friends of Lifeline who gave generously, as well as every community member that contributed to supporting Lifeline Canberra over the past 12 months.

This year has also seen the expansion of our commercial activities with a mobile coffee cart, Bean Talkin', which provides barista style coffee to Canberra's many cultural and sporting events. Staffed by 25 volunteers trained as baristas, this venture has gone from strength to strength since its inception in April 2012. Bean Talkin' not only provides revenue to support the work we do, but also raises awareness of Lifeline's services to the public and the importance of 'talkin' in our daily lives.

In addition, by September 2012, our vintage clothing and book shop 'Hipsley Lane' will open in Braddon, again raising money for our core business. Hipsley Lane is named after our very first telephone counsellor in Canberra, Mr Eban Hipsley. I am sure I will be able to report on the success of Hipsley Lane next year.

While we are on track to achieve what we set out to, we must continue to be brave in our endeavors to secure the long-term financial future of the organisation. In short, we must diversify our risk by making calculated decisions, investing in new commercial ventures which provide valuable sources of new revenue to support our 13 11 14 service.



Our CORE Solutions training was launched early in the year and continues to grow month to month. Aimed at increasing Community Resilience and improving communication, particularly listening skills, this training has proved an invaluable resource to government, corporates and charity organisations alike. In 2011-12, we employed three staff who ran 70 courses for approximately 620 people. We have also grown other areas of our services including our training section. Feedback reflects our excellent reputation at providing training to augment people's communication skills and build resilience in our community.

Our geographic reach has also now extended, having negotiated with our regional Lifeline partners and have taken broader responsibility for the Goulburn region, which will provide the local residents with better access to crisis support in future and give us opportunities to recruit further volunteers from that area. In terms of a dollar value, our volunteer telephone counsellors provided an astounding \$940,000 in services to our community throughout the 2010-11 year.

I would like to thank all the staff and Board who have worked tirelessly to support our volunteers and meet our Mission: changing lives for the better.

Our vision is to double our telephone counsellors by 2014 to answer the ever increasing number of phone calls from people requiring emotional support or in crisis. We will also continue to implement our strategic plan to ensure that we are the first organisation people turn to when they seek support.

Finally, to our truly amazing volunteers - you inspire me every single day. Our telephone counsellor's dedication and compassion provided to every single caller; our Bookfair Warehouse and Bookfair volunteers love and expertise of all things books. Without these extraordinary people from our local community Lifeline Canberra would not exist.

I know that with the ongoing support from our local community we will achieve these outcomes by continuing to grow and invest in our volunteers

Mike Zissler
Chief Executive Officer

Telephone Crisis Support

The past year has brought a rewarding 12 months for the telephone crisis section. While it has been challenging at times we have continued to be inspired by our committed team of volunteers who assist callers in crisis every day of the year. This financial year has seen our volunteer numbers increase to over 260 and we hope this will continue to grow through 2013. The Canberra public is such a generous community and they continue to offer their time, support and hope to our callers.

Over the past 12 months our Telephone Counselors have changed their names to Telephone Crisis Supporters (TCS) to align more with the Lifeline National mission. It has also seen the beginning of a major reform nationally where Lifeline aims to answer all callers attempting to reach the crisis lines around the nation. This major reform will see many changes over the next three years and will enable a more accessible and consistent service around the country.

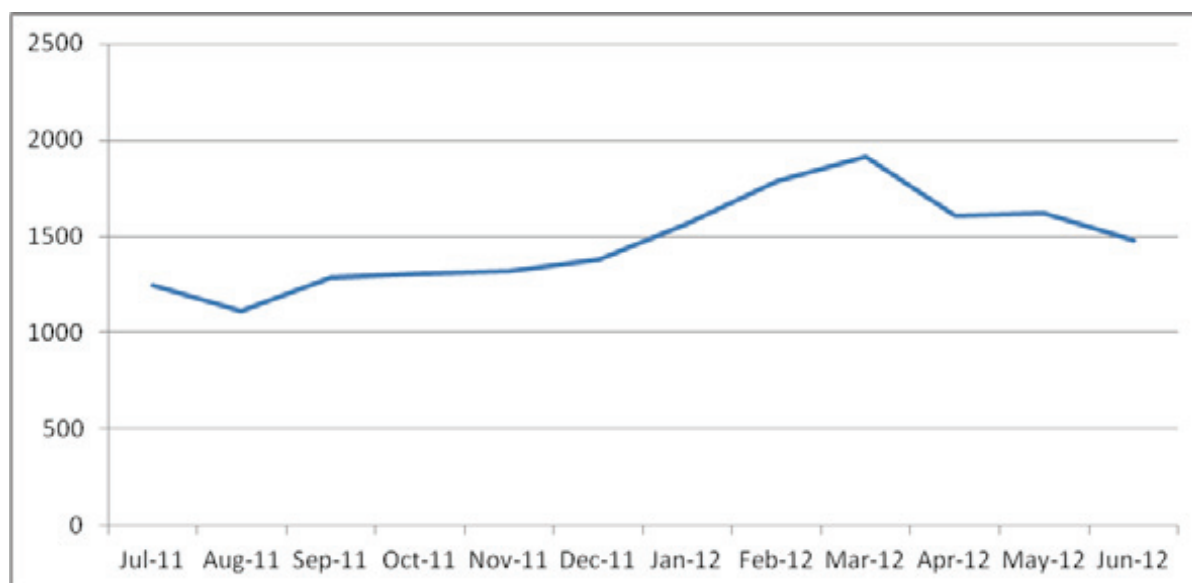
Statistics indicate our 210 trained TCS' answered 17,629 calls, of which 1,939 were suicide related. Our centre has contributed to the national 24-hour service providing an average of nine volunteers every day to stand beside a caller in their time of crisis. We have renewed our efforts this year to increase the number of active telephone crisis supporters. During 2011-12, we trained 92 new crisis

supporters and we are making more training opportunities available in the future with an aim of increasing our telephone crisis supporter numbers to beyond 300.

2011-12 saw Lifeline Canberra involved in the Lifeline Online Crisis Chat Trial where 20 of our experienced telephone crisis supporters were trained in providing online crisis support. This was an exciting new venture for Lifeline Canberra and resulted in us connecting with a much younger group of individuals at risk. The trial resulted in a very high percentage of people facing crisis with self-harming and suicidal behaviours. And while Lifeline Canberra volunteers and staff were extremely disappointed not to be continuing the permanent service it was decided that the prospect of operating the paid online service from Lifeline Canberra was not a viable venture at the time. This service now operates from centres in Adelaide and Brisbane with a national reach.

While our volunteer numbers have increased, this financial year has also seen a steady increase in the amount of calls answered at our centre. Our call answer rate has increase by 10% compared to the previous financial year. The month of March saw Lifeline Canberra answer more calls than ever before in the centre's history with 1912 calls. This number has continued to increase in the 2012-2013 financial year.

Call Answer Rate for Lifeline Canberra Phone Room 2011-2012



On behalf of our callers and the Canberra community I thank the amazing team of volunteers that continue to answer more and more calls on our crisis line. Everyday this group of individuals change the lives of our callers – helping them in their struggle to find the light in their lives. Lifeline Canberra thanks each and every one of you for your time, dedication and belief in our service and being here for our callers. You are what make our service what it is today.

I would also like to thank the incredible Telephone Counselling Team – Barbara, Janet,

Alisha, John and Pam. These dedicated individuals work ridiculous hours to support both our volunteers and our callers. Their commitment to Lifeline Canberra is an inspiration everyday.

The privilege of working with our volunteers and callers in need continues, and I look forward to another exciting year in telephone counseling and Lifeline Canberra.

Mandy Larsson

Director Telephone Counselling Services

Training- CORE Solutions

Communication, Opportunity, Resilience, Empowerment.

The past 12 months has been a time of significant growth, learning and increased opportunity for CORE Solutions. Now well into the second year of operation, CORE Solutions has a clear focus, vision and aim - 'Building Community Resilience'.

This vision is achievable through the workshops that we offer. Although each workshop offered through CORE Solutions provide participants with a range of different skills, there is a common theme, that through education, awareness and self reflection, participants are provided with skills to instil confidence, empower and encourage others to handle and manage situations of crisis. The workshops also focus on individual resilience through self reflection and self care.

The main but not exclusive workshops facilitated by the CORE Solutions team are:

- Accidental Counsellor – Crisis Intervention, Resilience and Self Care Skills
- Applied Suicide Intervention Skills (ASIST) – Suicide First Aid Intervention
- SafeTALK – Suicide Awareness, prevention skills
- Dealing with People in Difficult Situations – De-escalation of crises in workplace, Resilience skills

The last 12 months has seen enormous growth for CORE Solutions. The most popular workshop has been our Accidental Counsellor workshop,

having trained 320 people in Accidental Counsellor this year, compared with 200 last year, a 60% increase. ASIST and SafeTALK have also gained momentum with over 180 people now trained in delivering Suicide First Aid (ASIST), compared with 100 last year and 120 in SafeTALK, compared to 50. These workshops have been facilitated across government departments, community organisations, local businesses, telephone crisis supporters and among the general public.

While we are delighted with what has been achieved, there is still further work to be done in promoting the courses more widely, and plans are in place to position Lifeline Canberra CORE Solutions as the first choice for mental health awareness training in the ACT and region.

Moving forward, the CORE Solution team continues to remain focused on our vision of 'Building Community Resilience'. This vision promotes motivation within the CORE Solutions Team at Lifeline Canberra, as each participant that attends one of our workshops can begin to make a difference in our community, and ultimately, help us work toward our vision of 'Building Community Resilience'.

With thanks to our brilliant facilitators Nicola Franklin and Hannah Korrel we will move forward in 2012-13 and continue to provide Canberra with beneficial courses specific to individual needs.

Tracey McMahon
Corporate Training Manager



Commercial Enterprises

During the last 6 months of the 2011-2012 financial year, Commercial Enterprises, Lifeline Canberra was established. The Commercial Enterprises Manager is directly responsible for the viability of the division and is answerable to the Commercial Enterprise Committee. As its maiden initiative, Commercial Enterprises oversaw the development and launch of Bean Talkin' – an innovative business venture to provide Lifeline Canberra with an alternative revenue source, promote awareness of the Lifeline Canberra brand and offer the Canberra community with a new option to solve its coffee and catering requirements.

Bean Talkin', by Lifeline Canberra, is a light refreshment and mobile coffee service. In April 2012, Bean Talkin' was launched at the Canberra International Music Festival. Bean Talkin' cooperates with event coordinators of medium to large events to ensure their catering needs are met and has been well received by the Canberra community and the surrounding region. Bean Talkin' has forged strong commercial relationships with well-known local businesses, such as Gus' Café,

who provides all volunteers with professional barista training. Bean Talkin' volunteers are provided with possibilities to acquire additional transferrable skills through a Lifeline Canberra sponsored certificate of attainment in Food Hygiene.

Since its commencement, Bean Talkin' has attracted 57 volunteers and has formed a productive partnership with Alliance Catering, which has further promoted the Lifeline Canberra brand.

Bean Talkin' has received continual support and repeat bookings from organisations, such as Canberra Off-Road Cycling and Exhibition Park In Canberra.

Moving forward, Commercial Enterprises is developing a proposal to replicate the successes of the Bean Talkin' business model through licensing agreements with other Lifeline centres throughout Australia.

Karen Bustamante
Commercial Enterprises Manager

Marketing and Communications

The 2011 Lifeline Canberra Willy Wonka Gala Ball was a roaring success with an in-house team taking on-board the enormous challenge of planning and delivering a first class event to over 420 guests at the Hotel Realm. The ball marked another of our events to recognise our 40th birthday, with feedback on the night from volunteers and corporate partners alike suggested a Gala Ball event would become an annual occurrence on the Lifeline Canberra calendar.

The Friends of Lifeline bi-annual newsletter continues to be a great source of revenue to the organisation and we appreciate these very generous, regular donations. Similarly, a number of one-off donations were received which provide a very welcome boost to our fundraising efforts.

The marketing and communications area of the Lifeline Canberra business has experienced a period of change in personnel over the last financial year with a new team recruited in May 2012 to take the business forward into the 2012-2013 year.

Lifeline Canberra has diversified the brand through new commercial initiatives such as CORE Solutions Training and Bean Talkin'. Along with the launch of a new website and the continued growth and relevance of social media, the marketing and communications team now has a number of channels and

brands with which to communicate to our existing audience and to attract new advocates for our cause.

In the competitive community sector we face significant challenges in utilising and maintaining new and improved cost effective methods of communicating and promoting what we do to the Canberra community. We will maintain a presence across Facebook, YouTube, LinkedIn and Twitter or face the reality of being left behind.

Our sincere thanks to our Corporate Partners for their renewed support of Lifeline Canberra. To the friendly staff at Clear Complexions, EPIC, Pixel to Paper, AIM, Prime7, Cantlie and RiotACT, a heart felt thank you for your belief in, and commitment to Lifeline Canberra for 2012 and beyond.

To the local media, Westpac and the number of local businesses who have chosen to partner with Lifeline Canberra, we thank you also and look forward to building on the friendships that have been forged over recent months.

Lifeline Canberra will continue to strive for excellence in what we do day-to-day and aim to demonstrate this ethos through all our internal and community engaging activities.

Matt Heffernan

Marketing and Communications Manager



Bookfairs and Bookfair Warehouse

The Lifeline Canberra Bookfairs and Warehouse are currently in a phase of consolidation and diversification, with online sales and general book sales from the warehouse increasing while actual Bookfair sales have been steady. The Spring 2011 and Autumn 2012 bookfairs at EPIC both had takings over \$400,000 at each fair, for a total of \$880,000. The Southside Bookfair, which was held at the auditorium at Vikings Club, Erindale, had takings of \$63,000. Online sales, which commenced in January 2012, raised \$5000 from January to June, and have been steadily increasing each month. This, combined with general book sales from the warehouse produced a combined total of \$955,000 for the financial year. Customer numbers at the three bookfairs totaled approximately 23,500.

This required a great effort from our two regular teams of volunteers, those who work in the warehouse throughout the year, and those who turn out regularly for the bookfairs. As well, we are drawing on casual volunteers from various workplaces, universities and from local high schools, who have eased the workload for the regular volunteers considerably over the busy periods. We are very grateful for the

enthusiasm and energy of this large team of diverse people who make this all happen. The Canberra community continues to be exceptionally generous in their donations of books, records, CDs and other items for sale. The quality of donated items is steadily improving, which makes for an enhanced display at the bookfairs.

As in the previous financial year, we have been able to pass on some of our excess stock to Lifeline in Gippsland, Victoria and Central West New South Wales, as well as to other charitable causes on the New South Wales South Coast, and to schools in Papua New Guinea. The Lifeline Canberra warehouse is pleased to be able to contribute to these causes, while still providing significant funds for the operation of the Lifeline Telephone Counselling Service. The whole operation is a collaborative effort from volunteers, staff, and the Canberra community which contributes the books and other items that we sell at our bookfairs, to provide much needed funds for the Lifeline Canberra effort.

Jack Maguire
Bookfair and Warehouse Manager

Treasurer's Report

On behalf of the Board of Directors, I am pleased to present Lifeline Canberra's 2011-12 Treasurer's report.

In 2011-2012 Lifeline Canberra developed new commercial ventures to expand its revenue base and also to seek other opportunities to support the Canberra and surrounding regions. We established the Bean Talkin' coffee and catering van and ramped up the corporate and community training activities.

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 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.

In 2011-12, Grant income has decreased by \$348k as funding for the Club Care, Gambling Care and LYNX programs has ceased. This was partially offset by an increase of \$164k in

Trading and Operating income from the 2011 Gala Ball and increased Corporate Training revenue. Total revenue has decreased by \$192k.

With the application of depreciation of property, plant and equipment, Lifeline's net assets as at 30 June 2012 were \$2.23m. This is a reduction from the \$2.5m reported in 2010-11.

While Lifeline Canberra has relatively healthy net assets it should be noted that the land gifted by the ACT Government for the Book storage and sorting facility 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 financial results, continued success of the Bookfairs, new commercial ventures, strong financial governance and risk management practices, the required development and investment in the organisation is achievable. While the financial reports, risks and governance mentioned in this report may 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 as possible. Lifeline Canberra should continue to "operate commercially without commercial intent".

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

In closing, I would like to thank volunteers, staff, management, the Finance Risk and Audit Committee and the Board of Directors for their effort, enthusiasm, dedication and, professionalism for Lifeline Canberra and most of all for their compassion for those who need its services.

Steve Fielding

Treasurer



Financial Statements

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 2012. 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 deficit for the financial year for the Association was \$294,523 (2011: surplus of \$62,048).

Revenue

Total revenue has decreased by 9% mainly due to a decrease in grant income. Grant income has decreased by 44% as funding for the Club Care, Gambling Care and LYNX programs has ceased. The 14% increase in trading and operating activities income is largely due to income received from the 2011 Gala Ball and an increase in income received from training courses and workshops delivered during the year.

Expenses

Total expenses have increased by \$164,059 mainly due to an increase in operating costs as a result of expenditures incurred in relation to the 2011 Gala Ball, as well as an increased investment in Telephone Counselling and new Commercial ventures.

Statement of Financial Position

Total assets decreased by \$352,641 (11%) mainly as a result of the decrease in cash and cash equivalents and receivables which are a reflection of the loss of grant income during the year. Depreciation of the property, plant and equipment has also contributed to the decrease in total assets.

Total liabilities decreased by \$58,683 (8%) mainly as a result of decrease in unearned revenue for the funded programs.

Statement of Changes in Equity

The change in equity is the result of the deficit for the year and the revaluation adjustment to the value of the investment in shares.

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

Statement of Cash Flows

The Association's cash flow and liquidity positions have declined compared to last year.

The net cash outflow from operating activities is \$183,720 compared with an inflow of \$282,087 in the previous year. This is as a result of the loss of funding for the Club Care, Gambling Care and LYNX programs. The reasons for the movements in the receipts and payments are the same as those outlined above under headings 'Revenue' and 'Expenses'.

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

The net cash outflow from financing activities is due to the repayment of borrowings and finance lease liability, and interest payments relating to the book-sorting and storage facility in Mitchell.

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2012

	2012 \$	2011 \$
Revenue		
Fundraising income	129,300	140,901
Grants	444,353	792,520
Trading and operating activities	1,317,272	1,152,823
Other income	<u>22,949</u>	<u>20,142</u>
Total revenue	<u>1,913,874</u>	<u>2,106,386</u>
Expenses		
Administrative expenses	38,830	51,915
Cost of goods sold	14,666	3,753
Depreciation	88,388	73,519
Employment costs (excluding superannuation)	1,260,872	1,259,799
Management costs	26,350	28,850
Occupancy costs	252,240	265,452
Operating costs	397,578	232,144
Other costs	30,555	27,983
Superannuation	<u>98,918</u>	<u>100,923</u>
Total expenses	<u>2,208,397</u>	<u>2,044,338</u>
Surplus/(deficit) for the year	<u>(294,523)</u>	<u>62,048</u>
Other comprehensive income		
Gain/(loss) on revaluation of available-for-sale financial assets	<u>565</u>	<u>(886)</u>
Total other comprehensive income	<u>565</u>	<u>(886)</u>
Total comprehensive income for the year	<u>(293,958)</u>	<u>61,162</u>

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2012

	2012 \$	2011 \$
CURRENT ASSETS		
Cash and cash equivalent	379,524	631,395
Other current assets	67,925	97,904
Trade and other receivables	<u>37,214</u>	<u>64,244</u>
TOTAL CURRENT ASSETS	<u>484,663</u>	<u>793,543</u>
NON-CURRENT ASSETS		
Property, plant and equipment	2,363,747	2,408,073
Other financial assets	<u>37,739</u>	<u>37,174</u>
TOTAL NON-CURRENT ASSETS	<u>2,401,486</u>	<u>2,445,247</u>
TOTAL ASSETS	<u>2,886,149</u>	<u>3,238,790</u>
CURRENT LIABILITIES		
Trade and other payables	131,911	105,531
Provisions	172,358	119,999
Unearned revenue	45,223	179,511
Financial liabilities	<u>287,349</u>	<u>306,150</u>
TOTAL CURRENT LIABILITIES	<u>636,841</u>	<u>711,191</u>
NON-CURRENT LIABILITIES		
Financial liabilities	<u>15,667</u>	<u>-</u>
TOTAL NON-CURRENT LIABILITIES	<u>15,667</u>	<u>-</u>
TOTAL LIABILITIES	<u>652,508</u>	<u>711,191</u>
NET ASSETS	<u>2,233,641</u>	<u>2,527,599</u>
EQUITY		
Reserves	(4,557)	(5,122)
Accumulated surplus	<u>2,238,198</u>	<u>2,532,721</u>
TOTAL EQUITY	<u>2,233,641</u>	<u>2,527,599</u>

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2012

	2012 \$	2011 \$
Reserves	(4,557)	(5,122)
Accumulated surplus	<u>2,238,198</u>	<u>2,532,721</u>
TOTAL EQUITY	<u>2,233,641</u>	<u>2,527,599</u>
RESERVES		
Asset Revaluation Reserve:		
Balance at the beginning of the year	(5,122)	(4,236)
Other comprehensive income	<u>565</u>	<u>(886)</u>
Balance at the end of the year	<u>(4,557)</u>	<u>(5,122)</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>(4,557)</u>	<u>(5,122)</u>
ACCUMULATED SURPLUS		
Balance at the beginning of the year	2,532,721	2,470,673
Surplus/(deficit) for the year	<u>(294,523)</u>	<u>62,048</u>
Balance at the end of the year	<u>2,238,198</u>	<u>2,532,721</u>

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2012

	2012 \$	2011 \$
Cash Flows from Operating Activities		
Grants received	356,980	506,759
Receipts from other services	1,539,003	1,799,407
Interest received	18,534	18,567
Payments to suppliers and employees	<u>(2,098,237)</u>	<u>(2,042,646)</u>
Net cash from operating activities	<u>(183,720)</u>	<u>282,087</u>
Cash Flows from Investing Activities		
Payment for property, plant and equipment	(16,788)	(79,540)
Payment for investment	-	(20,000)
Interest reinvested	<u>-</u>	<u>(129)</u>
Net cash from investing activities	<u>(16,788)</u>	<u>(99,669)</u>
Cash Flows from Financing Activities		
Repayments of borrowings	(30,407)	(27,556)
Interest paid	<u>(20,956)</u>	<u>(22,108)</u>
Net cash from financing activities	<u>(51,363)</u>	<u>(49,664)</u>
Net increase/(decrease) in cash held	(251,871)	132,754
Cash at the beginning of the year	<u>631,395</u>	<u>498,641</u>
Cash at the end of the year	<u>379,524</u>	<u>631,395</u>

LIFELINE CANBERRA INCORPORATED
ABN 14 207 094 003

NOTES TO THE CONCISE FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2012

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 2012. 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 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 DATE

There are no events after the reporting date 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 2012

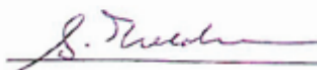
In the opinion of the Board, the accompanying financial statements comprising the statement of financial position, statement of comprehensive income, statement of changes in equity, statement of cash flows and notes to the concise financial report, including the discussion and analysis:

1. present fairly the financial position of Lifeline Canberra Incorporated as at 30 June 2012 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:



Pauline Thorneloc
President



Steve Fielding
Treasurer

Dated on this 4 day of September 2012

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 2012, 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 2012, and the discussion and analysis. The concise financial report does not contain all the disclosures required by the Australian Accounting Standards.

The Responsibility of the Members of the Board for the Concise Financial Report

The members of the Board are responsible for the preparation and fair presentation of the 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 2012. Our audit report on the financial statements for the year was signed on 4 September 2012 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 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 modified audit opinion.

Basis for Qualified Opinion

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 and some other 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.

Qualified 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 2012 complies with Accounting Standard AASB 1039: Concise Financial Reports.

A handwritten signature in blue ink that reads "Duesburys Nexia".

Duesburys Nexia
Canberra, 4 September 2012

A handwritten signature in blue ink that reads "R C Scott".

R C Scott
Partner

Lifeline Canberra would like to
thank their corporate partners



LIFELINE CANBERRA ENQUIRIES
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Canberra City ACT 2601