

**Annual  
Report**

**2012**



**Lifeline**

Harbour to Hawkesbury

**4 Park Avenue, Gordon NSW 2072**

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**24 HOUR CRISIS SUPPORT 13 11 14**

### LIFELINE SHOPS

375 Pacific Highway, Asquith NSW 2077  
Phone: (02) 9476 5876

**Trading Hours:**

Mon, Tues, Wed, Fri 10am-4pm  
Thurs 10am-5pm, Sat 9.30am-1pm

8 Oxford Street Epping NSW 2121  
Phone (02) 9869 7868

**Trading Hours:**

Mon.Tues.Wed.Fri 10am – 5pm  
Thurs 10am-8pm, Sat 9am- 12md

### CLOTHING BIN LOCATIONS

Asquith	<ul style="list-style-type: none"> <li>In Driveway behind Asquith shop, <i>375 Pacific Highway Asquith</i></li> </ul>	1
Gordon	<ul style="list-style-type: none"> <li><i>Henry Street</i>, opposite Ravenswood Girls High school.</li> </ul>	1
	<ul style="list-style-type: none"> <li>Elevated car park – Gordon shopping centre <i>Wade Lane Gordon</i></li> </ul>	1
	<ul style="list-style-type: none"> <li>Car park behind LLH2H Gordon office. <i>Pearson Avenue, Gordon</i></li> </ul>	2
Hornsby	<ul style="list-style-type: none"> <li>Car park</li> <li><i>Corner William Street and Dural Lane Hornsby</i></li> </ul>	2
Killara East	<ul style="list-style-type: none"> <li>Shopping Centre car park. <i>Corner of Koola Avenue and Reading Avenue East Killara</i></li> </ul>	1
Northbridge	<ul style="list-style-type: none"> <li>Northbridge shopping Centre car park, <i>Eastern Valley Road Northbridge</i></li> </ul>	3
Pymble	<ul style="list-style-type: none"> <li>Corner of <i>Avon Road</i> and <i>Everton Street</i>.</li> </ul>	1
	<ul style="list-style-type: none"> <li>Car Park Lofberg Oval. <i>Cnr Lofberg Road &amp; Yanko Road. W.Pymble</i></li> </ul>	1
St Ives	<ul style="list-style-type: none"> <li>St Ives shopping centre car park, adjacent to <i>Mona Vale Road St Ives</i></li> </ul>	1
Thornleigh	<ul style="list-style-type: none"> <li>Thornleigh Station car park,</li> <li><i>The Esplanade</i> nearest cross street <i>Eddy Street Thornleigh</i></li> </ul>	1
Turramurra	<ul style="list-style-type: none"> <li>Car Park</li> <li><i>Valley Park Crescent Turramurra</i></li> </ul>	1
Wahroonga	<ul style="list-style-type: none"> <li>Wahroonga shopping Centre car park, <i>Coonanbarra Road Wahroonga</i></li> </ul>	1
	<ul style="list-style-type: none"> <li>Claude Cameron Grove car park, <i>Corner of Kintore Street and Westbrook Ave Wahroonga</i></li> </ul>	2

### BOOK COLLECTION DROP OFF VENUES

Lindfield	Scout Hall - Corner Ignatius and Polding Roads West Lindfield
Gordon	Shed in car park behind LLH2H Gordon office. <i>Pearson Avenue, Gordon</i>

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## Lifeline's Vision and Values

The National Lifeline organisation has recently undergone a strategic re-focus to reaffirm our vision and purpose as fundamentally related to suicide prevention and crisis support.

**Our Vision** An Australia free of suicide

**Our Purpose** To support Australians in times of crisis and equip individuals and communities to be resilient and suicide-safe

The 42 Lifeline Centres around Australia are aligning their services to the national Strategic Framework.

**LIFELINE SERVICES** include:

**Crisis Support:** 13 11 14 telephone crisis support, online services, community information

**Promotion of emotional health and wellbeing** through community services

**Learning and community education** through other agencies and professional groups

### LIFELINE'S GUIDING PRINCIPLES

- We are guided by how we can best support and serve the community in delivering Lifeline's purpose
- We consistently demonstrate care and respect for other people
- We demonstrate integrity, honesty, openness, personal excellence and constructive self-criticism, innovation in service provision, mutual respect and commitment in all our behaviours and decisions
- We will reinforce Lifeline's reputation as an organisation of integrity, honesty, respect, care and trustworthiness
- We listen to others without judgment
- We believe suicide is mostly preventable

## Lifeline Harbour to Hawkesbury

Lifeline first began as a telephone counselling service in Sydney on 16 March 1963. Lifeline Harbour to Hawkesbury (Lifeline H2H) commenced operating as a telephone counselling service in October 1968. Lifeline is now an international organisation, with 300 centres in 19 countries. In 2011-12 there were 42 accredited centres in Australia.

Lifeline H2H is a high performing Lifeline centre, with an extensive body of accredited volunteers to answer the crisis support line 13 11 14, as well as to provide online crisis support and face-to-face crisis counselling. Our services to the community are well developed, effective and diverse.

### We have a proud history of successes:

- 44 years as a service centre for Lifeline
- One of the highest answer call rates in NSW and nationally in recent years
- Providing a variety of crisis support community services
- Demonstrating high professional standards in all services
- All personal and financial counsellors accredited by external professional bodies
- Playing a key role in supporting the National Office (NO)
- Establishing a variety of support groups, including Suicide Bereavement Support Groups and the Lifeline Suicide Crisis Support Program
- Setting up two external help lines (CIH and DV&SA)
- Providing a trial and interim on-line crisis support service

### Our capabilities, strengths and future plans support Lifeline's national strategic direction.

Our aim at Lifeline H2H is:

**TO BE:** A highly effective counselling and community service  
**BY:** Being there – listening, hearing, and supporting  
**FOR:** Our community, callers / clients, volunteers and staff

**LIFELINE HARBOUR TO HAWKESBURY INC  
IS ACCREDITED BY  
LIFELINE AUSTRALIA INC**

## Lifeline Harbour to Hawkesbury Provides

<b>Telephone Crisis Support</b>	24-hour telephone crisis support 13 11 14
<b>Financial Counselling</b>	Face-to-face financial counselling, by appointment
<b>Personal Counselling</b>	Face-to-face generalist counselling, offering caring support without judgement or religious or cultural bias in a safe and respectful environment, by appointment for couples and individuals
<b>Problem Gambling Counselling</b>	Face-to-face problem gambling counselling for individuals or family members, by appointment
<b>Community Aid</b>	Transporting, shopping, visiting for the frail, aged and disabled in consultation with co-ordinator
<b>Welfare</b>	General emergency assistance including food, electricity, water and phone bill vouchers, rent assistance
<b>Support Line</b>	Regular care calls for lonely and isolated people
<b>Suicide Bereavement Support Groups</b>	A safe and confidential environment for people to share their experience and support each other
<b>Lifeline Suicide Crisis Support Program (LSCSP)</b>	One-on-one telephone support for those at risk of suicide or who have survived a suicide attempt
<b>Men's Anger Management Group</b>	An 8 week program for men (18 years and over) who are experiencing difficulties controlling their anger
<b>REACH Depression Group</b>	A free 9 week educational support programme developed by the Black Dog Institute for people with a mood disorder
<b>Psychological Services</b>	A bulk billed psychological service under Medicare for people with a Mental Health Care Plan
<b>Partners In Depression Group</b>	A 6 week group program that aims to address the information and support needs of those who live with or love someone experiencing depression
<b>Training</b>	Telephone Crisis Support Training, Suicide Awareness, Applied Suicide Intervention Skills Training, Customised Community & Workplace Training, SafeTALK
<b>Retail</b>	Proceeds from sale of used clothing, bric-a-brac and books provide funds for Lifeline H2H services

# Board of Directors and Salaried Staff Positions as at June 2012

## BOARD OF GOVERNANCE

**Chairperson**  
Pam Pritchard

**Vice Chairperson**  
Robyn Gaspari

**Secretary**  
Merlyne Thompson

**Treasurer**  
Peter Anderson

**Directors**  
Malcolm Braid (Until 09/02/2012)  
Judy Hopwood  
Tessa Marshall  
Peter Miller (Until 22/03/2012)  
Belinda Tallis  
Shane Thompson

**Chief Executive Officer**  
Wendy Carver

## ADMINISTRATION & COUNSELLING STAFF

**Operations Manager**  
Joan Anderson

**Fundraiser & Event Manager**  
Emma Bagley

**Bookkeeper/Payroll Officer**  
Angela Dodd

**Administration Co-ordinator**  
Carolyn Yin (Until 27/09/2011)  
Megan Millar

**Database Co-ordinator**  
Jim Henderson

**IT Services Co-ordinator**  
Phil Dear

**Executive Support**  
Adrienne Bennett

**Face-to-Face Counselling Services Co-ordinator**  
Gabrielle Waters-Mckay  
Simone Isemann

**Personal Counselling Support**  
Graeme Daley

**Gambling Counsellor / RGF Programme Co-ordinator**  
Jeanette Svehla

**Financial Counselling Team Leader**  
Anne Holmes

**Financial Counsellor**  
Raphael Byron (until 31/3/2012)  
Sandy Logie

**Telephone Crisis Support Services Manager**  
Kirstie D'Souza

**Telephone Crisis Support Services Co-ordinator**  
Judith Dallas

**Telephone Crisis Support Services Centre Supervisor**  
Ceiny Maybury

**Telephone Crisis Support Services Supervisor**  
Nicola Probert

**Suicide Bereavement Support Group Co-ordinator**  
Ceiny Maybury

**Suicide Crisis Support Programme Co-ordinator**  
Kirstie D'Souza

**Telephone Crisis Support Training Manager**  
Rosanne Petters

**Community Aid Co-ordinator**  
Soniya Gune

**Cannabis Information & Helpline Co-ordinator**  
Peta Jesse

## RETAIL DIVISION STAFF

**Retail & Warehouse Manager**  
Aeran Bird  
Keri Davison (Until 02/11/2011)

**Epping Retail Co-ordinator**  
Sophie Honess

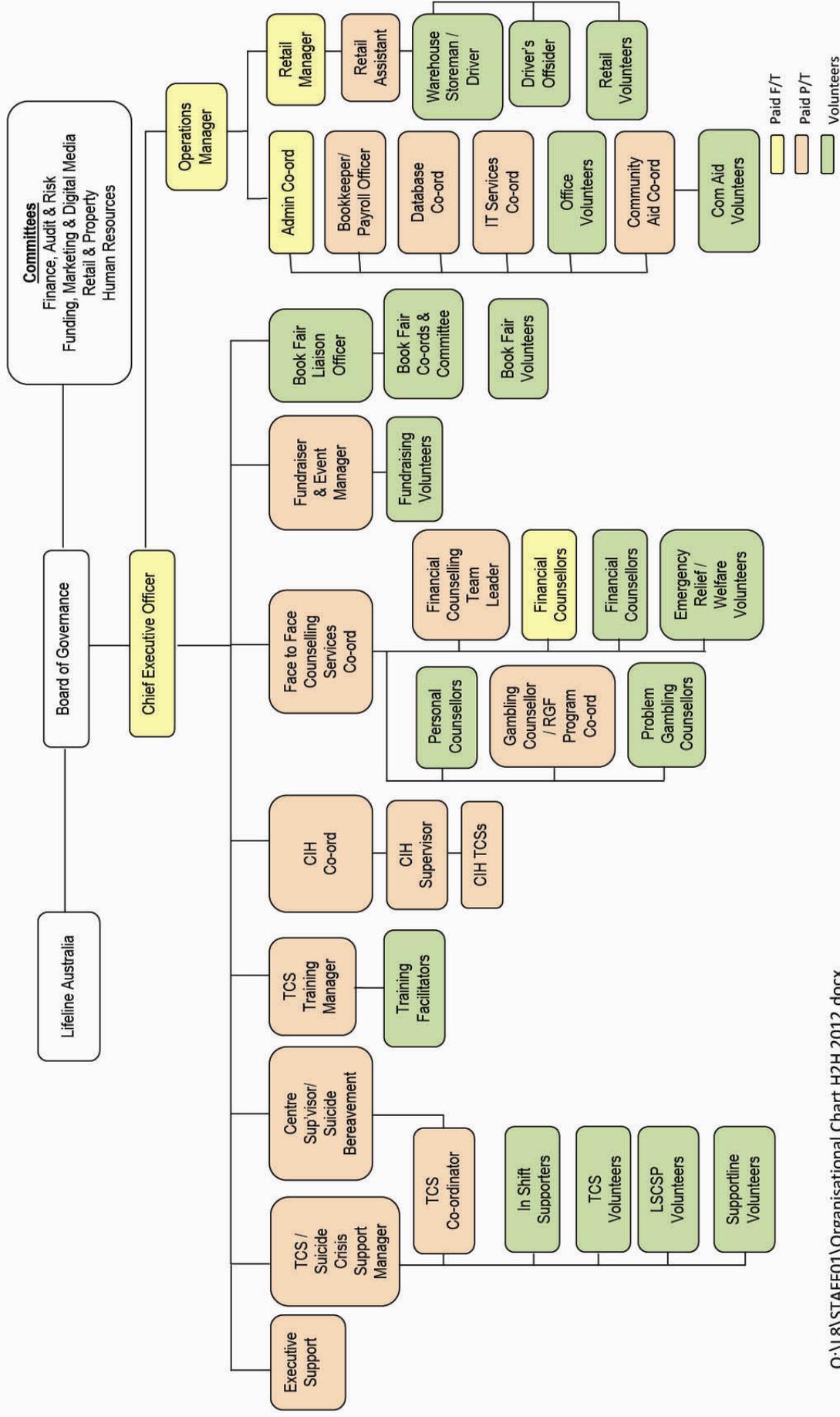
**Retail Assistant**  
Jacqueline Brigstock  
Linda Vergara

**Driver**  
Tom Bird

## AUDITORS

Rhodes Docherty & Co.  
Chartered Accountants

# Lifeline Harbour to Hawkesbury Organisational Chart as at April 2012



## Chairperson's Report

Staff and volunteers at Lifeline (H2H), led admirably by CEO Wendy Carver, have achieved another highly successful year. Crisis support services, face to face counselling and community services maintained their high standard and volunteers continue to show absolute commitment in providing crisis support and are a source of strength in fundraising, retail and administration activities.

Networking with government bodies, corporate organisations and community groups has increased, resulting in recognition of the vital role the centre plays in the community and increased financial support.

For the third consecutive year, a financial surplus was achieved, giving the Board the opportunity to build a reserve for the future. This was achieved by employing a wide scope of fundraising activities and a careful monitoring of expenditure.

There have been several changes on the Board during the year. Peter Miller and Malcolm Braid resigned and will be sorely missed. Shane Thompson has now completed a full year on the Board and his expertise in property and retail is very much appreciated.

### Strategic Direction

Once again the Board reviewed its strategic direction. The Purpose and Goals were established in response to the four priority strategic areas decided at the initial strategic planning meeting.

#### Purpose

To be a financially viable centre able to maintain and operate all existing crisis support and suicide prevention services, and open to expansion of services if and when appropriate.

#### Goal 1

To review the Centre's property needs and establish property space, suitable and sufficient in size to meet operational needs and support fundraising activities.

Reference: Property/Retail Committee

#### Goal 2

To turn the high level of brand awareness in the local community into action resulting in the delivery of increased both financial support and use of crisis support and suicide prevention services.

Reference: Fundraising, Media and Marketing Committee

#### Goal 3

To establish IT resources to meet the evolving needs of H2H operations.  
To make optimum use of changing technology in support of operational needs and fundraising activities.

Reference: New committee Board member plus staff and outside expertise

#### Goal 4

To review the operational structure of the Centre, work towards appropriate task and responsibility allocation and advise on suitable structure to cope with growing workloads.

## Chairperson's Report Continued

Reference: Human Resources Committee

Progress has been made towards achieving the goals and all committee charters have been reviewed.

A new warehouse for book storage has been opened in Hornsby and a second retail centre started in Epping.

It was decided to include IT in the Fundraising, Marketing and Media Committee and outside expertise has been sourced. The committee is very active and making good progress towards fundraising and a review of digital media strategy. The 'Gala Dinner' team is working hard to ensure its success.

Extra staff has been employed to improve the operational structure of the centre and reduce workloads.

### Constitution

The Constitution has been revised and inconsistencies removed with pro bono legal assistance from Clayton Utz legal firm.

### Lifeline Australia

The Board of Lifeline H2H always has a representative in attendance at Lifeline Australia Member Meetings, usually held in Melbourne or Canberra. The Board is kept well informed in all Lifeline Australia matters.

Lifeline H2H embraces the stated purpose of Lifeline Australia 'to support Australians in times of crisis and equip individuals and communities to be resilient and suicide safe.'

Pam Pritchard  
**Chairperson**

## Chief Executive Officer's Report

On a national level, the last twelve months at Lifeline H2H has involved working with Lifeline's National Office and other Lifeline Centres around Australia as we collectively developed and agreed a revised strategic direction. While Lifeline's name has a high and trusted brand awareness, there is also a degree of confusion in the community as to Lifeline's role and purpose. The new strategic direction for Lifeline has a stronger and clearer focus on suicide prevention and crisis support, aiming to take away any ambiguity regarding Lifeline's current and future direction for any service delivery.

At a local level, our Centre staff and volunteers continued to have a strong focus on our wide range of crisis support services ensuring appropriate community needs were being met in a professional and caring manner, while being aligned to the national strategic direction. Our services (both phone and face-to-face) all strived to provide a deeper level of crisis support and suicide prevention. Please read in more detail about growth in our service provision in the services reports in this Annual Report.

One of the important national strategic decisions that was made during the year included the introduction of a permanent paid overnight service for the 13 11 14 Telephone Crisis Support Service (TCS). This decision was made after many, many years of volunteer TCSs undertaking these difficult overnight shifts and finding the task of answering all our crisis calls overwhelming. A paid overnight trial was run and an interim service operated until funding was resolved for a permanent service.

Throughout the year staff at our Centre have worked with Lifeline Australia in a number of areas including:

- Online Crisis Support
- 13 11 14 Paid Overnight Project
- Crisis Support to the National Office
- A Business Continuity Plan
- Lifeline's Accreditation Standards Program, with a focus on financial viability, membership, insurance, RTO (Registered Training Organisation) standards and our Trade Mark licence
- All Centre Managers and Operational Meetings
- Reference Groups for services, training, supervision and the way forward with the new Strategic Direction and new Services Framework

In February a Lifeline H2H staff strategic planning day was held and facilitated by Andrew King, a highly qualified external facilitator. The report from this meeting was provided to Lifeline H2H's Board of Governance for their strategic planning meeting.

Along with other Lifeline Centres in NSW we received our first installments of State Government funding for the 13 11 14 telephone crisis support service during the 2011 – 2012 Financial Year. This was a significant achievement for Lifeline Centres in NSW and our gratitude goes to Barry O'Farrell and his Government for their commitment and support of Lifeline.

## Chief Executive Officer's Report Continued

At a more local level, we continued to receive generous support from Ku-ring-gai Council through provision of our Lifeline H2H Centre premises at Gordon. The building is provided to Lifeline at a highly subsidized rent. Council give additional support through the provision of our Book Depot at Lindfield.

For the third year in a row we were fortunate to receive funding from the NSW Government Community Building Project. These funds were provided to enable building works at our Centre at Gordon, primarily three new face-to-face counselling rooms. The project is currently underway and being expertly co-ordinated by Michael Andrews.

Lifeline H2H continued to operate a highly successful Book Fair/Sales business. Our business includes two book depots, one at Lindfield in an old scout hall and one at Hornsby in a rented warehouse. The second depot at Hornsby was previously operated out of UnitingCare's Bowden Brae Retirement Village at Normanhurst. Unfortunately, after many years free use of these premises, we needed to vacate due to the space no longer being available. A huge debt of gratitude goes to Bowden Brae for their support over many years. Our depots are operated by two Book Fair Committees and their teams of volunteers. The committees run three annual book fairs and a number of book sales on an annual basis and raise a large proportion of funds needed to maintain all of our crisis support services. It is hard to know how our services would continue to be financially viable without these two dedicated groups of volunteers. An enormous vote of thanks goes to these teams with special recognition given to the committee members.

We are also well supported by our retail business. We currently have two shops, one at Asquith, including a small warehouse, and one at Epping. A small committed team of staff and volunteers run these operations. The second shop at Epping was opened in December after a rather lengthy search for a suitable and affordable shop. All of our retail staff and volunteers are also highly valued team members of our Lifeline Centre.

Our on-going struggle to achieve financial sustainability for all our crisis support services saw a strong focus on maintaining existing relationships, while at the same time building new ones in the community. All our relationships, whether large or small, are highly valued and our sincere gratitude goes to everyone who has been involved in supporting, sponsoring or donating to Lifeline H2H over the last twelve months. There are unfortunately too many friends and partners to mention all by name, however there are a number, not already mentioned, who have provided significant support through the last twelve months. These include:

- Chatswood Rotary Club, who continued to partnership with Lifeline H2H as the major beneficiary at their annual Golf Day/Gala Dinner
- Turramurra and Ku-ring-gai Rotary Clubs, who chose Lifeline H2H as one of the major beneficiaries of the inaugural Bobbin Head Cycle Classic (bike ride)
- West Pennant Hills and Cherrybrook Rotary Club, who gave Lifeline H2H a very generous donation to support our services
- Wahroonga, Roseville Chase, Ku-ring-gai, Chatswood, Turramurra and Lindfield Rotary Clubs and Rotaractors, whose members provided tireless support at our annual Book Fairs

## Chief Executive Officer's Report Continued

- NAB volunteers, who provided much needed man power at our annual Book Fairs
- Young Australian Chinese Charity Foundation, whose members also provided an abundance of energy and strength to assist at our Book Fairs
- The Turrumurra and Lindfield Community Bank, who partnered with Lifeline H2H in providing funding for our REACH Depression Group
- Avondale Ladies Golf Club Committee, who supported and raised funds for Lifeline H2H services at their annual Ladies Golf Day
- The Ensemble Theatre and the Bates family, who yet again supported Lifeline H2H through a charity night
- The Monkey Bar at Chatswood, for their continued financial support
- Clayton Utz, for pro bono legal work.

Meaningful and valued relationships have also grown with local Politicians. Matt Kean, MP for Hornsby, Paul Fletcher, Federal Member of Parliament for Bradfield, and Jonathan O'Day, MP for Davidson.

Inevitably there have been some changes in staff and positions during the last twelve months. Changes included staff being contracted for the Paid Overnight TCS service. Other changes included:

- Kirstie D'Souza, long term TCS Co-ordinator, moving into the role of TCS Manager
- Judith Dallas's position changed from Assistant TCS Co-ordinator, to part time TCS Co-ordinator
- Nicola Probert joined our staff as a part time TCS Supervisor
- Adrienne Bennett was appointed as part time Executive Support
- Phil Dear moved from volunteer IT support to join our staff as part time IT Services Co-ordinator
- Megan Millar joined our staff as Administration Co-ordinator, after the resignation of Carolyn Yin
- Emma Bagley moved from Fundraiser & Event Co-ordinator to part time Fundraiser & Event Manager
- Simone Isemann took on the role of assisting Face-to-Face Counselling Service Co-ordinator
- Sandy Logie took over Raf Byron's funded Financial Counsellor position, after Raf's retirement
- Aeran Bird moved from Warehouse Supervisor, into the position of Retail/Warehouse Manager
- Sophie Honess was employed as the new Epping store Co-ordinator
- Jacqui Brigstocke was employed as a part time Retail Assistant
- Tom Bird was appointed as Driver

Lifeline H2H has outstanding staff and volunteers. All are involved in either the challenges of providing crisis support and suicide prevention services to callers and clients, or raising funds and supporting operations. I cannot speak highly enough of the skills, commitment, passion and dedication of our staff and volunteers. A truly amazing group of people, who all work together to support those in need within our community.

## Chief Executive Officer's Report Continued

Lifeline H2H volunteers remain the heart of our Centre and enable us to collectively make a difference in people's lives.

Last but not least, I would like to give special recognition to the members of Lifeline H2H's Board of Governance and Board sub committees. Board and committee members provide very specialized skills and experience to our Centre on a voluntary basis. Not only do they guide our Centre, but they graciously and expertly guide me as Chief Executive Officer. Their support and encouragement is greatly appreciated.

Wendy Carver  
**Chief Executive Officer**

# Telephone Crisis Support Services

## Telephone Crisis Support

There have been many changes for everyone working in our telephone services this year including a change of name. The service we offer is now known as Telephone Crisis Support, a title more closely aligned with Lifeline's service description. Those who work directly with callers are now called Telephone Crisis Supporters (TCS) and the people who support, debrief and assist them are In Shift Support (ISS).

As well as the name change, volunteer and paid crisis supporters have had to learn to use a new phone and computer system for calls, data collection and referrals. Connect was introduced in November 2011, replacing both LIFE and Just Look. Our TCSs adjusted to the system with their characteristic patience and determination with only a few early hiccups, although there continue to be problems with the referral data base.

Our heartfelt appreciation to all our TCSs for continuing to support callers with skill and empathy through all the changes in services and equipment over the last year. The work of our TCSs would not be possible without the dedication and wisdom of our marvellous ISS team and we extend grateful thanks to them too.

## Online Crisis Chat Trial

Lifeline H2H was one of three centres which took part in the Lifeline Online Crisis Chat Trial. Shifts were run from our centre four nights per week from 1 July 2011. Each shift had 2 or 3 volunteer Online Crisis Supporters, with a paid ISS working on site with them. The contacts they responded to via real time messaging tended to be aged between 15 and 24, a younger demographic than in the telephone crisis support service. TCSs and ISSs at this centre responded enthusiastically to the challenge of learning how to deliver the Lifeline model in a different way to a different group of consumers. Lifeline H2H continued to operate the service until May 2012 and many of us were disappointed when Lifeline Australia awarded the contract for the service to two centres not involved in the trial. However the centre has the capacity and the expertise to contribute to the online service at any time in the future if required.

## Paid Overnight Service

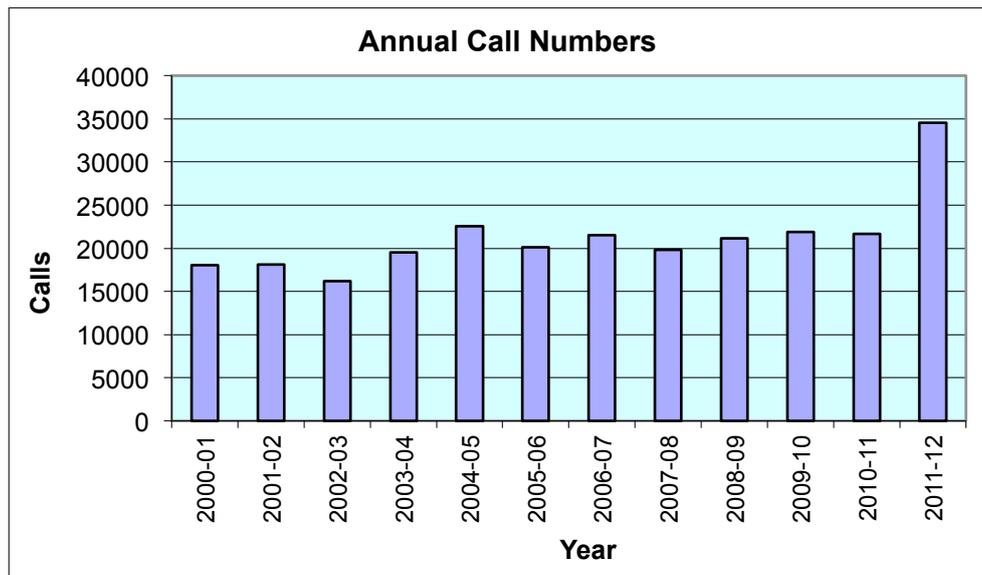
Lifeline H2H was one of three centres which won a contract to operate this service. We started in September 2011 by covering midnight to 6am three nights per week with 5 TCSs and 1 ISS on site each night. Initially we were able to recruit from volunteers at our own centre and at Lifeline Central Coast, Lifeline Northern Beaches and Lifeline Sydney and Sutherland. The service expanded to 5 nights per week in February 2012. Because of the demanding hours, it took some time for the rosters to settle down but gradually teams formed for most nights and we are lucky to have a relatively small but highly skilled and committed workforce. With five TCSs taking calls each night, well-supported by their ISS, many more callers are able to get help and care during the hours when few other services are operating.

## Telephone Crisis Support Services Continued

The Paid Overnights service is set to expand to 7 nights per week in July 2012 and there may be an increase in the number of TCSs on each shift in the year ahead.

### Telephone Crisis Support Statistics 2011-2012

<b>Telephone Counsellor Data</b>	
<b>2011 - 2012</b>	
Number of calls answered	34,575
Total number of individual TCSs on shift	202 TCSs
Total number of TCS volunteer hours	15,477 hours
Number of Counselling shifts covered	1,774
Levels of shift coverage	
1 TCS	39.7%
2 TCSs	39.7%
3 TCSs	17.5%
4 TCSs	3.1%



# Telephone Crisis Support Services Continued

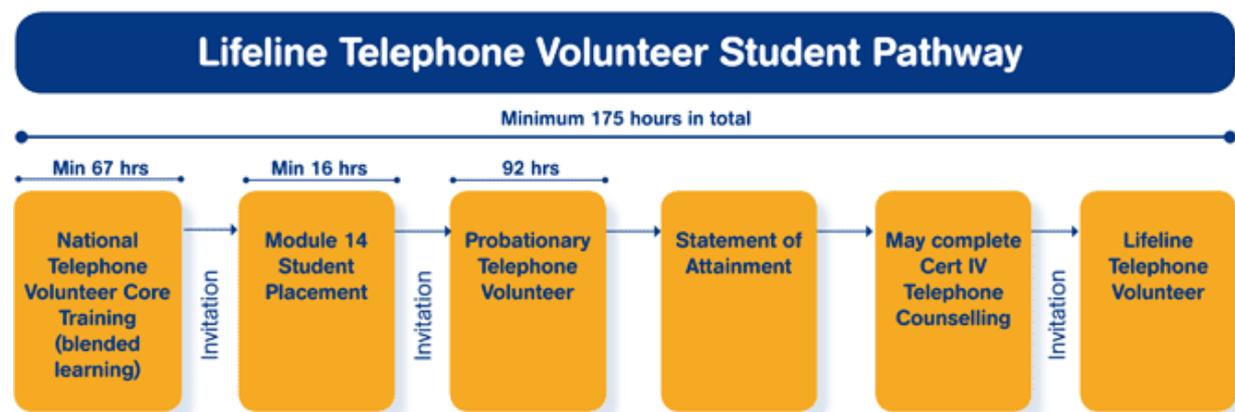
## Telephone Crisis Support Training

Rosanne Petters has continued to fulfill the role of Training Manager during the last financial year. Rosanne ran two courses during this period, supported by a very committed and skilled team of Training Facilitators, all of whom are devoted and enthusiastic in their roles. Over the past financial year Rosanne has also trained four new facilitators to support the training team.

The Lifeline National Training Program, initiated in 2010, has proved to be very successful. Having a Practice Model in which all Telephone Crisis Supporters are trained, helps provide focused, consistent and quality short term crisis support to the callers on the 13 11 14 service.

Group Student Supervision Sessions have been added to the training programme and are proving to be invaluable to both the students and the training process.

The pathway from student to accredited Telephone Crisis Supporter covers approximately 200 hours and the first students trained in the National Program have completed their probation period and have been invited to become fully accredited Telephone Crisis Supporters. As the training corresponds to Certificate IV in Telephone Counselling, they have received a statement of attainment in four of the Certificate IV in Telephone Counselling competencies.



## Lifeline Suicide Crisis Support Program (LSCSP)

This service has had a quiet year in part because many potential LSCSP crisis supporters have been involved with new services such as Paid Overnights and Online Crisis Chat.

There were 33 referrals, the majority of them came from calls to the crisis line but 4 came from contacts to the Lifeline Australia website, 2 were contacts from the Online Crisis Chat Trial, 2 came from counsellors external to Lifeline. 12 were referred on to Lifeline centres closer to the client, who operate LSCSP services; 10 were supported by Lifeline H2H; 2 declined the service and the others had either been hospitalized by the time they were contacted, were not contactable or were referred on to more appropriate or accessible services.

In the coming year, as other services settle, there will be more recruitment of volunteers into LSCSP and more emphasis on referrals from the crisis line. The four centres countrywide which operate LSCSP continue to refer clients between them where appropriate and to support each other where possible.

Kirstie D'Souza

**Telephone Counselling Services Manager**

## National Cannabis Information & Helpline

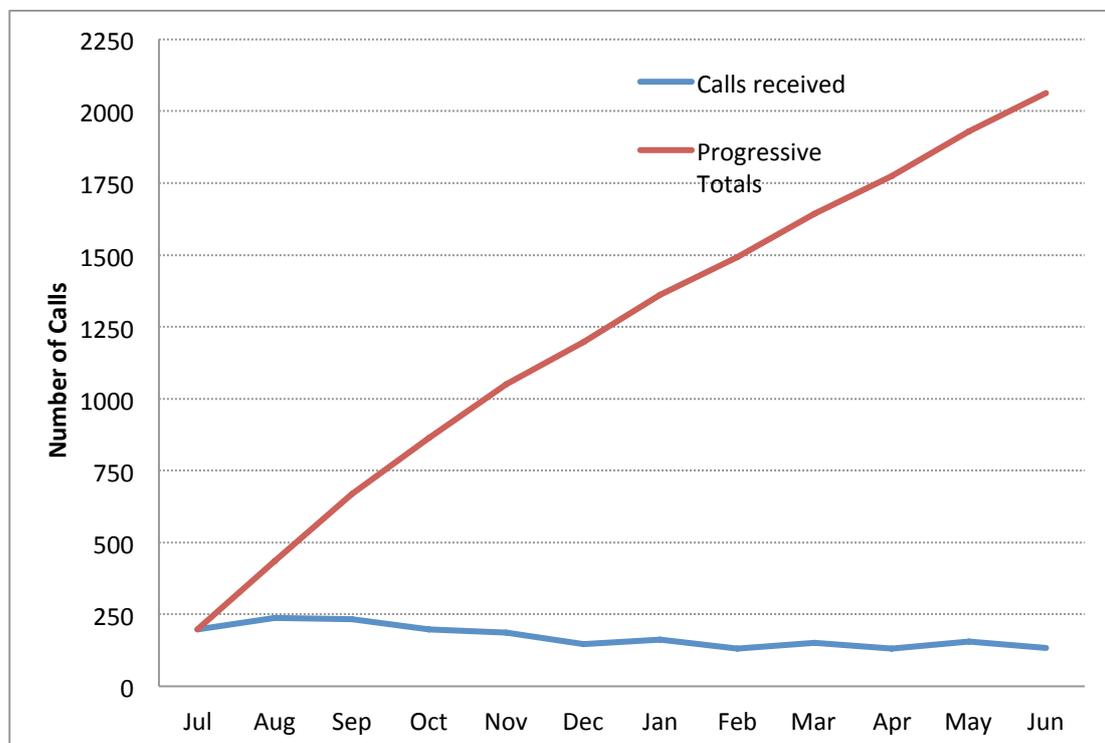
The Cannabis Information and Helpline (CIH) is a nationally available free call service for the provision of confidential evidence based information on cannabis for the general community. In addition CIH provides information and targeted counselling on communication and engagement strategies for cannabis users, their families and concerned others. The service provides information and referrals nationwide, linking into support services, resources and available literature. The Helpline is staffed by professionally trained counsellors and operates from 11am to 7pm Monday to Friday including public holidays.

Lifeline Australia, as a consortium member of the National Cannabis Prevention and Information Centre (NCPIC), was contracted to develop and operate the Helpline which began in January 2008. On 1 October 2010 Lifeline H2H took over management of the National Cannabis Information Helpline. During this current reporting period and following funding cuts from DoHA Lifeline was asked to submit a budget for a reduced service. The budget was accepted and the service continued under the guidance of the co-ordinator Peta Jesse. The hours of service were reduced by one hour from 8pm to 7pm and staff on shift from two to one. With this change came a move from the area in the building originally designated for Helplines into a counselling room in the main office of Lifeline H2H.

In the period July 2011 to June 2012 CIH took 2064 calls from cannabis users and concerned others.

### *National Cannabis Information & Helpline Statistics 2011 - 2012*

#### *Monthly Call Numbers*



Peta Jesse  
Cannabis Information & Helpline Co-ordinator

## Face-to-Face Counselling & Support Services

### Personal Counselling

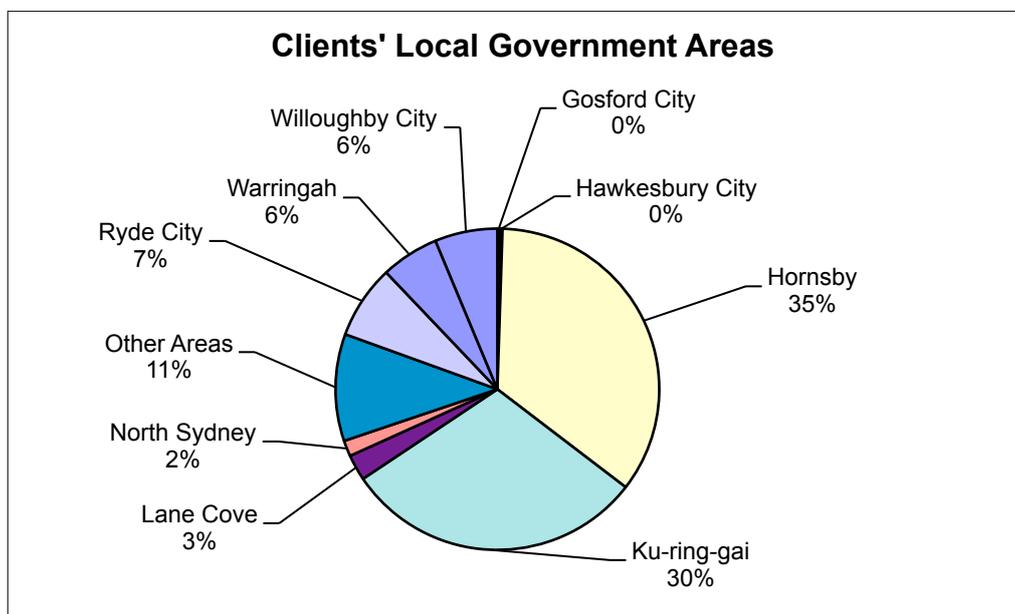
This service has grown by 22.2% in comparison to statistics recorded for 2011. Many factors have contributed to this increase such as: many participants who have attended Lifeline's support groups throughout the year have also sought individual counselling. There has been an increase in internet referrals, as clients are becoming more aware of Lifeline H2H services and more significantly that we have continued to provide counselling at low cost, or at no cost, depending on client's circumstances.

For the 12 month period to June 30 2012 a total of 214 clients attended 1,569 sessions which is significantly higher than June 2011 statistics (see table below). This service continues to be generalist in nature with a high presentation for relationship issues followed by gambling counselling.

Our multidisciplinary team of experienced counsellors, which includes psychologists, psychotherapists and social workers, volunteer their time **each** week to see clients and offer valuable support to members of the local community. Many of our counsellors make themselves available at very short notice to see clients in distress.

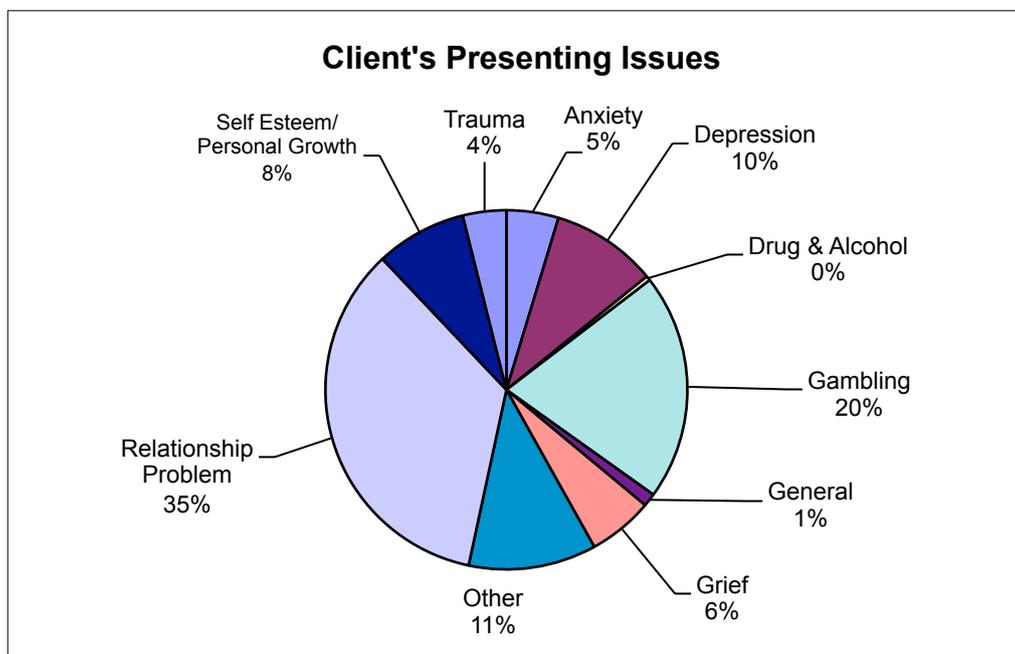
Costs are \$25 per session, \$10 per session (concession) sliding scale depending on individual circumstances, enabling access at no cost if appropriate.

### *Personal Counselling Statistics 2011 - 2012*



## Face-to-Face Counselling & Support Services Continued

### Personal Counselling Statistics 2011 – 2012



### Personal Counselling Statistics 2011 - 2012

Service	2007-08	2008-09	2009-2010	2010-11	2011-12
New Clients in year	93	121	91	99	121
Number of Clients	142	182	171	169	214
Face-to-face Sessions	895	1102	1,113	1,150	1,569
Face-to-face hours	960	1,249	1,215	1,294	1,731
Additional Support hours	231	285	299	299	401
Total Clients' hours	1,191	1,534	1,514	1,593	2,132

### Bulk Billing Psychological Services

Lifeline H2H also introduced a new bulk billing service towards the end of 2011 and at June 30 2012, 35 clients were seen and 167 counselling hours were conducted. The four psychologists on the team are: Jeanette Svehla, Simone Isemann, Cherri Southerton and Gabrielle Waters-McKay.

The service is available to those clients who meet the **requirements** under the Better Mental Health Access Scheme. Clients will need a referral from their general practitioner/psychiatrist/paediatrician and this will allow them six sessions with a psychologist or social worker without incurring any out of pocket costs. Clients must have an up to date Medicare card.

## Face-to-Face Counselling & Support Services Continued

We have also registered with ATAPS (Access to Allied Psychological Services). This service is a government initiative that targets people in the community on low incomes, to access mental health services. All four psychologists completed suicide prevention training in May 2012 through the Australian Psychologist Society. We are hoping to receive referrals from general practitioners in the northern area health region.

### Support & Educational Groups

**Men's Anger Management Group** This group aims to give men the information and tools they need to identify their anger triggers, early signs of anger and strategies to manage their anger in more effective ways. The group was facilitated twice throughout the financial year by Graeme Daley, Kate McMaugh and Mary McMullen.

The feedback from the individual participants highlights the practical and personal benefits achieved by the individual men. The Pre/Post assessment questionnaires continue to confirm reductions in the levels of anger, depression, anxiety and stress in the individual participants.

**Depression Support Group** was successfully facilitated twice in the financial year by Simone Isemann, Jeanette Svehla and Gabrielle Waters-McKay. The number of participants range been between 8-10. There is high demand for this support group and a waiting list.

The REACH programme (based on the principles of responsibility, education, acceptance, connection and hope) was established by the Black Dog Institute. It is a 9-week psycho-educational support group programme that aims to help participants with depression or bipolar disorder manage their illness and stay well.

**Partners in Depression Group** This is a six week evidence based psycho-educational group programme that has been introduced to provide support and information for the families and friends of people who are experiencing depression. The programme was run in July 2011 and facilitated by Simone Isemann and Gabrielle Waters-McKay. Another group will be held towards the end of 2012.

**The Suicide Bereavement Support Group** continues to be held monthly in an "open" format. This means that members come and go as they please and are not locked into attending every single meeting. We do however, have a core group who attend religiously each month and we have one member who keeps in touch from overseas. The group is coordinated by Ceiny Maybury and is assisted by Tessa Marshall and Jo Paterson. Jo is the Training Manager from Lifeline Northern Beaches.

We are enthusiastic in our support of those bereaved by suicide and hope to continue our work in the years to come. We would also like to explore the possibility of running a closed group in 2012, as well as an open group.

## Face-to-Face Counselling & Support Services Continued

### Financial Counselling

The financial counselling service, partially funded by the Dept of Fair Trading, continued to grow under the guidance of the financial counselling team leader, Anne Holmes. Total client hours have increased steadily over the past five years from 1035 to 3001. A trend over the past two years has been an increasing amount of time spent on additional support hours, from 1005 to 1786. This includes liaising with creditors, seeking advice, dealing with ombudsman, housing and legal services. Many of our clients are in the unfortunate situation where they have to sell their homes, have had a marital breakdown, are long term unemployed or suffering from mental illness. We continue to provide relief to our clients through the Bulk Debt Project. Currently \$6.75 million of debt has been waived under the project. Further debts are expected to be waived under the current Westpac, Commonwealth Bank and Lion Finance negotiations.

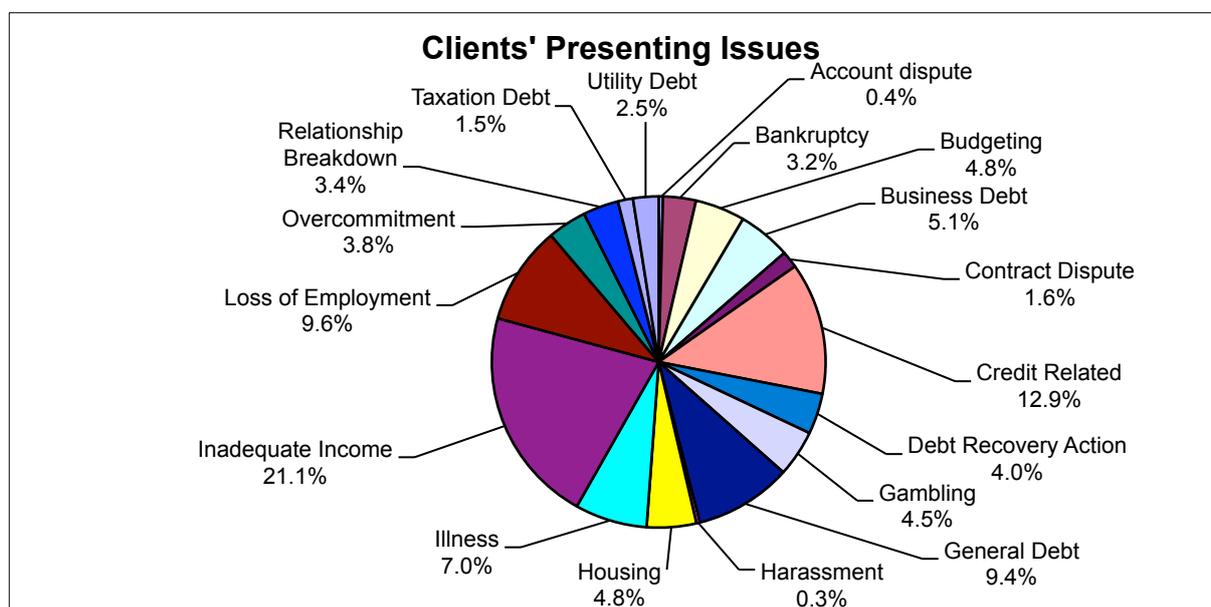
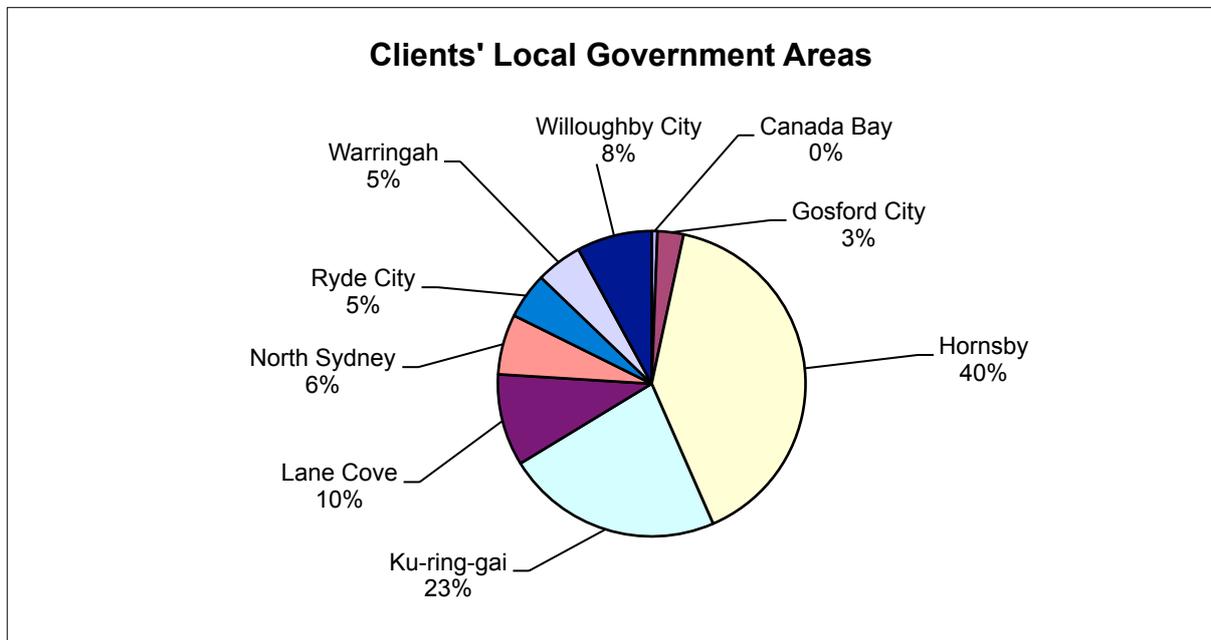
During the year we were saddened to hear that Raf Byron would no longer be able to continue as a financial counselor. We are pleased that Raf has been able to continue with his role as a supervisor and is active in marketing the services that Lifeline offers. Jane Drexler has also cut back her role as a financial counsellor.

During the year we were again fortunate to have Betty Weule continue to provide professional development. Some counsellors attended the FCAN conference and other bi-monthly training that we offer other agencies at Lifeline in order to complete the twenty hours of training required per annum to obtain reaccreditation with FCAN. Later in the year we worked with a number of other agencies to prepare two separate consortium submissions for funding with the Dept of Fair Trading. Guidelines for new funding have changed and the main pathway for new Dept of Fair Trading funding will now be through consortium bids. Success or otherwise of these submissions will impact on our service delivery in the coming year.

Our service would not be able to relieve the hardship faced by clients without the wonderful assistance given by our volunteers and support staff.

# Face-to-Face Counselling & Support Services continued

## Financial Counselling Statistics 2011 – 2012



Service	2007-08	2008-09	2009-10	2010-11	2011-12
New clients in year	161	139	190	172	205
Number of Clients	209	227	287	325	388
Face-to-face sessions	458	593	938	884	928
Face-to-face hours	588	687	1144	1,176	1,215
Additional support hours	447	467	1005	1,557	1,786
Total clients' hours	1035	1154	2,149	2,733	3,001

## Face-to-Face Counselling & Support Services continued

### Problem Gambling Counselling

The Problem Gambling service, partially funded by the Responsible Gambling Fund (RGF), continues to provide a personal counselling service and a financial counselling service for problem gamblers, their families and others. For the period from 1 July 2011 to 30 June 2012 Lifeline H2H received funding for two days per week. From 1 July 2011 to 31 March 2012, Jeanette Svehla, RGF Co-ordinator and personal counsellor, was funded for one day a week and Raf Byron, financial counsellor, was funded for one day a week. On 31 March 2012 Raf Byron resigned from his funded position. Jeanette Svehla is now funded for two days a week and Raf Byron continues to work as a volunteer. We are grateful to the RGF for their funding of the service.

As at 30 June 2012, there were nine financial counsellors and five personal counsellors available to provide counselling to problem gamblers, their families and others. All counsellors are accredited with CAPA, APS or FCAN. All personal counsellors have completed, or are working towards the RGF minimum qualification standard for problem gambling counsellors. Jeanette Svehla, Graeme Daley and Tessa Marshall have completed the RGF minimum qualification standard for problem gambling counsellors, Peter Foster has completed two out of three modules and Gabrielle Waters-Mckay intends to complete the qualification when time permits.

The Quality Improvement Council (QIC) QMS Accreditation Review in September 2010 required development and implementation of a Quality Workplan. The Quality Workplan 1<sup>st</sup> Progress Report was due on 13 February 2012, the Mid Cycle Report is due 26 July 2012 and the 3<sup>rd</sup> progress Report is due 24 February 2013. The 1<sup>st</sup> Progress Report was submitted 13 February 2012 and audited 23 February 2012. The review determined that 70% of the Quality Workplan objectives had been either achieved or significant progress had been made.

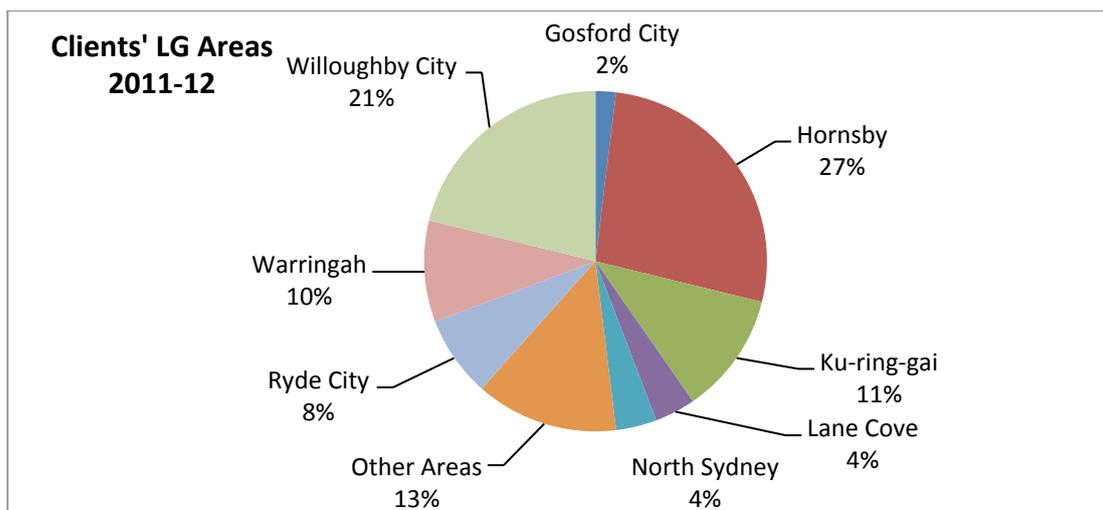
The service has fluctuations from month to month and intake this year remains similar to last year. G-Line continue to refer a number of potential clients to the problem gambling service although very few clients appear to follow up on the referral and make an intake call to the office. G-Line now offers warm transfers to callers to ensure that the caller is given an immediate opportunity to speak with their chosen service. G-Line also has the ability to send an email to the callers chosen service alerting them to the referral. Lifeline H2H has received one client through a warm transfer but no clients yet through email. All telephone and email details have been provided to G-Line. G-Line records are reviewed and updated, if necessary, every 3 months.

Clients who identify problem gambling at intake are still given priority and all of them are booked in for an appointment within a week of the intake call.

For the 12 month period to 30 June 2012, a total of 52 clients attended the problem gambling service for 441.25 counselling hours. The number of missed appointments recorded was 17; cancelled appointments recorded were 34. Our sincere thanks go to all staff and volunteers involved in this service, as well as Jeanette Svehla for her expert co-ordination of the service.

## Face-to-Face Counselling & Support Services Continued

**Problem Gambling Counselling Statistics 2011 – 2012**



	2010-11	2011-2012
New Clients	20	21
Total number of clients attending the service	37	52
Counselling hours	414	441
Support hours	15	22
Cancelled appointments	31	34
Missed appointments	16	17

## Face-to-Face Counselling & Support Services Continued

### Emergency Relief

During the year ending 30 June 2012, a total of 271 clients/families attended 582 appointments. The total value of assistance including vouchers and payments was \$93,448. The total value of assistance was slightly lower in comparison to 2010/11 statistics, but this decrease was a direct result of changes in the Electricity and Water schemes where vouchers issued to the agency had been significantly reduced from July 2011. Thus the same total of clients were served; but the value of assistance was less. The biggest demand in assistance was clients seeking assistance with electricity accounts followed by food essential cards that saw an increase in \$8,000 in comparison to 2011 statistics.

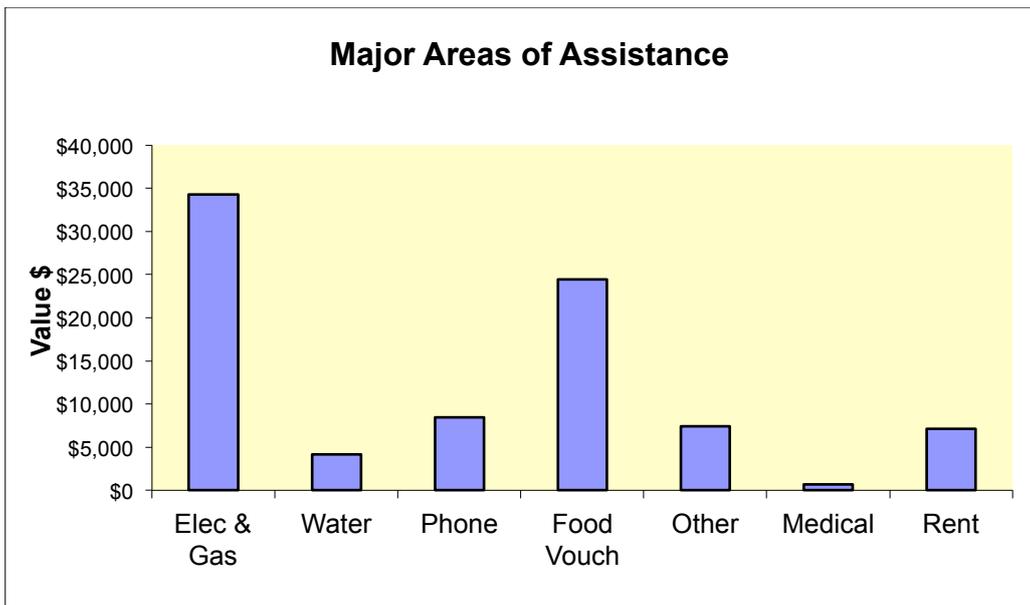
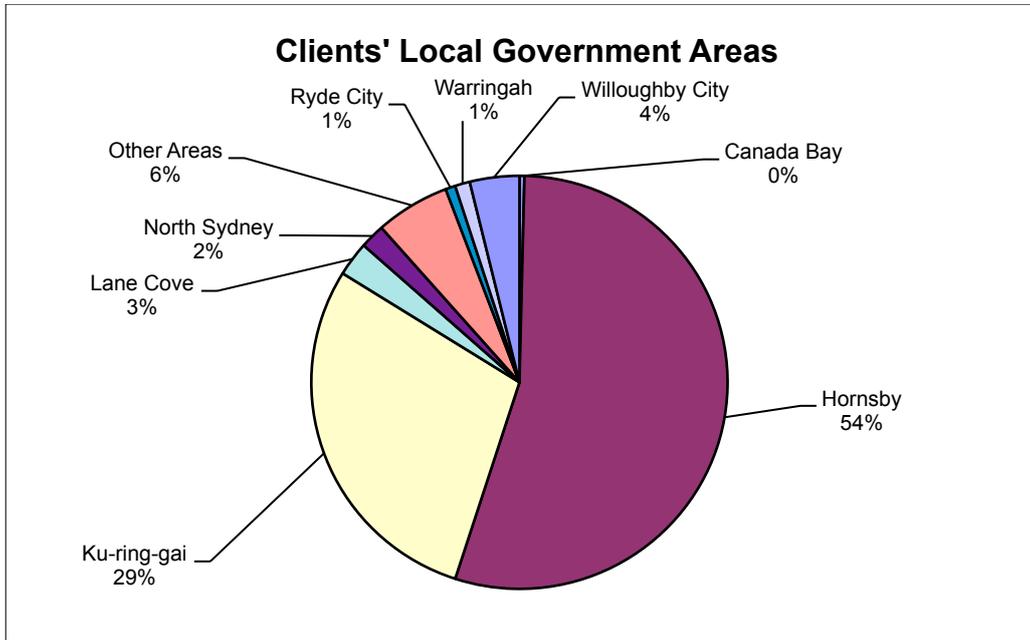
The Emergency Relief service runs in accordance with the Guiding Principles of the Australian Government Department of Families, Community Services and Indigenous Affairs, which provides funds for assisting people who are in financial crisis. The funds are supplemented with vouchers provided by the NSW Government to assist with electricity, gas, and water accounts; and vouchers provided by Telstra to allow people to have continual access to telephone and internet services.

The aim of Lifeline H2H's Emergency Relief Fund (ERF) is to assist members of the local community who come to us from a wide range of circumstances. Some are pensioners who have unexpected financial costs due to illness, others may be people with refugee status who are not eligible for government benefits and have not yet managed to find employment. Others are people whose businesses have folded, or whose relationships have collapsed and who are left with huge debts and finding it difficult to make ends meet for their family, others may just be struggling with the cost of living. The service is fortunate to have a number of organisations that regularly and conscientiously donate items of food for our food parcels. We are greatly dependant on this generosity and would like to express our appreciation to Gordon Uniting Church, North Shore Temple Emanuel, St John's Anglican Church, and Gordon Preschool. This service would be limited without their support and ongoing donations, both of which are valued and very much appreciated.

The demand for appointments and assistance places a huge demand on staff and would not be manageable without the dedicated volunteers who give up their time each week to see clients. During the last financial year, our committed volunteers primarily carried out assistance: Peter Bates, Maggy Franklin, Gita Mirzamani and June Scifo, (both undertaking Welfare studies at TAFE) and Olivia Saxon a student from Jansen Newman Institute of Counselling. We are also fortunate to have John Buchanan and his dedicated team, who for many years have facilitated the sorting and collection of goods and gifts for the Centre's annual Christmas hampers, of which 183 were distributed last Christmas. We are extremely grateful to all the volunteers who have worked tirelessly on the emergency relief programmes throughout the last financial year. The part time appointment of Simone Isemann during the year, to support the co-ordinator, provided further valuable assistance to the team.

# Face-to-Face Counselling & Support Services continued

## Emergency Relief Statistics 2011-2012



	2007-08	2008-09	2009-10	2010-11	2011-12
Number of Appointments	533	505	532	604	582
Number of clients served	253	242	258	272	271
Number of new clients	91	89	103	106	93
Total Value of Assistance	\$69,268	\$75,667	\$86,600	\$99,179	\$93,448

Gabrielle Waters-McKay  
**Co-ordinator Face-to-Face Services**

## Community Aid

As a part of National Health Reform the Commonwealth Government has taken full funding and administration responsibility for Home and Community Care (HACC) services for non-Indigenous clients aged 65 years and over. State and Territory Governments will be responsible for the younger people with disabilities sector.

These changes will enable the creation of a national aged care system and more integrated disability service system. This involves a funding realignment based on the age of clients. Lifeline H2H Community Aid service was identified as including only a small percentage of younger people amongst their clients. Therefore our funding agreement with the Commonwealth Government commencing 1 July 2012 will continue to include both target groups.

The coordinator continues to attend relevant HACC training sessions, regional and subregional meetings held by Northside Community Forum Inc. These meetings provide an opportunity for networking, information sharing, statistical information, connectedness as well as insight into project development. These meetings also help with the understanding of the Hornsby Ku-ring-gai sub regional profile and its changing nature and developments.

Lifeline H2H Community Aid participated in National Volunteer Week by setting up a stall at the Volunteer Expo to promote opportunities for volunteering and to showcase our service. National volunteers week was further celebrated at the Annual Volunteer's luncheon hosted by Ku-ring-gai Hornsby (HACC) held at Pennant Hills Golf Club.

Nine volunteers attended training sessions provided by Northside Community Forum on various topics including Understanding and Maintaining Professional Boundaries and identifying Abuse of the Elderly.

Our team of 50 active volunteers including 16 new volunteers have dedicated time and unparalleled energy and patience to assist those in need. Volunteer's feedback to the coordinator is an important component in reassessing client needs to refer them further for more support if necessary and also for ongoing assessment of the service

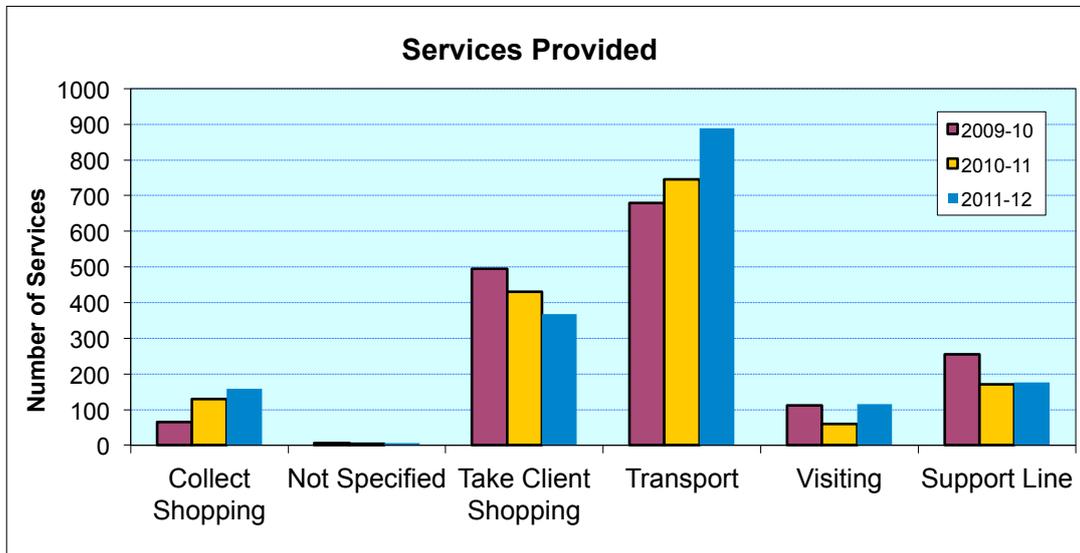
My sincere thanks go to every volunteer who so generously supports Lifeline H2H Community Aid service.

### ***Community Aid Statistics 2011-2012***

	2007-08	2008-09	2009-10	2010-11	2011-12
Number of new clients referred	106	101	85	90	91
Number of clients served	153	142	134	144	145
Number of trips	1,968	2,250	2,221	2,354	2,470
Job time (hours)	3,596	3,988	3,667	3,819	4,314
Unsatisfied requests for assistance	14	7	4	22	9

# Community Aid Continued

## Community Aid Statistics 2011-2012



### Support Line

Support Line continues to offer vital human contact and connection to a number of socially isolated people in the Sydney area. We were lucky to have a small group of volunteers who regularly made support calls this year. They included Chandra Pal, Rob Mayrick, Maggy Franklin, Kate Barry and Olivia Saxon and we thank them for their contribution. 177 calls were made to about 30 clients, many of whom have benefitted from the service for several years.

Soniya Gune  
**Co-ordinator Community Aid**

## Operations

### Finance

Lifeline H2H was one of the first centres to reconfigure their chart of accounts to that recommended by Lifeline National Office as the accepted national accounting method. This has supported accounting for National Office funded services and other funded services operated by Lifeline H2H. The acquittal and monitoring of how these funds are expended is a major part of our day to day responsibilities.

A revised system of job cost codes was implemented as part of the chart of accounts revision. This allows for accurate day to day management and enables the Finance, Audit and Risk Committee (FAR) to monitor net results by segment against budget.

Funded or partly funded programs which require the submission of detailed budgets and acquittals include:

NSW Health - Telephone Crisis Support  
NSW Dept of Fair Trading – Financial Counselling  
NSW Responsible Gambling Fund (RGF) – Problem Gambling Counselling  
DADHC (Federal) through HACC (State Govt) – Community Aid  
COAG (ceased 30<sup>th</sup> June 2012) Telephone Counselling Crisis Support  
NCPIC per Lifeline Australia - Cannabis Information Helpline  
Lifeline Australia – Paid Overnight Telephone Counselling Crisis Support

The successful financial result and the resultant increase in cash flows have emphasized the need for prudent investment and monitoring of current funds, including term deposits and cash management accounts.

### Payroll

As a result of employing mostly part time staff, in particular for the Lifeline National Office services, the size and complexity of our payroll has substantially increased. There were 81 employees on the payroll during the 2011-12 year, which equates to 19.58 full time employees.

### Insurance

All insurances are monitored regularly by management and the FAR Committee and include:

- Public Liability – all Lifeline H2H site and fundraising events
- Volunteer Workers
- Professional Indemnity
- Directors and Officers Liability
- Workers Compensation
- Motor Vehicles
- Building Contents

Insurances pertaining to each fund raising event are assessed individually.

## Operations Continued

### Risk Management

The introduction of new Workplace Health & Safety (WHS) legislation at the beginning of the year, replacing the former OH&S régime, placed increased emphasis and responsibility on the role of volunteers. We were fortunate to receive support from Chris Beard safety manager who helped us to interpret and define the meaning of the WHS requirements thus considerably minimizing any likely consequences. He also inspects and assesses all of our operational sites and safety procedures. Developing upgraded WHS procedures and practices is an ongoing initiative.

Review of WHS and the Centre's risk matrix is referred to the Finance Audit and Risk (FAR) Committee.

### Information Technology (IT)

2011/12 saw the completion of long-planned IT infrastructure changes. With a new high speed network, Lifeline H2H now enjoys significantly faster access to server documents, Internet services and email. Overall reliability has been improved by installing protection against power disruptions and by replacing faulty power cabling. One other notable IT infrastructure project in 2011/12 was the set-up of computer services for the new Epping Op-shop.

Automated text (SMS) messaging was introduced as a more efficient and effective way for supervisors to contact TCSs. A much-needed on-line appointments diary, that will replace the existing paper based system, is currently being piloted. Implementation will commence in September 2012, following targeted training for counsellors and administration staff.

Improved training and support models will be essential to the success of all future business tools. A new IT (helpdesk) support model was trialled in 2011/12 and was well received by staff and volunteers. This model will be further refined in 2012/13 when Lifeline H2H IT will be fully occupied with implementing the Appointments Diary, upgrading ageing email applications, refurbishing the Gordon Office and harnessing the benefits of social media.

### Database Systems

Purpose built Database Management Systems (DBMS) are used by each of the counselling groups to maintain records of the services provided to each of their clients. Additionally, the Community Aid group records both client and volunteer services in a separate database system specifically designed for this. In all cases these have been designed to produce the statistics related to the particular service and also those needed to evaluate its performance and the information necessary for both internal reports and funding submissions.

Being developed and maintained in-house, any modifications required to the systems to meet reviews of the services, or introduction of new processes, may readily be implemented and the particular system extended to incorporate these. This has applied during the past year with the establishment of the new bulk-billed counselling service requiring the ability to record specific client information not included for clients in any of the other services.

## Operations Continued

Records of Professional Development undertaken by the Personal Counsellors, Financial Counsellors and TCS are also maintained in a suite of database systems from which current accreditation data may be produced as and when required. For TCS's, their system integrates with one in which their shifts are recorded in order to combine the data and provide complete accreditation information.

Other systems maintain the Centre's personnel records, asset register, and for fundraising purposes, details of community groups.

### Administration

This year we saw a change in the Administration Co-ordinator position which was filled by Megan Millar. This role includes front line reception and the practical day-to-day smooth running of the office. The position also requires strong computer skills and interpersonal skills and the ability to multitask and prioritise the many and varied demands of clients, staff and volunteers. Clerical and general support for our services and TCSs are a significant content of this role.

### Building

Lifeline H2H 4 Park Ave Gordon premises are rented from Ku-ring-gai Council at a considerably discounted rate. Major repairs and maintenance are met by the Council. Day to day maintenance is the responsibility of Lifeline H2H and we are very grateful that Michael Andrews is always on hand to assist us.

### Support & Thanks

This year has been one of anticipated change under the direction of Lifeline National Office. Holding steady whilst these significant changes have been explored Wendy Carver (CEO) has provided a positive and professional leadership to "business as usual". During this time and throughout the year our dedicated administration team has continued to provide steady support both directly and indirectly to the important services Lifeline H2H offers to the community.

Joan Anderson

**Operations Manager**

## Fundraising & Events

This financial year we have been involved in a wide variety of successful fundraising events and campaigns. Our aims are to raise much needed funds to support Lifeline H2H services, and to raise awareness about Lifeline in the community.

All of Lifeline H2H's fundraising events have been well supported throughout the year by our dedicated network of volunteers, staff, and friends, for whom we are very grateful.

The Rotary Club of Chatswood once again invited Lifeline H2H to be the major beneficiary of their Annual Charity Golf Day & Gala Dinner. With generous support from guests and sponsors, this event raised \$50,000 for Lifeline H2H. Our special thanks to Michael MacQuillan, Peter Timmermann, and all who worked so hard to make this event a success.

Avondale Golf Club invited Lifeline H2H to be the beneficiary of their 2011 Ladies Charity Open Golf Day. This event was kindly supported by local business Styles of Sydney as event sponsor, and local golf clubs that rallied to support Lifeline by attending this event. We wish to thank Lifeline volunteer Wendy Caddey, Ladies President Jean Meller, and the Ladies Committee for their generous support.

September 2011 saw Lifeline selected as a partner charity in the annual Blackmore's Sydney Running Festival. This presented an opportunity for our Centre to work collaboratively with the Lifeline National Office, Lifeline Northern Beaches, and Lifeline Western Sydney, to promote and market the event. It was great to see all the Lifeline supporters running in their branded Lifeline running gear on the day.

Lifeline was privileged to invite guests to join us at our annual Ensemble Theatre night. Thank you to Peter and Sandra Bates, and all at the Ensemble Theatre, for their kind and generous support again this year.

In March we were thrilled to be involved in the inaugural Bobbin Head Cycle Classic, organized by the Rotary Clubs of Turrumurra and Ku-ring-gai. Lifeline H2H was grateful to be the joint beneficiary of funds raised at the 2012 event, and we wish to thank Michael Robertson and the organizing committee for their amazing efforts in getting this event off the ground. It was a hugely successful event, well supported by the relevant authorities, local community, sponsors, volunteers, participants, and spectators. Lifeline H2H has been invited to be the joint beneficiary for the 2013 event, and we look forward to working with Turrumurra and Ku-ring-gai Rotary Clubs again.

Finally, none of these events would be possible without the internal support of staff members including Wendy Carver, Joan Anderson, Angela Dodd, Megan Millar, office volunteer Sally Andrews, and other volunteers.

Emma Bagley  
**Fundraiser & Event Manager**

## **Book Fairs – Hornsby**

During the financial year of 2011-12 the Hornsby book fair team achieved sales results totalling \$125,000.

The makeup of this achievement was through two book fairs and one clearance sale:

1. Hunters Hill Book Fair held in November 2011 at the Hunters Hill Town Hall.

Sales for this second annual event were \$49,011

2. The Fourth Annual Thornleigh Book Fair held at the Thornleigh Community Centre in April 2012.

This event resulted in takings of \$60,266

3. \$1 Clearance Sale held in May 2012 at the Hornsby War Memorial Hall.

This very popular event achieved \$15,732 in sales.

After 3 years of rent free occupation at the Bowden Brae retirement village there became an urgent need in November 2011 to seek alternative accommodation. This was due to the redevelopment needs of Browden Brae. After extensive investigation suitable space was found at Unit 30/51 Leighton Place Hornsby however, this came at a very high cost with an annual outlay of approximately \$30,000.

For 2011-12 there was also a period of 5 months where we were required to pay for separate storage to accommodate the boxes for the \$1 Clearance sale.

Our annual expenses, covering all three events, have therefore jumped from approximately \$24,000 to almost \$55,000.

Alternative sources of revenue are ongoing and sponsorship is a critical area where there is currently a process of development within the Fundraising, Marketing and Media Committee to finalise this important document.

The Hornsby group have commenced operating a stall at the monthly Thornleigh Farmers Market and although it is still early days the first three months of operation resulted in a total net return of just over \$900. Other possibilities for additional income are for ongoing review.

**Hornsby Book Fair Committee**

## Book Fairs – Lindfield

This past year has been a busy but satisfying one for the Lindfield team, and our one major and three minor sales raised significant amounts to help Lifeline H2H keep up their demanding works.

The year was not without its challenges, however. Because our bookhall was built many years ago into the side of a hill which cascades with run-off during rain, we have always had a drainage problem downstairs, with boxes and books tending to get musty and mouldy, and at the worst times, some collapsing into sodden cardboard. This year was the worst yet, and architectural advice was sought. Following expert instructions, our in-house engineer and his helpers went about ventilating the building with bespoke handmade vents, raising new flooring above the waterline, and re-organising all the contents to allow free movement of air. Drainage has been carried out by our own team, and professionals were called in for heavy trench-cutting. Ventilation is now much improved. Just as this problem was being addressed, we found out that white ants had infiltrated our downstairs storage area. Apparently the little critters much prefer a diet of books, in which the food is presented in finely sliced sheets, to trees, which are much harder work to chew through. We were thankful that the Council took on the task of organising an onslaught on the termites, although again there had to be re-organisation to allow access for the termite treatment. But our trials and tribulations were not over! Just as we were breathing a sigh of relief, and preparing to carry on with our preparation of books, there was repeated dumping of rubbish around our hall. At weekends or evenings, trucks came and left huge amounts of tree loppings, garden waste, - once even a bath tub and a fireplace. The result was that the driveway had to be closed unless we were working at the hall. So people could no longer easily donate books at any time, and the quantity of books we received diminished alarmingly.

Reading this litany of hindrances, it could be expected that 2012 was not a good year for the Lindfield team. But we pressed on, surrounded by books and by our book-loving colleagues, with the following results:

July- Knox Bookfair \$134,768

August - \$1 Clearance \$9,426

December \$2 Fiction \$7,408

February \$2 Fiction \$5,202

making a grand total of \$156,804 - which is a gratifying contribution to Lifeline's needs.

We look to the future determined to keep our book sales income as high as possible, in constantly changing conditions.

**Lindfield Book Fair Committee**

## Retail and Warehouse Division

### Asquith Shop

This is my first report for Lifeline H2H's Retail division. Since being assigned to the position of Retail/Warehouse manager significant changes have been made at our Asquith Shop. The key areas identified in need of change were poor practices of stock handling and stock rotation and assessment of appropriate staff. As a result of improved procedures shop takings immediately increased resulting in healthy profits.

Production changes were also addressed and as a result the warehouse now has a larger stock holding area and an open plan work area within the allocated space. The shop floor has undergone a complete face lift with the cluttered and old displays being removed to offer a better shopping experience within our store.

The Asquith Shop dedicated volunteers and staff work tirelessly to maintain steady income generating an average of \$23,000 per month.

During this year we opened a second shop at Epping under the management of Sophie Honess who is an enthusiastic and hard working new addition to the Lifeline family.

Aeran Bird

**Retail and Warehouse Manager**

### Epping Shop

The Lifeline H2H Epping shop opened on 19<sup>th</sup> December 2012. Since then we have implemented changes that have created a slow increase in sales, an increase of stock and an increase of customer loyalty and value.

The layout of the shop has changed from a "boutique" women's clothing store to portray the look and feel of a secondhand store which sells men and women's clothing, records and small items of furniture. Our specialty is vintage clothing which has attracted new customers. There has been an increase in stock from Lifeline H2H clothing bins in the community and "through the door donations."

Our internal marketing improvements include in-store training of volunteers which covers customer service and keeping the shop well stocked with quality merchandise. Our facebook page has proved to be a successful marketing medium.

Sophie Honess

**Epping Retail Co-ordinator**

## Treasurer's Report

Lifeline H2H showed a \$197,999 operating surplus for the year ended 30 June 2012.

This magnificent result was far better than expected at the beginning of the financial year.

Highlights included:

- A marked improvement in the performance of our retail operations. Shop takings had deteriorated sharply in the previous year, but this year's result was a return to 2009 – 2010 levels.
- Contracted services. During the year Lifeline H2H provided a range of contracted services including the Cannabis Information Helpline, Paid Overnight Service and for a time, the Online Crisis Support service. These services generated valuable additional income.
- General donations and bequests received were considerably above budget.
- The NSW Health grant. The final formula for distributing the \$2m grant amongst NSW Centres gave a more favourable outcome to Lifeline H2H than had been allowed for in the budget.
- Some exciting new fund-raising initiatives, and
- The usual solid contribution from our book fairs and clearance sales.

Such substantial increases in revenue were partially offset by increased expenses, including:

- Rental expense on the Hornsby warehouse and the Epping shop.
- Additional employment costs relating to Paid Overnight staff, CIH and online crisis support staff.
- Additional staff numbers and additional hours for existing staff.

The surplus enabled our accumulated funds and special reserves to increase to \$452,007, which is well on the way to achieving the sustainable capital base agreed to by your Board three years ago.

At the end of June we had cash deposits of over \$600,000, the majority of which were held in term deposits or interest bearing cash management accounts.

As at 1 July 2011 a complete revision of our accounting system was undertaken, involving the adoption of a new chart of accounts based on the National Office uniform model. We also expanded and upgraded the existing job-cost system which enabled us to budget and monitor income and expenses per operating segment.

During the year Peter Miller retired from the Finance Audit & Risk (FAR) Committee, to be replaced by Lee-Anne Purbrick, who already has made a significant contribution. As well as monitoring the Centre's finances the Committee also reviews the risk matrix, including workplace health and safety issues.

In accordance with the Committee's Charter, our auditor, Maria Krnjulac from Rhodes Docherty & Co, attended two FAR Committee meetings during the year.

All in all, a marvellous financial result, which reflects enormous credit on everyone concerned. We now have a much stronger balance sheet which puts us in a better position to face any challenges or to take opportunities which may arise.

Peter Anderson.

**Treasurer**

## Statement of Financial Position

### Statement of Financial Position Balance Sheet as at 30 June 2012

	Notes	2012 \$	2011 \$
<b>Assets</b>			
<b>Current Assets</b>			
Cash and cash equivalents	7	603,754	291,712
Trade and other receivables	8	49,306	20,980
<b>Total Current Assets</b>		<b>653,060</b>	<b>312,692</b>
<b>Non-Current Assets</b>			
Motor Vehicles		40,640	40,640
Furniture and Fittings		58,709	57,239
Office Equipment		68,567	68,567
Shop Fixtures and Fittings		25,391	16,104
Warehouse Fixtures and Fittings		2,518	0
		<b>195,825</b>	<b>182,550</b>
Less Provision for Depreciation		150,432	131,336
<b>Total Non Current Assets</b>		<b>45,393</b>	<b>51,214</b>
<b>Total Assets</b>		<b>698,453</b>	<b>363,906</b>
<b>Current Liabilities</b>			
Trade and other payables	9	89,830	36,513
Other liabilities	10	15,789	6,600
Provisions	11	140,827	114,686
<b>Total Current Liabilities</b>		<b>246,446</b>	<b>157,799</b>
<b>Total liabilities</b>		<b>246,446</b>	<b>157,799</b>
<b>Net Assets</b>		<b>452,007</b>	<b>206,107</b>
<b>Equity</b>			
Reserves	13	47,901	0
Retained surplus	12	404,106	206,107
		<b>452,007</b>	<b>206,107</b>

## Statement of Financial Performance

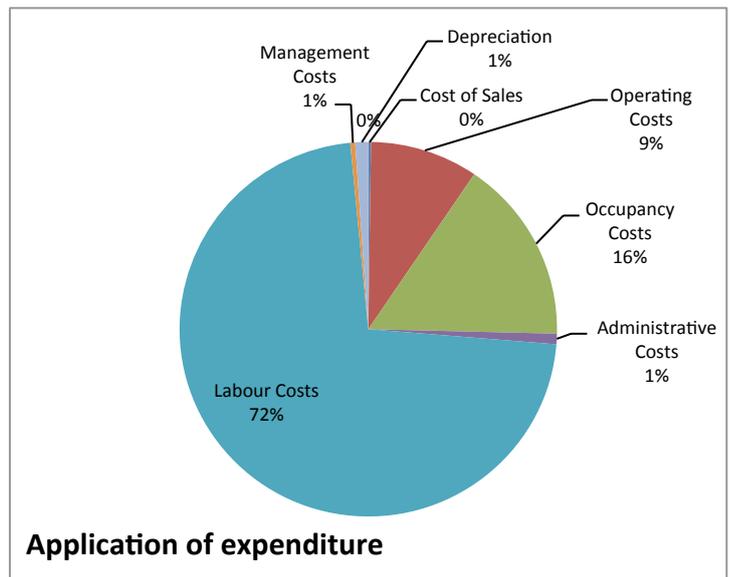
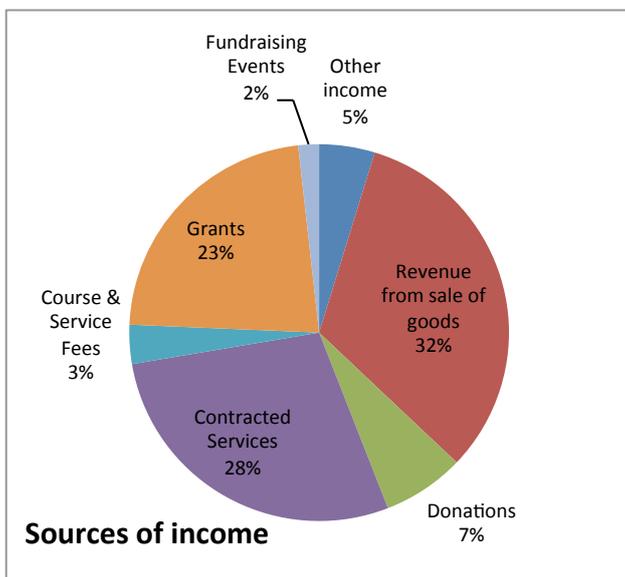
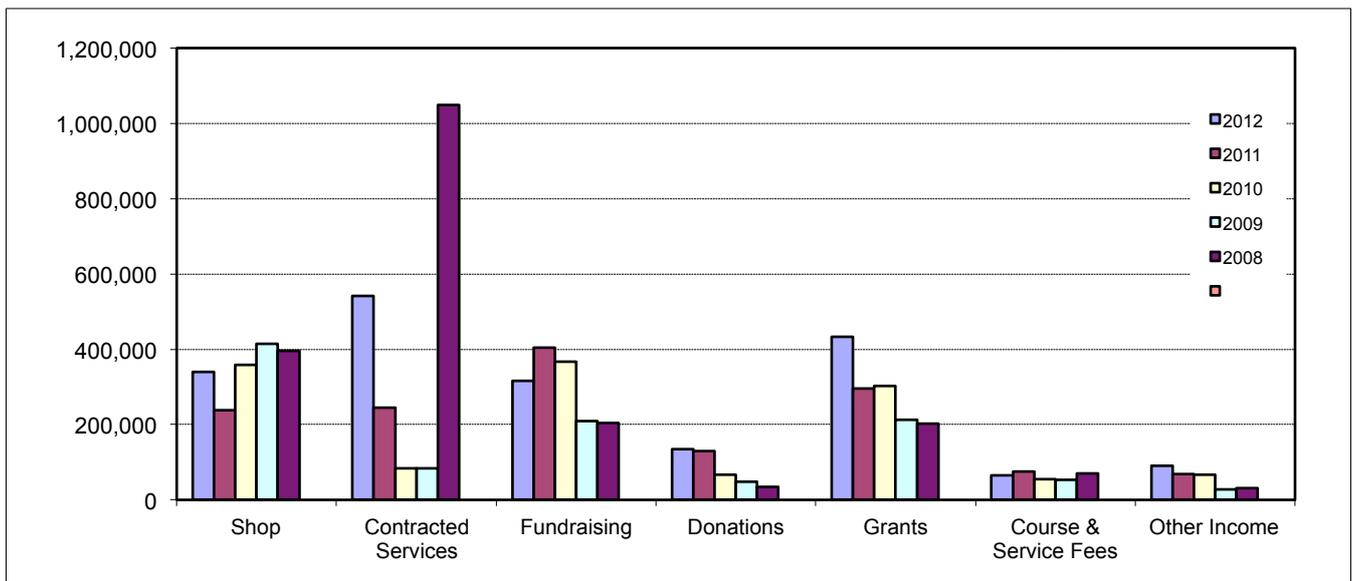
### Statement of Financial Performance For Year ended 30 June 2012

	Notes	2012 \$	2011 \$
Revenue from sale of goods	2	621,079	520,563
Contracted Services	3	541,749	244,437
Grants	4	433,134	296,142
Donations	5	134,218	128,958
Fundraising Events		33,834	121,514
Course and Service Fees		64,267	75,493
Other income		90,981	67,977
<b>Total revenue and other income</b>		<b>1,919,262</b>	<b>1,455,084</b>
Less Purchase of goods for resale		3,984	5,972
<b>Gross operating surplus for the year</b>		<b>1,915,278</b>	<b>1,449,112</b>
Labour Costs		1,242,450	914,342
Occupancy Costs		273,521	212,357
Operating Costs		159,389	174,282
Administrative Costs		15,590	12,537
Management Costs		7,235	13,304
Depreciation		19,094	27,941
<b>Total expenses</b>	6	<b>1,717,279</b>	<b>1,354,763</b>
<b>Net operating surplus for the year</b>		<b>197,999</b>	<b>94,349</b>

# Income and Expenditure

Five year Gross Revenue comparison

	2012	2011	2010	2009	2008
<b>Shops</b>	<b>339,266</b>	<b>237,550</b>	<b>359,217</b>	<b>413,723</b>	<b>396,585</b>
<b>Contracted Services</b>	<b>541,749</b>	<b>244,437</b>	<b>83,600</b>	<b>83,600</b>	<b>1,048,306</b>
<b>Fundraising</b>	<b>315,647</b>	<b>404,528</b>	<b>366,438</b>	<b>208,743</b>	<b>204,347</b>
<b>Donations</b>	<b>134,218</b>	<b>128,958</b>	<b>66,773</b>	<b>48,480</b>	<b>35,197</b>
<b>Grants</b>	<b>433,134</b>	<b>296,142</b>	<b>302,753</b>	<b>212,245</b>	<b>202,684</b>
<b>Course &amp; Service Fees</b>	<b>64,267</b>	<b>75,643</b>	<b>55,073</b>	<b>52,391</b>	<b>69,474</b>
<b>Other Income</b>	<b>90,981</b>	<b>67,977</b>	<b>66,773</b>	<b>27,928</b>	<b>31,175</b>



# Notes Attached to the Financial Statements

## Notes to the Financial Statements For Year ended 30 June 2012

### Note 1: Accounting Policies

The financial statements have been prepared using the accrual accounting method. The financial report is a special purposes financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act 2009 and the Charitable Fundraising Act 1991. The Board has determined that Lifeline H2H Inc. is not a reporting entity. The financial report has been prepared in accordance with the requirements of the above Acts and the following standards:

- AAS 5 Materiality
- AAS 8 Events Occurring after reporting date

The accounting policies applied are consistent with those applied in the previous year. No other applicable Accounting Standards, Urgent Issues Consensus views or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

Principal accounting policies are:

**Provisions:** provisions are made for employee entitlements such as long service leave and annual leave in accordance with the relevant legislation.

**Depreciation:** fixed assets costing \$1,001 or more per item purchased on and after 1 July 2006 are depreciated over their estimated useful lives. Items costing \$1,000 or less are fully depreciated at the time of purchase.

**Accrued and prepaid expenses and income** are calculated and brought to account.

	2012	2011
	\$	\$

### Note 2: Revenue from the sale of goods

Retail	339,266	237,550
Bookfairs	281,813	283,013
	<u>621,079</u>	<u>520,563</u>

### Note 3: Revenue from Contracted Services

During the year Lifeline H2H provided services such as the Cannabis Information Helpline, Online Crisis Support and the Paid Overnight Service on behalf of Lifeline Australia.

The revenue received covered employment costs of the specialized counsellors, as well as the costs of management and administrative overheads.

## Notes Attached to the Financial Statements Continued

	2012	2011
	\$	\$
<b>Note 4: Grants</b>		
During the year Lifeline H2H received the following grants:		
COAG Mental Health – Telephone Crisis Support, Self Help and Web Based Support Program	43,083	59,981
NSW Home and Community Care Program – this grant was applied specifically to fund our Community Aid services	76,858	81,051
NSW Department of Fair Trading Financial Counselling Grant – to support the costs of Financial Counselling Service	98,798	93,170
Responsible Gambling Fund – to support the costs of Problem Gambling Counselling Service	38,057	41,690
NSW Ministry of Health – to support Lifeline’s 13 11 14 Crisis Support Telephone Service in NSW	162,038	0
NSW Department of Human Services – Charitable Goods Transport Funding	4,845	0
NSW Community Building Partnership Grant – to cover the costs of refurbishments at the Lindfield Scout Hall	0	17,250
Hornsby Community Development Support Expenditure Program	0	3,000
Ku-ring-gai Council Small Equipment Grant	665	0
Turrumurra & Lindfield Community Banks Grant – to cover the costs of running REACH Depression Groups	8,790	0
	<u>433,134</u>	<u>296,142</u>

### Note 5: Donations

During the year Lifeline H2H received donations generated by fund-raising initiatives, such as events conducted jointly with Rotary Clubs, as well as general unsolicited donations and bequests.

## Notes Attached to the Financial Statements Continued

	2012	2011
	\$	\$

### Note 6: Expenses

Net operating surplus includes the following specific expenses:

Depreciation:

- Motor Vehicles	0	4,000
- Furniture & fixtures	5,515	5,892
- Office equipment	5,696	12,613
- Shop fixtures & fittings	7,883	5,436
	<u>19,094</u>	<u>27,941</u>

Audit and review of financial statements – Rhodes Docherty & Co	6,601	10,274
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### Note 7: Cash and cash equivalents

Cash on hand	950	735
Cash at bank	379,295	290,977
Term deposits	223,509	0
	<u>603,754</u>	<u>291,712</u>

### Note 8: Trade and other receivables

Trade receivables	4,217	3,546
Other receivables	15,000	2,322
Deposits paid	13,184	0
Prepayments	16,905	15,112
	<u>49,306</u>	<u>20,980</u>

### Note 9: Trade and other payables

Trade payables	16,367	555
Accruals	14,963	1,515
Other payables	58,500	34,443
	<u>89,830</u>	<u>36,513</u>

### Note 10: Other liabilities

Deferred income	15,789	6,600
	<u>15,789</u>	<u>6,600</u>

## Notes Attached to the Financial Statements Continued

	2012	2011
	\$	\$
<b>Note 11: Provisions</b>		
Provision for Long Service Leave	58,702	43,856
Provision for Annual Leave	82,125	70,830
	<u>140,827</u>	<u>114,686</u>

### Note 12: Retained surplus

Retained Profits at beginning of financial year	206,107	111,758
Current year surplus	197,999	94,349
Retained Profits at end of financial year	<u>404,106</u>	<u>206,107</u>

### Note 13: Reserves

Renovation Reserve	42,901	0
Motor Vehicle Replacement Reserve	5,000	0
	<u>47,901</u>	<u>0</u>

### Note 14: Additional information and declarations to be furnished under the NSW Charitable Funding Act

Lifeline H2H is an authority holder in accordance with the NSW Charitable Fundraising Act, 1991. The following statements are provided in accordance with authority condition No. 7.

The accounting principles adopted are as stated above.

Details of Lifeline H2H activities are set out in Manager's reports appearing elsewhere in the Annual Report. There are no other material matters or occurrences to report.

During the year, Lifeline H2H obtained a surplus of \$59,050 (2011 \$18,878) from the collection and subsequent sale, through our shops, of donated second hand clothing, books and other items. No indirect costs or any allocation of Gordon office expenses were charged to the shops. Our Book Fairs contributed a net surplus of \$224,813 (2011 \$234,268).

Donations were received amounting to \$134,218 (2011 \$128,958).

These amounts, together with income from other sources, were applied to the cost of providing our counselling and other services and administration costs. A surplus of \$197,999 was transferred to accumulated funds after setting aside \$47,901 in specific reserves.

Lifeline H2H did not conduct any appeals jointly with traders during the period.

### Note 15: Accumulated Funds

Accumulated Funds, including	2012	2011	2010	2009	2008
Specific Reserves	452,007	206,107	111,758	68,467	136,370



## STATEMENT OF THE BOARD

We state that

In the opinion of the Board of Lifeline Harbour to Hawkesbury Inc:

1. The revenue statement is drawn up so as to give a true and fair view of the results of the association for the year ended 30<sup>th</sup> June 2012.
2. The balance sheet is drawn up so as to give a true and fair view of the state of the association as at 30<sup>th</sup> June 2012.
3. At the date of this statement there are reasonable grounds to believe the association will be able to pay its debts as and when they fall due.
4. The provisions of the *Charitable Fundraising Act 1991* and the regulations under that act and the conditions attached to the authority have been complied with.
5. The internal controls of Lifeline Harbour to Hawkesbury are appropriate and effective in accounting for all income received.

On behalf of the Board

Chairperson

Handwritten signature of Pamela Pritchard in blue ink.

Pamela Pritchard

Date: 20.8.2012

Treasurer

Handwritten signature of Peter Anderson in blue ink.

Peter Anderson

Date: 20.8.2012



### Report on the Financial Report

We have audited the accompanying financial report, being a special purpose financial report, of Lifeline Harbour to Hawkesbury Inc, which comprises the balance sheet as at 30 June 2012, and the statement of financial performance, a summary of significant accounting policies, other explanatory notes and statement by the Board.

### Committee's Responsibility for the Financial Report

The committee of the association is responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements, which form part of the financial report, are consistent with the financial reporting requirements of the Association's Incorporation Act (NSW) 1984 and the Charitable Fundraising Act 1991 and are appropriate to meet the needs of the members. The committee's responsibilities also include establishing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; 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 financial report based on our audit. No opinion is expressed as to whether the accounting policies used, as described in Note 1, are appropriate to meet the needs of the members. We conducted our audit in accordance with Australian Auditing Standards. These 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.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

The financial report has been prepared for distribution to members for the purpose of fulfilling the committee's financial reporting under the Association's Incorporation Act (NSW) 1984 and the Charitable Fundraising Act 1991. We disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.



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

#### **Independence**

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

#### **Qualification**

It is not always practicable for Lifeline Harbour to Hawkesbury Inc to establish accounting control over all sources of fundraising appeal activities prior to receipt of these funds and accordingly, it is not possible for our examination to include procedures which extend beyond the amounts of such income recorded in the accounting records of Lifeline Harbour to Hawkesbury Inc.

In respect of the above qualification however, based on our review of the internal controls, nothing has come to our attention, which would cause us to believe that the internal controls over revenue from fundraising appeal activities by Lifeline Harbour to Hawkesbury Inc are not appropriate.

#### **Qualified Audit Opinion**

In our opinion, subject to the above qualification, the financial report of Lifeline Harbour to Hawkesbury Inc are properly drawn up:

- (a) the special purpose financial report presents fairly the financial position of Lifeline Harbour to Hawkesbury Inc at 30 June 2012 and the results of its operations for the year then ended in accordance with the accounting policies described in Note 1 to the financial report, the Association's Incorporations Act (NSW) 1984 and the Charitable Fundraising Act 1991;
- (b) the accounts and associated records of Lifeline Harbour to Hawkesbury Inc have been properly kept during the year in accordance with the Charitable Fundraising Act 1991; and
- (c) money received as a result of fundraising appeals conducted during the year has been properly accounted for and applied in accordance with the Charitable Fundraising Act 1991.
- (d) there are reasonable grounds to believe that Lifeline Harbour to Hawkesbury Inc will be able to pay its debts as and when they fall due.

#### **Rhodes Docherty Audit Services**

Signed:   
Maria Krnjulac

Date: 21 August 2012

## **Years of Service**

*Based on Financial Year as at June 2012*

*Lifeline H2H recognises with sincere thanks these milestones of years of service*

### **25 YEARS**

Edward Ranft  
Nita Brooks

### **20 YEARS**

Marie Cheal

### **15 YEARS**

Rita Belcher  
Shirley Ashton  
Lynn Whiter  
Anne Holmes  
Dianne Fletcher

### **10 YEARS**

Isabella Drake  
Leigh Hodgkinson  
Christine Murchison  
Gabrielle Waters-McKay  
Judith Dallas  
Mary O'Toole  
Roger Beran  
Caroline McGrory

## **Years of Service Continued**

### **5 YEARS**

Ceiny Maybury  
Sheila Barnett  
Jeanette Svehla  
Amanda Berzins  
Sally Kell  
Suzanne McKeand  
Donella Cheetham  
Gwenny Kalaf  
June Straw  
Andy Straw  
Ian Stuart  
Annette White  
Mary Mewett  
Peggy Cameron  
Mary Goozee  
Robert Page  
Vicky Lissa  
Peter Bates  
Allan Goldin  
Lea-Ann Clarke  
Richard Morony  
Jane Drexler