

Lifeline Direct Limited (LLD)

ANNUAL REPORT

2021

2022



Acknowledgement of Aboriginal and Torres Strait Islander Custodians

Lifeline Direct Limited (LLD) acknowledges the Traditional Aboriginal and Torres Strait Islander Custodians of the land on which we work and deliver our services.

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

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

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

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

Acknowledgement of Suicide Lived and Living Experience

We acknowledge all the lives lost to suicide and recognise those struggling today or in the past with thoughts of suicide, mental health issues or crisis situations. We acknowledge those who care for their loved ones and those experiencing the pain of bereavement through suicide. We respect the expertise of those with a lived or living experience and their contribution to the work we do.

**Our work at LLD is
driven by our vision of
'An Australia free of suicide'**



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Who are we?

LLD is a wholly-owned subsidiary of Lifeline Australia, delivering the suite of LLD's services across six geographical regions in both New South Wales and Victoria. We work as part of a national network of centres collectively pursuing our vision of an Australia free of suicide.

LLD encompasses the Hunter region, Central Coast, New England, Bondi, Northern Rivers in NSW, as well as Geelong and South-West Victoria.

These local Lifeline centres work collaboratively sharing administrative and other support services, which not only strengthens our effectiveness, but enables us to reach and meet more people who seek our help. We do this all while maintaining a sense of 'localness' to operate and serve with, in, and for our local communities.

Our work is focused on delivering Lifeline's 13 11 14 national crisis support line, as well as the development and ongoing implementation of suicide prevention and community wellbeing programs.

We also explore opportunities to grow LLD's services both in geographical areas where they do not currently exist and by being an incubator within the Lifeline national network. We do this in search of new and different ways to meet people in crisis so that no person has to face their darkest moment alone.

Our mission

To support people across the country and in our communities to seek help in a way, at a time and in a place that works for them. LLD supports the community and people who may be struggling by providing accessible crisis support, counselling, education, community capacity building and referrals to other services.

We do this by:

- Connecting people with care and listening non-judgmentally
- Being part of our local communities
- Providing a voice of calm in crisis

Our Leadership Team

The LLD leadership team are responsible for leading LLD toward meeting our vision of 'An Australia free of suicide'.



Robert Sams
Chief Executive
Officer

Robert's role is to provide direction, purpose and vision that in turn makes sure that our efforts are focused on those who seek our help.



Jenny Cappellacci
Chief Operating
Officer

Jenny leads the team that manages and supports financial management and reporting systems. Jenny also oversees the organisation's commercial activities, that provide valuable funding for our essential services.



Melissa Sams
General Manager
People & Capability

Melissa's role is to support and engage staff and volunteers on all things "people" related and in doing so lead a culture that is focused on our mission.



Jason Doherty
General Manager
VIC

Jason's responsibility is to oversee the Geelong & South West Victoria region through community engagement, stakeholder and government relations and business development, while also supporting the delivery of crisis support services.



Michael Were
General Manager
NSW

Michael's responsibility is to oversee LLD's community engagement, business development and fundraising operations, as well as government, funder and stakeholder relationships across our five NSW regions.



Susan King
General Manager
Services

Susan provides direction to the digital, community and counselling services, helping to build capacity in our people, processes and systems to provide quality services to Australians reaching out for support.

Our Board of Directors

The LLD Board of Directors help lead LLD's strategic direction, establish a governance framework including compliance systems to ensure the organisation meets its obligations, oversee the financial performance and help ensure that LLD stays focused on working towards its guiding vision of an Australia free of suicide.



Kevin Dupé
Chairman & Director

Kevin's career began working for the Australian Federal Government where he spent 14 years in various roles within economic and socio-economic policy units. He transitioned to the customer-owned banking sector, initially as the National Government Affairs Manager for the sector. Kevin took on the role of Chief Executive Officer for the then New England Credit Union in 2001.

Kevin's career has also included a range of diverse roles as a non-executive director.

Kevin's strengths are strategy, courageous leadership and community engagement. Kevin was instrumental in establishing the Armidale-based youth-at-risk program, BackTrack.



Colin Seery
Director

Colin is Chief Executive Officer of Lifeline Australia. Colin has held leadership positions in the health sector for more than 20 years. Previously Colin was Chief Executive Officer of Healthdirect Australia and prior to that he held senior executive positions with the National Safety Council of Australia, the Hospital Benefits Association and Sano Consulting.

Colin has worked across a broad spectrum of health sector issues including governance, policy development, stakeholder engagement and advocacy.

Colin spent seven years in management positions at the Sydney Swans Football Club, where he was appointed CEO in 2002.



Shona Tarrant
Director

Shona Tarrant is a senior executive leader with experience across not for profit, retail, consulting and construction. Since 2018 she has been Group Executive, People and Culture for Chartered Accountants Australia and New Zealand, and has previously held executive leadership roles within operations, strategy and people and culture. In these roles she has supported organisations through start up, growth, transformation and change. Shona holds an MBA from Deakin University, is a graduate of the Australian Institute of Company Directors and has completed the Dr John Yu Fellowship Program at the University of Sydney Business School. This is Shona's first Board position.

Our Purpose

Crisis Support

Delivering Lifeline's national crisis support services through phone and text services.

Innovation

Lead innovation in service delivery

by partnering with Lifeline Australia and other Lifeline Centres to test, trial and bed in new and different service offerings and methods such as LLD's participation in Lifeline's remote work trial.

Building Capacity

Building capacity in the communities that we operate

focusing on suicide prevention through training, community engagement, support groups such as bereavement groups and counselling services.

Engage

Engage with communities

to strengthen brand recognition and improve the awareness of Lifeline's services for people seeking support.

Grow

Grow Lifeline's services

look for opportunities to deliver Lifeline's services into locations and regions where there is no local presence and where there is an identified need.

Our Impact

Crisis Support

Lifeline Direct answered
116,049
of the national crisis calls



3,726
help seekers answered
on New Years Day

Lifeline Shops



**32 Lifeline
Shops**



**4 Stock
Warehouses**



**\$5.8m
Sales**



**427,000
Purchases**

Community Distribution Centre

50,000

visits to the Community Distribution Centre from local Northern
Rivers flood affected residents seeking clothing, food,
furniture and other essential household item.

Community Support

5,042
Counselling
appointments

99
AfterCare clients
supported

6,918
calls to the
University Crisis Line

Volunteers

614

Lifeline Volunteers support our work

Training

237 Lifeline Skills-for-Life training events
3,364 participants
62% of training events held online

It's great to be in community again





Reflections from Our Chief Executive Officer

Robert Sams

At the heart of all that LLD does is people. Whether this be people who reach out for our help, members of our local communities who we train to help build their capacity to support each other, or our dedicated team of both volunteers and paid staff, people make LLD.

FY22 was a year where people were front of mind in all that we did. Lifeline's national services, including 13 11 14, continued to be there for more people than ever and our locally focused community teams were there too in ways that we hadn't seen before. Whether this be through our counselling services, natural disaster recovery teams, community capacity building training, or through the pilot of our AfterCare service, LLD made a difference in the lives of so many people.

You'll read throughout this report of the number of people we supported and met. Of course, while our numbers were greater than ever before, each of these numbers represent a person. When people reach out to Lifeline, they seek to be heard. We do this in a way that is empathetic, with compassion and without judgement. People often share with us that their contact with Lifeline changed or even saved their lives, and our team should be proud of the impact and change that they have made for so many people.

Turning to how we saw ourselves in FY22, it felt like LLD was operating at three speeds; 1) recovery from both COVID across all of our locations and the significant impact of the floods on our Northern NSW operations, 2) 'business as usual' (BAU), where you'll see throughout the report that whatever lens our work is viewed, that we've had our busiest year ever for LLD and, 3) starting a focus on our future strategic direction, as we begin planning now for our FY24-FY27 Strategic Plan while playing a role in the Lifeline 'ecosystem' as an incubator for new and future services, such as piloting Lifeline's remote work platform for Crisis Support.

People often share with us that their contact with Lifeline changed or even saved their lives, and our team should be proud of the impact and change that they have made for so many people.

- Robert Sams

This required many of our team to adjust and work across all three of these speeds and at times it was challenging and tricky. I'm proud though that we worked through the challenges and kept people at the heart of all that we do. This is why we exist.

There were significant milestones through FY22 too, none more so than the significant renovations of our Geelong based centre which saw it increase from 2 Crisis Support 'seats' prior to joining LLD, to 13 'seats'. Geelong is now the largest Lifeline centre in Australia. To maximise the investment in the centre, we have ramped up our fundraising and community engagement activities in the region so that we can fill the centre with as many Crisis Supporters as possible, which in turn means we will meet more people who reach out for help.

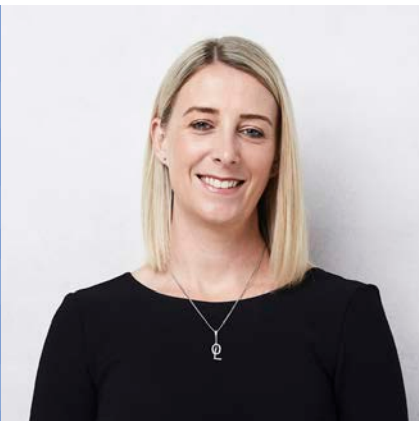
From a financial perspective FY22 was also challenging. It was a year bookended with COVID lockdowns in Q1 and the impactful floods in Northern NSW, Hunter and Central Coast regions in Q3 and Q4. This impacted not only our service delivery, but also all of our retail shops, which are a significant source of revenue for LLD. Our team worked hard to build relationships with new funders and

lodged grant applications which saw several organisations generously donate to support both our work in all regions, and also the rebuilding of services and retail in Lismore. The result was an operating surplus of \$279,824, which continues LLD's year-on-year growth, building financial sustainability so that we can continue to be there for people.

I'm proud of our team and the work we do. Lifeline has never been more relevant for people in Australia than over the past few years and our support for people during these times, including in FY22, was unwavering.

And of course none of what we do could be done without our incredible supporters and funders who provide both the financial and other in-kind resources needed for our team to be there for others like we are. We thank each and every one of them.

I will finish by personally thanking all our team; volunteers and staff. As I am known to say, our work can only be done "in community, for community and with community" with the support of our people.



Our People

Melissa Sams

One team standing together

During FY22, our team has continued to thrive through a challenging external environment.

With another year of ongoing COVID restrictions and vaccination requirements, our workforce has needed to flex, adapt and work together to continue to provide our services to those that need our support.

During March, LLD lost our crisis support centre and office in Lismore, as well as three retail premises during the devastating flood crisis in the Northern Rivers community. Despite some facing their own personal impact, our local team moved quickly to ensure that Lifeline was still there for the community through the coordination of the Lismore Distribution Centre, where much needed donated goods were distributed to those in need. Our crisis support teams were needed more than ever with increasing call volumes seeing our staff and volunteers in Lismore taking calls from temporary caravans in the carpark of our Conway Street premise that was flood affected. Through these challenges our teams came together and thrived, and whilst it wasn't easy, they were resilient and there for our communities when they needed Lifeline.

From an internal perspective, to support organisational capability across LLD and support the growth of our organisation, we focused on implementing a new Human Resources Information System (HRIS) more affectionately known as "SCOOP" (Support Community of Our People). This system has allowed one consistent platform for both our employee and volunteer workforce for communication, information, learning, policies and procedures.



The LLD team was able to introduce 10 new roles across crisis support, training, retail and marketing, as we continued to grow and expand our support to enhance our core services.

Our volunteer team of over 600 continued to provide invaluable support across multiple areas of our organisation. From directly supporting those who seek our help on our crisis line, through to sorting stock in our warehouses or selling second-hand goods in our retail shops. During a busy and trying year, our people remained committed to the cause, giving their time generously and using their skills to help others in our community.

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Through a challenging year, I'm proud of our people who were resilient, empathetic, and remained focused on supporting those who seek our support.

- Melissa Sams

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Services

Susan King

Meeting more people, providing hope

In FY22, Lifeline's national crisis line continued to be the 'go-to' for Australians seeking help and connection, with many continuing to reach out due to the ongoing impacts of the COVID pandemic and flooding events in NSW. New Year's Day brought a record number of phone calls to Lifeline in its nearly sixty-year history, with 3,726 help seekers reaching out for support on the day. Lifeline's services have never been more relevant or needed.

Through its network of five centres, LLD answered 116,049 of the 1,006,272 calls to 13 11 14 during the FY22.

The counselling team provided 5,042 counselling appointments for clients not only in local catchment areas of the Hunter and Central Coast, but also in disaster impacted regions of Victoria, NSW and Queensland via video and telehealth counselling.

13 11 14

Building on the previous year's progress towards unified ways of working, a restructure in the Services team enabled LLD to focus on delivery of crisis support across our network of centres. A training team was established, overseen by a Recruitment, Training and Quality Manager, and supported by CSWT Training and Practice Lead, a Training Coordinator, and paid Student Mentor roles. Nine training groups have been delivered in this financial year, educating 151 student Crisis Supporters. LLD piloted a 'shared training' model with Central Victoria and Mallee, Gippsland, Tasmania, and North Coast Lifeline Centres, contributing an additional 12 Crisis Supporters to the network.

During FY22, LLD fulfilled its role as an incubator, piloting Lifeline Australia's remote work capabilities. The pilot saw LLD establish a satellite site from



a retail store in Grovedale, Victoria, before expanding operation of the remote platform from within the Wyoming centre, then finally having Crisis Supporters trial the remote technology from home.

This pilot provided Lifeline Australia with 'proof of concept' in the feasibility of a remote workforce into the future; and enabled LLD to build more redundancy into our Business Continuity Plans. Remote working is now a viable option for many Crisis Supporters who prefer to work remotely from a Lifeline Centre rather than, or as well as, coming into centre.

Furthering LLD's unified ways of working was a rostering optimisation project for our paid staff. Centralising the rostering to a group function reduced administration in the centres, improved LLD's capacity to monitor and report on paid hours and made better use of our casual workforce.

After the flooding events in the Northern Rivers, the Lismore Crisis Support team rallied to the Community Distribution Centre to offer on-the-ground crisis support to impacted members of the community, providing over 750 hours of support. Showcasing the resilience of the Northern Rivers community, our Crisis Supporters returned to answering calls to 13 11 14 from a temporary caravan office

space located in the car park of the flood ravaged Conway Street centre.

Whilst the impacts of Covid and flooding events in NSW put pressure on volunteer hours, the year brought opportunities for LLD to widen its Crisis Support catchment into the eastern suburbs of Sydney. Thanks to generous seed funding from the Turnbull Foundation and support from Scentre Group, in the last quarter of FY22, LLD fitted out a new call centre in the Westfield Centre at Bondi Junction in readiness for opening FY23.

Counselling

Lifeline entered its second year of partnership with IAG through its Community Connector Program, offering geotargeted video counselling support to vulnerable individuals impacted by natural disasters. Nearly 5,200 appointments were made available over the twelve months and 639 individuals received counselling support through the IAG video counselling services.

Whilst COVID lockdowns impacted face-to-face service delivery in the first quarter of the financial year, temporarily closing counselling sites in the Hunter and Central Coast, the team were readily able to pivot to remote service delivery via telephone or video.



I'm so appreciative to work alongside people with such big hearts who create change in our communities, and whose efforts bring comfort to Australians in their darkest moments.

- Susan King

In addition to the Community Connector Program, thanks to generous funding from ARTC, over 1,100 counselling sessions were provided to residents of the Hunter Valley. Face-to-face, video and telehealth counselling services were provided at satellite clinics in Armidale, Cessnock and Belmont. The primary issues clients turned to counselling for were anxiety and depression, suicide ideation and grief and loss.

As part of our work 'in community' Lifeline regularly meets to discuss gaps in preventative and post-suicide services and work together to close these gaps. Currently, Lifeline also occupies the role of the Central Coast Community Response Coordinator, responding to the community in the event of a public suicide or traumatic death. Through this work, community partnerships were established with the Central Coast Alliance, PACER Teams, NSW Police Force, Resilience NSW, LLHD, PHN and Central Coast Council, Standby and NSW Ambulance.

AfterCare and Eclipse

Lifeline was proud to pilot a new AfterCare service in regional and rural NSW for the past 14 months, which offered specialised and tailored support for people post suicide attempt. The team supported 99 clients over the pilot period, all of whom are still alive today – which is a testament to the difference that side-by-side, client-led, non-clinical support can make to those who have a

lived experience of suicide. Over five hundred counselling sessions and over six hundred after hour Care Calls were provided to clients as part of the AfterCare service.

As part of the service offering, Lifeline also delivered Eclipse groups, which operated with an extended geographical scope to include Upper Hunter, Hunter and Central Coast communities, reaching 94 participants.

Funding for Lifeline's pilot of the AfterCare and Eclipse Programs came to completion in this financial year. Lifeline is grateful to Hunter New England Central Coast PHN for supporting LLD to run this pilot service in the New England, Manning and Forster regions. LLD is proud of the work that has been delivered by the team as part of this project, which existed to support people after a suicide attempt in a truly community-led service.

UCL

LLD's University Crisis Line (UCL) provides boutique afterhours and daytime services to students, complementing the on-campus counselling services for 24 universities.

A successful pilot of video counselling has enabled LLD to expand the service offering available to the universities as they support the mental health and wellbeing of the student population. This financial year 6,918 calls from university students were answered, thanks to the UCL service.



Financial and Commercial Overview

**Jenny
Cappellacci**

For the financial year ending 30 June 2022, LLD realised an operating net surplus of \$279,824. This is a significant achievement by the whole organisation to meet the increasing demand for services, whilst continuing to minimise the continued impact of COVID.

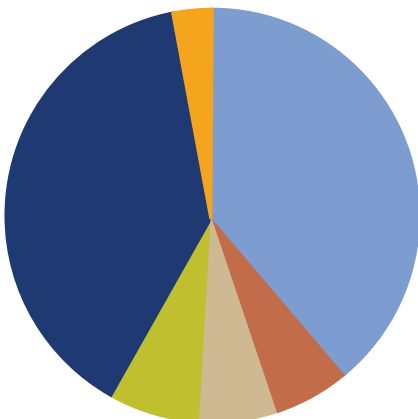
The net asset position for LLD as at 30 June 2022 is \$5.5m.

Total operating revenue has grown annually, exclusive of government wage subsidies. The organisation has successfully navigated through the pandemic and has seen revenue increase in most funded and commercial activities. The only exception being Retail which was dually impacted by the 2nd COVID lockdown and the Northern NSW floods.

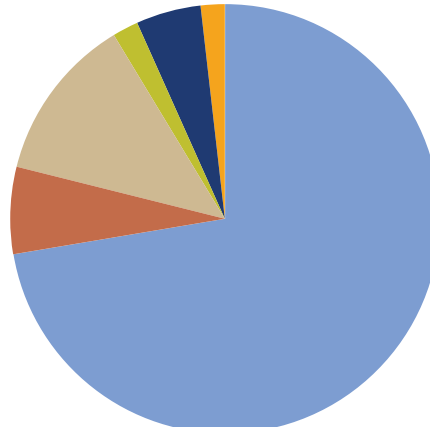
Several expense categories have been affected by COVID. LLD continues to be vigilant of its incurred costs whilst being aware of its ongoing organisational growth and post COVID capacity building.

LLD acknowledge the ongoing commitment of government, corporate and community partners as key supporters of our financial sustainability.

LLD Revenue FY21/22



LLD Expenses FY21/22



“ I am humbled by our team’s ability to adapt and respond to unprecedented challenges with an unwavering commitment to our mission ”

- Jenny Cappellacci

Retail

Lifeline Shops offer the community a budget friendly, environmentally sustainable shopping experience that generates essential funding for our frontline services such as crisis support and counselling. LLD oversees the operations of 32 Lifeline Shops in six regions across NSW & VIC.

Our retail activities in FY22 were impacted by both of the COVID lockdowns and the Northern Rivers floods. In Lismore alone we lost our regional warehouse, three shops and support vehicles. Despite many of our staff and volunteers being personally impacted, our team rallied and continued to support the community through the flood crisis and recovery process. The ability of the team to demonstrate resilience when operations are disrupted by pandemic and natural disaster is commendable.

These challenges make the achievement of opening six new shops across our regions even more significant, and the team should be commended for their efforts in launching: Singleton, Armidale, Tamworth, East Maitland, Toukley, and Morisset.

We also celebrated the service milestones of some of our 400 retail volunteers during National Volunteer Week. Their dedication in supporting the work of LLD is admirable and very much appreciated.

- 5yr Eucalypt Award 15 recipients
- 10yr Golden Wattle Award 4 recipients
- 20yr Lifetime Achievement Award 1 recipient





We are excited to announce that in FY23, LLD has plans to grow our retail network into the Western Melbourne region, with an expected six shops and warehouse planned. We are also planning our relaunch of retail operations in the Lismore area, continuing our commitment to the Northern NSW region

Our achievements are only possible with the ongoing support of the public. Donations of quality pre-loved items are key to our operation, and we thank all our generous donors.

Training

LLD's Skills-for-Life training is designed to strengthen our capacity to support people within our communities. We aim to build suicide aware and safe communities by providing courses for business and community members in suicide prevention.

Virtual training has transitioned from a COVID response tool to a standard practice delivery option in the last 12 months, with 62% of training delivered online in FY22.

While face-to-face workshop delivery was again impacted by the 2nd COVID lockdown, the ability to convert most workshops to an online platform enabled our team to better navigate regional-based restrictions.

We also celebrate our team for their commitment to quality through ongoing professional development.

LLD's training support team continue to work closely with both community and corporate partners to design and deliver a suite of workshops and presentations, including:

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

In FY23 the training support team is pleased to confirm a continuation of existing funding for DV-Alert and SOKS on the Central Coast of NSW and welcome the opportunity to work with new partners to build community capacity and awareness.





New South Wales Overview

Michael Were

Corporate Relationships

This financial year was once again impacted by COVID, ongoing disruptions and uncertainty. Despite this, our team continued to be there for people so they don't have to face their darkest moments alone.

We couldn't do this without the critical support of many in our community. For example, in early December 2022, NRL star Tom Trbojevic headlined a business lunch and fundraising event, raising over \$30,000 to support Lifeline services across the Hunter. The event was in a small window of time where events and physical gatherings could take place, in what ended up being a challenging year to hold events.

After postponing the Emerald Ball in 2021 to celebrate 55 years of Lifeline in the Hunter, more COVID uncertainty in early 2022 meant that the event needed to be transferred to an online event. We greatly appreciated the support of many partners and supporters throughout the event, including Out Of The Square media.

Our Hunter corporate partnerships with ARTC, Glencore, Newcastle Coal Infrastructure Group and Port Waratah Coal Services continue to grow. Good mental health in the workplace is important and we enjoy working with our partners to support staff wellbeing, and thank these partners for their significant and ongoing support to Lifeline services in the Hunter.

Despite the challenges of the pandemic, support remained strong from our Registered Clubs partners through the ClubGrants program and we are grateful for their support.

In February 2022, the Northern Rivers was devastated by widespread catastrophic and unprecedented flooding. Lifeline's buildings and assets were inundated with water causing significant disruption.

With thanks to CPB Contractors, a temporary crisis support centre was established in two portable site caravans in the back carpark of the building

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As a local Lismore resident, the commitment that our Northern Rivers team showed to their community in such devastating times made be proud to work for Lifeline.

- Michael Were

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while remediation and refurbishment of the building is underway. We are also grateful for the significant support committed by the CommBank Staff Foundation, NIB Foundation, Bunnings and Kaboodle, the Northern Rivers Community Foundation, Zoom, Way in Network, Michael Hill Jewellers, and many others through our Northern Rivers Appeal who have helped Lifeline support the local community. We expect that the Lifeline crisis support centre will be functional again towards the end of 2022.

Community Engagement

Complementing our crisis support and counselling services, is a suite of programs that aim to contribute to heightening the importance of wellbeing, mental health awareness and suicide prevention. Regional Australia continues to have higher rates of suicide, and less access to mental health services.

Our work delivering the Lismore Suicide Prevention Collaborative project, funded by Healthy North Coast (PHN) concluded in June. A small amount of activity already planned out will be delivered in the early months of FY23 to complete the project. Lifeline is committed to continuing the collaboration of those stakeholders that came together as part of the project.

We were excited to receive over \$2million in funding from the Australian Government to deliver support to communities throughout New England and the North Coast impacted by the Black Summer Bushfires. This new program, funded until the December 2024, builds on the learnings of the recently concluded Bushfire Recovery Counselling service, funded by Hunter New England Central Coast Primary Health Network, that finished its funding cycle in January 2022.

At the request of Lismore City Council, Lifeline established a Community Distribution Centre at the Lismore Showgrounds in the aftermath of the devastating February 2022 floods. With support from Resilience NSW, the centre supported over 50,000 visits from local Northern Rivers residents with clothing, food, furniture and other essential household items, during the four months after the floods. Our crisis supporters also volunteered additional time to be available on-site to support those affected, and in need of someone to talk to.

Unfortunately, our signature Out of the Shadows events that aim to bring the stigma of suicide out of the shadows and into the light, were unable to take place on World Suicide Prevention Day 2021, due to ongoing restrictions related to the COVID pandemic. In lieu of these gatherings, we held an online forum that was streamed across all our social media platforms.





Victoria Overview

Jason Doherty

**I am proud of
being able to
re-engage and
remind people how
valuable Lifeline's
services are
within our local
communities**

- Jason Doherty

Geelong

The last 12 months has seen the Geelong Crisis Support Centre complete an extensive renovation, which included the introduction of more crisis support phones and now makes the centre the largest Lifeline call centre in Australia. We are extremely proud of this in our region and love having a new and vibrant centre for volunteers and staff to come and support all Australians in crisis.

We have delivered numerous training sessions to community and corporate organisations across the region and continue to engage with and support with them, as they do great work within our community.

We have become the charity partners of Geelong United Basketball and the Geelong Racing Club in the past 12 months and continue to engage and share the message of the work that we do at Lifeline which works toward reaching our mission of an Australia free of suicide.

Our retail shops and warehouses continue to support the work that we do and we are looking at enhancing our relationship between the local community and retail over the next 12 months.

South West Victoria

We are so privileged to have a Crisis Support Centre in Warrnambool which supports the Lifeline network in South West Victoria.

The centre is part of the larger network of 41 crisis centres throughout Australia and we have many Crisis Supporters who help engage with people when they are facing their darkest moments.

We have built great relationships with many allied health and community organisations in the region and our retail network from Portland to Camperdown continues to help us engage in community.

Governance

LLD as a fully owned subsidiary of Lifeline Australia, is subject to the same governance and auditing process as all Lifeline member Centres nationally.

This includes the Lifeline Accreditation and Standards Program (LASP) which is an annual audit that ensure LLD meets its governance requirements as a Lifeline member. The audit covers statutory and regulatory compliance, financial viability, corporate governance, risk management, WHS, policy and procedures and volunteer engagement.

LLD remained an accredited Lifeline Centre by successfully participating in the FY22 LASP program.

In response to current and future organisational growth, LLD implemented several governance changes in FY22:

1. The Constitution of LLD was amended on 9 December 2021 to permit the appointment of an independent Board of Directors for LLD as a subsidiary.
2. The Senior Leadership structure was amended in August 2021 to recognise the increasing importance of financial management and governance in operational sustainability.

Jenny Cappellacci has moved from the role of General Manager, Finance & Commercial to Chief Operating Officer.

Darryn Reid has been appointed as the new General Manager, Finance. Effective 8/8/22.

Thank you to our Supporters

LLD is grateful for the financial support we receive from the community as it is fundamental in allowing us to continue to deliver local services.

Major Supporters in FY22

Government

Hunter New England and Central Coast
Primary Health Network
Healthy North Coast
Australian Government – Department of
Industry, Sciences and Resources
NSW Health
Cessnock City Council
Singleton Shire Council
Lismore City Council
Resilience NSW
Hunter New England Local Health District
Victorian Department of Families, Fairness
& Housing
Western Victoria Primary Health Network
City of Greater Geelong

Corporate & Community

Energy Australia
Tilt Renewables
The AL Lane Foundation
Geelong United Basketball
The Valley Inn
Be Bangles
Geelong Broadcasters
Gosford North Rotary SOKS Program
Vikings Group, ACT
Mind Matters Ball
Central Coast Women's Golf Association
Bunnings Lismore and Kaboodle Kitchens
CIMIC Group

CBP Contractors

ELMO
ARTC
Michael Hill Australia
Tomago Aluminium
Turnbull Foundation
Zoom Video Communications
The Wests Group Australia
Port Waratah Coal Services
Glencore
Newcastle Coal Infrastructure Group
Way In Network
AON Newcastle
iFin Capital
SaberVox
WesTrac
Ampcontrol Group
Pettigrew Family Funerals
HIC Services
Out of the Square Media
Hunter Signs

Trusts & Foundations

Geelong Community Foundation
The Dimmick Charitable Trust
Ubergang Foundation
Gwen & Edna Jones Foundation
Northern Rivers Community Foundation
Bloomfield Group Foundation
CommBank Staff Foundation
NIB Foundation



If you, or someone you care for needs
support or is thinking about suicide,
please reach out to Lifeline



Call - 13 11 14
available 24 hours/7 days



Crisis Chat to a Crisis Supporter
on-line at **lifeline.org.au**



Crisis Text - 0477 13 11 14

We're here for you.

LLD Centres

Lifeline Central Coast

15 Cary St WYOMING
centralcoast.lifeline.org.au

Lifeline New England

96 Beardy St ARMIDALE
newengland.lifeline.org.au

Lifeline Hunter

12 Maitland Rd ISLINGTON
hunter.lifeline.org.au

Lifeline Geelong

1 McKillop St GEELONG
geelongswv.lifeline.org.au

Lifeline Northern NSW

104 Conway St LISMORE
northernnsw.lifeline.org.au

Lifeline South West Victoria

174 Timor St WARRNAMBOOL
geelongswv.lifeline.org.au

Lifeline Bondi

Westfield Shopping Centre
BONDI JUNCTION
bondi.lifeline.org.au

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