



**ANNUAL REPORT 2010-11**

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## **INTRODUCTION**

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

changing lives for  
the better

## **WHERE WE ARE TODAY**

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

### **TELEPHONE COUNSELLING**

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

### **GAMBLING CARE**

The Lifeline gambling counselling program provides professional, confidential problem-gambling and financial counselling to people affected by problem gambling. Gambling Care will cease operation on 31 August 2011.

### **LYNX**

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

### **CORE SOLUTIONS**

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

### **MARKETING AND FUNDRAISING**

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

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

## WHERE DO WE WANT TO BE?

### OUR VISION

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

### OUR MISSION

Changing lives for the better

### OUR DISTINCTIVE CONTRIBUTION

Providing 24 hour counselling services for people in crisis

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

### OUR CORE VALUES

**INTEGRITY**  
**RESPECT**  
**COMPASSION**  
**PROFESSIONALISM**

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

## WHERE WILL THE ORGANISATION BE BY THIS TIME NEXT YEAR?

In line with our 2009-2012 strategic plan, by June 2012 the organisation will be:

### RELEVANT

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

### ACCESSIBLE

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

### SECURE

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

### RECOGNISED

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

## KEY FACTORS OF SUCCESS

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

## IN THIS YEAR WE HAVE:

- answered 15,779 calls
- responded to 1,553 suicide-related calls
- inducted 90 new telephone counsellors
- filled 2,869 telephone counselling shifts
- filled 111 online counselling 'chat' shifts
- booked 511 problem-gambling counselling appointments
- trained over 100 individuals through our *Applied Suicide Invention Skills Training* program (ASIST)
- broken the record for funds raised at a Lifeline Canberra Bookfair with the 2011 Autumn Bookfair, bringing in a total of \$471,000
- broken the record for attendance at a Lifeline Canberra Bookfair with 12,925 people attending the 2011 Autumn Bookfair
- welcomed new corporate partners
- received an unprecedented amount of positive media coverage
- signed a major corporate training partner
- re-designed and launched the new CORE Solutions training products
- increased the number of training participants by 300%
- had Lifeline Canberra telephone counsellor Jeanie Bruce named ACT Volunteer of the Year for 2011
- implemented and participated in the Online Trial Service from 8 April 2011
- renovated the Deidre Allen Telephone Counselling Room
- built a new kitchen and bathroom for telephone counsellors
- all telephone counsellors have completed a skills training program transitioning into the new telephone counselling model
- implemented the new Telephone Counselling Accreditation Program
- involved all telephone counsellors in a supervision program for skill and best practice enhancement.

## ACKNOWLEDGEMENTS

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

104.7 Canberra	Lucca
666 ABC Canberra	Mallesons Stephen Jaques
ACT & Region Chamber of Commerce & Industry	Manteena
ACT Government	Master Builders Association of the ACT
ActewAGL	Nestlé
Blockbuster Dickson	Nova Multimedia
Brumbies Rugby	Pack & Send
Canberra Centre	Picme Photobooth
Canberra Weekly Magazine	Pilgrim House Management Committee
Cantlie Recruitment	Pointe2Pointe
Chris Canham Photography	PRIME Television
Canberra CityNews	Project Coordination (Australia)
Clear Complexions	Queanbeyan City Library
Community CPS	RAR Group
Consec—Conference Management	RiotACT
Coordinate	Schmooze
Cycle 4 Life	Signflair
Elect Printing	System Built Exhibitions (SBX)
Englobo Group	The ACT Gambling and Racing Commission
Executive Intelligence Group	The Boat House by the Lake
Exhibition Park in Canberra (EPIC)	The Canberra Times
face2face Recruitment	The Clubs affiliated with ClubCare
Goulburn Party Hire	The Friends of Lifeline
Hamperesque	Thomson Reuters
Home Help Service ACT	Toll Group
Hotel Realm	TOLL in2Store
Hudsons Catering	Video Ezy Kippax
King O'Malley's Irish Pub	Vikings Erindale
Komodo Paddle Club	Westpac
Leader Security	WIN Television
Lifeline Australia	



## **OUR MISSION, OUR VISION**

### **MISSION**

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

### **VISION**

Changing lives for the better

24 hour  
telephone  
counselling  
service

## **SERVICES PROVIDED THROUGHOUT THE LAST 12 MONTHS**

### **LIFELINE 24 HOUR TELEPHONE COUNSELLING SERVICE**

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

### **LYNX: LIFELINE YOUTH NETWORK**

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

### **GAMBLING CARE**

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

### **CLUBCARE**

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

### **CORE SOLUTIONS TRAINING PRODUCTS**

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

## BOARD OF DIRECTORS

### ROBYN CLOUGH—PRESIDENT

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

Robyn has extensive research and project experience across the community, academic and broader public sectors. She presently holds the position of Manager, Centre For Leadership in Management with the Australian Institute of Management. Robyn is motivated by Lifeline Canberra's mission - changing lives for the better.

### PJ GOULD—VICE PRESIDENT

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

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

### PAULINE THORNELOE—TREASURER

Pauline has worked in the public service for over 30 years and specialised over the last 11 years in human resource management. She came to Canberra in 2002 and joined Lifeline as a telephone counsellor in 2004.

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

### ATHOL OPAS

Athol has proudly served as a Director of Lifeline Canberra for over three years, commencing in February 2008. Athol has lived in Canberra for 18 years and is an active member of the Canberra community. Athol is committed to the values and work of Lifeline Canberra—changing lives for the better.

Athol is a graduate in Arts and Law, including a Master of Laws. Athol is a solicitor with over 12 years experience in private and public sectors, and is currently President of the ACT Law Society.

### **AYESHA RAZZAQ**

Ayesha joined the Lifeline Board as a Director in 2011. She brings a wealth of commercial knowledge and expertise that she has obtained through her career in the retail energy industry, leading a dynamic business through a time of significant industry change. She is currently the General Manager Retail for local utility company ActewAGL and has completed a Bachelor of Engineering (Honours) at the Australian National University.

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

### **JOANNA HOUGHTON**

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

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

### **PHILLIP MCCORKELL CPA MAICD**

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

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

### **STEVE FIELDING**

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

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



Robyn Clough

## PRESIDENT'S REPORT

This year was an exciting year for Lifeline Canberra as we commenced celebrating our 40th birthday. Since 1971, Lifeline Canberra has provided crisis telephone counselling and related services to the people of Canberra and the broader region.

Our 40th birthday year coincides with the 10th anniversary of the International Year of the Volunteers. It's an opportunity for us to celebrate all the people who have volunteered with Lifeline Canberra over the past 40 years. They are a testament to the strength and compassion of the Canberra community.

Lifeline Canberra currently has around 450 volunteers. Our volunteers work across a range of sections within our organisation—telephone counselling, our Bookfair warehouse and our Bookfairs.

Without our volunteers, we would be unable to deliver our important services to the community. Our volunteers bring more to Lifeline Canberra than their skills and experience. They bring compassion, energy and dedication, and the contribution they make to people's lives is invaluable.

Lifeline Canberra is committed to suicide prevention through supporting those at risk and raising public awareness about the hidden toll of suicide. This year we received an unprecedented amount of media coverage for events including Stress Down Day, the Willy Wonka themed gala ball and our 40th birthday in general. According to Lifeline National we are one of the top centres for media coverage across Australia, which is a tremendous achievement for Lifeline Canberra.

Our core business is our crisis telephone counselling service. This service is operated by a cohort of well-trained and experienced volunteers who are able to provide generalist counselling across a wide range of issues. This service is available 24 hours a day, seven days a week for anyone who is experiencing crisis or is concerned about the well-being of another.

This year we answered 15,779 telephone calls from members of the public and just under 10% were suicide-related calls. We also delivered two major Bookfairs and two regional Bookfairs which raised approximately \$952,000 for Lifeline Canberra to continue providing our services.

2010–11 also saw the delivery of our new CORE Solutions training program for the corporate and the not-for-profit sectors. This program builds on the success of our previous training programs. In its first year our training team delivered our training products to around 300 people in our local community.

Our youth-based training program, funded through the Community Services Directorate (formerly known as the Department of Disability, Housing and Community Services ACT), trained around 400 young people who are usually leaders within their school environment. This training provides these students with skills in communication, building resilience and self-care to assist other students and indeed their wider community.

Lifeline Canberra's Gambling Care program went through significant changes in 2010–11. The business unit was restructured to streamline our service and we provided face-to-face counselling to 230 clients. In June we commenced transitioning the service over to another not-for-profit organisation.

Our priorities for 2011–12 are to continue building the body of evidence that enables us to remain responsive to community needs; and to implement a number of strategies and programs to grow our revenue base to ensure long-term financial stability.

The Board would like to acknowledge all of our volunteers—past and present—for their dedication, time and expertise. We would like to extend special congratulations to Jeanie Bruce, one of our telephone counsellors, who was named the 2011 ACT Volunteer of the Year.

The Board would also like to thank paid staff as well as all of our funders, sponsors and sector partners for their support and for sharing our commitment to the mission of Lifeline Canberra. We are constantly humbled by the amount of support Lifeline Canberra receives from our local community.

This is my last year on the Lifeline Canberra Board and I would like to record what a privilege it has been to be part of such a committed and spirited community. My warmest thanks to my Board colleagues, who have worked so collaboratively to deliver the strategic plan. The collegiality, warmth and good humour that characterised our board meetings will be missed! Finally, my thanks to our CEO, Mike Zissler. It has been an absolute pleasure to be a part of the organisation's growth under Mike's practised leadership.

**Robyn Clough**  
President

## CORPORATE GOVERNANCE STATEMENT

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

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

### **PRINCIPLE 1** **Lay solid foundations for management and oversight**

The Constitution of Lifeline Canberra sets out the powers of the Board. Additionally, the Lifeline Canberra Policy Manual provides guidance to the Board and management on their respective roles and functions.

### **PRINCIPLE 2** **Structure the Board to add value**

The Board has a Governance Committee with specific Terms of Reference focused on reviewing and monitoring governance processes and director independence.

### **PRINCIPLE 3** **Promote ethical and responsible decision making**

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

### **PRINCIPLE 4** **Safeguard integrity in financial reporting**

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

### **PRINCIPLE 5** **Make timely and balanced disclosure**

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

## **PRINCIPLE 6**

### **Respect the rights of shareholders**

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

## **PRINCIPLE 7**

### **Recognise and manage risk**

The Board's Finance, Risk and Audit Committee has a specific responsibility under its Terms of Reference to examine and advise the Board on risk management. In the first half of 2010, Lifeline Canberra undertook a comprehensive risk assessment and management exercise. The risk management plan is reviewed and updated quarterly.

## **PRINCIPLE 8**

### **Encourage enhanced performance**

Some years ago the Board adopted a policy that the Board would review its performance at least every two years. The outcomes of these reviews are used to modify Board and related processes and enhance Board and/or director skills through training where appropriate. The Chief Executive Officer is required to undergo an annual performance review by the Board.

## **PRINCIPLE 9**

### **Remunerate fairly and responsibly**

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

## **PRINCIPLE 10**

### **Recognise the legitimate interests of stakeholders**

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

### **Robyn Clough**

President



## CEO'S REPORT

2010–11 was a year to celebrate. We commenced our 40th Birthday activities and continued to provide counselling and counselling-related activities of which our 24 hour crisis telephone counselling service is core.

We have also taken time to reflect back on all our wonderful volunteers past and present who have dedicated their time and expertise to making Lifeline Canberra what it is today. Lifeline Canberra exists primarily because of our wonderful volunteers. We currently have around 20 paid staff and some 450 volunteers. Our volunteers assist in varying aspects of our business, including telephone counselling and working at our Bookfair warehouse as well as at our Bookfairs.

Since opening its doors in 1971, Lifeline Canberra has answered over 500,000 calls. Each call costs Lifeline approximately \$40 in terms of training counsellors and providing resources. Currently there are 200 telephone counselling volunteers offering their time and expertise to listen to and assist members of our community.

This year alone we have trained and inducted another 90 volunteer telephone counsellors and answered 15,779 phone calls. The 2010–11 year also saw an extension of our telephone counselling service to an online counselling service. This service has been well received and demand is high. It will only expand over time. In terms of a dollar value, our volunteer telephone counsellors provided an astounding \$900,000 in services to our community throughout the 2010–11 year.

Another area where our volunteers provide their time and skills is our Bookfair Warehouse and Bookfairs. Our warehouse is run by some 120 volunteers who work to ensure the facility is open seven days a week accepting book donations from members of the public. We have many keen volunteer book experts who sort, price and store the books and other donated goods for each of our Bookfairs. Another 100 volunteers help out at the Bookfairs. In terms of a dollar value in 2010–11, our Bookfair volunteers provided around \$920,000 in services to our local community.

We have held 56 Bookfairs, as well as Mini Bookfairs and Book Sales, in the Canberra region over the past 38 years and since their inception the Bookfairs have raised in excess of \$7,000,000 for Lifeline Canberra—for reinvestment into Lifeline Canberra services.

We have also grown other areas of our services including our training section. We launched our new CORE Solutions training package, aimed at corporate and other not-for-profit organisations. We continued to provide our youth-based program LYNX and trained 100 more young people than the previous year. Feedback on both of these programs reflects our excellent reputation at providing training to augment people's communication skills and build resilience in our community.

We provided face-to-face counselling to 230 clients throughout the year as part of our Gambling Care services. After many years of stellar service and following an ACT Government restructure of how gambling services would be delivered into the local community, Gambling Care and ClubCare closed down and we commenced transitioning our clients to the new service.

Over the 2010–11 year we have forged new partnerships with a number of organisations and enjoyed working with our existing sponsors. I would also like to thank our wonderful Friends of Lifeline who gave generously, as well as every community member who contributed to supporting Lifeline Canberra over the past 12 months.

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

Finally, our truly amazing volunteers inspire me every single day: our telephone counsellors with their dedication and compassion provided to every single caller; our Bookfair warehouse and Bookfair volunteers with their love of and expertise in all things to do with books. Without these extraordinary people from our local community, Lifeline Canberra would not exist.

There is no doubt that we have a great deal of work to achieve our goals over the ensuing years. Our vision is to double the number of our telephone counsellors by 2014, to answer the ever increasing number of phone calls from people requiring emotional support or in crisis. We will also continue to implement our strategic plan to ensure that we are the first organisation people turn to when they seek support.

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

**Mike Zissler**  
Chief Executive Officer

Without extraordinary  
people from our local  
community, Lifeline Canberra  
would not exist.

## TELEPHONE COUNSELLING

### THIS YEAR WE HAVE –

- 1 ANSWERED 15,779 CALLS**
- 2 RESPONDED TO 1,553 SUICIDE-RELATED CALLS**
- 3 INDUCTED 90 NEW TELEPHONE COUNSELLORS**
- 4 FILLED 2,869 TELEPHONE COUNSELLING SHIFTS**
- 5 FILLED 111 ONLINE COUNSELLING ‘CHAT’ SHIFTS**

The past financial year has been one of many changes for the telephone counselling section. While we have continued to focus on answering as many callers in crisis as possible, we have also added online crisis support to our connection with the community. This has helped Lifeline Canberra to assist a different set of individuals—many of whom are very young and live in regional and remote areas.

In adding to the scope of our crisis support, we have again been blessed to have a group of individuals who have stepped up and enthusiastically helped those in our community who are not coping with the pressures in their lives. Our volunteers have provided the voice or the written message in the middle of the night, to show the caller or online contact that there are people who do care, and who can help them find the small amount of light to keep going.

On behalf of our callers and contacts, on behalf of the community—we thank our volunteers. You are the heart and soul of Lifeline Canberra; without you here to answer these calls, our community would be a much darker place. We thank you for your time, your energy and most importantly for your heart.

Thank you also to the dedicated and committed members of the Telephone Counselling section. To Barbara, Janet, Angela, Karen, Fiona and Pamela—you have all given above and beyond to the staff, volunteers and most importantly to the caller.

I look forward to the next 12 months and to the exciting changes that are envisaged. It continues to be a privilege to work with Lifeline, our volunteers and especially with our callers.

**Mandy Larsson**  
Telephone Counselling Manager

## TRAINING—CORE SOLUTIONS

For the Training Department, this past year has been one filled with change but also one filled with excitement and opportunity.

Over the past 12 months Lifeline Canberra launched a new community/corporate training package CORE Solutions – Communication, Opportunity, Resilience, Empowerment. In all our courses, we provide participants with different skills, including basic listening and communication, stress management and self care, basic level counselling and suicide intervention strategies. The workshops facilitated by Lifeline Canberra have been designed to provide the skills needed to instill confidence and empower individuals to be able to handle and manage situations of crisis, whether personal or aiding others.

The four key packages included in CORE Solutions are:

- 1** Accidental Counsellor – crisis intervention skills
- 2** Applied Suicide Intervention Skills Training (ASIST) – suicide intervention workshop
- 3** safeTALK – suicide intervention presentation
- 4** Mental Health First Aid – mental health education

In our first year as CORE Solutions, the team has trained over 200 people in Accidental Counsellor, over 100 in ASIST and 50 in safeTALK. This has been across government departments, community organisations, local businesses, telephone counsellors and among the general public.

It is an exciting time for the training team. With increasing demand for our workshops, corporate partnerships being formed, and opportunities to help build the skills of individuals in a vast range of organisations and departments, it is ‘full steam ahead’ for the next 12 months.

### **Tracey McMahon**

Corporate Training and LYNX Manager

## LYNX: LIFELINE YOUTH NETWORK

Lifeline Youth Network (LYNX) is Lifeline Canberra's Youth Services Program, primarily designed to deliver programs that enhance resilience in young people, empower them and increase their support networks.

LYNX offers three key programs: Peer Skills, Mental Health Ambassadors and First Responder – Emerging Suicide Helper (FR-ESH). The programs are run with young people who have been nominated by their peer group or teachers/supervisors as people others would turn to for help. Each program is run over two days and focuses on refining communication skills, developing problem solving skills, and highlighting the importance of self-care and boundaries as a helper. Each program has additional information added (gate-keeping skills, knowledge of mental health issues and/or suicide intervention skills). The skills learnt can then be used as a resource by the participants' peers.

Over the last 12 months, over 300 young people have participated in LYNX programs. We have also had contact with over 1,000 young people through National Youth Week and Mental Health Expo's.

We would like to take this opportunity to thank the ACT Department of Disability, Housing and Community Services for its funding and continued support of this program.

We would also like to thank the young people who have been involved in the programs, and the teachers and supervisors involved in organising the delivery of LYNX programs. The young people really engage in these workshops and are full of energy and enthusiasm, and it has been a pleasure to watch the skill development of so many youth in such an invaluable area. So again, thank you to all who have been involved in making this happen.

### **Tracey McMahon**

Corporate Training and LYNX Manager

designed to enhance  
the general well-being  
of the community

## GAMBLING CARE

Our Gambling Care program has undergone a number of changes over this financial year. We have had a change in staffing and refocused the service to a whole-of-community approach consistent with treating gambling as a public health issue. One example of this approach was the provision of newsletter items to the ACT Division of General Practice.

We also continued to provide our core activities including providing problem-gambling counselling, financial counselling, community education about problem and responsible gambling, and training to gambling venue staff in the delivery of responsible gambling service. During this financial year we saw a total of 230 clients as part of our face-to-face counselling service.

Another area of focus was improving service access for at-risk groups including young gamblers, Aboriginal and Torres Strait Islanders and people from culturally and linguistically diverse backgrounds (CALD). In this reporting period 17% of our clients were from a CALD background and 5% were identified as being of Aboriginal or Torres Strait Islander background.

We also implemented the administration of the Canadian Problem Gambling Index (CPGI) screen with clients on presentation, before the fourth counselling appointment. This world-recognised screening process provides a quantitative measure of gambling behaviour and ideation change during the period of the client's counselling program.

During the financial year, the ACT Government restructured how gambling services would be delivered into the local community. This saw an extension of the services into a broader problem-gambling awareness program and led to a change in service provider for gambling services towards the end of the fourth quarter. We also started to transition our clients to the new service. With this process nearing completion, Lifeline Canberra sadly says goodbye to its Gambling Care program and is turning its focus to consolidating and growing other areas of our services.

**Angela Thomas**  
Gambling Care Counsellor

## COMMUNITY ENGAGEMENT AND FUNDRAISING

The 2010–11 financial year saw a major shift in focus from primarily community events, such as the Bookfairs, to a new concentration on establishing strong corporate support and events and improving Lifeline Canberra branding.

With this came a change in personnel within the Community Engagement and Fundraising Section. The former role of the Marketing Manager was restructured into two new positions: a Warehouse Manager to manage the Lifeline Canberra Bookfair warehouse and the operational side of staging each Bookfair, and a Community Engagement, Fundraising and Marketing Manager to focus on delivering outcomes related to the major shift in focus for the section.

As a result of the new focus, there were a number of significant achievements in the 2010–11 financial year, including development of a sponsorship matrix for Lifeline Canberra events; a re-design of the Lifeline Canberra suite of publications; and the introduction of a Corporate Partnerships Program, which welcomed Clear Complexions, Prime7, Exhibition Park In Canberra and Coordinate as partners for the year.

Through the successful execution of a strategic marketing and media plan, there were also significant increases in media attention and in Bookfair revenue, which grew from \$755,000 to \$952,000 across the spring, autumn and winter events. As always, volunteers played a vital role in the success of the Bookfairs with their ongoing commitment being vital to the operation.

Third party events were also on the rise, with Lifeline Canberra named as the benefactor of the Master Builders Association of the ACT annual golf day, the Clear Complexions clinic opening, a RiotACT website launch and cocktail party, a Schmooze networking evening and the game day charity for the Brumbies vs Reds rugby match, collectively generating over \$25,000.

A key focus for 2011 was the planning for Lifeline Canberra's 40th birthday celebrations, which commenced in April 2011 with the successful delivery of the first ever cocktail reception for Lifeline Canberra. Based on its success, the cocktail party will now be a regular feature on the annual calendar of events.

### **Leah Busacker**

Community Engagement, Fundraising and Marketing Manager

## BOOKFAIRS AND BOOKFAIR WAREHOUSE

The Lifeline Canberra Bookfairs continue to go from strength to strength, with record numbers for both funds raised and attendance, and improvements at both the Bookfairs themselves and at the warehouse where the year-round work is done to collect, sort, price and pack hundreds of thousands of donated items.

The Spring 2010 and Autumn 2011 Bookfairs, held at Exhibition Park in Canberra (EPIC) as usual, both had takings over \$400,000—for a total of \$881,863. A Mini Bookfair at Tuggeranong in June and Book Sales in Queanbeyan (December) and Cooma (April) brought in a further \$70,447, for a total of \$952,310. Customer numbers at the EPIC Bookfairs have also grown, with a record 12,925 people through the door in autumn 2011.

All of this could not, of course, happen without the dedication and enthusiasm of our volunteers—a big ‘thank you!’ goes to each one. Around 120 people work regularly at the warehouse, and another 100 or so help with the Bookfairs. This team contributes an estimated 40,000 hours each year (worth around \$920,000).

Bookfair customers have commented very favourably on the changes to the layout at EPIC. With checkouts and the bulk purchasing area now in marquees outside the hall, customers have more space to browse among the tables. Queues have moved more smoothly and there is more space for the café concession area.

The Canberra community has been more generous than ever with its donations of books and other items for sale at our Bookfairs. Over the last year, we have been able to pass on some of our excess and duplicate stock to Lifeline Gippsland and Lifeline Central West NSW—a valued contribution to Lifeline fundraising in these areas.

The warehouse facility in Mitchell has seen a number of improvements during 2010–11. These include ceiling fans to improve the volunteers’ comfort level; strong, purpose-built modular tables to replace trestle tables used in the book-sorting area; and progressive improvements to the quality and strength of the trolleys used to move the books around the warehouse.

**Cedric Bear**  
Warehouse Manager



## TREASURER'S REPORT

While the year to 30 June 2011 has been a year of great progress for the organisation, Lifeline Canberra's services remained unchanged from the previous reporting period, with the exception of the cessation of Canberra Emergency Accommodation Service as at 30 June 2010 due to the ACT Government implementing a one-stop intake system for all of its social housing programs.

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

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

Lifeline Canberra achieved a net surplus in 2010–11 of \$62,048 and a net increase in cash of \$132,754.

Total revenues increased by \$189,000 over 2009–10, mostly due to increased Bookfair revenues and an increase in Corporate Training delivery, offset by the loss of the Emergency Services Accommodation (CEAS) grant and a reduction in corporate support and sponsorships.

Total expenses increased by \$281,000 over 2009–10, which is mainly attributable to filling vacant staff positions and a larger investment in Lifeline Canberra's Community Engagement and Fundraising program due to the commitment to Lifeline's 40th birthday celebrations and fundraising efforts.

Lifeline Canberra's net assets have remained stable at \$2,500,000.

As reported in previous years, while Lifeline Canberra has relatively healthy net assets, it should be noted that the land gifted by the ACT Government for the Bookfair storage and sorting facility (the Bookfair warehouse at Mitchell) is restricted for that purpose and is therefore not an asset which can be used for other purposes or sold at Lifeline Canberra's discretion.

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

In 2010–11, Lifeline Canberra made a larger commitment to our Community Engagement and Fundraising program which, along with the continued resounding success of the Bookfairs, will allow Lifeline Canberra to continue to grow and broaden its revenue base.

In 2011–12 Lifeline Canberra will continue to look for ways to expand its revenue base and also to seek other opportunities to support Canberra’s and the surrounding region’s community following the cessation of CEAS, and the imminent end of Gambling Care with the Government’s decision to award the tender to another organisation.

While the financial reports, risks, governance and planning mentioned in this report may seem far away from the services which Lifeline Canberra offers and the compassion which our staff and volunteers show for our ‘clients’, they are critical to our success in providing those services as efficiently as possible. Lifeline Canberra should continue to ‘operate commercially without commercial intent’.

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

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

**Pauline Thorneloe**

Treasurer



**Financial Statements**

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**LIFELINE CANBERRA INCORPORATED**  
**ABN 14 207 094 003**

**FINANCIAL COMMENTARY**

The concise financial report is an extract from the full financial statements. The financial statements and specific disclosures included in this concise financial report have been derived from the full financial statements of the Lifeline Canberra Incorporated (the Association) for the year ended 30 June 2011. The full financial statements of the Association and the auditor's report will be sent free of charge to members on request. Please contact the office of the Lifeline Canberra Incorporated on (02) 6247 0655 to obtain a copy. The financial statements can also be accessed on the internet at [www.act.lifeline.org.au](http://www.act.lifeline.org.au).

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

**Statement of Comprehensive Income**

The operating surplus for the financial year for the Association was \$62,048 (2010: \$154,418).

**Revenue**

Total revenue has increased by 10% mainly due to an increase in donations and fundraising income. Grant income decreased by 16% as funding for the Emergency Accommodation Service project ceased. The 16% decrease in corporate support and sponsorship is largely due to a reduction in Clubcare funding recognised as revenue during the year. Donations and fundraising has increased by 31% as a result of an increase in sales at the bookfairs, and other fundraising activities. The services income has increased by 68% as there were more training courses and workshops delivered during the year ended 30 June 2011.

**Expenses**

Total expenses have increased by 16% mainly due to increase in employment costs as a result of more staff being employed during the year.

**Statement of Financial Position**

Total assets increased by \$180,904 (6%) mainly as a result of the increase in cash and cash equivalents and available for sale financial assets which are a reflection of the surplus for the year combined with the increase in unspent grant revenue.

Total liabilities increased by \$119,742 (20%) mainly as a result of an increase in unearned revenue for the funded programs and ticket sales and sponsorship received for the Gala Ball which was held after 30 June 2011.

**Statement of Changes in Equity**

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

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**LIFELINE CANBERRA INCORPORATED**  
**ABN 14 207 094 003**

**Statement of Cash Flows**

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

The net cash inflow from operating activities has increased by \$102,700 compared with the previous year. The movement in the receipts and payments are outlined above under Revenue and Expenses.

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

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

**LIFELINE CANBERRA INCORPORATED**  
**ABN 14 207 094 003**

**STATEMENT OF COMPREHENSIVE INCOME**  
**FOR THE YEAR ENDED 30 JUNE 2011**

	<b>2011</b>	<b>2010</b>
	<b>\$</b>	<b>\$</b>
<b>Revenue</b>		
Corporate support and sponsorship	348,371	415,753
Donations and fundraising	1,124,052	858,959
Government grants	444,149	531,885
Interest income	18,567	6,550
Services income	169,672	101,168
Other income	<u>1,575</u>	<u>3,639</u>
	<u>2,106,386</u>	<u>1,917,954</u>
<b>Expenses</b>		
Borrowing expenses	22,108	19,093
Consultants and contractors	67,152	59,064
Depreciation	73,519	74,568
Employment costs (excluding superannuation)	1,235,320	1,011,555
Event expenses	17,678	-
Insurance and other charges	23,039	19,854
Premises and occupancy expenses	240,234	252,070
Superannuation	100,923	84,004
Supplies and services	144,642	157,359
Travel and accommodation	42,337	28,716
Office equipment	45,881	24,221
Other expenses	<u>31,505</u>	<u>33,032</u>
	<u>2,044,338</u>	<u>1,763,536</u>
Surplus for the year	<u>62,048</u>	<u>154,418</u>
<b>Other comprehensive income</b>		
Gain/(loss) on revaluation of available-for-sale financial assets	<u>(886)</u>	<u>3,204</u>
Total other comprehensive income	<u>(886)</u>	<u>3,204</u>
Total comprehensive income for the year	<u>61,162</u>	<u>157,622</u>

**LIFELINE CANBERRA INCORPORATED**  
**ABN 14 207 094 003**  
**STATEMENT OF FINANCIAL POSITION**  
**AS AT 30 JUNE 2011**

	<b>2011</b>	<b>2010</b>
	<b>\$</b>	<b>\$</b>
<b>CURRENT ASSETS</b>		
Cash and cash equivalent	631,395	498,641
Other current assets	97,904	35,640
Trade and other receivables	<u>64,244</u>	<u>103,622</u>
<b>TOTAL CURRENT ASSETS</b>	<u><b>793,543</b></u>	<u><b>637,903</b></u>
<b>NON-CURRENT ASSETS</b>		
Property, plant and equipment	2,408,073	2,402,052
Other financial assets	<u>37,174</u>	<u>17,931</u>
<b>TOTAL NON-CURRENT ASSETS</b>	<u><b>2,445,247</b></u>	<u><b>2,419,983</b></u>
<b>TOTAL ASSETS</b>	<u><b>3,238,790</b></u>	<u><b>3,057,886</b></u>
<b>CURRENT LIABILITIES</b>		
Trade and other payables	105,531	97,531
Provisions	119,999	103,405
Unearned revenue	179,511	56,807
Financial liabilities	<u>29,223</u>	<u>28,962</u>
<b>TOTAL CURRENT LIABILITIES</b>	<u><b>434,264</b></u>	<u><b>286,705</b></u>
<b>NON-CURRENT LIABILITIES</b>		
Financial liabilities	<u>276,927</u>	<u>304,744</u>
<b>TOTAL NON-CURRENT LIABILITIES</b>	<u><b>276,927</b></u>	<u><b>304,744</b></u>
<b>TOTAL LIABILITIES</b>	<u><b>711,191</b></u>	<u><b>591,449</b></u>
<b>NET ASSETS</b>	<u><b>2,527,599</b></u>	<u><b>2,466,437</b></u>
<b>EQUITY</b>		
Reserves	(5,122)	(4,236)
Accumulated surplus	<u>2,532,721</u>	<u>2,470,673</u>
<b>TOTAL EQUITY</b>	<u><b>2,527,599</b></u>	<u><b>2,466,437</b></u>

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LIFELINE CANBERRA INCORPORATED  
ABN 14 207 094 003

STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDED 30 JUNE 2011

	2011 \$	2010 \$
Reserves	(5,122)	(4,236)
Accumulated surplus	<u>2,532,721</u>	<u>2,470,673</u>
<b>TOTAL EQUITY</b>	<u><b>2,527,599</b></u>	<u><b>2,466,437</b></u>
<b>RESERVES</b>		
Asset Revaluation Reserve:		
Balance at the beginning of the year	(4,236)	(7,440)
Other comprehensive income	<u>(886)</u>	<u>3,204</u>
Balance at the end of the year	<u>(5,122)</u>	<u>(4,236)</u>
The Asset Revaluation Reserve is for the purposes of recording the increments and decrements in investments in accordance with Accounting Standards.		
<b>TOTAL RESERVES</b>	<u><b>(5,122)</b></u>	<u><b>(4,236)</b></u>
<b>ACCUMULATED SURPLUS</b>		
Balance at the beginning of the year	2,470,673	2,316,255
Surplus for the year	<u>62,048</u>	<u>154,418</u>
Balance at the end of the year	<u><b>2,532,721</b></u>	<u><b>2,470,673</b></u>



**LIFELINE CANBERRA INCORPORATED**  
**ABN 14 207 094 003**

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 30 JUNE 2011**

	<b>2011</b>	<b>2010</b>
	<b>\$</b>	<b>\$</b>
<b>Cash Flows from Operating Activities</b>		
Grants received	506,759	585,074
Receipts from other services	1,799,407	1,323,884
Interest received	18,567	6,550
Payments to suppliers and employees	<u>(2,042,646)</u>	<u>(1,736,121)</u>
Net cash from operating activities	<u>282,087</u>	<u>179,387</u>
<b>Cash Flows from Investing Activities</b>		
Payment for property, plant and equipment	(79,540)	(25,557)
Payment for investment	(20,000)	-
Interest reinvested	<u>(129)</u>	<u>-</u>
Net cash from investing activities	<u>(99,669)</u>	<u>(25,557)</u>
<b>Cash Flows from Financing Activities</b>		
Repayments of borrowings	(27,556)	(29,532)
Interest paid	<u>(22,108)</u>	<u>(19,093)</u>
Net cash from financing activities	<u>(49,664)</u>	<u>(48,625)</u>
Net increase/(decrease) in cash held	132,754	105,205
Cash at the beginning of the year	<u>498,641</u>	<u>393,436</u>
Cash at the end of the year	<u>631,395</u>	<u>498,641</u>

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**LIFELINE CANBERRA INCORPORATED**  
**ABN 14 207 094 003**

**NOTES TO THE CONCISE FINANCIAL REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2011**

**NOTE 1 BASIS OF PREPARATION OF CONCISE FINANCIAL REPORT**

The concise financial report is an extract from the full financial statements for the year ended 30 June 2011. The concise financial report has been prepared in accordance with Accounting Standard AASB 1039: Concise Financial Reports.

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

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

**NOTE 2 DIVIDENDS**

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

**NOTE 3 EVENTS AFTER BALANCE SHEET DATE**

There are no events after the balance sheet date that require amendment of, or further disclosure in, the concise financial report.

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**LIFELINE CANBERRA INCORPORATED**  
ABN 14 207 094 003

**STATEMENT BY THE BOARD OF DIRECTORS**  
**FOR THE YEAR ENDED 30 JUNE 2011**

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

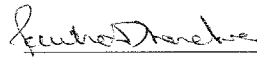
1. present fairly the financial position of Lifeline Canberra Incorporated as at 30 June 2011 and its performance for the year ended on that date in accordance with the Australian Accounting Standards (including the Australian Accounting Interpretations) and other authoritative pronouncements of the Australian Accounting Standards Board.
2. at the date of this statement, there are reasonable grounds to believe that Lifeline Canberra Incorporated will be able to pay its debts as and when they fall due.

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



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Robyn Clough  
President



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Pauline Thorneloe  
Treasurer

Dated on this 28 day of September 2011



Duesburys Nexia  
ABN 59 903 291 025

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

### **Report on the Concise Financial Report**

The accompanying concise financial report of Lifeline Canberra Incorporated (the Association) comprises the statement of financial position as at 30 June 2011, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended and related notes, derived from the audited financial statements of the Association for the year ended 30 June 2011, and the discussion and analysis. The concise financial report does not contain all the disclosures required by the Australian Accounting Standards.

### **Directors' Responsibility for the Concise Financial Report**

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

### **Auditor's Responsibility**

Our responsibility is to express an opinion on the concise financial report based on our audit procedures. We conducted an independent audit, in accordance with Australian Auditing Standards, of the financial statements of the Association for the year ended 30 June 2011. Our audit report on the financial statements for the year was signed on 28 September 2011 and was subject to modification. The modification affects our report on the concise financial report and is a modification to our opinion on the concise financial report. The Australian Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

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

Liability limited by a scheme approved under Professional Standards Legislation

Liability limited by a scheme approved under Professional Standards Legislation.



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

**Basis for Qualification**

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

**Qualified Opinion**

In our opinion, except for the effect on the concise financial report of the matter referred to in the preceding paragraph, the concise financial report including the discussion and analysis of Lifeline Canberra Incorporated for the year ended 30 June 2011 complies with Accounting Standard AASB 1039: Concise Financial Reports.

**Duesburys Nexia**  
Canberra, 28 September 2011

**R C Scott**  
Partner

## **LIKE A PEBBLE**

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

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

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

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

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

**Ric Bennett**



## **LIFELINE CANBERRA ENQUIRIES**

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