

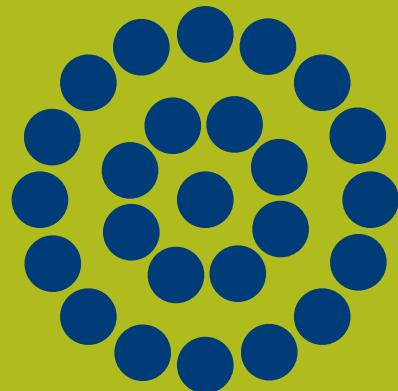


Lifeline

Northern Beaches



annual  
report  
2013/2014



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# STRATEGIC FRAMEWORK

## OUR VISION

An Australia free of suicide

## OUR PURPOSE

To be a centre of excellence to support Australians in times of crisis and equip individuals and communities to be resilient and suicide-safe

## OUR STRATEGIC FOUNDATIONS

Provide crisis support services 24/7 and help to change the focus in peoples lives from crisis to opportunity

Promote emotional wellbeing

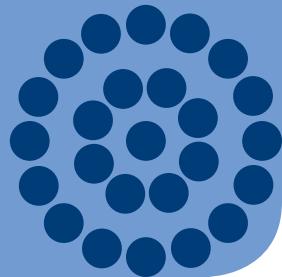
Build community capacity

## OUR SERVICES

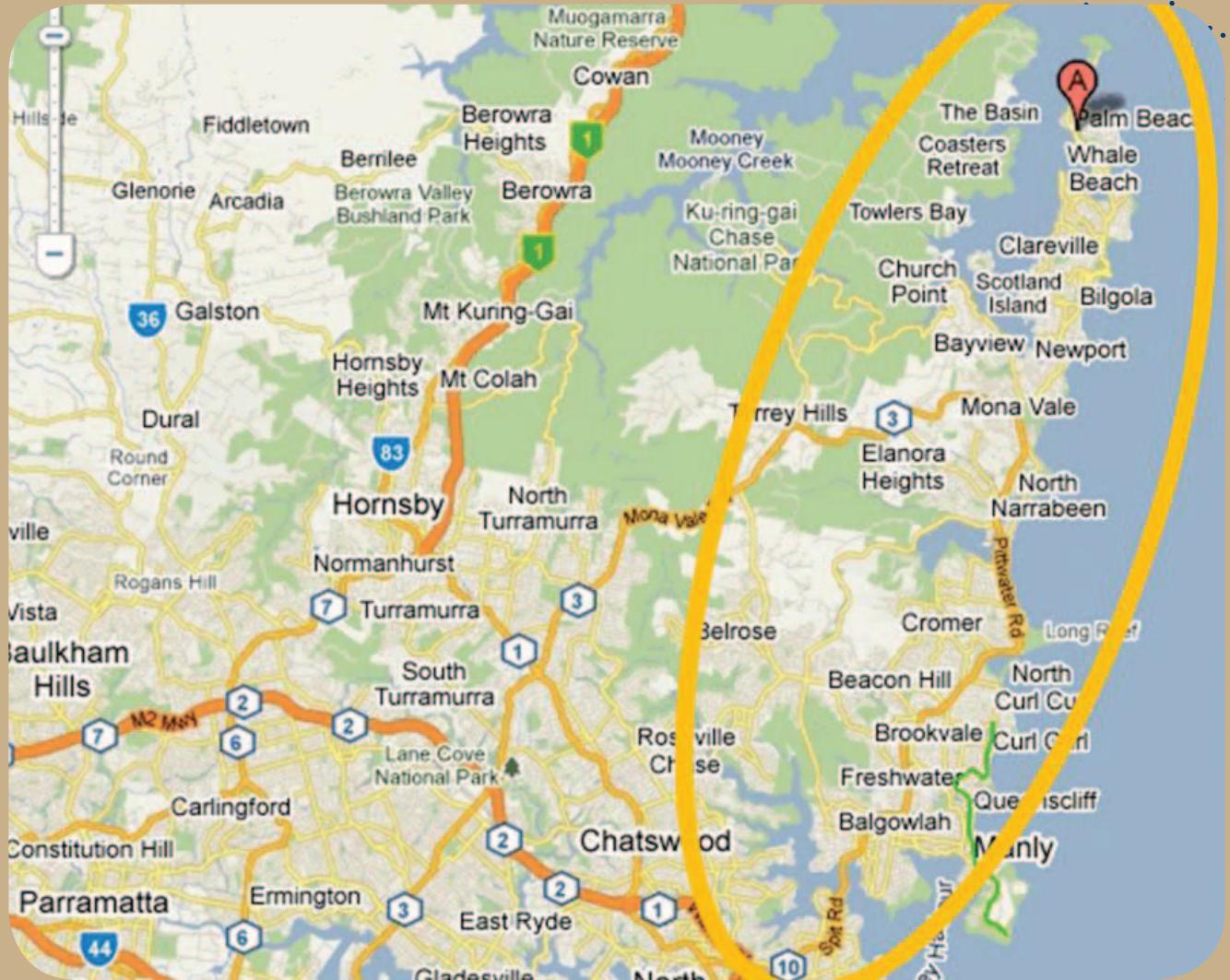
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|-----------------------------------|------------------------------------------------|------------------------------------------------------------------------|
| 1. 13 11 14                       | 1. Pathfinder to services                      | 1. Lifeline Learnings                                                  |
| 2. Online services                | 2. Promotion of emotional health and wellbeing | 2. Community Educations                                                |
| 3. Community information services | 3. Promotion of volunteering                   | 3. Education of other agencies, professional groups, young people etc. |
| 4. Crisis support services        | 4. Advocacy                                    |                                                                        |

## OUR STRATEGIC PRIORITIES

- Refocus service provision on suicide prevention through crisis support and connection
- Ensure our roles, relationships and governance support our purpose
- Sustain our services
- Influence and advocate
- Measure our impact



# LIFELINE NORTHERN BEACHES FOOTPRINT



# CHAIR REPORT



**Barry J Williams**

Chair, Lifeline Northern Beaches

The past 12 months presented two particular challenges for the Board of Lifeline Northern Beaches (LLNB) – a disappointing financial shortfall from the previous year and an unexpected turnover in the position of CEO, both of which raised legitimate concerns amongst our staff and the support base.

These developments necessitated a review of all financial and operational areas to ensure the ongoing viability of the centre with the unfortunate hiatus prior to Cate Sinclair's arrival as CEO. The Board maintained its solidarity, working tirelessly behind the scenes to firstly address and resolve many issues that arose and then to develop a strategic plan for the future.

I have greatly appreciated the support, expertise, commitment and dedication from Board members throughout this period.

Newly appointed CEO, Cate Sinclair has shown her determination and resolve to provide leadership and direction in line with the strategic plan, while embracing the challenge of implementing change. Cate has the resilience and the courage to achieve the goals which will enable our centre to be acknowledged as a 'Centre of Excellence'.

We must thank our staff and volunteers for their continued dedication and determination to provide the necessary services and support which make LLNB successful. We are blessed with a unique group who accept the challenges of achieving a 'Centre of Excellence' status.

We also thank our many supporters, donors and sponsors who continue their valuable contributions and connections with our centre. Their involvement is greatly valued and appreciated.

During the year the Board accepted resignations from Board members including Marie Gibson and Reverend Graham Perry, Minister of Balgowlah Uniting Church (the original sponsors of our Centre). We are indebted to Graham for his involvement and counsels provided over his term of office and wish him well as he takes up his new post within the broader Church. Also, our grateful thanks to Kirsten Lohr, who provided her expertise and leadership to fill the void during negotiations and the appointment of our new CEO. Kirsten left LLNB with our best wishes as she returns to America.

Two new Board members were welcomed.

Reverend John Barker replaced Reverend Graham Perry and David Thomas who brings a great skill set to the Board. David is currently the CEO of the Northern Beaches Credit Union.

Our National Office has been reviewing the strategic direction of Lifeline. It is presently conducting an all-inclusive structural review, in the wake of some centre mergers, withdrawal of provision of the 13 11 14 service and the challenge for some others to maintain financial viability. We continue our dialogue with the National Office regarding the Lifeline national strategic direction.

I am continually reminded of the legacy we have inherited from all who have gone before us, providing the footprint, basic culture and determination to succeed. Our thanks go out to each and every one who has contributed to the success of LLNB in so many ways over past years. We certainly remain in your debt.

We have a wonderful Centre, comprised of a great group of people, which has a strong future. Make it your goal to work with your CEO to achieve a 'Centre of Excellence'.



# CEO REPORT



## **Cate Sinclair**

CEO, Lifeline Northern Beaches

I am excited to write my inaugural report for Lifeline Northern Beaches (LLNB) as we continue to build our services and our profile for delivering high-quality services within our community.

We are celebrating 46 years as LLNB and cover a wide geographical footprint spanning from the Northern side of the Warringah Freeway in North Sydney to Palm Beach.

There is still much to do in growing our services that are making a real difference to the lives of individuals and families in our community.

We are actively reviewing our services to ensure that opportunities for integration, collaboration and revenue generation are maximised, so that we are resourced to support every person seeking help and advocacy around issues relating to mental, physical, emotional and financial wellbeing. Our team works hard to develop meaningful partnerships with other service providers

to ensure that the journeys our clients embark upon are efficient, focussed, coordinated and, importantly, personal and relevant.

Our strategic plan ensures that LLNB remains focussed and addresses areas including sustainability, maximising stakeholder relationships, enhancing service delivery and optimising awareness of the challenges that people in our community experience. We are building strategies to increase our impact and coverage.

We are limited by funding and a key focus over the next two years is to source more funding through leveraging our intellectual capital and proven experience to generate income that we can reinvest into our core services, while building program extensions to meet the high needs we experience.

Our team of Managers, Counsellors, Retail Managers and Administrators are all vital in delivering our strategic plan. We are all striving to ensure that LLNB is a 'Centre of Excellence' and be the leading provider of the needs of our community.

I wish to express my gratitude to all of the LLNB staff, volunteers, Board members, service partners and our community, who have all worked so hard to achieve so many positive and successful outcomes.

I wish to thank the team and the volunteers for the warm welcome they have extended to me since my commencement in May 2014 and I am looking forward to the tremendous outcomes that we can deliver our community.

# BOARD AND STAFF MEMBERS

## as at 30 June 2014

Note: Outside of CEO, all office positions are part-time or voluntary.

### Board Members

Chair	Barry Williams
Deputy Chair	Diana Robbins
Secretary	Bruce Miller
Treasurer	Roger Gray
Board Members	Brian Lees, David Hunter, Philip Abigail, Rev. John Barker

Other members during FY14 include Marie Gibson (resigned 11 April 2014), Kirsten Lohr (commenced 30 January 2014 and resigned 23 March 2014 and commenced 29 May 2014 and resigned 22 July 2014), Robert Pegley (commenced 20 May 2014 and resigned 23 July 2014), Rev. Graham Perry (resigned 17 June 2014), Jennifer Sturrock (resigned 26 November 2013), David Thomas (commenced 22 July 2014).

### Executive

Chief Executive Officer Cate Sinclair

Other CEOs during FY14 include Dannielle Mackenzie (resigned 15 August 2013), Kirsten Lohr (Interim CEO 16 August 2013 to 8 January 2014), David Pich (commenced 9 January 2014 and resigned 4 March 2014), Kirsten Lohr (Interim CEO 24 March 2014 to 9 May 2014).

### Operations and Administration

Crisis Support Manager	Donna Favalaro
Administration Manager	Angela Wade
Emergency Relief Coordinators	Annie Dorrington Linda Ann Paterson
Accountant	Jane Murray
Payroll Assistant	Robyn Weddell-Clarke
Office Volunteer – Banking	Steve Byrne
Office Assistant	Ev Prone
Retail Assistant	Maureen Young
IT Support Services	Michael Friend
Office Volunteer	Robbie Bird, Robbie Weatley

### Counselling and Support Services

Counselling Manager	Kathi Pauncz
Financial Counselling Services Coordinator	Honora Corbett
Community Visitors Scheme Coordinator	Helen Pook
Phone Support Services Coordinator,	Linda Newcomb
In-Shift Support Officers	Jim Bell John Harris Kate McMaugh Rodney Owen
Training Manager	Jo Paterson

# TELEPHONE CRISIS SUPPORT



**“Thank you for helping us save lives”.**

Suicide is the leading cause of death for Australians aged between 15 and 44. Most of these people don't want to die, they want to end their pain.

The role of the 13 11 14 volunteer is to help keep people safe from suicide by supporting them through their crisis, checking their safety and giving referrals for on-going support. The value of allowing someone to talk about their feelings is immense and often brings a sense of relief.

Lifeline Crisis Supporter's complete a Statement of Attainment in the core competencies of a Certificate IV in Telephone Counselling. They continue on-going professional development and supervision throughout their time on the phones.

During the past year Lifeline introduced a national Work Force Management System to align available volunteers with call demand. The system highlighted areas where call demand was not being met and

started additional paid services from 6pm to midnight on Friday, Saturday and Sunday. Our centre is part of this new service with five paid crisis supporters supported by a supervisor working non-stop during these busy shifts.

Over the past twelve months 130 Northern Beaches volunteers answered 30,657 calls. Paid staff answered 7,123 calls on the overnight shifts and 5,623 calls on the Paid Weekend shifts.

Lifeline Northern Beaches has a reputation as a centre of excellence meeting and exceeding performance indicators in all areas, especially risk assessment and referrals.

I acknowledge and congratulate the telephone crisis supporters for their dedication and commitment to the callers, for their responsible approach to ongoing education and for their contribution towards the caring and effective service provided by Lifeline Northern Beaches.

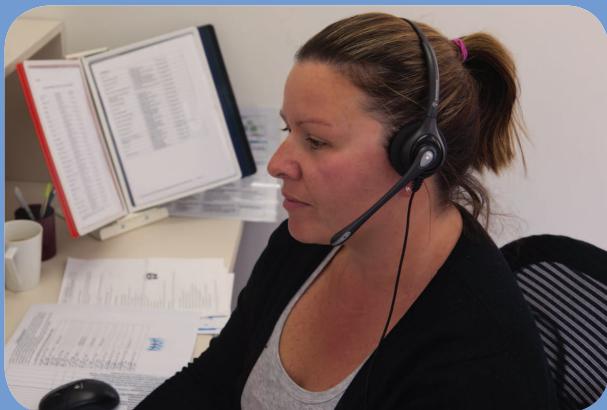
The In shift Support staff provide an invaluable service coaching, up-skilling, supporting and debriefing our telephone crisis supporters to achieve best practice and high standards of care.

I feel privileged to be supported by such a dedicated staff (paid and voluntary) enabling Lifeline Northern Beaches to continue to provide “someone who cares” 24 hours a day, seven days a week.

“It is one of the beautiful compensations of this life that no one can sincerely try to help another without helping himself” Charles Warner.

**Donna Favaloro**  
Manager, Telephone Crisis Support

# TELEPHONE SUPPORT SERVICE



There are three core elements to the Telephone Support Service:

- 1 Short term** Clients receive one to three phone calls from the LLNB Coordinator to assess their current risk and situation and their potential for ongoing phone support. They are provided with referrals and links to appropriate resources that exist within their communities. Clients to this service are referred by a Telephone Crisis Supporter.
- 2 Longer term** A Suicide Crisis Support Program (SCSP) is offered to clients who report suicidal thoughts.
- 3 The Care-ring Program** A program that is offered to the lonely and isolated. The general period that this service is offered is six to eight calls.

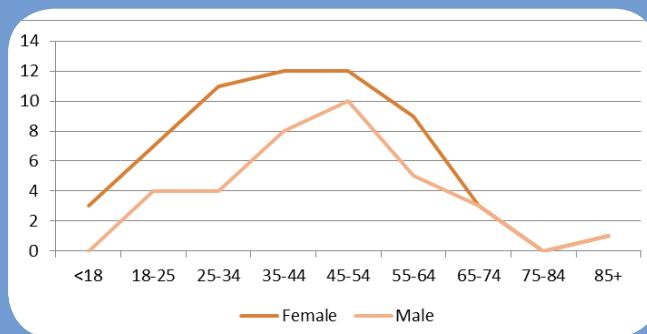
Our services assist clients to function effectively by encouraging and assisting their access to, and use of, professional and informal support within their community. Referrals come predominantly from the National Lifeline Crisis Line. However, Lifeline Northern Beaches Face-to-face Counselling, Emergency Relief

Service and Financial counselling also refer clients to the service.

For the FY14 period, there were 97 referrals to the Telephone Support Service, representing a significant growth from the previous years of 59 referrals (FY13) and 64 referrals (FY12). 62% were female and 38% were male (an increase of 5% in male referrals when compared to FY13).

Short-term support through call-backs has increased to 47% in the past year in comparison with 42% (FY13). Call-backs can be very supportive and clients respond positively that “Lifeline cares”.

Below are the age profiles of clients for the FY14 period that demonstrates the range of ages that our program effects.



We are working to expand the call back services to support more people, with a focus on younger people seeking help and support that may be experiencing suicidal ideation and supporting those at risk.

**Linda Newcomb**  
Phone Support Services Coordinator

# COUNSELLING REPORT



## Face-to-Face and Groups

Our face to face and group counselling services operate seven days a week, thanks to our counsellors who offer their time so generously and make this worthwhile, low-cost service possible.

We see individuals, families and couples and facilitate group sessions at the LLNB centre principally.

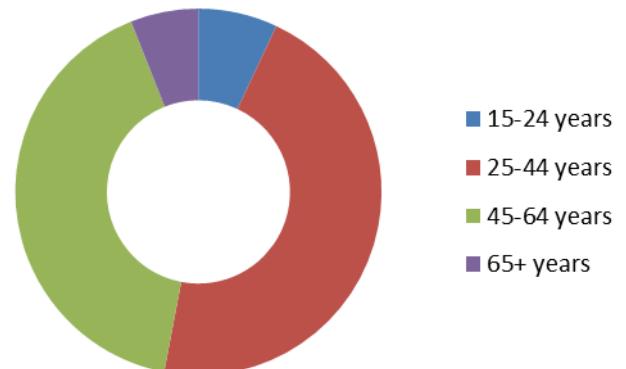
An exciting development for LLNB involves our plans to expand the range of groups that we offer and seek to maintain/develop group sessions focussing on:

- Depression
- Anxiety
- Problem Gambling
- Angry Men
- Parenting Problems
- Parent Support of Asperger Children
- Parent Support of Autistic Children
- Screen Addiction
- Suicide Bereavement

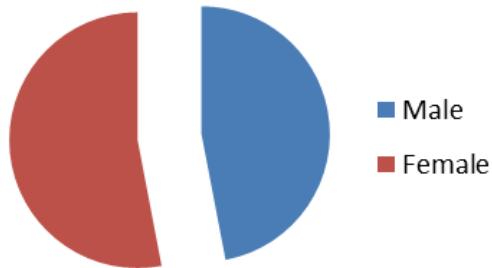
- Grief and Loss
- Triumph Over Phobia
- Angry Women
- Young Womens' Self Esteem
- Quit Smoking
- AA/NA
- Hoarders
- Targeted youth focussed groups addressing Screen Addiction, Bullying, Mindfulness, Body Image and Resilience Strengthening

We are looking to increase access options for the community to our services and we are trialling a number of outreach models. To date, we have run a small number of services out of Kirribilli Neighbourhood Centre and the Tramshed Arts and Community Centre in Narrabeen. Coupled with this, we are developing plans to host and facilitate sessions with students at high schools in the area. We envisage that these groups will increase in frequency and attendance once a solid marketing plan is implemented.

Age profile of clients (%)



Male to Female ratio (%)



All of our face-to-face counsellors are registered with relevant accredited professional counselling organizations such as CAPA, PACFA or the Australian Psychological Society. Our face-to-face counselling service is highly regarded by universities and other training organisations and we are lucky to have the opportunity to host student counsellors and psychologists for their placement and professional development requirements.

Many thanks to Robbie Bird, who retired this year, and who had provided administrative support and

compilation of the statistics for the face-to-face counselling service on a regular basis. I would like to welcome our new volunteer, Anca Sava, to this important role.

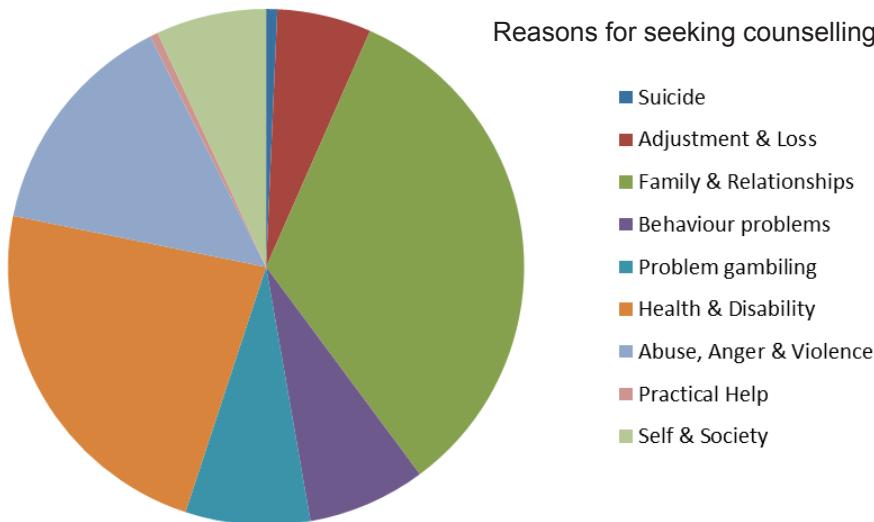
I would also like to thank the following people who have provided high quality continuing education sessions throughout the year:

- |                |                               |
|----------------|-------------------------------|
| Mike MacDonald | Anxiety and OCD               |
| Phillip Hilder | Boundaries and Limits         |
| Stephen Cottee | Mindfulness                   |
| Jeffrey Lucas  | Addiction and Trauma          |
| Rodney Owen    | Anger                         |
| Mirna Tarabay  | ASCA Trauma Informed Training |
| Sarah Edelman  | Don't Worry                   |
| Liz Whyte      |                               |
| Ceiny Maybury  |                               |
| Jo Paterson    | ASIST and Tune-up             |

**Kathi Pauncz**

Counselling Psychologist, Counselling Manager

Reasons for seeking counselling



# TELEPHONE SKILLS TRAINING



Every Lifeline Telephone Crisis Support Volunteer must undertake the National Telephone Counselling Core Training Program. The structure of this training course enables volunteers to gradually build their skills and develop knowledge so that they can support callers to the 13 11 14 service who experience a variety of community issues. The course is delivered through e-learning and face-to-face training sessions as well as workplace experience. Students are required to complete various learning activities on-line prior to attending each face-to-face training session.

Over the last 12 months Lifeline Northern Beaches has hosted two cycles of the National Training Program. The first cycle concluded in September 2013. We began with 30 students and 23 completed their training. They are now volunteers in their Probationary Year. From the second cycle we have another 26 students who have completed their 'sit-in phase' (being monitored by a supervisor) and graduated to being able to fly solo on the phones.

To educate student volunteers to this level requires an enormous amount of time and effort from supervising

Telephone Crisis Supporters (TCSs) and staff. Thank you to everyone involved in the process.

The student volunteers' response to the training has been extremely positive with many referring to the course as "life-changing". Whilst the primary goal of the training program is to equip volunteers with the necessary skills to work on our 13 11 14 service, other skills are imparted: listening skills; greater self awareness; and being cognisant of social issues that are of benefit to the wider world.

The National Training Program includes two-day workshops on Applied Suicide Intervention Skills Training and Mental Health First Aid. The skills learnt during this training can be of enormous benefit to the wider community. Students learn to recognise mental health crises, identify people who may be at risk of suicide, respond in ways that help increase their immediate safety and link them to further help.

The training of the students is very much a team effort. The Mentors and Facilitators give their time and enthusiasm generously, without which, training would not proceed. So my heartfelt thanks go to the Mentors: Stephen Todd, Ev Prone, Karel Smith, Dee Robbins, Mike Burns, Alex Ryder, Jim Bell and Bob Talas. Facilitators: Noel Braun, Gerry Johnson Helen Pook, Denise Taylor, Aaron Thomas, Sue Barber, Martijn and Nicolien Timmer.

To all those people who have participated in our training course, thank you for giving so generously of your time and for seeking to assist those in crisis.

**Jo Paterson**  
Learning and Development Manager

# RETAIL REPORT



## **Avalon Retail Shop** 11 Avalon Parade

The income generated from our shops was almost \$1.7m for the FY14 period and this includes the opening of the Avalon store in September 2014. The 5 top selling items across the network for the period include:

- Books
- Home wares
- Women's scarves, belts and handbags
- Women's tops and shirts
- CDs, DVDs and computer games

The year saw the need to introduce consistencies in reporting, branding, operational policies and procedures and success measurement.

We commenced working hard to develop these benchmarks for ongoing business growth and development opportunities in our retail channels. Shop managers have done a sterling job in managing their stores and in introducing of these new initiatives, and they are to be commended for their efforts.

We have been focussing on delivering a number of cost efficiency rationalisation strategies and these include a reduction in banking fees, rationalisation of waste costs and the analysis of staff costs. We were lucky to have the opportunity of working with the Retail Doctor Group who supported the revamping of some of our retail channels in March with new internal signage. Thanks to LLA for extending this opportunity to LLNB.

Our Chard Road shop closed on 30 March 2014 at the end of the premises' lease. The Forestville shop moved next door to updated premises in The Centre on 28 February 2014 which has proven to be a very successful move due to improved presentation and increased sales.

Lease extensions were negotiated for the Cremorne and Manly shops. The Warehouse & Distribution Centre has implemented flexible working hours to cater for donation volumes and frequencies. We farewelled Ryan Young and welcomed Steve Ashley. Steve is making a terrific contribution to the retail team.

Revenue has increased with the return of rag and clothing sales, further reducing waste costs. The Brookvale shop opened on 11 July selling items for \$2 to contribute to the rent at 267 Harbord Road.

Ten new collection bins have been commissioned which will assist in driving donation volumes.

I wish to warmly thank all the retail staff for another wonderful year and for the tireless support they give Lifeline Northern Beaches everyday!

**Jennifer Sturrock**  
Retail Business Manager

# SHOP LOCATIONS

## AVALON

11 Avalon Parade, Avalon T 02 9918 5141

**Open** Weekdays 9am to 5pm  
Saturday 9.30am to 4pm

## BALGOWLAH SHOP AND WAREHOUSE

120 Condamine Street, Balgowlah T 9949 1177

**Open** Weekdays 9.30am to 5.30pm  
Saturday 9.30am to 4pm

## BROOKVALE

267 Harbord Road, Brookvale T 8014 8906

**Open** Weekdays 9.30am - 4pm

## CREMORNE

1112 Cabramatta Road, Cremorne T 9953 3701

**Open** Weekdays 9am to 5pm  
Saturday 9.30am to 4pm

## DEE WHY

904-906 Pittwater Rd, Dee Why T 9972 2468

**Open** Weekdays 9am to 5pm  
Saturday 9.30am to 4pm

## FORESTVILLE

Shop 47, The Centre, Forestville T 9453 3980

**Open** Weekdays 9am to 5pm  
Saturday 9.30am to 4pm

## MANLY

46 Sydney Rd, Manly T 9977 1038

**Open** Weekdays 9am to 5pm  
Saturday 9.30am to 4pm  
Sunday 11am to 3pm

## MONA VALE

Shop 1, 2 Bungan Lane, Mona Vale T 9979 8045

**Open** Weekdays 9am to 5pm  
Saturday 9.30am to 4pm



# BOOK COMMITTEE REPORT



All things Book Room, Book Fairs, Book Clearance Sales and Books for our retail channels!

Our Book Fairs have been a feature of the LLNB calendar for over 30 years and are today a vital revenue and awareness generating component of the organisation.

Each year we host four Book Fairs, held alternatively at Balgowlah and Warriewood. Each fair generates in excess of \$30,000 in gross sales (overheads are minimal) thanks to the generous time and energy of the 'Bookie' volunteers. Our Book Fairs contribute over \$120,000 to our annual revenue which is an enormous contribution to our ongoing sustainability.

The Bookie journey begins in the Book Room in Harbord Road, where 44 dedicated volunteers offer time, book knowledge, commitment and passion in preparing thousands of books to sell at our Book Fairs and within our retail channels.

Setting up a Book Fair is a very slick operation – in less than 3 hours, a regular, nondescript, empty hall is transformed into a buzzing retail outlet with over 25,000 books on display, all sorted, priced and ready to be sold! Without the support of volunteers this could not happen. Over 70 volunteers assist with unloading and setting up. A total of 165 volunteers contribute their time over the three days.

Acknowledging the changing book buying behaviours of consumers, we have had to be smarter in our approach to keep abreast of our buyers. We have a database of Book Fair loyalists who we communicate with regularly and we conduct surveys at each Book Fair to gauge the changing book buying habits.

With the skills of three very competent Bookies, we have begun to do research into the value of some of the very rare or unusual donations and these are now being sold at the Book Fair via a Silent Auction. This new initiative also helps to drive the PR.

Along with other areas of the LLNB service, we are starting to look at strategies in the Book area to ensure sustainability and continued success of LLNB:



- Looking at better ways to optimise donations
- Developing revenue potential in the North Sydney to Mosman area of our footprint
- Developing a dedicated channel to maximise revenue for rare and collectible books
- Growing the frequency of our \$2 clearance sales
- Diversify our marketing to drive greater foot traffic to our Book Fairs
- Developing other events to support and drive appeal of Book Fair visitation for example, children's story times, celebrity author talks

The Book Room and the Book Fairs would not operate without the generosity of so many dedicated volunteers including the 44 Brookie Bookies, our other individual regular Book Fair volunteers, corporates MLC/NAB bank (special thanks for many years of support), the students of Narrabeen Sports High School, Balgowlah Boys, St Augustine School Brookvale, Manly Selective High School Duke of Edinburgh students and FILCOS (Philippine Community in North Sydney).

**Glenice Bland**  
Book Committee



# FUNDRAISING AND COMMUNITY ENGAGEMENT REPORT

Thank you for the support from our valuable volunteers, friends and the wider community which ensured Lifeline Northern Beaches raised \$337,913.36 (this needs to be checked) through a variety of fundraising events this year. Our objective over the coming year is to increase our profile through media relations, marketing programs and networking opportunities to raise awareness and funds to enable suicide prevention from Palm Beach to North Sydney.

Highlights of our fundraising year included:

## **Manly Sea Eagles Event – September 2013**

Brookvale Oval was packed to the rafters with local Sea Eagle fans who kindly gave \$3000 to our fifteen volunteers who shook the tin for Lifeline Northern Beaches on the night.

## **Balgowlah Rotary Golf Day – 12 September 2013**

The fabulous Balgowlah Rotarians raised over \$8000 for Lifeline Northern Beaches at their Annual fundraising Golf Day at Manly Golf club. The funds were gratefully received and we would like to thank Balgowlah Rotary for their support and hard work.

## **Blackmores Running Festival – September 2013**

This is a joint project between Lifeline Australia, and a number of Sydney based Lifeline centres. A warm thank you to the dozen volunteers who gave up their precious time to support this event which raised \$4,705 for our centre.

## **Lifeline Annual Charity Golf Day – 10 October 2013**

Our seventh annual golf day saw a change in venue to the prestigious Manly Golf Club where we partnered with Mentor 1 and the Manly Sea Eagles. The event saw 140 players enjoy the fabulous course in 40 degree

heat – the hottest day of the year! This did not deter the players, who in full spirit embraced the weather conditions and played the full round of golf. Through support of our sponsors, players and community we raised over \$60,000 for our charity.



## **ASX Thomson Reuters Project – December 2013**

Our association with the ASX Thomson Reuters Charity Foundation continued again this year and involved our running an Art Union raffle ticket promotion through our retail stores, staff and board members. We raised \$12,000 from this project.

## **Lifeline Northern Beaches Family Fete – 3 May 2014**

Lifeline Northern Beaches extends a big 'thank you' to the many volunteers and community members who came out on the coldest and wettest day of autumn on Saturday May 3rd, to support the Lifeline Northern Beaches Fete – you made the day the great success



We raised over \$10,000 towards Lifeline's mission to support suicide prevention on the Northern Beaches. Our generous Northern Beaches patrons enjoyed the many bargains on offer and helped Lifeline to help others.

Sydney-based pop choir, the 'Shower Idols' performed for the crowd and got the atmosphere rocking. There are over 20 members in the choir and their amazing voices gave the day a blast of up-tempo ambience.

Again a big thank you to the charitable fete-goers and our volunteers on a runaway success!

### **Stress Down Day – Friday 25 July 2014**

Fun was had by the staff at the Balgowlah Office who dressed up in their onesies to celebrate Stress Down Day. Fundraising events included: a fashion parade at Blue Illusion, Stockland, Balgowlah and Volunteer Maria Alexandrou organised a Stress Down Dinner at Dancing Zorba's, Mosman a fun night which helped raise over \$1000 on the day.

We thank all our volunteers who helped us throughout the year and look forward to an exciting year ahead.

**Maria Richardson**  
Events Manager



# EMERGENCY RELIEF PROGRAM



Our Emergency Relief Program (ERP) focuses on providing financial and material assistance to people in an immediate financial crisis in a way that maintains their dignity and encourages self-reliance. Assistance may include food parcels, clothing, transport, chemist, food vouchers, support with rental accommodation and payment of utility bills. This program is funded by the Commonwealth Government through the Department of Families, Housing, Community Services and Indigenous Affairs, with additional funding by LLNB.

Further assistance in the delivery of the program is provided by the NSW Government Trade & Investment Resources & Energy Agency, Sydney Water, and Telstra, through the provision of vouchers, certificates and other support to assist with clients' utility payments. This year, increased energy costs have had a huge impact on our clients. During FY14, we distributed the value of \$73,000.00 in vouchers, certificates and other payments of personal items to help people pay their energy, water, Telstra accounts and food needs.

In the past 12 months, our ERP assisted 377 individuals and families needing help in 713 separate occasions of service.

We would like to extend a special thanks to Balgowlah, Forestville and Harbord Uniting Churches, who have supported our program and clients throughout the year with monthly collections of food and toiletries, and to the Byrne family who collect the weekly bread donations, from Baker's Delight from Allambie Heights, for distribution to our clients.

For Christmas 2013, we distributed 96 hampers to clients and their families, thanks to the support of many organisations and individuals including the Rotary Clubs of Frenchs Forest, Pittwater, Balgowlah and Manly. Also, Uniting Care (working with Target) collected and delivered donations from the 'gifting trees' (managed by Operation Santa) from local shopping centres.

Toys and food are collected by local Uniting Churches at Balgowlah, Harbord and Forestville, while St Matthews, Manly prepare the completed hampers for distribution. All donations are then sorted and distributed by a team of volunteers from Lifeline. We would like to thank Blackmore's for provision of warehouse space for the packing of hampers. The families who receive this help are always very grateful and appreciative of the difference the hamper makes to their Christmas.

Asking for help can be a humiliating experience. Thank you to the staff and volunteers who uphold the dignity of each client requesting assistance, while working collaboratively to achieve the best result for that client. The provision of this important service would not be possible without the dedicated focus from Linda Ann Peterson, Remie Jaggard, Maureen Young, Ev Prone and Angela Wade who respond with care and compassion, giving more to our clients than material aid; they also give respect, support and renewed hope.

**Annie Dorrington**  
Welfare Coordinator

# COMMUNITY VISITORS SCHEME



## Reaching out to those in aged care facilities

The Community Visitors Scheme (CVS) is a Federal Government initiative that is aimed at establishing links between people living in aged care facilities and their local communities. LLNB is funded to support 42 volunteers from our community to visit 11 locations (5 nursing homes and 6 hostels) between the Manly and Collaroy area.

- During FY14, the CVS coordinator interviewed 14 prospective volunteers and all but one person have been matched with a suitable client
- The CVS program has experienced only four resignations during the period
- On average, three volunteers visit two residents once a week
- Professional development opportunities are extended to the volunteers working with CVS and this year we have covered issues and topics including Depression and Loss and Grief

- We also extended community development and guest speaker opportunities including Meeting your Recreational Officers; NRMA Driving Program for Seniors; and a NSW Trustee & Guardian information session

A terrific milestone for the LLNB CVS was celebrated on 18 November 2014 – our 20th Anniversary! This celebration included special guests, past coordinators, volunteers and the Mayor of Manly. Both Federal and State political parties, along with the Uniting Church and Aged Care Facilities were also represented.

Our other activities for the reporting period include:

- A presentation of Badges & Certificates during Volunteer Week to recognise 10, 5 and 1 year of volunteering
- Attendance at the CVS Coordinators Northern Metropolitan meetings every second month and the local Volunteer Coordinator's Forum quarterly
- Regular contact with the staff of the Nursing Homes and Hostels for which we are funded to work with

I wish to take this opportunity to thank our volunteers for the commitment they have given to their 'Friends' during the past year. I also include thanks for Dana's weekly work in the office and all the LLNB office staff.

Thanks also to the Department of Social Services (DSS) for funding, now approved to 2016, plus advertising support given by Northside Community Connect and the Manly Daily during 2013 and 2014.

**Helen Pook**  
CVS Program Coordinator

# FUTURE OBJECTIVES

## KEY OPPORTUNITIES FOR THE NEXT 12 MONTHS

Educating our market

Delivering targeted services

Connecting with young people

Increasing revenues and financial efficiencies

Increasing volunteer numbers

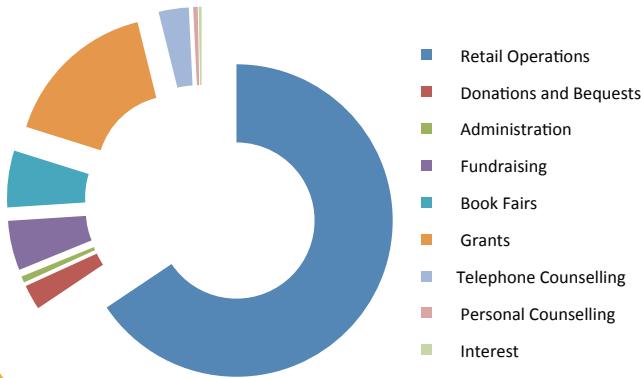
Increasing engagement with the local community

Maximising the opportunities presented by new technologies

Communication and transparency

# TREASURER REPORT

## INCOME 2013/2014



This report is presented with the Financial Report for Lifeline Northern Beaches Inc. for 2013-2014.

The small loss of \$9,989 for the year was a strong improvement of \$57,542 on last year's loss. This was mostly due to an improved final quarter's profit, which was just over \$90,000, before depreciation.

Gross income of \$2,486,077 included \$93,144 of ERF and CVS funding, previously reported outside the accounts. Allowing for this adjustment, income was \$395,000 higher than for 2012-13. Retail sales increased by 20% to \$1,630,917 due to the new Avalon shop and full year benefits from the Manly and enlarged Dee Why shops. However, sales from these new stores were less than budget. Revenues from grants, training, book fairs and other sources were generally ahead of both budget and last year.

Expenses of \$2,496,066, after adjusting for ERF and CVS funding, were slightly below budget, but \$340,000 up on last year, mainly due to increased costs of the Avalon and Manly shops.

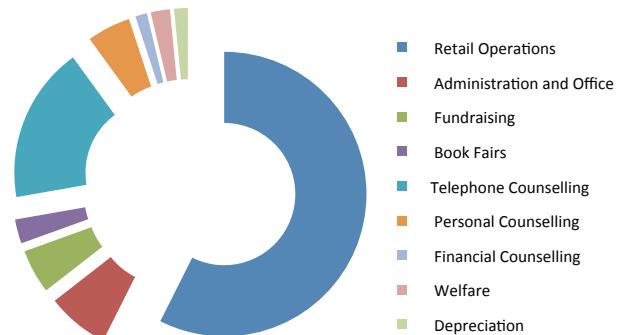
Revaluation of the Sydney Road Centre and Harbord Road Warehouse increased property values by \$427,571 to \$1,981,550 and total net worth to \$2,306,009. Liquidity remains strong with at-call cash at year-end of \$262,533 and a ratio of current assets to liabilities of 3:1.

A key focus this year has been to provide management and the board with financial information that is relevant to each of our service, retail, fundraising and other operations and which provides essential input to strategy development. Additionally, all grant funding is now within the accounts and, with effect from July this year, the method of accounting for grant monies will recognise associated costs at the time payment is received.

In closing, I wish to thank our newly appointed Finance Manager, Jane Murray, who joined us in June, for her efforts in bringing together this year's annual accounts.

**Roger Gray**  
Honorary Treasurer

## ALLOCATION OF FUNDS 2013/2014



# Lifeline Northern Beaches Inc.

## Audited Financial Report for the Year Ended 30 June 2014

### Statement by the Board

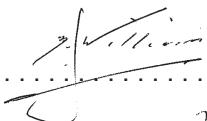
The Board has determined that Lifeline Northern Beaches Inc. is not a reporting entity.

The Board has determined that this special purpose Financial Report has been prepared in accordance with the accounting policies outlined in Note 1. to the Financial Statements.

In the opinion of the Board this Financial Report:

1. presents fairly the financial position of Lifeline Northern Beaches Inc. as at the 30 June 2014 and its performance for the year ended on that date; and
2. at the date of this Statement, there are reasonable grounds to believe that Lifeline Northern Beaches Inc. 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:

Chairman .....  .....BARRY WILLIAMS

Treasurer .....  .....ROGER GRAY

Dated this 30th day of August 2014

## Lifeline Northern Beaches Inc.

### Profit and Loss for the Year Ended 30th June 2014

	2013/2014	2012/2013
	\$	\$
<b>INCOME</b>		
Retail Operations	1,630,917	1,365,930
Donations and Bequests	64,251	41,263
Administration	16,215	27,745
Fund raising	127,836	269,343
Book Fairs *	145,826	
Grants	404,440	238,805
Telephone Counselling	77,458	37,676
Personal Counselling	11,590	10,602
Interest	7,544	6,543
<b>TOTAL</b>	<b>2,486,077</b>	<b>1,997,907</b>
	2013/2014	2012/2013
	\$	\$
<b>EXPENSES</b>		
Retail Operations	1,432,963	1,203,809
Administration and Office	176,386	118,788
Fundraising	125,165	168,925
Book Fairs *	68,563	
Telephone Counselling	443,348	372,950
Personal Counselling	123,403	89,493
Financial Counselling	33,101	46,310
Welfare	54,370	24,291
Depreciation	38,767	40,871
<b>TOTAL</b>	<b>2,496,066</b>	<b>2,065,437</b>
<b>SURPLUS</b>	<b>(9,989) (67,530)</b>	

\* Book Fair Income and Expense has been separated out of Fundraising

## Lifeline Northern Beaches Inc. Balance Sheet as at 30th June 2014

	2013/2014	2012/2013
	\$	\$
<b>ACCUMULATED FUNDS</b>	1,610,719	1,678,249
Add Asset Revaluation Reserve	676,123	223,703
Donated Assets at Valuation	29,156	29,156
Surplus for the Financial Year	<u>(9,989)</u>	<u>(67,530)</u>
	<b><u>2,306,009</u></b>	<b><u>1,863,578</u></b>
These Funds are represented by:		
<b>CURRENT ASSETS</b>		
Cash at Bank	262,533	195,401
Development Funds	116,997	116,435
Debtors and Prepayments	28,346	40,856
Net GST	<u>7,641</u>	<u>13,936</u>
<b>TOTAL CURRENT ASSETS</b>	<b><u>415,517</u></b>	<b><u>366,627</u></b>
<b>NON-CURRENT ASSETS</b>		
310 Sydney Road Land	900,000	609,328
310 Sydney Road Buildings	861,796	
less Depreciation provision	<u>291,796</u>	426,294
2/267 Harbord Road Land and Buildings	538,665	
less Depreciation provision	<u>27,115</u>	518,356
Fixtures, Fittings, Equipment, Plant and Vehicles	208,827	
less Depreciation provision	<u>127,569</u>	70,460
Deposits Held	<u>24,290</u>	<u>8,790</u>
<b>TOTAL NON-CURRENT ASSETS</b>	<b><u>2,087,098</u></b>	<b><u>1,643,229</u></b>
<b><u>TOTAL ASSETS</u></b>	<b><u>2,502,615</u></b>	<b><u>2,009,856</u></b>
<b>Less: CURRENT LIABILITIES</b>		
Creditors and Accruals	68,723	28,779
Superannuation	31,229	29,656
Group Tax	12,355	9,655
Income in Advance	0	1,921
Provision for Annual Leave	<u>58,493</u>	<u>54,810</u>
<b>TOTAL CURRENT LIABILITIES</b>	<b><u>170,800</u></b>	<b><u>124,820</u></b>
<b>NON-CURRENT LIABILITIES</b>		
Provision for Long Service Leave	<u>25,806</u>	<u>21,458</u>
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b><u>25,806</u></b>	<b><u>21,458</u></b>
<b><u>TOTAL LIABILITIES</u></b>	<b><u>196,606</u></b>	<b><u>146,278</u></b>
<b><u>TOTAL ASSETS Less TOTAL LIABILITIES</u></b>	<b><u>2,306,009</u></b>	<b><u>1,863,578</u></b>

**Lifeline Northern Beaches Inc.**  
**Statements for Government Funded Activities for the Year Ended 30th June 2014**

	2013/2014	2012/2013
	\$	\$
<b>EMERGENCY RELIEF FUND (ERF)</b>		
<b>Balance of Grant at 1st July 2013</b>	42	36
Grant received from the Commonwealth Government	33,315	33,316
Bank Interest	<u>253</u>	<u>294</u>
	<b>33,610</b>	<b>33,646</b>
<b>Less:</b> Welfare Assistance given:		
Bill Payment	1,386	228
Food Parcels	5,528	4007
Supermarket Vouchers	18,391	18,051
Sundry	0	163
Wages	6,000	6,000
Office, Telephone, Repairs & Maintenance	1,489	2,945
Administration and Management	<u>2,210</u>	<u>2,210</u>
	<b>35,004</b>	<b>33,604</b>
<b>Balance of Grant at 30th June 2014</b>	<b>(1,394)</b>	<b>42</b>
<b>WELFARE FUNDING</b>		
Emergency Relief Fund (as above)	35,004	33,604
Lifeline	9,568	7,825
Donated Food & Clothing (est)	4,050	7,017
Christmas Hampers (est)	27,095	26,435
Government electricity, water & telephone vouchers *	<u>44,355</u>	<u>87,736</u>
	<b>120,072</b>	<b>162,617</b>
<b>*New electricity stipulations (tighter criteria)</b>		
<b>COMMUNITY VISITORS SCHEME (CVS)</b>		
<b>Balance of Grant at 1st July 2013</b>	247	70
Grant received from the Commonwealth Government	59,829	56,980
Bank Interest	<u>377</u>	<u>683</u>
	<b>60,453</b>	<b>57,733</b>
<b>Less:</b> Wages & Salaries	34,535	29,092
Superannuation	2,553	2,421
Travel	623	1,066
Training & volunteers	3,172	4,148
Advertising and Public Relations	1,364	1,600
Office & Telephone	5,248	4,318
Administration and Management	<u>12,958</u>	<u>14,841</u>
	<b>60,453</b>	<b>57,486</b>
<b>Balance of Grant at 30th June 2014</b>	<b>0</b>	<b>247</b>

# **Lifeline Northern Beaches Inc.**

## **Notes to the Financial Statements for the Year Ended 30th June 2014**

### **1. STATEMENT OF ACCOUNTING POLICIES**

This Financial Report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act 2009, the Charitable Fundraising Act 1991 (NSW) and the Constitution of Lifeline Northern Beaches Inc. The Board has determined that Lifeline Northern Beaches Inc. is not a reporting entity and therefore there is no requirement to apply accounting standards and other mandatory professional requirements in preparation and presentation of these statements.

The Financial Report has been prepared on an accruals basis and is based on historical costs and does not take into account changing money values. Accounting policies have been consistently applied unless otherwise stated.

The following is a summary of the significant accounting policies adopted in the preparation of the Financial Report:

#### **Income Tax and the GST**

No provision for income tax has been raised, as Lifeline Northern Beaches Inc. is an Income Tax Exempt Charity. GST is reported quarterly on a cash basis to the Australian Taxation Office. All Financial Statements are exclusive of any GST component, except for the Lifeline Northern Beaches Inc. Balance Sheet, where Current Assets records the net amount of GST recoverable from the Australian Taxation Office.

#### **Fixed Assets**

Fixed assets are all brought to account at cost.

The Properties at 310 Sydney Road Balgowlah and 2/267 Harbord Road, Brookvale were revalued on 14th March 2014. The Board of Lifeline Northern Beaches Inc are adopting the new value as at 30th June 2014. The property at Harbord Road, Brookvale did not increase in value. The property at 310 Sydney Road Balgowlah increased in value to \$1,470,000. An increase of \$290,671.80 to the land value and \$161,748.40 to the building value.

The depreciable amounts of all fixed assets are depreciated on a straight line basis over the useful lives of the assets to Lifeline Northern Beaches Inc., commencing from the time the assets are held ready for use.

The depreciation rates used for each class of depreciable asset are:

<b>Class of Fixed Asset</b>	<b>%</b>
Buildings	2.5
Furniture, Fixtures and Fittings	10.0
Shop & Office Equipment	10.0
Motor Vehicles & Electrical	25.0
Computers	33.3

### **Mortgage Loan**

St George Bank Limited continues to hold a mortgage over the property at 310 Sydney Road Balgowlah, although the loan used for the construction of the office on that property has now been paid out in full. The Board holds this mortgage account open to provide for any future operational and development needs.

### **Inventories**

Lifeline Northern Beaches Inc. does not account for the value of shop trading stock, which is mainly second hand. Loss of trading stock is provided for by insurance based on average receipts.

### **Employee Entitlements**

Provision is made as a current liability, for the value of annual leave owed to employees at balance date.

Provision is made as a non-current liability, for the value of long service leave, for employees with greater than two and a half years' service.

Contributions are made on behalf of employees to superannuation funds in accordance with Superannuation Guarantee requirements.

### **Government Funding**

Lifeline Northern Beaches is supported by the NSW Health Ministry in the form of a grant. Funding of \$170,532 was received in the year to 30 June 2014. A new funding Grant for Paid Weekend Services commenced on 1st February 2014 and remains in force until 30th June 2015. We received a further \$111,950 from NSW Health Ministry to cover these weekend services. These funds are included in Grants in the Profit and Loss Statement. The Funding Grants for both Community Visitors Scheme and Emergency Relief Fund have also been included in the figures showing for Grants for the 2014 financial year. The expenses for these services have also been incorporated into the overall expense figures for the 2014 financial year.

## Retail Operations

The following table provides additional detail on income and expenses relevant to Retail Operations:

	2013/2014			2012/2013		
	Income	Expenses	Surplus/ Deficit	Income	Expenses	Surplus/ Deficit
Avalon Shop	\$112,246	\$155,547	-\$43,301	\$0	\$0	\$0
Balgowlah Shop	\$203,293	\$106,241	\$97,052	\$205,186	\$126,897	\$78,289
Dee Why Shop	\$229,990	\$160,396	\$69,594	\$248,646	\$225,408	\$23,238
Forestville Shop	\$215,144	\$145,027	\$70,117	\$194,191	\$158,756	\$35,435
Mona Vale Shop	\$234,734	\$159,017	\$75,717	\$231,829	\$164,448	\$67,381
Cremorne Shop	\$212,596	\$128,346	\$84,250	\$191,591	\$145,977	\$45,614
Manly Shop	\$391,298	\$233,508	\$157,790	\$240,951	\$124,579	\$116,372
Warehouse & Distribution	\$31,617	\$344,881	-\$313,264	\$53,536	\$257,744	-\$204,208
Total	\$1,630,917	\$1,432,963	\$197,954	\$1,365,930	\$1,203,809	\$162,121

## 2. INFORMATION AND DECLARATIONS SPECIFIC TO THE CHARITABLE FUNDRAISING ACT 1991 (NSW).

During the year Lifeline Northern Beaches Inc. received net income of \$94,911 from fundraising activities. The full amount of this has been applied towards the provision of services and the development of facilities.

The forms of fundraising used during the financial year included, a golf day, the annual fete, four book fairs and sundry activities.

Comparative figures and ratios:	2013/2014		2012/2013	
	\$	%	\$	%
Total cost of fundraising and bookfairs	178,751	65.3	168,925	62.7
Gross income from fundraising and bookfairs	273,662		269,342	
Net surplus from fundraising and bookfairs	94,911	34.7	100,418	37.3
Gross income from fundraising and bookfairs	273,662		269,342	
Total cost of services*/	987,836	39.6	651,832	31.6
Total expenditure	2,491,490		2,065,437	
Total cost of services*/	987,836	39.7	651,832	32.6
Total income received	2,486,077		1,997,907	

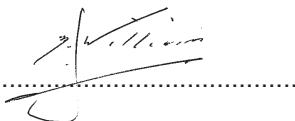
\*Total costs of services equals total expenditure on Counselling, Welfare and Administration and Office.

### Declaration by the Chairman in respect of fundraising appeals

I, Barry Williams, Chairman of Lifeline Northern Beaches Inc. declare that in my opinion:

- (a) the accounts give a true and fair view of all income and expenditure, and of the state of affairs of Lifeline Northern Beaches Inc. with respect to fundraising appeals;
- (b) the provisions of the Charitable Fundraising Act 1991 and the Regulations under that Act and the conditions attached to the authority to fundraise have been complied with; and
- (c) the internal controls exercised by Lifeline Northern Beaches Inc. are appropriate and effective in accounting for all income received and applied from any of its fundraising appeals.

Dated: 30th August 2014



**Independent Audit Report  
To The Members of Lifeline Northern Beaches Inc.**

I have audited the attached Special Purpose Financial Report of Lifeline Northern Beaches Inc. for the year ended 30th June, 2014 comprising the Statement of Financial Performance and Statement of Financial Position. I have also conducted an audit of the Statements for Government Funded Activities.

The Board of Management is responsible for the preparation and presentation of the financial reports and the information contained therein, and has determined that the basis of accounting used is appropriate to the needs of members. I have conducted an independent audit of the financial reports in order to express an opinion on them to the members. No opinion is expressed as to whether the basis of accounting used is appropriate to the needs of members.

The financial report has been prepared for distribution to members for the purpose of fulfilling the Board's financial reporting requirements under the Constitution of Lifeline Northern Beaches Inc. I disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

My audit has been conducted in accordance with Australian Auditing Standards. My procedures included examination on a test basis of evidence supporting the amounts and other disclosures in the financial reports, and the evaluation of significant accounting estimates. These procedures have been undertaken to form an opinion as to whether in all material respects the financial reports are presented fairly in accordance with the requirements of the Constitution of Lifeline Northern Beaches Inc. and the Associations Incorporation Act.

The audit opinion expressed in this report has been formed on the above basis.

**Qualification**

It is not practical for Lifeline Northern Beaches Inc. to maintain an effective system of internal control over all sources of income until their initial entry in the accounting records. Accordingly, my audit in relation to income was limited to amounts recorded.

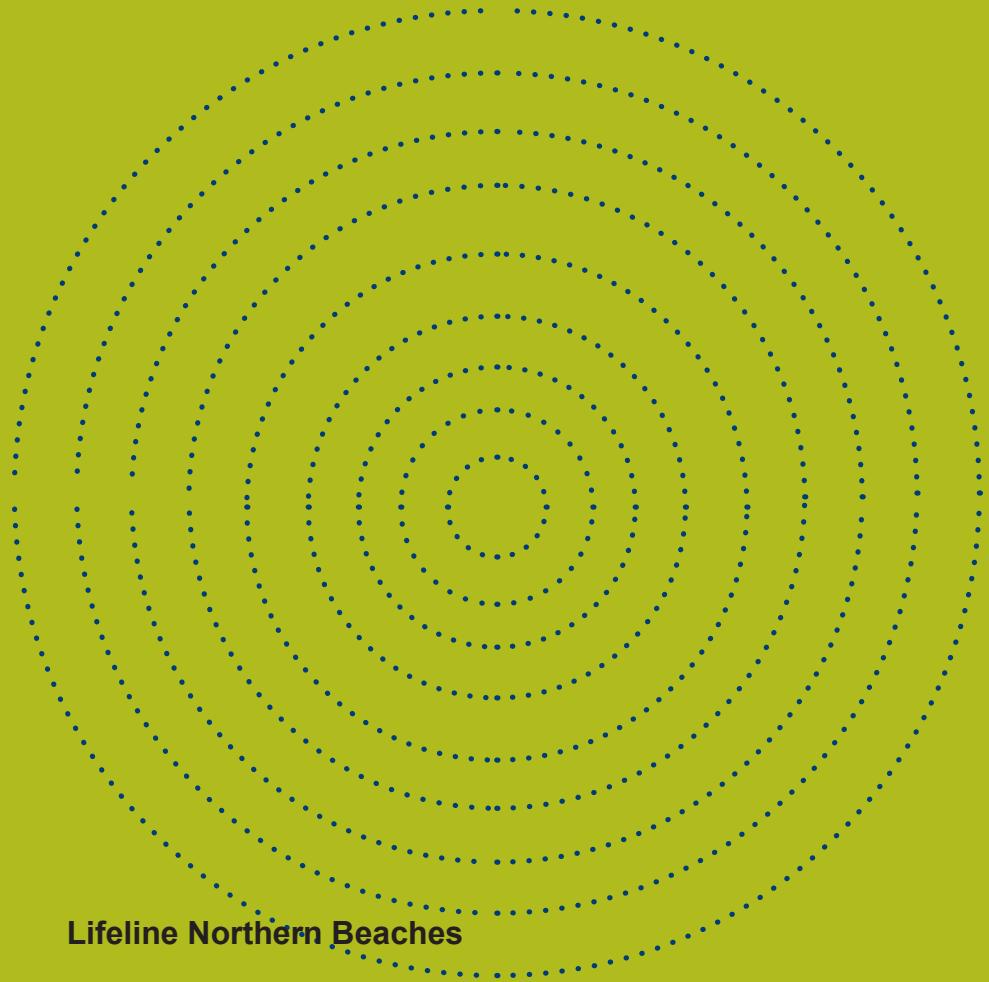
**Qualified audit opinion**

In my opinion, except for the effects, if any, of the matters referred to above, the financial report presents fairly in accordance with the accounting policies described in Note 1 to the financial statements, the financial position of Lifeline Northern Beaches Inc. as at 30th June, 2014 and the results of its operations for the year then ended.



BARRIE PITT  
Registered Company Auditor  
No: 3469

3rd September, 2014



**Lifeline Northern Beaches**

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