

 **Lifeline**
Northern Beaches

Annual Report
2012/2013

LIFELINE is a Christian ministry committed to counsel in accordance with Christian insights. LIFELINE seeks and acknowledges the support of the church and the wider community in enabling it to maintain its service.

Lifeline Northern Beaches Inc holds accreditation from Lifeline Australia Inc and through that body is affiliated with Lifeline International.

Lifeline Northern Beaches Inc acknowledges the authority of the National Board of Lifeline Australia Inc.

Lifeline Northern Beaches Inc adopts and is supportive of Lifeline Australia Inc's key statements, beliefs and shared values, which guide all relevant services and activities.

lifeline

northern beaches

who we are

- Part of the national Lifeline network - the leading provider of suicide prevention services in Australia.
- Serving the Northern Beaches area for over 40 years.
- An independent organisation with a local Board, serving the needs of our local community.
- A registered charity, run by salaried staff supported by more than 400 volunteers.

our mission

- To provide quality 24-hour telephone crisis support and associated services to help the community.
- Lifeline's programs are based on a Christian vision of caring for people of all backgrounds and circumstances.

what we do

- We help to relieve distress and suffering caused by crisis situations.
- Our services are provided to our community through phone, face-to-face and support group channels.
- We are part of Lifeline's nationwide 13 11 14 service, which provides 24 hours a day, 7 days per week assistance to those in need.
- We connect people-at-risk, or their families, with care that helps them through their crisis, no matter what it might be.

how we help

We provide crisis support, personal counselling, support group or other services to those experiencing issues such as:

- Abuse
- Addiction
- Age-related issues
- Anger
- Anxiety
- Depression
- Domestic violence
- Emergency relief
- Financial hardship
- Grief and loss
- Family and relationship issues
- Life decisions
- Loneliness and isolation
- New parents
- Problem gambling
- Quitting smoking
- Self-esteem
- Substance abuse
- Suicidal thoughts
- Stress
- Suicide bereavement

Suicide in Australia

- **More people die from suicide in Australia than from skin cancer. ***
- Suicide remains the leading cause of death for Australians aged 15-44.
- **For every completed suicide it is estimated that as many as 30 people attempt**
- That's more than one new attempt in Australia, every 10 minutes.

*Source: ABS, Causes of Death, 2011

Our strategy & challenges

Lifeline's Strategic Framework

OUR VISION	An Australia free of suicide		
OUR PURPOSE	To support Australians in times of crisis and equip individuals and communities to be resilient and suicide-safe		
OUR STRATEGIC FOUNDATIONS	<ul style="list-style-type: none"> • Provide crisis support services 24/7 that help change the focus in people's lives from crisis to opportunity 	<ul style="list-style-type: none"> • Promote emotional wellbeing 	<ul style="list-style-type: none"> • Build community capacity
OUR SERVICES	13 11 14 Online Services Community information services Crisis support services	Pathfinder to services Promoting emotional health and wellbeing Promoting volunteering Advocacy	Lifeline Learning Community education Education of other agencies and professional groups
OUR STRATEGIC PRIORITIES (ENABLERS)	<ul style="list-style-type: none"> • 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 		

Our Key Challenges At Lifeline Northern Beaches

1. Continued expansion of our 13 11 14 capacity.
2. Delivering targeted services aligned to community needs
3. Increasing revenues and financial efficiencies of our retail activities
4. Increasing revenues from events, sponsorships and alliances
5. Attracting financial donations
6. Increasing volunteer numbers, and optimising the way we involve our volunteers
7. Increasing engagement with the local community, including local businesses and schools
8. Making the most of the opportunities presented by new technologies
9. Ensuring high standards of interactions and synergies across the organisation
10. Ensuring the highest standards of professionalism in all our activity

contents

Chairman's Report	7
CEO's Report	8

Departmental Reports – Client Services & Support

Services & Support Groups	10
Suicide Prevention & Crisis Support	12
Training	14
Face-to-Face Counselling	15
Phone Support Services	16
Financial Counselling	17
Community Visitors Scheme	18
Emergency Relief Program	19

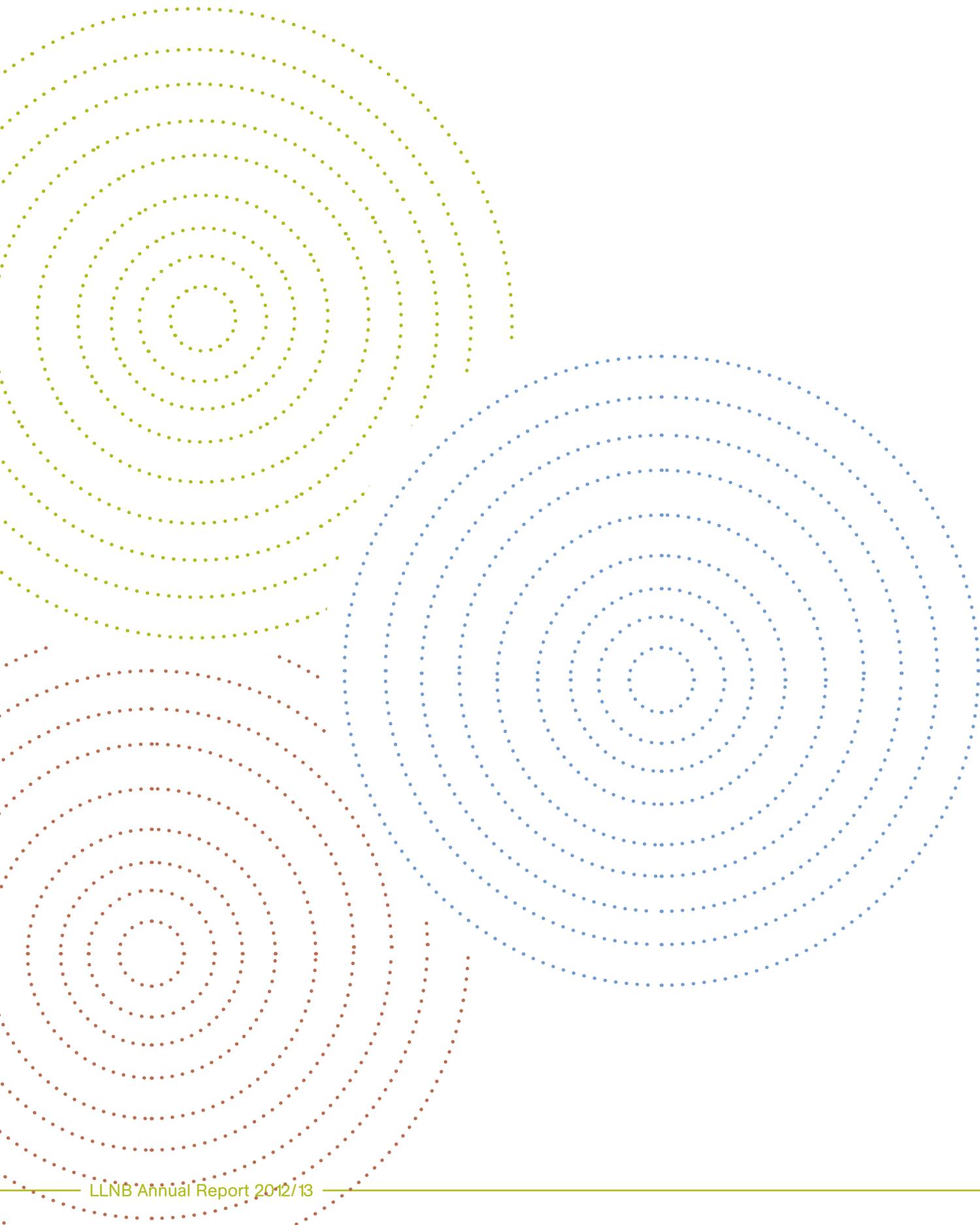
Departmental Reports – Business Reports

Retail Stores	20
Book Fairs & Book Room	22
Fundraising, Marketing and Community Engagement	24

Board and Staff Members	26
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Financial Reports

Treasurer's Report	28
Statement by the Board	29
Profit and Loss	30
Balance Sheet	31
Statement of Government Funded Activities	32
Notes to Financial Statements:	
1. Statement of Accounting Policies	33
2. Information and Declarations specific to the Charitable Fundraising Act 1991 (NSW)	34
Independent Audit Report	36



from our chairman



It is now fifty years since the Rev Dr Sir Alan Walker introduced to our community the innovative concept of connection and care through the medium of a 24/7 telephone service.

This concept was taken up forty-five years ago by the members of the Balgowlah Methodist Church, now the Uniting Church, to form what we know today

as Lifeline Northern Beaches. This centre has developed into one of the strongest of the forty-plus centres of the national service, providing a wide range of care and support services to the community at large.

It is through this legacy of vision, hard work, and dedication to care for others in need, or in a time of crisis, that we are able to offer all the services that we provide today.

Whilst 13 11 14 is our core business, other functions flow on directly from an initial connection through 13 11 14, to make up the wide range of support services now provided.

Central to our provision of these services are the 400-plus volunteers, without whom we could not function. We are blessed with a group of highly motivated people who work tirelessly in our shops, our warehouse, our book fairs and in administrative capacities to assist our committed and devoted staff to ensure our telephone crisis supporters and counsellors are able to function and maintain our valued position as one of the highest performing centres across the national service.

As with other charities, we are finding the charity dollar increasingly difficult to obtain and so we are continually seeking new and innovative approaches to achieve this end.

Dannielle Mackenzie has now been in the role of CEO for a full twelve months. During this time a comprehensive review of our activities has been undertaken to ensure we maximise our opportunities in every sphere of our operations, whilst meeting the necessary regulatory standards.

Dannielle's expertise has already been recognised by her counterparts and the national office alike. We are indeed fortunate to have a CEO of the calibre of Dannielle.

During the past year, the Board of Lifeline Northern Beaches was instrumental in convening a special general meeting of Lifeline Australia to address concerns over the proposed strategic direction being advocated. This resulted in a change of direction which will ensure a more collegiate approach and a more acceptable way forward for the national service. Further, we are represented on a number of national office committees, which provides us both input and insight going forward.

To all our community supporters, benefactors and the families of those who volunteer, we acknowledge with thanks your outstanding ongoing support. And we gratefully acknowledge those who over the past forty-six years have left us with a legacy of which they can justly be proud. To the officers and members of Balgowlah Rotary, our special thanks.

The Board, together with our CEO, have addressed a very challenging year. To my very enthusiastic and hard working Board colleagues and CEO, your support, direction and involvement is highly valued and very much appreciated.

A handwritten signature in black ink, appearing to read 'Barry J. Williams'.

Barry J. Williams
Chairman

from our Chief Executive Officer



As we expected from the outset, this has certainly been a year of challenge and change. But it has also been a year of exciting new initiatives. I am proud of the way our staff have embraced the path of change that we are on, and have contributed positively to the new directions we are pursuing in so many areas of the organisation.

For me personally, the highlights of this reporting period have included the opening of the new Manly shop in December, being part of the Nathan Sawyer Memorial Surf Festival in June, and attending Lifeline Australia's 50th Anniversary celebration at Government House in March. Each of these events was significant in a different way.

Getting the Manly shop up and running in the countdown to Christmas was a great team effort, and the launch – and subsequent six months' trading – have been a huge success. In many ways the Manly shop is emblematic of our future direction in retailing. We are moving our shops way above and beyond the traditional notion of the 'op shop'. Our stores today are fun, lively places to shop, riding the wave of renewed 'green' interest in recycled clothing and the huge current demand for retro and vintage fashions.

Secondly, attending the Nathan Sawyer commemorative surfing festival in June was probably the most inspiring

experience I have had since joining Lifeline. The tragic suicide of this 17-year-old local college student, surfer and boxer has galvanised the local surfing community into mounting this annual surfing event in memory of him, and to promote awareness of teenage suicide. Lifeline is proud and honoured to be a beneficiary. Involvement in an event, and a collaborative partnership, such as this, provides us with a valuable opportunity for outreach into the local community, particularly to the young audience that we need to 'speak' to much more.

Thirdly, Lifeline Australia's 50th Anniversary celebration was a very moving occasion, in a different way. The event paid tribute to our organisation's fifty years of community service in Australia and provided a powerful reminder of why we are all here. But at the same time, the event also pointed future-wards, to the needs, opportunities and changes we will be addressing – nationally and locally – as we move into the next fifty years.

Two more important things from the last year...

At Christmas we bade farewell to two retiring team members, whose loyal and long-standing service has made a real difference to our organisation. It was sad to farewell Wyn Smith and Cristina Zdroykowski, who had been with us for over twenty years and three years respectively. But what an outstanding contribution they have made over the years! What an example to all of us. The work they have done over their many years of service has helped make Lifeline Northern Beaches what it is today. We owe them a huge amount of gratitude, and we wish both of them very happy retirements.

Over the last year, we have also welcomed a number of new faces to our team, both staff and volunteers. To all I extend a warm welcome. Our volunteers are perhaps our organisation's greatest asset of all. They are largely the reason we make such a positive impact in the community – something that was reflected in the awards for excellence received from Rotary, Manly Council and The Centre For Volunteering last September by Mary Lynas, Robbie Bird and Glenice Bland, in recognition of the amazing work they do and the vital part they play.

In the first months of the new financial year we will be undertaking a survey to find out more about what skills, experience, enthusiasms and professional contacts and networks we might have in our 'talent pool' of more than four hundred volunteers. The information received as the result of this survey will enable us to much better match future volunteering roles and opportunities with the individual volunteers who might be most interested and best equipped to help us.

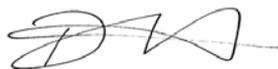
The survey is just one of the initiatives resulting from all the strategy work we have been undertaking over the last year. Area by area, we are reviewing every aspect of our organisation, in order to improve our business efficiencies and effectiveness, and better understand the opportunities available to us to increase our revenue streams so that we can continue to fulfil our mission - to relieve distress and suffering in the community by providing targeted, appropriate crisis management services.

With national reforms and community needs changing, there will be further challenge and change over the

year ahead. But there will be opportunities too. Our key organisational priorities for the year ahead include:

- the auditing of our services program and the aligning of our services to community needs and to national guidelines;
- increasing our community profile;
- the creation of a Retail division which will bring our shops, fairs, fetes, sourcing and warehousing under one management umbrella;
- taking advantage of new technology opportunities – which will include the launch of our new website and a renewed focus on social media;
- achieving more partnerships with local businesses and community organisations
- and increasing and improving synergies between all the different parts of our organisation.

2012-13 has been a milestone year for our organisation nationally – and a year in which here on the Northern Beaches, we have laid the foundations of a future rich with opportunity. I believe that the work our team has done during this time has put us in the best possible position to make the most of the opportunities ahead of us, and to increase our capability to deliver greater value to our community in 2013-14 and beyond. I thank the Board and staff for investing their trust in my leadership, and for all the support I have received over the past year.



Dannielle Mackenzie
Chief Executive Officer

services & support groups

Lifeline Northern Beaches Client Services

Suicide Prevention and Crisis Support

The 13 11 14 telephone crisis support line is Lifeline's core service. It makes suicide intervention and mental health support services accessible to anyone, anywhere, anytime day or night, 52 weeks of the year. Our Telephone Crisis Supporters (TCS) help callers find immediate relief from their distress, by exploring coping strategies and the options available to the caller. In a typical year at our Balgowlah Centre, our 150 TCS volunteers answer more than 30,000 calls from those in crisis.

Lifeline Suicide Crisis Support and Care-Ring Programs

Lifeline Northern Beaches offers three inter-connecting telephone support programs, covering a period of 2-8 weeks, for those experiencing suicidal thoughts, or for concerned family members, and those who are lonely and isolated. The key objectives of these programs are to reduce the risk of suicide, to support the isolated, and to link clients to professional and community services.

Personal Counselling

At Lifeline Northern Beaches we have more than two dozen trained face-to-face counsellors, for individuals and couples, available both during and after business hours, daytime, evenings and weekends.

Financial Counselling

A face-to-face counselling service for those experiencing financial difficulties, ranging from budgeting to bankruptcy. Our Financial Counsellors aim to empower the client to become financially independent and ultimately take control of their own financial affairs.

Emergency Relief

Lifeline Northern Beaches provides financial and material assistance to individuals and families facing financial difficulties. Emergency Relief services such as ours are an important gateway to other services that can help people develop self-reliance and support them, as they work towards a longer-term solution to meeting their ongoing needs.

The Community Visitors Scheme

The Community Visitors Scheme is a Commonwealth Government initiative to establish links between people living in an aged care facility and their local community. Through this scheme, a Lifeline volunteer visits a resident, one to one, once a fortnight, bringing friendship and a sense of 'someone who cares' to their 'Friend'. These visits take place in seven nursing homes and four hostels on the Northern Beaches, from Manly to Collaroy.



Lifeline Northern Beaches Support Groups*

Anxiety Management

Over 8 weeks, this group provides practical strategies for managing anxiety, eliminating unhelpful thinking and learning how to deal with worry.

Depression Group

Depression is relatively common, but unfortunately, many people with depression fail to recognise it or to get help. But, with the right help and treatment, many sufferers of depression go on to lead happy, productive lives. This is an ongoing open group providing practical strategies for coping with depression.

Emotional Well-being for Prospective and New Parents

This group provides valuable support in negotiating the relationship hurdles and other challenges that are part of adjusting to life as a family.

Grief and Loss

Feelings of loss and grief can be experienced after we lose someone or something that we care about. This support group allows people to understand grief and its many forms.

Men's Anger & Support Group

This weekly group gives participants the information and tools they need to identify their anger triggers, plus strategies to manage their anger in more effective ways.

Self-Esteem And Communication Skills For Women

The beliefs we gain about ourselves as children can hold us back from becoming the person we would like to be. In this group, participants learn how to build self-acceptance and self-esteem through identifying and changing the self-critical habits of thinking that foster low self-esteem.

Suicide Bereavement Support Group

This is an open group, and people are very welcome to drop in as they feel the need. Our participants find that sharing their experience with others in a similar situation can be an invaluable means of relieving the intense pain associated with suicide bereavement.

Women's Group

Life doesn't have to be about 'just keeping going'. This group provides a safe, mutually-supportive environment for women to give voice to their issues and draw strength from sharing their stories with others who have gone through similar experiences.

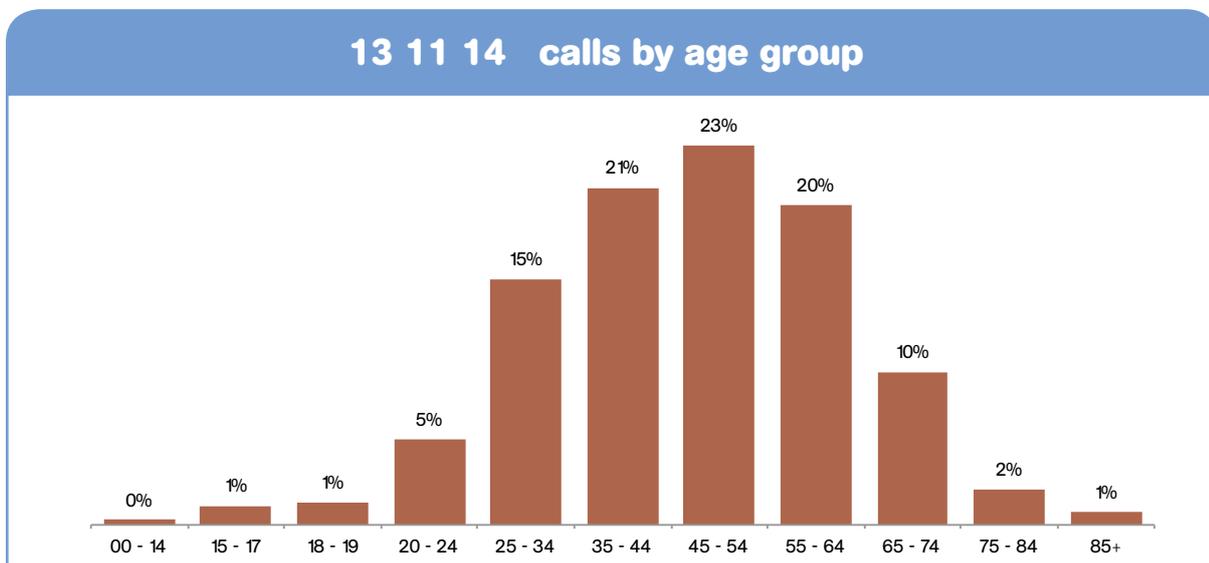
*The timing and frequency of groups depends on demand.



Suicide Prevention and Crisis Support

Every day six Australians complete suicide. For every completed suicide there are an estimated 30 people who attempt suicide, and even more people who think about suicide every day. Suicide is the leading cause of death in men under the age of 45 and women under the age of 32.

Saving lives – suicide prevention and crisis support – is the role of the 13 11 14 service. Lifeline is available twenty four hours a day to provide care and support for people overwhelmed by their current situation. Calls to Lifeline are free from mobile telephones, which means we are often the only organisation some callers can reach.



Graph is based on calls to 13 11 14 answered by LLNB TCS team

People of all ages call Lifeline, from ten-year-olds being bullied at school to eighty-year-olds feeling lonely and worthless in the nursing home. Each person's crisis is individual to them, and our crisis supporters respond with empathy, unconditional positive regard and respect, helping to relieve the caller's distress and to identify their strengths and options. We include a suicide risk assessment in calls, which enables callers to discuss any dark thoughts they might have with someone who cares.

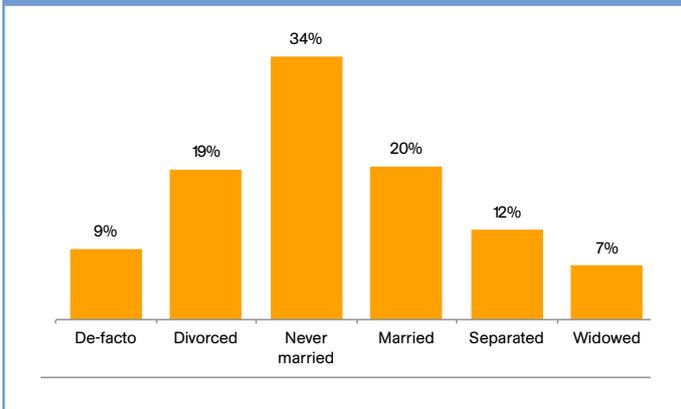
Australians die from suicide every day, while many more people attempt or consider suicide. Lifeline provides support for these people in crisis as well as the families and friends caring for them, or grieving for them.



All our Telephone Crisis Supporters (TCS) complete a nationally accredited training program which includes specialised suicide prevention training. Next year we will provide Mental Health First Aid training to all our crisis supporters. A large number of callers have mental health issues and evidence has shown that telephone support can be a cost effective response to the needs of these people, helping them to feel safe and supported.

Telephone Crisis Supporters are amazing volunteers who give generously of their time to respond to callers as well as attend supervision and professional development requirements for accreditation. Their work is both challenging and rewarding, and I thank each one for their commitment both to quality and volume of calls answered.

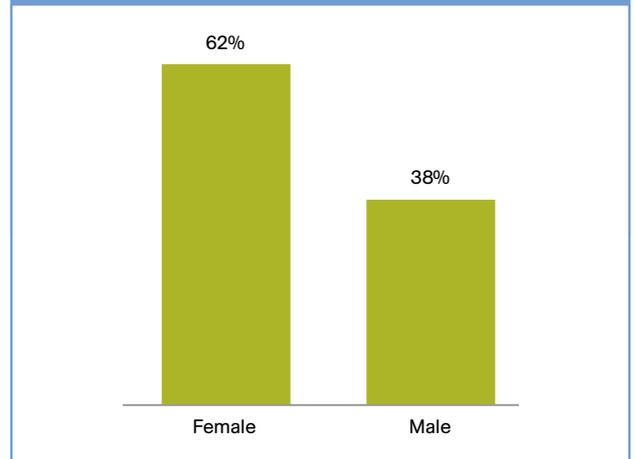
13 11 14 calls by relationship status



Graph is based on calls to 13 11 44 answered by LLNB TCS team

Last year 150 Lifeline Northern Beaches crisis supporters answered 30, 209 calls. We have new students completing their supervised shifts who will add to our call answer capacity. Over the past year we have increased our contribution to the network, and are looking to respond to even more callers in the future. Thanks to a generous donation, we have been able to renovate and expand the phone room. TCS Genevieve Furzer designed the new layout, which enables more flexibility and gives us increased capacity to meet the call demand at peak times. In August the national Lifeline WorkForce Management System will commence with visibility of call demand and volunteer availability so that we can adapt to meet the needs of the community.

13 11 14 calls by gender



Graph is based on calls to 13 11 44 answered by LLNB TCS team

The team of In Shift Support – both paid staff and volunteers – has completed additional training this year to comply with new national requirements. My thanks to them for the high standard of support, coaching, supervision and debriefing they have provided to the crisis supporters. The volunteers' feedback continuously supports the value of their presence in the counselling room to assist them to provide quality service to the community

This year Lifeline nationally has achieved record call answer rates. We look forward to the year ahead, confident that our dedicated and committed staff and volunteers will continue to help achieve Lifeline's vision and respond to all callers in crisis.

Donna Favaloro
Crisis Support Manager



Training

Telephone Crisis Supporter Training

Every year we train about 70 volunteers in Telephone Crisis Supporter skills. We do this in 2 courses starting in February and July. The structure of the training enables volunteers to build their skills gradually over 14 modules via e-learning, face-to-face training sessions and sixteen hours of monitoring on the phones. When a volunteer has successfully completed these phases, he or she then becomes a Probationary Telephone Crisis Supporter, and as such receives intense supervisory support.

We have 33 students currently either going through the monitoring process or having completed it. It is great to have these additional crisis supporters here to staff the phones. It gives us a greater capacity to answer the number of calls that present.

The training process requires a lot of input from our experienced telephone crisis supporters, who volunteer their time to assist the students, just as they themselves were helped during their own training.

Particularly important is the contribution of the group facilitators, each of whom takes a group of six under their wing throughout the face-to-face component of the course.

For their caring and knowledgeable contribution to the team, I would like to thank the Group Facilitators for the February course – Jim Bell, Noel Braun, Wayne De Venny, Ev Prone, Dee Robbins and Alex Ryder. We are also fortunate to have a group of facilitators who come along to help our students with role plays. For the July course that is about to start, Jim Bell, Mike Burns, Alex Ryder, Karel Smith, Bob Talas and Stephen have agreed to be group facilitators.

DV-alert and Community Training



I have completed training to deliver the DV-alert (Domestic Violence Response Training) two-day workshop which was developed by Lifeline Australia to teach community members and workers how to recognise and respond to Domestic Violence. I have taught a workshop in Dubbo which was very well received by the DV workers, who received a Statement of Attainment for completing the required assessments.

This workshop is a very valuable addition to the training that Lifeline Northern Beaches is able to present in the community, along with the work that we do to help prevent needless deaths by suicide by presenting ASIST (Applied Suicide Intervention Skills Training), which is also a two-day workshop. Kathi Pauncz and I recently presented a Suicide Prevention and Basic Counselling Skills one-day workshop to a group of call centre employees which was well received.

In the coming months we will be working to expand the training programs we can present to the public to heighten awareness of social issues and to further raise Lifeline Northern Beaches' public profile.

Jo Paterson
Training Manager

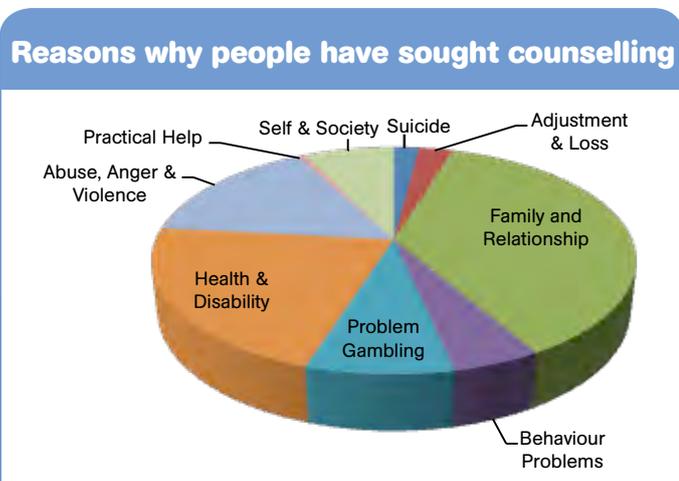


Face-To-Face Counselling

Lifeline Northern Beaches' Face-To-Face Counselling services are available to all members of the community, seven days a week, both during and after office hours. This is thanks to our qualified face-to-face counsellors, who offer their time so generously and make this worthwhile service possible.

Depending on the specific needs of the client, we are able to offer either one-on-one counselling or participation in support groups, which many people find a positive and empowering experience. During the past year we have run a number of therapy groups, and in the year ahead we plan to expand the range of groups on offer to include Men's Anger, Women's Anger, Young Women's Self Esteem, Suicide Bereavement, New Parents, Problem Gambling, Depression, Anxiety, and Grief And Loss support groups. An exciting upcoming development is that we plan to include an adolescent counselling service in the range of services we offer.

Reasons why people have sought counselling are as follows:



Due to the continuing support from the Kirribilli Neighbourhood Centre, we are able to counsel Lifeline

clients from there one day a week, in addition to the services we run from our Balgowlah centre.

All of our face-to-face counsellors belong to relevant professional counselling organisations such as CAPA, PACFA, or the Australian Psychological Society. Our Lifeline Northern Beaches counselling service is well regarded by universities and other training organisations. These organisations are keen to place student counsellors and psychologists here, and people placed in this way receive regular clinical supervision.

Thanks again so much to Robbie Bird, who has provided administrative support and compiles the statistics for the face-to-face counselling service on a regular basis. I am very much appreciative that she volunteers her time to do this.

Finally, I would like to thank the following people who have provided high quality continuing education sessions during the year:

Dominique Robert-Hendren,
Beyond Blue
Etienne Kitto

Philip Hilder
Honora Corbett
Matthew Ireland, NSW Police

Stephen Cottee
Rodney Owen
Judith Marde

Liz Whyte, Ceiny Maybury
Kathi Pauncz, Jo Paterson

Depression
Mental health for
telephone counsellors
Mindfulness
Financial counselling
Dealing with people who
have mental health issues
Mindfulness
Recovery in mental health
Medications Used For Psychiatric
Conditions
ASIST and Tuneup

Kathi Pauncz
Counselling Manager



Phone Support Services

There are three parts to the Phone Support Services that Lifeline Northern Beaches provides:

- 1. Short-term:** 1 to 3 phone calls to referrals from the Coordinator to assess the person's current risk and situation, and their potential for phone support and links to appropriate resources.
- 2. Longer support:** A Suicide Crisis Support Program (SCSP) is offered to those with suicidal thoughts. This comprises 6 to 8 separate weekly calls from the Coordinator or an experienced telephone support person.
- 3. Longer support:** A Care-ring Program is offered to the lonely and isolated: 6 to 8 weekly calls from the Coordinator or an experienced telephone support person.

The objective of the Phone Support Services is to assist a client to function effectively within their capacity, by encouraging and assisting their access to, and use of, professional and informal support within their community.

Referrals to the Services 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 Services. Members of the local population of the Northern Beaches are also encouraged to phone the office and request support.

From July 1st 2012 to June 29th 2013 there were 59 referrals to the Services: 37% were male and 67% were female.

The following summarises the initial outcome for these referrals:

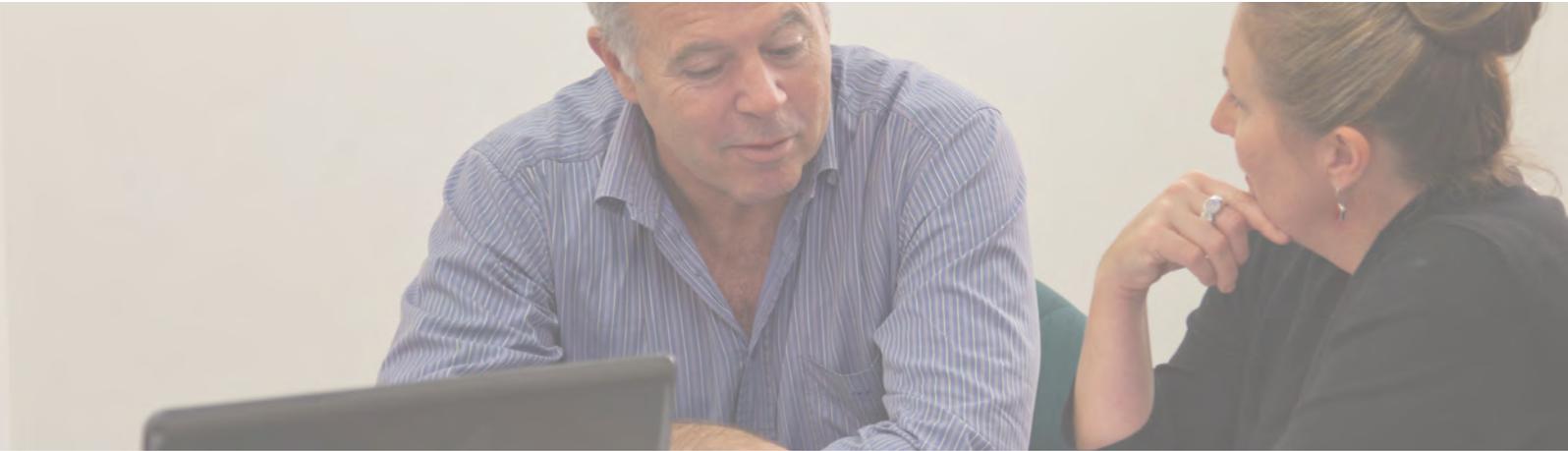
- Twenty-five received at least one call-back
- Twenty were supported by an SCSP
- Five were supported by a Care-ring Program.
- One was linked to Lifeline Central Coast Care-ring
- One was referred to Lifeline Gippsland
- One was referred to Lifeline Northern Beaches face-to-face counselling
- Six were unable to be contacted despite repeated attempts over a minimum of two weeks.

Dedicated and experienced telephone support comes from a team of "buddies" who assist in providing longer term support. The outcomes are a testament to the effectiveness of such phone contact. A "buddy" is someone to listen and care, someone who checks the client's current safety, develops some knowledge of their situation, and explores and supports positive initiatives and links for support. These "buddies" are an invaluable and wonderful team of volunteers.

Short-term support through call-backs has increased in the past year, with approximately 42% of the Service's responses providing short-term support. Call-backs can be very helpful, as they inform a concerned referrer of the welfare of the person who they referred to the Services, and encourage distressed people to seek help within their local community.

More recently, Phone Support Services has expanded its criteria to include those people in the community who may be supporting others at risk of suicide. Whilst at present the majority of referrals come from the National Lifeline Crisis Line, it is hoped that the Services will expand to support more locals from the Northern Beaches region in Sydney; in particular, young adults (over 18 years) who may be experiencing suicidal thoughts or supporting those at risk.

Linda Newcomb
Phone Support Services Coordinator



Financial Counselling

Our Financial Counselling service offers face-to-face and follow-up telephone counselling for clients facing a wide array of financial problems. Anybody can get into financial difficulty at some stage of their life and need help sorting out their issues.

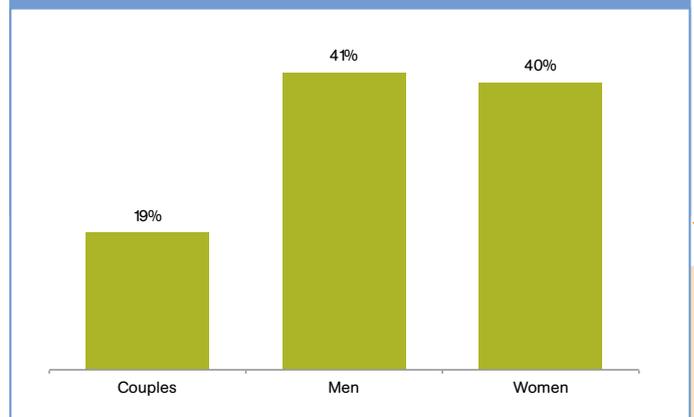
Our clients can come from all types of age, gender, occupation, nationality or socio-economic backgrounds. Their common theme is that they are usually suffering intense stress and anxiety about their financial predicament. Referrals commonly derive from the Consumer Credit and Debt Hotline (1800 007 007), word-of-mouth, creditors, Lifeline Welfare, telephone or personal counsellors, mental health case workers, solicitors, accountants, the internet and the Insolvency Trustee Service of Australia.

Financial counselling involves a delicate combination of counselling, education, assistance and self-help. The aim is to empower the client to become financially knowledgeable and independent in a long-term sustainable manner. To do this, we help them prepare a money plan, learn more about their rights and obligations, explore their options, and discover how to voice their negotiations with creditors or other authorities. Where necessary, we will advocate on behalf of clients. We look at all options to try to avoid their bankruptcy, but sometimes we have to assist our clients prepare the appropriate bankruptcy documents.

During 2012-13 we met with 53 new clients, which is a similar number to the previous year, despite our team shrinking due to retirements. A more streamlined approach has facilitated this achievement. Our new clients were quite evenly split between males and females, as we saw 21 women, 22 men and 10 couples.

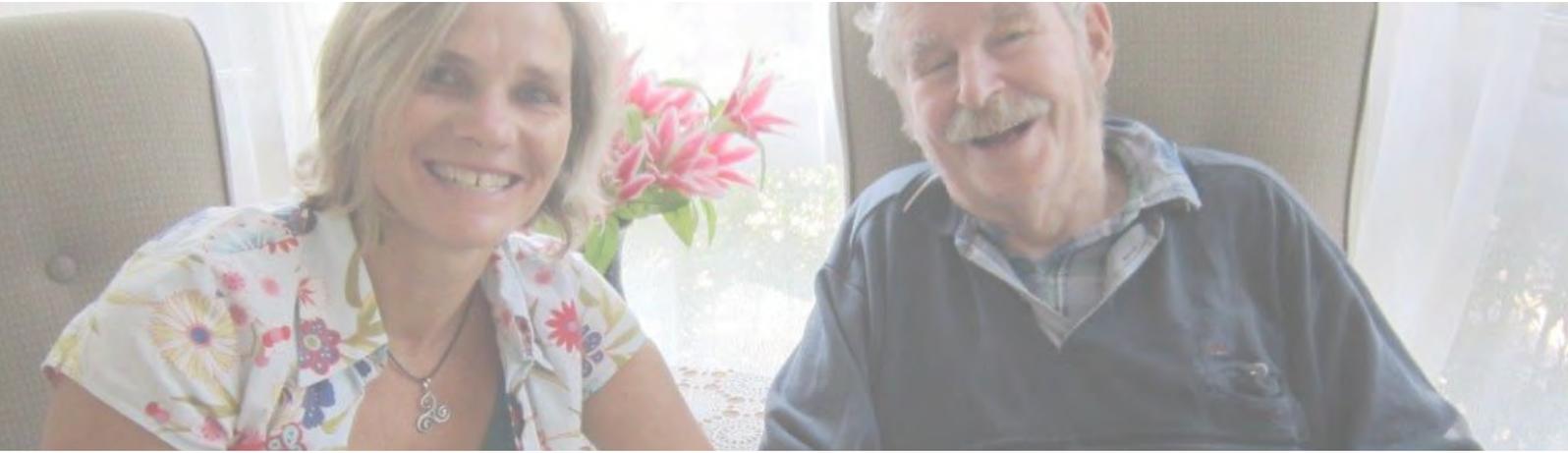
Recurrent problems include low income, unemployment, injury or illness, business failure, relationship breakdown, gambling, addictions or mental illness. Three increasing themes we have witnessed in the past year have been financial abuse in the context of domestic violence; difficulties in adjusting to retirement while carrying debt; and severe underemployment - especially among clients in their fifties.

2012-13 Financial Counselling Clients



It would be wonderful if we could expand our service in the coming year, particularly as economists suggest Australia may encounter its first recession in twenty-two years.

Honora Corbett
Financial Counselling Services Coordinator



Community Visitors Scheme

The Community Visitors Scheme (CVS) is a Commonwealth Government initiative to establish links between people living in an aged care facility and their local community. We are funded for 44 volunteers and currently have 47 volunteers visiting at least once a fortnight in 7 nursing homes and 4 hostels between Manly and Collaroy.

- During the past year, I interviewed 9 prospective volunteers and all were successfully matched. During the same period there have been 16 resignations.
- Currently there are 10 men and 37 women on the program. I have a mother visiting with her three-year-old, our youngest visitor. He is very popular with all the residents at Pacific Lodge! Our eldest is visitor is eighty-plus.
- 3 of our volunteers visit 2 residents each.
- I regularly visit and/or make phone contact with the staff of the Nursing Homes and Hostels that we are funded for. They always express their appreciation for the commitment and time our volunteers give to their 'friends' (residents).

As always, a range of educational and support programs has been offered to our volunteers over the course of the past year. We have covered a wide range of topics, with our own Kathi Pauncz and other guest speakers sharing their expertise on a wide range of topics. We also received visits from the Recreational Officers from our Facilities, Celebrating My Life Journey, Jean-Paul Bell from Arts Health Institute, and our own CEO, Dannielle.

In October 2012 we were nominated and attended the 2012 NSW Volunteer Team of the Year Award. During Volunteer Week, badges and certificates were presented to a number of our volunteers: 11 volunteers received first year badges, 1 a 5-year badge, 2 received 10-year badges and 1 a 20-year Certificate.

During the past twelve months 11 of our 'friends' have died, and visits were discontinued to 10 others, as their condition had deteriorated, or they had moved out of area or no further visits were requested.

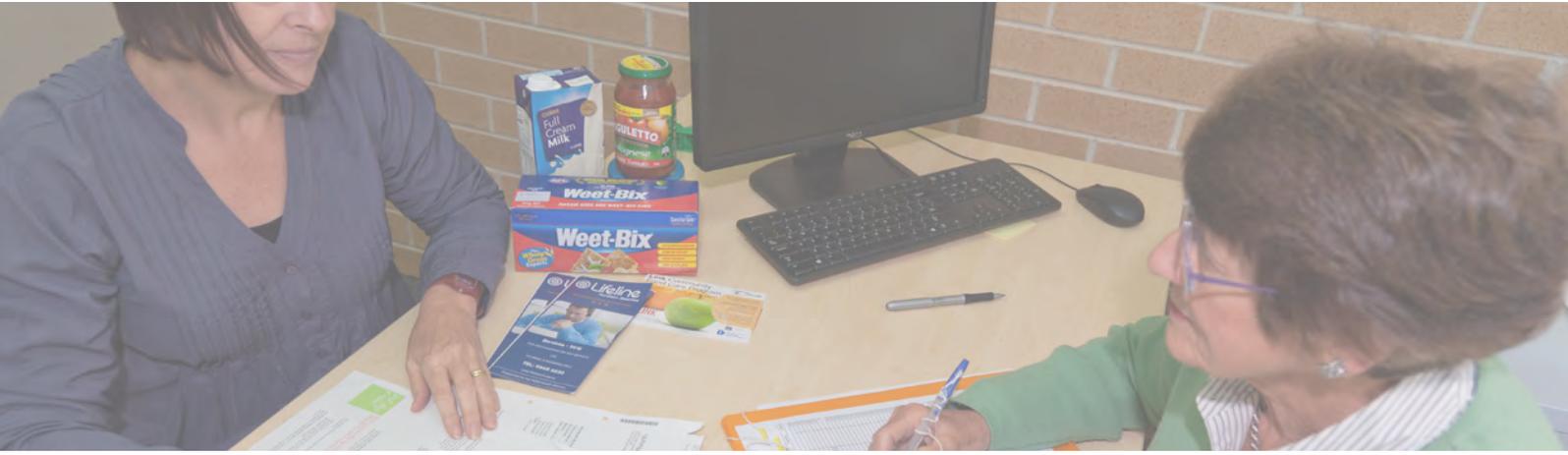
I take this opportunity to thank all our volunteers for the commitment, caring and friendship they have given to their 'friends' during the past year, and for the support and enthusiasm that I have received from them. I also include thanks for the weekly help in the office that Dana Boudaghian has given me during the year.

Thanks also to the Commonwealth Department of Health and Ageing for their financial support, and to Northside Community Connect and the Manly Daily for the advertising assistance they have given during the year.

Being part time, I could not manage without the office team at Lifeline, all the staff and volunteers who tirelessly take and pass on messages on my behalf when I am absent.

Helen Pook
CVS Program Coordinator

*The photograph at the top of the page shows Edwina, one of our CVS volunteer visitors, and John, the friend that she visits.



Emergency Relief Program

Our Emergency Relief Program provides 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, help 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 from Lifeline Northern Beaches.

To give some sense of the size and scale of this program, in the year 2012-13 Lifeline Northern Beaches assisted 780 individuals and families needing help on 1,212 separate occasions.

People come for help when they have insufficient income to meet their basic needs, or not enough money to pay their utility bills. After assessing clients for eligibility and providing basic budgeting assistance, we then refer them to other services such as financial counselling, family support and mental health services, to help address underlying causes of financial crisis.

Assistance with the program is provided by the NSW Government Department of Trade and Investment, Regional Infrastructure and Services, and by Sydney Water and Telstra. They provide vouchers, certificates and other help to assist with utility payments.

This year further increases in energy costs have had a huge impact on our clients. We distributed \$85,566 in vouchers and certificates to help people pay their energy and Telstra accounts. With guidance on matters such as payment plans, Centrepay or bill smoothing deductions, we encourage our clients to build financial resilience and capability.

At Christmas we like to remember the people we have helped throughout the year and offer them a hamper. Many of them will be alone with no family or friends to share the holiday. It can be an especially lonely time for them. At Christmas 2012 we distributed 144 hampers. The families who receive this help are always very grateful and appreciative of the difference the hamper makes to their Christmas.

Sincere thanks to:

- The Rotary Clubs of Frenchs Forest, Pittwater, Balgowlah and Manly, who collect and deliver donations from the “gifting trees” at local shopping centres, under the auspices of the Target/UnitingCare Operation Santa Annual Christmas Appeal.
- The Uniting Churches at Balgowlah, Harbord and Forestville, who collect toys and food
- St Matthews Manly, who prepare completed hampers for distribution
- Pandora Jewellery, for their generous donations of jewellery gifts
- The service clubs and individuals who contribute food and cash
- Blackmores, for provision of their warehouse for the packing of hampers

Our special thanks to the Balgowlah, Forestville and Harbord Uniting Churches, who support our clients throughout the year with monthly collections of food and toiletries, and to the Byrne family who collect the weekly bread donations from Bakers Delight at Allambie Heights. And of course a big thank you to all our staff and volunteers who respond to our clients with caring and compassion, giving more than just material aid - they also give respect, support and renewed “hope”.

Annie Dorrington
Emergency Relief Coordinator

retail stores

Our shops make a very significant contribution to the funding of Lifeline Northern Beaches' services. Recognising the importance of the role they play, over the past year we have reviewed every facet of our retail operation and have made improvements in processes, presentation, staffing and premises, in order to optimise efficiencies and revenues.

This has resulted in the relocation of our Kids World children's shop to new premises at 904-906 Pittwater Road, Dee Why, shared with our expanded and revitalised Dee Why shop, and in the opening of a new shop at 46 Sydney Road, Manly which offers our usual wide range of apparel, accessories, books and bric-a-brac, but with a particular emphasis on vintage and Retro clothing. From day one on 20th December, the Manly store has taken off and has been one of this year's most exciting success stories.

Following on from our review of retail business strategy we have created a new retail structure with one manager per store:

- Sharon Watson at Mona Vale;
- In Manly, Jules Joy;
- Kris Kwanten at Balgowlah;
- Jackie Van De Walle at Forestville;
- Ginni Train heads our new combined Dee Why/ Kidsworld store;
- And we welcome to our team a new manager for our Cremorne store, Johana Funayama.

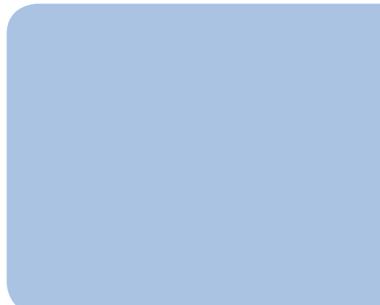
The shop managers have continued to refresh, refine and individualise their stores, and today it is fair to say that each of the six shops now has its own distinct personality. In a very tough retail trading environment, our shops overall have bucked the trend and are trading well. They are clearly providing the range, value-for-money and distinctive, high quality recycled fashion items that make shopping at Lifeline a fun and rewarding shopping experience.

Over the year ahead we will be opening at least one more new store. We will be merging the management of our stores, book fairs and fete days under one senior retail management group. We will continue to modernise and revitalise the presentation of all our stores. And behind the scenes we will be moving ahead on the development of an online shopping facility, for launch late next year or 2015.

I would like to thank the local community who support our retail shops by making quality donations of clothing, books and accessories at our donation bins or by shopping at our stores.

This is an exciting time for us all. The re-gearing of our retail organisation to meet future demands and opportunities is now well underway, and is already reaping significant rewards. The continued success and growth of the retail group will ensure our ability to continue growing the vitally-needed crisis management services we provide to our community.

Dannielle Mackenzie
Chief Executive Officer





Our Retail Store Locations

Avalon Retail Shop (Opening August 2013)

11 Avalon Parade
Weekdays 9am – 5.00pm
Saturday & Sunday 10am - 4pm

Balgowlah

120 Condamine Street
Phone: 9949 1177
Weekdays 9.30am - 5.30pm
Saturday 9am - 4pm, Sunday 10am – 4pm

Cremorne

112 Cabramatta Road
Phone: 9953 3701
Weekdays 9am - 5pm
Saturday 9am - 4pm, Sunday 10am – 2pm

Dee Why

904-906 Pittwater Rd
Phone: 9972 2468
Weekdays 9am – 4.45pm
Saturday 10am – 3.45pm, Sunday 10am – 2pm

Forestville Retail Shop

Shop 47 The Centre
Phone: 9453 3980
Weekdays 9am – 4.45pm
Saturday 9am – 3.45pm, Sunday 10am - 2pm

Manly

46 Sydney Rd
Phone: 9977 1038
Weekdays 9am - 5:30pm
Saturday 9am - 5:30pm, Sunday 10am - 5pm

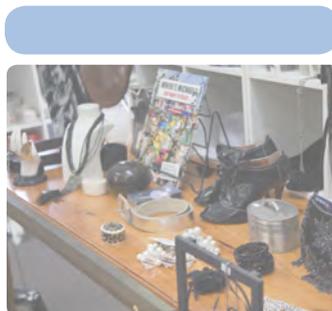
Mona Vale

Shop 1, 2 Bungan Lane
Phone: 9979 8045
Weekdays 9am - 1.45pm, Saturday 10am - 1.45pm

Thank You, Local Businesses

Support from the local business community has been an essential element in the successful launch of our new stores. The Lifeline Northern Beaches team gratefully acknowledges the time, resources and products supplied by the following companies and individuals:

Alex Gibson Music, Beaches Bikes, Bunnings Balgowlah, Callum O’Kane (Painting), Complete Fire Certification, Corporate Construction Group, C. Sonter Building Maintenance, Diva, Future Signs, Hunter Electrical, James Dundas Electrical, Kimbriki Recycling Centre, Magella Hall Gifts & Fashion Accessories, Manly Council, Manly Sea Eagles, Mischief Costume Hire, NAB, Patrick Kelleher CBRE, Raine & Horne Dee Why, Rotary Balgowlah, The Hon. Brad Hazzard (State Member for Wakehurst), Thrifty Link Hardware Balgowlah, Cremorne Paint Shop, Unique Vintage Clothing, Retro Star Vintage Clothing.



book fairs

& book room

the book fairs

Our Book Fairs have grown from humble beginnings. They began at the Balgowlah Methodist Church fete, (now the Uniting Church), with just one table of books.

Now, three decades on, our fairs have become a feature of the Lifeline Northern Beaches calendar and are today a vital, intrinsic revenue-generating component of the Lifeline Northern Beaches operation. Far from being an event that happens once every three months or so, an adjunct to Lifeline's operations, they are 'core' business in every sense, and planning and preparing our book fairs carries on all year round.

When the time comes, getting a book fair up and running can be an arduous task, but we derive a lot of fun from sorting and selling books to book lovers in our local community. Over the years we have developed a polished routine, and within a few hours our fair is ready to go – just like a pop-up book shop – with banners aloft, balloons along the fence outside, and twenty-five thousand books waiting for eager customers.

The book fairs are a success story, and our most recent fair (Balgowlah Boys' High, June 2013) was one of our most successful ever. That is despite the fact that the retailing sector in Australia is doing it tough at the moment, and in no industry is this more true than in books and publishing.

There is no shortage of challenges facing our book fairs – making the most of the revenue potential of our area; increasing the appeal, image and public awareness of our fairs; finding more good venues; ensuring continuity of supply of product; and so on – but thankfully, the many opportunities facing our fairs outnumber possible future risks and threats.

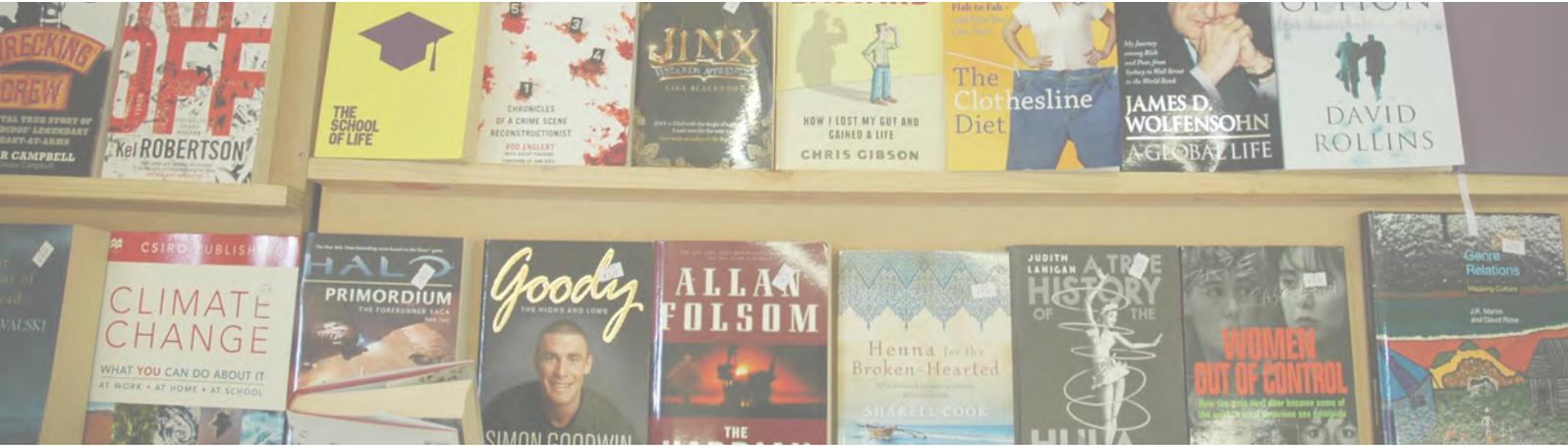
As the result of a study undertaken during the course of the last year, we now have a clear governing strategy for the future, which will enable us to address opportunities such as bigger, better, longer fairs; new venues; and increased operational efficiencies. The twin pillars of the report's recommendations are improved volunteer recruitment and deployment, and a new management structure to lead the organisation's book business (fairs, shops and warehousing).

In the year ahead we plan:

- to move into new geographic areas
- to increase our membership services and marketing to get more customers through the door
- to increase in-fair attractions such as music, coffee, sausage sizzles
- to create more of a café-type ambiance to draw more customers
- to increase in-fair events such as guest speakers and children's story time
- to move into online selling of our rare and valuable books

The Book Fairs would not happen without the generosity of so many dedicated volunteers, sourced from many places. It is not uncommon for friends of volunteers to get involved once they realise the joy of getting amongst books and supporting Lifeline. Special thanks must go to the MLC/NAB for their years of loyal support.

Glenice Bland
Book Fair Coordinator



the book room

Over the past twelve months there has been quite a bit of change to our Book Room at Brookvale.

During this time, book donations have increased, and we have been kept busy culling, sorting, pricing and packing our books for our book fairs and shops.

The December 2012 relocation of the Lifeline Kids Shop to Dee Why freed up much needed space for our volunteers to do this work, and the coming year will see some further re-organisation of the setup of the book room which, along with an overhaul of our categories, will improve work-flow efficiencies, making the increasing volume of orders from our shops easier to handle.

Our faithful band of volunteers - the "Brookie Bookies" - has flowed along with the changes and continues to do the excellent work preparing for our book fairs and supplying the Lifeline shops with good quality books. My thanks to all of them. We are all looking forward to another exciting and rewarding year.

Mary Lynas
Book Committee Member

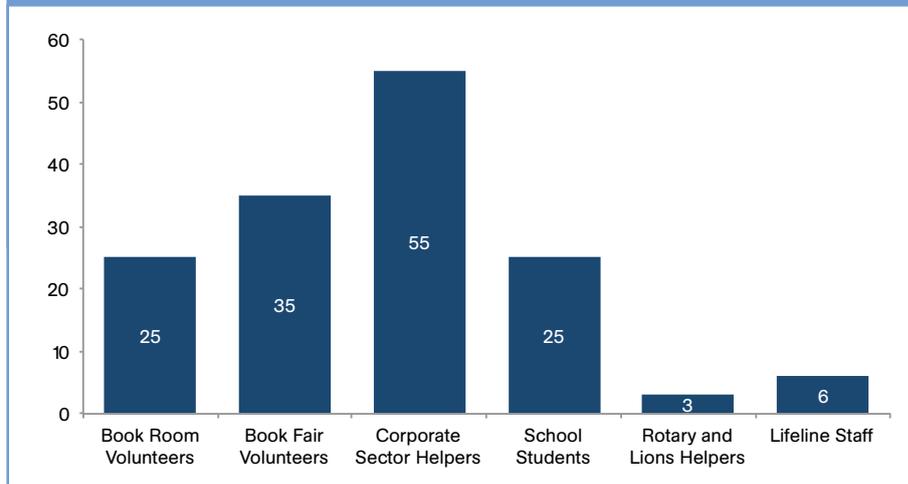
Overheard from customers at the June 2013 Book Fair :

"This is just amazing ... so many books in the one place and so well set out. It is easy to find what I want"

"The quality is exceptional... I don't want to stop shopping"

"I have just found the book I have been looking for all year!"

How Many People Does It Take to Create A Book Fair?



The bar-graph above shows the breakdown of the staff and volunteers without whom the June 2013 Balgowlah Book Fair could not have happened.



fundraising, marketing and community engagement

Thanks to fantastic support from our volunteers and friends and supporters throughout the wider community, our fundraising events succeeded in raising \$269,342* this year.

Highlights of our fund-raising year included:

Manly Sea Eagles Event - July 2012

Brookvale Oval was packed with local Sea Eagles fans who kindly gave almost \$3,000 to our twenty volunteers who shook the tin for Lifeline. Hayley Badham, a Sea Eagles cheer leader, had undertaken her own fundraising in the lead up to the game, taking the total for this event to \$4,000.

Balgowlah Rotary Golf Day - August 2012

Balgowlah Rotary has been running a very successful fundraising event at Manly Golf Club for some years, and Lifeline is one of the grateful recipients of their hard work. This year it was a beautiful sunny day and golfers had the pleasure of experiencing the multi-million dollar course refurbishment. The \$8,000 donation was warmly received here at Lifeline.

Blackmores Running Festival – September 2012

This is a collaborative project between Lifeline Australia and some Sydney based centres. A big thank you to the team of about two-dozen Lifeliners who gave of their time and energy to make this another successful participation for us, with some \$2,500 raised for our centre.

Mona Vale Sportsman's Luncheon – October 2012

Working closely with the Mona Vale Golf Club, Lifeline was delighted to partner with this sporting facility and be the recipient of \$3,000 raised at their Sportsman's Lunch. It was a great day out for local businesses and many laughs were had, care of cricketer Rodney Hogg.

Lifeline Annual Charity Golf Day – November 2012

Our annual golf event, now in its sixth year, continued our association with the Penn Foundation, the Long Reef Golf Club and Teed-Up Golf. A great day was had by all the players on the course and at the dinner function that followed. The event raised over \$42,000 for our charity.

ASX Thomson Reuters Project – December 2012

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

Surfers Against Suicide – April 2013

Kommunity Project, Kelly Slater's commercial surf brand, hosted a surfing Pro Am carnival, to raise awareness of his new initiative, "Surfers Against Suicide." Crowds swarmed Manly Beach to catch a glimpse of the iconic surfer and our TCS Volunteers distributed Lifeline flyers to the audience.

*gross income - net was \$100,418



Lifeline Market Day – June 2013

After 30 years at the Balgowah Uniting Church, we made the decision to re-energise our fete by relaunching the event in Manly Corso under the banner of “Lifeline Market Day”. This location exposed our cause – and our bargains – to a whole new audience, many under 25 years of age, in search of Retro fashion. Business -- particularly on our clothing racks and tables – was so brisk that we had to send out for urgent replenishment stock midway through the morning. The event raised over \$15,000. Thank you to everyone, including our guest musicians, who made this event possible.

Nathan Sawyer Memorial Surf Festival – June 2013

In 2010, the untimely death of teenager Nathan Sawyer motivated the North Curl Curl surf community to inaugurate this festival. Lifeline had the opportunity this year to work closely with a group of fine young men, who wanted to honour a friend, communicate with a youth audience about depression and suicide, and raise funds for Lifeline in the process. It was an absolute pleasure to assist these people with their endeavour. Despite adverse weather conditions, this year’s event was a great success and an inspiring tribute to its dedicatee. Lifeline will use the \$30,000 donated towards our Suicide Prevention Programs that target members of the local community at high risk of suicide and provide them with professional assistance.

The Future

Outside of our financial fundraising target, our number one marketing priority for the year ahead is raising our profile with our local community, including Rotary, local businesses and networking institutions.

The appointment in June of Maria Richardson as Events Manager will be a tremendous boost to us, not only because Maria brings considerable event-management experience and expertise to her role, but also because her appointment will enable us to focus more time and resources on building our profile and our internet presence.

At the conclusion of last year we formed an internet committee to look at how we can best harness the opportunity of online, social media and the internet. A key part of the resulting strategy, now well underway, is the creation of a brand new Lifeline Northern Beaches website, which will be launched late 2013. The new site will make it easy for our site visitors to understand our organisation and its business, to find out about our range of services, and to make applications, expressions of interest, transactions and inquiries.

We look forward to an exciting year ahead and thank all volunteers who answered our call for assistance throughout the year.

Jayne Persico
Fundraising & Marketing Manager

board and staff members

as at 30 June 2013

(Outside of CEO, all office positions are part-time or voluntary)

Board Members

Chairman	Barry Williams
Deputy Chairman	Peter Lewis (retiring)
Secretary	Bruce Miller
Treasurer	Roger Gray
Board Members	Annette Willows (retiring), Brian Lees, David Hunter, Dee Robbins, Graham Perry, Philip Abigail

Executive

Chief Executive Officer	Dannielle Mackenzie
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Operations and Administration

Crisis Support Manager	Donna Favaloro
Administration Manager	Angela Wade
Emergency Relief Coordinator	Annie Dorrington
Accountant	Marian Fouché
Payroll Assistant	Robyn Weddell-Clarke
Office Volunteer – Banking	Steve Byrne
Office Assistant	Ev Prone, Maureen Young
IT Support Services	Greg Alexander, Michael Wallace
Office Volunteer	Robbie Bird

Counselling and Support Services

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



Marketing, Community Relations & Fundraising

Marketing and Community Relations Manager	Jayne Persico
Marketing & Graphics Assistant	Jessica Holmes
Events Coordinator	Maria Richardson
Volunteer - Marketing and Communications	Stuart MacDonald

Business Operations

Balgowlah Retail Manager	Kris Kwanten
Cremorne Retail Manager	Johana Funayama
Dee Why Retail Manager	Ginni Train
Forestville Retail Manager	Jackie Van De Walle
Manly Retail Manager	Jules Joy
Mona Vale Retail Manager	Sharyn Watson
Book Coordinator	Rhonda Wallace
Warehouse Manager	Maggie Hunter
Stock Controller	Celia Cohen
Truck Distribution	Ryan Young, Scott Moran

Photograph at the top of the page shows, (from left to right):

Michael Wallace (IT Support), Donna Favalaro (Crisis Support Manager), Robbie Bird (Office Volunteer), Marian Fouché (Accountant), Dannielle Mackenzie (CEO), Jessica Holmes (Marketing and Graphics Assistant), Maria Richardson (Events Coordinator), Helen Pook (Community Visitors Scheme Coordinator), Annie Dorrington (Emergency Relief Coordinator), Angela Wade (Administration Manager), Jayne Persico (Marketing and Community Relations Manager), Stuart MacDonald (Volunteer - Marketing and Communications)

Treasurer's Report

This report is presented with the Financial Report of Lifeline Northern Beaches Inc. Separate accounts are kept for certain activities that are funded by the Commonwealth and NSW Governments. These are reported separately in the Financial Reports.

2012-2013 has been a year where significant effort has been directed towards enhancing the future fundraising capabilities of Lifeline Northern Beaches, especially through its retail activities. However, this has come at a short term cost, resulting in a funding shortfall for the year of \$67,530 against last year's surplus of \$8,986..

The opening of the Manly shop in December 2012, together with relocation and enlargement of the Dee Why shop in early 2013, contributed to a 24% increase in retail sales. These strong gains were partly offset by a fall in revenues from the golf day and from donations. The restructuring of our retail operations also led to higher staff and other related costs, including shop rental and rubbish removal.

The benefits of this retail expansion, together with the opening of our new Avalon shop this August, are expected to yield a much improved contribution from our retail activities towards funding our services in the coming year.

Turning to our other fundraising activities, the net contribution from book fairs was in line with expectations, and overall book sales increased strongly as a result of the emphasis placed on achieving additional sales through our Lifeline Northern Beaches shops.

In overall terms, whereas 2012-2013 has been a year of investment in our future fundraising capability, the coming year will be one of consolidation, where it is expected that the net funds earned from our retail and other fundraising activities will enable Lifeline Northern Beaches to fill the gap in funding for our counselling and related services and their associated administrative and infrastructure costs, as well as provide for ongoing development of these services to our community.

As was mentioned last year, the NSW Government is providing a three year grant to help fund telephone crisis support programs, and we are grateful to have received \$173,692 in the past year through this grant.

We also wish to thank those individuals and organisations that have made donations as well as provided goods and services for sale through our retail shops and book fairs. These donations do much to support our fundraising activities, reduce our operating costs and improve our capabilities. One such donation in the past year funded the cost of a significant expansion of our 1311 14 capability.

As a new member of the Lifeline Northern Beaches Board I especially wish to thank our accountant, Marian Fouché, along with all of our dedicated staff and teams of volunteers for their support. It is through their efforts that we are able to provide and build on services that we deliver to our community.



Roger Gray
Honorary Treasurer

Lifeline Northern Beaches Inc

Audited Financial Report
for the Year Ended 30 June 2013

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 2013 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 ninth day of August 2013

Lifeline Northern Beaches Inc

Profit and Loss for the Year Ended 30th June 2013

	2012/2013	2011/2012
	\$	\$
INCOME		
Retail Operations	1,365,930	1,096,607
Donations and Bequests	41,263	54,148
Administration	27,745	25,206
Fundraising	269,343	287,592
Grants	238,805	275,434
Telephone Counselling	37,676	34,412
Personal Counselling	10,602	10,942
Interest	<u>6,543</u>	<u>12,747</u>
-		
TOTAL	1,997,907	1,797,088
<hr/>		
EXPENSES		
Retail Operations	1,203,809	997,443
Administration and Office	118,788	131,848
Fundraising	168,925	129,714
Telephone Counselling	372,950	359,168
Personal Counselling	89,493	85,438
Financial Counselling	46,310	35,312
Welfare	24,291	18,513
Depreciation	<u>40,871</u>	<u>30,666</u>
TOTAL	2,065,437	1,788,102
SURPLUS	(67,530)	8,986

Lifeline Northern Beaches Inc

Balance Sheet as at 30th June 2013

	2012/2013	2011/2012
	\$	\$
ACCUMULATED FUNDS	1,678,249	1,669,263
Add Asset Revaluation Reserve	223,703	223,703
Donated Assets at Valuation	29,156	29,156
Surplus for the Financial Year	<u>(67,530)</u>	<u>8,986</u>
	<u>1,863,578</u>	<u>1,931,108</u>
These Funds are represented by:		
CURRENT ASSETS		
Cash at Bank	195,401	126,683
Development Funds	116,435	265,862
Debtors and Prepayments	40,856	30,839
Net GST	<u>13,936</u>	<u>9,436</u>
TOTAL CURRENT ASSETS	<u>366,627</u>	<u>432,820</u>
NON-CURRENT ASSETS		
310 Sydney Road Land	609,328	609,328
310 Sydney Road Buildings	698,502	
less Depreciation provision	<u>272,208</u>	428,744
2/267 Harbord Road Land and Buildings	538,665	
less Depreciation provision	<u>20,309</u>	525,162
Fixtures, Fittings, Equipment, Plant and Vehicles	185,656	
less Depreciation provision	<u>115,196</u>	40,318
Deposits Held	<u>18,790</u>	<u>13,290</u>
TOTAL NON-CURRENT ASSETS	<u>1,643,229</u>	<u>1,616,842</u>
TOTAL ASSETS	<u>2,009,856</u>	<u>2,049,661</u>
Less: CURRENT LIABILITIES		
Creditors and Accruals	28,779	17,819
Superannuation	29,656	145
Group Tax	9,655	7,940
Income in Advance	1,921	2,150
Provision for Annual Leave	<u>54,810</u>	<u>62,407</u>
TOTAL CURRENT LIABILITIES	<u>124,820</u>	<u>90,461</u>
NON-CURRENT LIABILITIES		
Provision for Long Service Leave	<u>21,458</u>	<u>28,092</u>
TOTAL NON-CURRENT LIABILITIES	<u>21,458</u>	<u>28,092</u>
TOTAL LIABILITIES	<u>146,278</u>	<u>118,553</u>
TOTAL ASSETS Less TOTAL LIABILITIES	<u>1,863,578</u>	<u>1,931,108</u>

Lifeline Northern Beaches Inc

Statements for Government Funded Activities for the Year Ended 30th June 2013

	2012/2013 \$	2011/2012 \$
EMERGENCY RELIEF FUND (ERF)		
Balance of Grant at 1st July 2012	36	82
Grant received from the Commonwealth Government	33,316	33,316
Bank Interest	<u>294</u>	<u>34</u>
	33,646	33,432
Less: Welfare Assistance given:		
Bill Payment	228	494
Food Parcels	4007	786
Supermarket Vouchers	18,051	31,851
Sundry	163	265
Wages	6,000	-
Office, Telephone, Repairs and Maintenance	2,945	-
Administration and Management	<u>2,210</u>	<u>-</u>
	33,604	33,396
Balance of Grant at 30th June 2013	42	36
WELFARE FUNDING		
Emergency Relief Fund (as above)	33,604	33,396
Lifeline	7,825	4,703
Donated Food, Furniture & Clothing (est)	7,017	13,591
Christmas Hampers (est)	26,435	27,680
Government electricity, water & telephone vouchers	<u>87,736</u>	<u>106,430</u>
	162,617	185,800
<hr/>		
COMMUNITY VISITORS SCHEME (CVS)		
Balance of Grant at 1st July 2012	70	77
Grant received from the Commonwealth Government	56,980	55,880
Bank Interest	<u>683</u>	<u>70</u>
	57,733	56,027
Less: Wages and Salaries	29,092	30,448
Superannuation	2,421	2,497
Travel	1,066	1,114
Training and volunteers	4,148	4,926
Advertising and Public Relations	1,600	2,185
Office and Telephone	4,318	1,289
Administration and Management	<u>14,841</u>	<u>13,498</u>
	57,486	55,957
Balance of Grant at 30th June 2013	247	70
<hr/>		
SENIOR VOLUNTEER SERVICE (SVS) - Service ceased at the end of 2012		
Balance of Grant at 1st July 2012	(19)	(143)
Grant received from the NSW Government	16,157	31,534
Bank Interest	<u>51</u>	<u>32</u>
	16,189	31,423
Less: Wages & salaries	15,144	25,963
Superannuation	1,355	2,334
Training	310	634
Travel	126	283
Office	1,307	940
Administration and Management	<u>1,260</u>	<u>1,288</u>
	19,502	31,442
Balance of Grant at 31st December 2012	(3,314)	(19)

Lifeline Northern Beaches Inc

Notes to the Financial Statements for the Year Ended 30th June 2013

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.

Presentation of Profit and Loss Statement

The Profit and Loss Statement is presented in a new format reflecting the costs associated with the services provided by Lifeline Northern Beaches Inc. The previous year has been reclassified to provide comparative information.

Fixed Assets

Fixed assets are all brought to account at cost.

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:

Class of Fixed Asset	%
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 Act requirements.

Government Funding

Lifeline Northern Beaches Inc is supported by the NSW Health Ministry in the form of a three year grant. The funding commenced on the 1 July 2011 and \$173,692 was received in the year to 30 June 2013. These funds are included in Grants in the Profit and Loss Statement.

Retail Operations

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

	2012/13			2011/12		
	Income	Expenses	Surplus / (Deficit)	Income	Expenses	Surplus / (Deficit)
Balgowlah Shop	205,186	126,897	78,289	201,105	134,663	66,442
Dee Why Shop	210,074	181,767	28,307	174,229	137,558	36,671
Kids Shop	38,572	43,641	(5,069)	91,806	88,306	3,500
Forestville Shop	194,191	158,756	35,435	196,668	144,251	52,417
Mona Vale Shop	231,829	164,448	67,381	225,944	155,730	70,214
Cremorne Shop	191,591	145,977	45,614	130,260	141,683	(11,423)
Manly Shop	240,951	124,579	116,372	-	-	-
Warehouse and Distribution	53,536	257,744	(204,208)	76,595	195,252	(118,657)
Total	1,365,930	1,203,809	162,121	1,096,607	997,443	99,164

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

During the year Lifeline Northern Beaches Inc. received net income of \$100,418 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:	2012/2013		2011/2012	
	\$	%	\$	%
Total cost of fundraising/	168,925	62.7	129,714	45.1
Gross income from fundraising	269,342		287,592	
Net surplus from fundraising/	100,418	37.3	157,878	54.9
Gross income from fundraising	269,342		287,592	
Total cost of services*/	651,832	31.6	630,279	35.2
Total expenditure	2,065,437		1,788,102	
Total cost of services*/	651,832	32.6	630,279	35.1
Total income received	1,997,907		1,797,088	

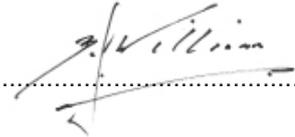
*Total costs of services equals total expenditure on Counselling, Welfare and Administration and Office.

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 ninth August 2013

A handwritten signature in black ink, appearing to read 'B. Williams', is written over a horizontal dotted line. The signature is slanted and includes a large, sweeping flourish at the end.

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, 2013 comprising the Profit and Loss Statement and Balance Sheet. I have also conducted an audit of the Statements for Government Funded Activities.

The Board 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 the 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, 2013 and the results of its operations for the year then ended.



BARRIE PITT
Registered Company Auditor
No: 3469

9th day of August, 2013

In order to protect confidentiality, some photographs in this report are of simulations of telephone support, counselling sessions and support groups. Our sincere thanks and appreciation to the staff members and volunteers – and their family members – who kindly agreed to appear in these photographs.