

***Annual Report***  
2014/2015



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# ***Our strategic framework***

***Our Vision***  
**An Australia  
free of suicide**



## ***Our Purpose***

To be the 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***

- 13 11 14
- Online services
- Community Information services
- Crisis support services

- Pathfinder to services
- Promotion of emotional health and wellbeing
- Promotion of volunteering
- Advocacy

- Lifeline Learnings
- Community Educations
- Education of other agencies, professional groups, young people etc.

## ***Our Strategic Priorities***

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



# Chair Report



Dating websites are a salutary comment on the times that we live in, but one of them has an interesting catch phrase in its TV campaign; 'Everyone's connected but no-one's connecting.'

Every time I finish my TCS shift, I feel this statement to be increasingly true. Demand for our crisis support services is on the rise.

If we were selling cars, an increase in demand would be thrilling news. Instead we must note that the world is a little lonelier each year and a more difficult place for many people to find kindness and support.

Whatever pressures Lifeline Northern Beaches (and all the Lifeline Centres) face in the coming years, one thing must be at the forefront of our efforts and that is to strive to do whatever we can to answer the phone every time a needy person calls. This was the Rev Dr Alan Walker's vision fifty two years ago and remains our sole purpose today.

All businesses and NFPs face the pressure of increasing demands and finite resources. We are very fortunate to have over 400 volunteers who give their time to help others. Lifeline is greatly indebted to its volunteer army and to every employee who tried

every day to do more with less, while endeavouring to increase revenue.

Lifeline Northern Beaches is one of the top three call responders in the country. This is something to be immensely proud of, as without the hard work of those who pull the Book sales, Retail sales and fundraisers together, this would not be possible.

Since joining the Board, I have come to appreciate the foundations of Lifeline Northern Beaches through the congregation of the Balgowlah Uniting Church, giving us a position of strength from which to operate.

In April of this year, Barry Williams stepped down from Chair of Lifeline Northern beaches after 7 years in the position. I feel very honoured to be in this role and would like to acknowledge Barry's humane leadership, steady guidance and friendship through some challenging times.

Cate Sinclair has now been LLNB's CEO for over twelve months. Cate works so hard and with great enthusiasm to raise the profile of LLNB in our communities whilst improving the organisation's systems and processes which must adapt to meet ever changing external demands and obligations.

In the coming months, Cate will take an active role in the LLA Better Connected Lifeline initiative. We all look forward to

supporting LLA and our colleagues as they work to streamline the processes that enable us to focus on our core mission.

Thank you to our donors and a particular mention goes to our local Rotary clubs, Balgowlah, Manly and Mosman. Balgowlah continues to be a wonderful supporter of Lifeline Northern Beaches and in the coming year, Manly and Mosman will be assisting us to refurbish our premises. It will be great boost to sit in a nicer environment without having to dip into our limited funds. Every gesture, from raffle prizes to larger gestures such as cheques and a delivery van are all hugely appreciated. Please thank and support our donors at every opportunity.

Thank you to our patron, Lucy Brogden and her husband John, Chair of LLA, who are key supporters of the Northern Beaches and National Lifeline communities. Thank you to the Board for their time, support and unwavering commitment to Lifeline.

Thank you to all who enable Lifeline Northern Beaches to serve our community in whatever capacity, and to be there for people in crisis.

**Cheryl Walmsley**  
**Chair, Lifeline Northern Beaches**

# CEO Report

What a terrific progressive year we have had at Lifeline Northern Beaches! We have made huge progress over the past 12 months and none of this would have been possible without our committed, dedicated and passionate staff and volunteers.

We have invested into building our profile within the Northern Beaches community for delivering consistent high-quality services to individuals, families and carers within our community and there is still so much to do!

We continue to be a leader within the national Lifeline service with the volume of calls we respond to through our 13 11 14 service. We have also worked hard to optimise our retail network, implementing transparent and measurable systems and processes whilst also increasing revenue streams. New technologies have been embraced and we have maximised awareness and marketing initiatives for our services.

I am so delighted to have the privilege of working with a team of committed, passionate and dedicated professionals who each strive to ensure that our community have the optimum support, resources and care they require to live happy, healthy and sustainable lives.

Collaboration and partnerships are vital in delivering community services. The inaugural Northern Beaches and North Shore Empowering Young Minds Forum in June 2015 was a demonstration of LLNB leading collaboration within our community. headspace, Mind Matters, Medicare Local, NSW Police, Streetworks and a number of councils came together to deliver a powerful day with young people from over 15 high schools in the NB area.

The objectives of the day included working together to reduce the stigma and barriers within schools and our community in regards to young people's mental health. It is so important for young people to understand the significance of looking after one's own mental health whilst empowering and building the capacity of all young people to support their friends and family who may be experiencing mental health issues or emerging mental health issues. This was achieved through increasing the knowledge of good mental health & associated support systems available for young people, schools, parents and the wider community whilst raising awareness of the available information and resources. The day also provided a space for students to brainstorm ideas to help de-stigmatize mental health.

We will continue to focus on further developing meaningful partnerships with other

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

There is still much to do at LLNB and we are building strategies to increase our coverage and impact. Our programs are limited by funding and a key focus over the next two to three years is to source more funding. We plan to do this 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 need we experience daily.

Our team of staff and volunteers are all vital in delivering our strategic plan. LLNB is seeking to be a centre of excellence in being the lead provider of suicide prevention and crisis support services in our area while continuing to work tirelessly to advocate for the needs of our community.

I am so grateful to all of the LLNB staff, volunteers and Board members, our service partners and our donors and generous supporters who have all worked so hard together to achieve so many positive outcomes. Together we have carved out a strong path and I look forward to embracing the opportunities and challenges that our future presents.

**Cate Sinclair**  
CEO, Lifeline Northern Beaches





***“Demand  
for our crisis  
support services  
is on the rise”***

# ***Board & Staff Members***

at 30 June 2015

## ***Board Members***

Chairperson  
Deputy Chairperson  
Secretary  
Treasurer

Board Members

At any time during or since the financial year:  
Cheryl Walmsley (Chairperson since 28 April 2015)  
Diane Robbins  
Bruce Miller  
David Thomas (Board member since 22 July 2014 and Treasurer since 28 April 2015)

Philip Abigail, Reverend John Barker, Roger Gray (Treasurer until 28 April 2015), David Hunter, Brian Lees, Barry Williams (Chairperson until 28 April 2015)

Other Board Members during the financial year were: Kirsten Lohr until 14 July 2014 and Robert Pegley until 23 July 2014)

## ***Executive***

Chief Executive Officer

Cate Sinclair

## ***Operations and Administration***

Sustainability Manager

Events Coordinator  
Crisis Support Manager  
Administration Manager  
Finance Manager  
Payroll Coordinator  
Office Assistant  
Retail Assistant  
IT Support Services  
Office Volunteer  
Office Volunteer – Banking

## ***Counselling and Support Services***

Counselling Manager  
Counselling Coordinator  
Financial Counselling Manager  
Community Visitors Scheme Manager  
Co-ordinator, Phone Support Services  
In-Shift Support Officers

Training Manager

Sera Kumeroa  
(commenced November 2014)  
Jose Gilbert (commenced February 2015)  
Donna Favalaro  
Angela Wade  
Sarah Watts (commenced January 2015)  
Robyn Weddell-Clarke  
Ev Prone  
Maureen Young  
Michael Friend  
Robbie Wheatley  
Steve Byrne

Kathi Pauncz  
Linda Ann Paterson  
Debbie Christov  
Helen Pook  
Jenny Walter  
Jim Bell, John Harris, Sue Barber,  
Rodney Owen  
Jo Paterson

# Sustainability Team

After a brief hiatus from events at Lifeline Northern Beaches during the second half of 2014, 2015 started with a bang with a fundraiser organised by one of our very own counsellors, Norma-Jean Currie. A fun evening was had by all and Lifeline Northern Beaches was hugely grateful to receive a cheque for \$11,000. Thanks to Norma-Jean and Andrew Currie for their fantastic efforts, and to everyone who attended on the night to support.

The Scenic Manly Fun Run, organised by the Rotary Club of Manly, took place in May and Lifeline Northern Beaches was chosen to be a benefiting charity for the first time. We had a great team of Lifeline supporters who entered the fun run and had a ball! Funds raised will allow us to renovate the Balgowlah offices and provide a much needed reception area.

In June, the Sustainability Team partnered with several local stakeholders including representatives from councils, headspace, 2realise

and other community groups to host a youth mental health forum entitled Empowering Young Minds Forum. This forum was attended by 18 secondary schools from the Northern Beaches and Lower North Shore LGAs to take part in a day that worked hard to de-stigmatise mental health and to educate our youth to know what the warning signs are and where they can go for help. Lifeline Chairman John Brogden AM opened the Forum and we were delighted to have NSW Premier Mike Baird close the day. The message was simple and clear. Be brave. Speak up and get help. It's worth it.

The Rotary Club of Balgowlah has also kindly supported Lifeline Northern Beaches, with a fantastic trivia night and the always popular Rotary Golf Day.

Lifeline Northern Beaches worked together with ASX Thomson Reuter Foundation on a number of large events including a gala ball and were rewarded with a total of \$10,000 for which we are very thankful for.

*The Scenic Manly Fun Run, organised by the Rotary Club of Manly, took place in May and Lifeline Northern Beaches was chosen to be a benefiting charity for the first time.*



Dee Why RSL continued to show their enormous support by gifting \$40,000 per annum to go directly to our Crisis Support 13 11 14 centre. As do Pittwater RSL Balgowlah RSL and Frenchs Forest RSL.

Northern Beaches Credit Union continues to make an annual donation of \$5,000 as well as partaking in our community fundraising activities.

The Sustainability Team have completed a full fundraising audit and SWOT analysis which has allowed us to identify the strengths and challenges of past activities and has included the development of databases that are instrumental in moving the business forward. A brand new Sustainability Strategic Plan including a Calendar of Events has been created offering some exciting fundraising initiatives for FY15-16.

A lot of hours have been spent on developing a Stress Down Day strategic plan to involve schools, childcare centres and local businesses and we are proud to have secured almost 40 institutions to be involved in the National Lifeline Initiative in 2015. With the assistance of an incredibly talented young director from Cromer High School we have produced a Short film #Stressed which promotes Lifeline to our youth.

The website has been audited also, and we now have a new and revitalised presence on social media through Facebook (please Like us!)

We have been working hard at developing corporate partnerships with Novotel Manly Pacific and the International College of Management coming on board. We are also very happy to have the support of NSW Premier and Member for Manly Mike Baird on a number of future projects in 15/16.

**Sera Kumeroa**  
Sustainability Manager

LIFELINE PRESENTS  
**#STRESSED**  
A Tye Bate Film  
Released on Friday 24th July 2015



*With the assistance of an incredibly talented young director from Cromer High School we have produced a short film #Stressed which promotes Lifeline to our youth.*



# Telephone Crisis Support

*During the past year 140 Lifeline Northern Beaches crisis supporters answered almost 60,000 calls.*

In the past year Lifeline received a call every 33 seconds. People from all walks of life ring Lifeline looking for support in their moment of crisis. Crises vary from call to call. Our crisis supporters work with the help seekers to help them feel acknowledged and supported, empowering them to identify their strengths and the resources available to help with their current crisis.

At Northern Beaches we work to achieve the vision of an Australia free of suicide. In Australia seven people suicide each day, another 200 attempt suicide while many more think about suicide with devastating effects on families, friends, workplaces and communities.

In 2015 all Crisis supporters will update their ASIST training (Applied Suicide

Intervention Strategies Training) to ensure best practice in responding to suicidal callers. During calls we sensitively check to establish the safety of every caller. Some callers are feeling so low they cannot see an alternative to suicide. Our crisis supporters work with these callers to achieve safe outcomes.

Many callers have issues that are not life threatening but they do not have a close friend or family member to talk to so they reach out to Lifeline. "Sometimes it helps to just know that someone is listening, that you never have to be alone"

During the past year 140 Lifeline Northern Beaches crisis supporters answered almost 60,000 calls. This is a 40% increase on past years and is due to the dedication of our volunteers (31,339) coupled with

the strong work ethic of our paid crisis supporters (28,139) who worked the late shifts (10pm to 2am -Monday to Thursday and 6pm to midnight -Friday to Sunday).

All Lifeline centres are monitored against key performance indicators for quality service delivery. The Crisis supporters at Lifeline Northern Beaches have been exemplary consistently delivering standards of excellence in all areas of service delivery.

The work of the 13 11 14 service is financially supported by the Federal and State governments. It is rewarding to know that our work is acknowledged and financially supported as Lifeline's number often appears in the media following stories that might cause distress to the public.

Our service simply could not exist without volunteers - their contribution is invaluable. I want to thank our dedicated volunteers and staff for their contribution over the past year. Their role can put them outside their comfort zone which can be both challenging and rewarding. I acknowledge your commitment to ensuring a caring response to our callers. Our good works are like stones cast into the pool of time; though the stones themselves may disappear, their ripples extend to eternity.

**Donna Favaloro**  
**Telephone Crisis Support Manager**



*In the past year Lifeline  
received a call every*

**33** seconds.

# Face to Face Counselling

Our face to face counselling service operates seven days a week, both during and after office hours thanks to our qualified face to face counsellors who offer their time so generously and make this worthwhile low cost service possible. We see individuals, couples and facilitate groups through this centre. Linda-Ann Paterson has joined the face to face counselling team as Counselling Co ordinator.

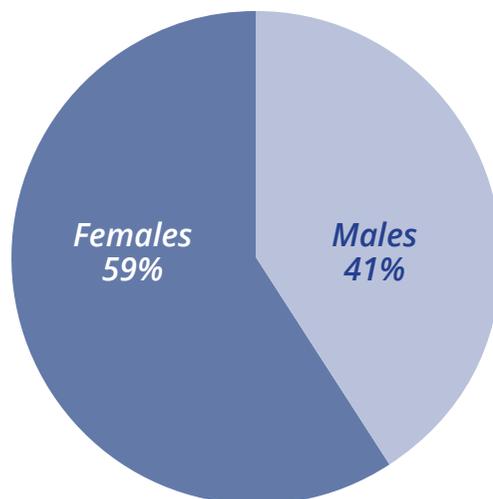
We are expanding our services and have begun to offer outreach services to clients. Lifeline Northern Beaches Inc is facilitating a New Parents group at the Kirribilli Neighbourhood Centre which has been supported by Gidget Foundation. We also offer Men's Anger Management, Suicide Bereavement, Depression, Anxiety, Grief and Loss, Quit Smoking and Women's Anger Management groups at our centre and some of these will also be offered offsite in the future. In addition, due to the ongoing support from the Kirribilli Neighbourhood Centre we are able to counsel Lifeline individual clients from there one day a week.

Lifeline Northern Beaches Inc is working with the Beach School to offer greater support to assist the school community in catering more effectively for the

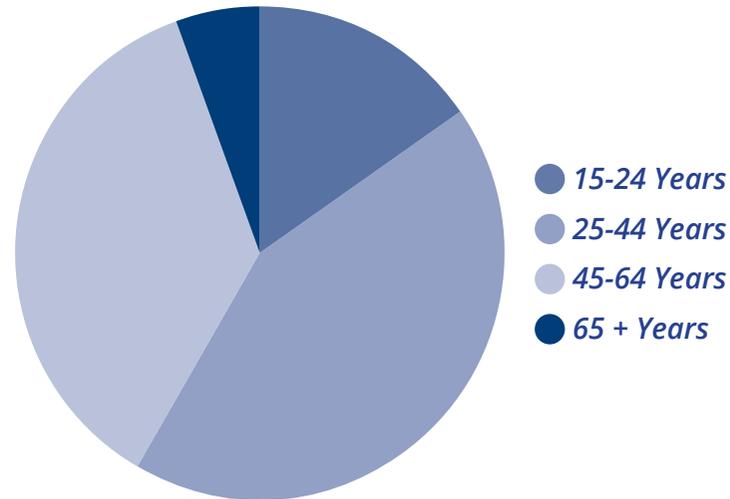
mental health and wellbeing needs of the school community. To this end we have placed a provisional psychologist at the school who provides counselling services to students and families at the Beach School. The Beach School caters for a maximum of 35 students from years 7 to 11 who typically exhibit challenging and disruptive behaviour, have low self-esteem, poor social skills and an inability to adjust to a mainstream educational setting.

Of those who attended face to face sessions 41% were males and 59% were females.

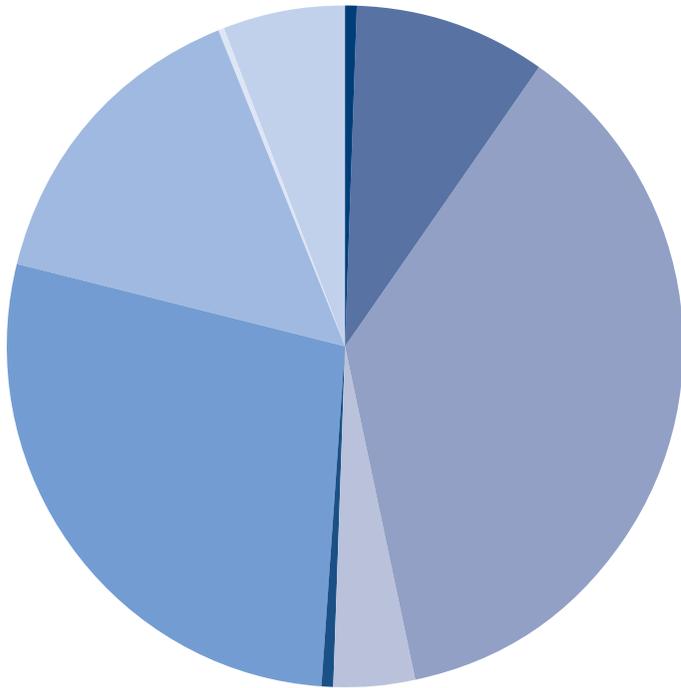
**Who attended face to face sessions**



**Age profile of consumers**



## Reasons why people have sought counselling



	Number of sessions	%
● <i>Suicide</i>	6	0.8
● <i>Adjustment &amp; Loss</i>	72	9
● <i>Family &amp; Relationships</i>	288	37
● <i>Behaviour Problems</i>	31	4
● <i>Problem Gambling</i>	3	0.4
● <i>Health &amp; Disability</i>	219	27.7
● <i>Abuse, Anger &amp; Violence</i>	122	15
● <i>Practical Help</i>	2	0.3
● <i>Self &amp; Society</i>	46	5.8
<b>Total</b>	<b>789</b>	<b>100%</b>

All of our face to face counsellors belong to relevant professional counselling organisations such as CAPA, PACFA, or the Australian Psychological Society. Lifeline Northern Beaches Inc face to face counselling service is well regarded by universities and other training organisations. These organisations are keen to continue to place student counsellors and psychologists here and all receive regular clinical supervision from me and in some cases, externally as well.

Thanks so much to Anca Sava who has compiled the statistics for the face to face counselling service on a regular basis.

**Kathi Pauncz**  
**Counselling Psychologist**  
**Counselling Manager**

# Training Services

We have completed another three courses of Telephone Crisis Supporter Training, each group has about 30 students, approximately 90 people from diverse walks of life each year. Most of the current group have completed their sit-ins and have started flying solo on the phones. This period when the students are completing their sit-ins requires a lot of time and effort from supervising Telephone Crisis Supporters (TCSs) and from staff, this group are of a particularly high standard so we are hopeful of retaining them for many years to come.

The training of the students would not be possible were it not for a dedicated and knowledgeable Training Team, so my heartfelt thanks go to them all.

Many of the students speak of the course as “life-changing”. The prime purpose of the Training Course is to train our TCSs, however the course provides listening skills, greater self-awareness and awareness of social issues that are of benefit in the wider world.

Another community benefit that flows from the course is ASIST - Applied Suicide Intervention Training a 2 day workshop that is a part of each course, therefore there are approximately 90 people trained each year in this important work, both for their work at Lifeline and in the community generally.

## *External Training*

During this year we have been delivering various training to another NGOs and to Corporations to educate the community and for fees which aid in funding services here at Lifeline Northern Beaches.

We have delivered approx. 20 Courses of interest to the community ranging from a 2 hour Domestic Violence awareness sessions to 2 day courses such as ASIST, Mental Health 1st Aid and DV-alert, an accredited course for frontline workers that teaches them to Recognise, Respond and Refer in relation to Domestic Violence.

A key growth area for Lifeline Northern Beaches is the delivery of training to the corporate sector. Workplace stress is costing the Australian economy \$14.81 billion a year. Stress related presenteeism and absenteeism are directly costing Australian employers \$10.11 billion a year. 3.2 days per worker are lost each year \* We seek to educate businesses to ‘recognise, respond and refer’ to help in minimising work place stress and to recognise the early signs of an emerging mental health concern of an individual.

**Jo Paterson**  
**Training Manager**

\*Source: Medibank.com.au

# Community Visitors Scheme

The Community Visitors Scheme (CVS) is a Federal Government initiative designed to establish links between people living in aged care facilities & their local community. LLNB are funded for 42 volunteers. At the end of June 2015, we had 43 volunteers visiting 46 residents in 5 nursing homes and 6 hostels between Manly and Collaroy.

As coordinator of the programme, I attend the CVS Coordinators Northern Metropolitan meetings every second month and locally attend the Volunteer Coordinator's Forum quarterly. I regularly make contact with the staff of the Nursing Homes and Hostels that we are funded to visit.

The highlight for the CVS volunteers and me is the month of November where the program invites for the volunteers to enjoy the annual Christmas Breakfast at a local restaurant. This simple gesture is to say thank you to our volunteers for their commitment and dedication to their clients that they visit. It is a great opportunity for them to come together to acknowledge and support one another in the valuable work that they do.

Monthly, we host mandatory meetings with the volunteers to help support them in their roles. We engage expert resources in specific areas to help the team manage some of the challenges that they experience in their roles of working with the frail, isolated and elderly. During FY15, we covered a number of topics including Loss & Grief, Dementia, and Boundaries & Duty of Care.

I would like to take this opportunity to thank all of our volunteers for the commitment they have given to their 'friends' during the past year. I also include thanks for Dana's weekly volunteer work in the office. And a big thank you to all the Lifeline office & support staff. I extend a warm welcome to Lyndall Calcraft who has joined CVS as a permanent part time Coordinator 4 hours a week. She will also do holiday relief in my role.

**Helen Pook**  
**Coordinator**

Community Visitors Scheme

*Currently there are 13 men & 30 women. 5 children & 1 dog, Enzo, visiting. Our youngest volunteer is 6 months old!*

*Of our 43 volunteers, 7 work part time & 8 full time*

*During Volunteer Week 2015 badges and certificates were presented to volunteers, 12 x 1 year badges and 2 x 5 year badges.*

*During the same one year period 10 residents were admitted to the program, 7 residents passed away and 6 were discharged due to changed health status*

# Other Services

## **Call Back Services**

This service continues to be extremely vital in supporting people in crisis and is delivered in three tiers:

1. Clients receive one to three phone calls from the Call Back Service Coordinator where their current risk and situation is assessed, their potential responsiveness for ongoing phone support and they are provided referrals and linkages to appropriate help seeking resources that operate within their communities.

2. Over a longer term, the Suicide Crisis Support Program (SCSP) is offered to clients who report suicidal thoughts. The SCSP involves a number phone conversations over a 6-8 week period. During this period, we work with the client to develop and 'sure up' their safety plan, support the engagement of protective factors and encourage the client to reach out to local services providers.

3. Our Care-ring Program is offered to the lonely and isolated. The average period that this service is offered is over six to eight phone calls.

Our services assist clients to function effectively by encouraging and assisting their access to, and use of, professional and informal support networks within their community.

Referrals come predominantly from the National Lifeline Crisis Line; however, Lifeline Northern Beaches face-to-face and financial counselling services also refer clients into our call back service.

In August 2014, we farewelled Linda Newcomb, coordinator of the program and welcomed Jenny Walter in November 2014. We are experiencing an increase in demand for our call back services and we are working on an expansion strategy to increase our support to more people with a focus on engaging youth.

## **Financial Counselling**

The demand for financial counselling services in the Northern Beaches area is at an all-time high while funding appears to be in decline. During FY15, we experienced over a 20% increase in presentations to our Financial Counselling service despite a period of 4 months between coordinators.

Honora Corbett left LLNB in August 2014 and Debbie Christov commenced in February 2015. Debbie hit the ground running and while servicing the increasing volume of presentations to the service, is also out and about in our community attending interagency meetings to help in increasing the awareness of our Financial Counselling service. Again, we are developing a growth strategy for this service to help in catering for the increased demand.

**Cate Sinclair**  
CEO, Lifeline Northern Beaches

A woman with short brown hair, wearing a black top and a brown cardigan, is smiling at the camera. She is standing in a clothing store with racks of various garments, including jeans, shirts, and hats, visible in the background. The lighting is bright and indoor.

***“Increasing the value and volume of good donations is an increasing challenge. We work hard to develop loyal donors that give to Lifeline Northern Beaches”***

# Retail Report

We have enjoyed a solid year in retail, delivering over \$1.6m in revenue across 7 retail outlets. During the period, we trialed a \$1 and \$2 shop at 267 Harbord Road selling B grade clothing and accessories. While this initiative received great traction in the market, the location made profitability challenging due to indirect costs, lack of parking and difficult access.

We have consolidated the reporting requirements within the network, implemented consistent branding across locations and stringent WHS and risk management strategies. We have also centralised stationary requirements and commenced conversations around other strategies to optimise logistics and costs within the retail network. We have been successful in reducing bank fees through consolidating with one supplier, the rationalisation of waste costs and a review of donation points out in the market. We have also commissioned the building of a bespoke trailer to be able to respond to flexible donations

Thank you to the Managers for their commitment and focus in embracing the introduction and implementation of these initiatives and you are to be commended for your efforts.

Communicating the Lifeline Northern Beaches purpose to our customers is integral in developing and maintaining relationships and building loyalty with our customers which in turn helps in building donation volumes and values for sale. This approach is certainly making a difference to the value and volume of donations coming through the network.



A big thank you to Manly Rotary for their generous donation of a tag and test machine meaning that we can now sell small electricals through the shops. Steve Ashley completed the tag and test course in May and has commenced getting approved items out to the network for sale.

A lease extension was negotiated for Manly shop and the Warehouse has implemented regular opening and closing hours to cater for donation volumes and frequencies. We farewelled Simone Nesbitt Manager of Manly and Amber Licardy Manager of the Brookvale shop – thank you to both ladies for their great support of Lifeline Northern Beaches.

I wish to warmly thank all the Retail staff for a wonderful year and for their tireless support for Lifeline Northern Beaches.

**Cate Sinclair**  
CEO, Lifeline Northern Beaches

# Shop Locations

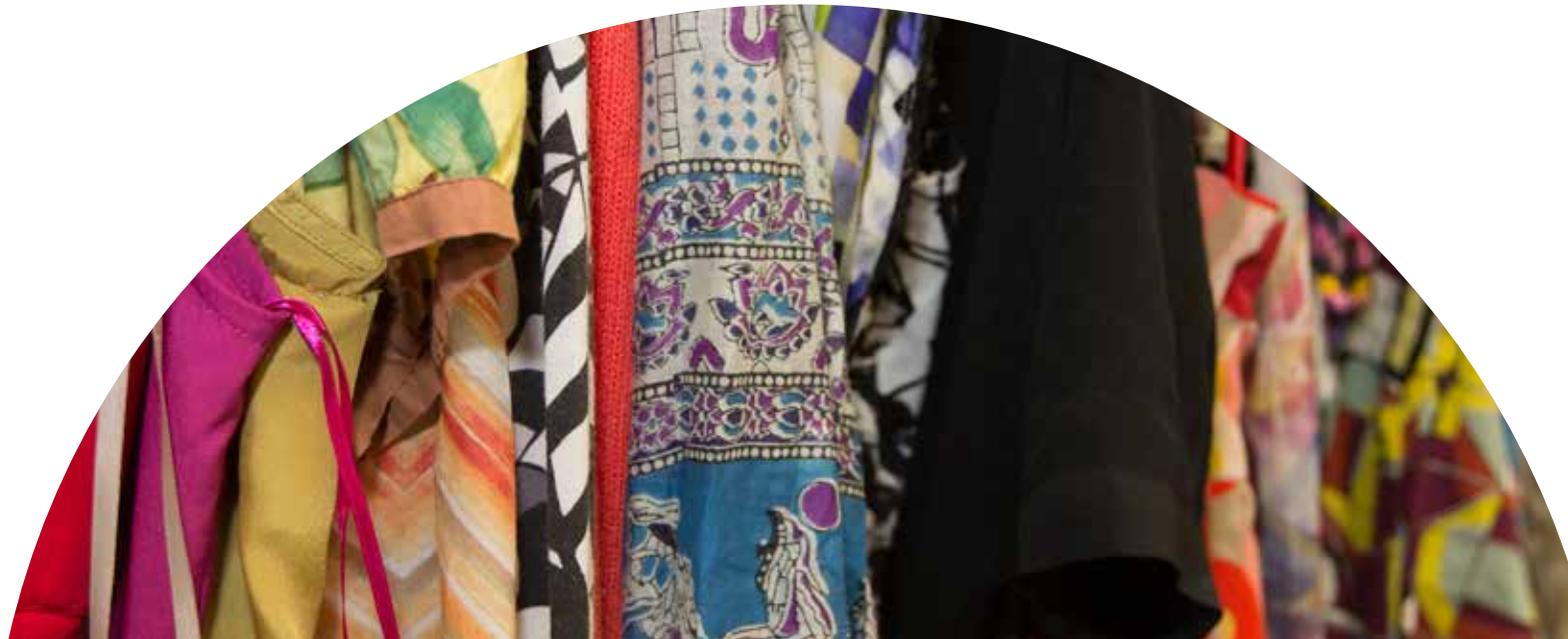
Opening Hours	Phone	Address	Manager / Supervisor
<b>Avalon Beach</b> Mon-Fri 9-5pm Sat 9:30-4pm	9918 5141	683 Barrenjoey Rd Avalon Beach 2107 <i>At the bus stop,            before Avalon Pde.</i>	Sharon Malcolm: Mon – Fri S - Ginni Train: Sat  <a href="mailto:avalonshop@lifelinenb.org.au">avalonshop@lifelinenb.org.au</a>
<b>Balgowlah</b> Mon-Fri 9:30-5:30pm Sat 9:30-4pm	9949 1177	120 Condamine Street Balgowlah 2093 <i>Opp Stocklands (Totem)            Shopping Centre</i>	Kris Kwanten: Mon, Wed, Thurs & Fri S - Robyn Park: Tues & Sat  <a href="mailto:balgowlahshop@lifelinenb.org.au">balgowlahshop@lifelinenb.org.au</a>
<b>Cremorne</b> Mon-Fri 9 – 5pm Sat 9:30-4pm	9953 3701	112 Cabramatta Rd Cremorne 2090 <i>Between Military Rd &amp; Spofforth            St across from the entrance to            IGA Cremorne's car park</i>	Johana Funayama: Tues – Fri S - Maureen Chambert: Mon + Sat  <a href="mailto:cremorneshop@lifelinenb.org.au">cremorneshop@lifelinenb.org.au</a>
<b>Dee Why</b> Mon-Fri 9 – 5pm Sat 9:30-4pm	9972 2468	904-906 Pittwater Rd Dee Why 2099 <i>Opposite the Warringah Council            car park, north side of Howard Ave.</i>	Laura Cramer: Tues - Fri S - Robbie Wood: Mon + Sat  <a href="mailto:deewhyshop@lifelinenb.org.au">deewhyshop@lifelinenb.org.au</a>
<b>Forestville</b> Mon-Fri 9 – 5pm Sat 9:30-4pm	9453 3980	Suite 5, 47-49 The Centre Forestville 2087 <i>The Centre runs between            Starkey &amp; Darley Streets</i>	Jackie van de Walle: Tues – Thurs Laura Cramer: Mon S - Jay McHugh: Fri & Sat <a href="mailto:forestvilleshop@lifelinenb.org.au">forestvilleshop@lifelinenb.org.au</a>



<b>Opening Hours</b>	<b>Phone</b>	<b>Address</b>	<b>Manager / Supervisor</b>
<b>Manly</b> Mon-Fri 9 – 5pm Sat 9:30 – 4pm Sun 10 – 3pm	9977 1038	46 Sydney Rd Manly 2095 <i>Old NAB bank site at corner of the            open-air plaza, near Post Office</i>	Hanne Bruun: Mon - Fri S – Annie Stevens: Sat Anikka Edsberg: Sun <b><a href="mailto:manlyshop@lifelinenb.org.au">manlyshop@lifelinenb.org.au</a></b>
<b>Mona Vale</b> Mon-Fri 9 – 5pm Sat 9:30-4pm	9979 8045	Shop 1, 2 Bungan Lane Mona Vale 2103  <i>North off Waratah St</i>	Sharyn Watson: Mon – Fri S – Marlene Aitken & Enid Donnelly  (alternate Saturdays) <b><a href="mailto:monavaleshop@lifelinenb.org.au">monavaleshop@lifelinenb.org.au</a></b>
<b>Warehouse            and Book Room</b> Mon-Fri 8:30-3.00	9939 9746	267 Harbord Rd Brookvale 2100 <i>5th driveway past Officeworks &amp;            council car park but no parking on            Lifeline site. (Can park in Council            car park in front of OfficeWorks)</i>	Maggie Hunter: Mon – Fri  <b><a href="mailto:warehouse@lifelinenb.org.au">warehouse@lifelinenb.org.au</a></b> <b><a href="mailto:bookroom@lifelinenb.org.au">bookroom@lifelinenb.org.au</a></b>

Retail Systems Supervisor

Jackie van de Walle: Mondays



# The Book Room and our Book Fairs



Book fairs are held 4 times a year and are an integral part of the fabric of the Northern Beaches, as well as being a revenue and awareness generating component for LLNB.

In 2014/15 the 4 Book Fairs generated \$140,000 for LLNB and were run entirely by committed and passionate group of volunteers...an extremely proud achievement.

A Book Fair is about customers – our community. People who have a genuine love for books; books to read, books to hold, books which engender discussion and reflection.

Over 1,600 LLNB Book Lovers and community members come to our book fairs – whatever their passion is during the two and a half days of a LLNB Book Fair.

You need to be at the Book Fair to feel the ambience and to feel the energy which is created by so many people excited about what is on offer in the one small space where 25 000 books are lovingly displayed.

We are proud of the quality of what we present and regularly we receive comments like:

*"We wouldn't miss the Book fair- we go to every one."*

*"My arms are dropping off... I have chosen too many books."*

*"The layout is so easy and it makes browsing such fun."*

*"I am so happy, I have found the book I have been chasing up for some time."*

*"My kids are readers because I buy them SO many books from your Book Fairs- and then donate them back a few years later." (Our favourite comment!)*

Our Bookies (Book Room volunteers) sort, clean, price and pack books between the Book Fairs. Their passion and knowledge for books is exceptional, combined with a desire for presenting books in the best possible condition for sale at Book Fairs or through our 7 retail outlets.

In 2014/15, 70 volunteers assisted at our Book fairs. Our thanks in abundance go to each volunteer from the community of regular and loyal volunteers, to school students, NAB/MLC and ANZ banks and most recently the St Matthews Youth Group in Manly for their support and volunteer hours.

Our dedicated Book Fair Committee is made up of David and Wendy Hunter, Denise and Robert Barrack, Bede Alexander, Roger Gray, Glenice Bland, Denis Lynch and Malcolm Woolford volunteer many hours of their time to the behind the scenes work of organising our Book Fairs including logistics, transport, bump in and out, securing the venues, catering and rostering, signage, marketing and publicity. A wonderful team of committed people who make our Book Fairs possible and so successful.

We have introduced some new initiatives into our Book Fairs including a category called 'Prize winning authors', A silent auction of valuable and collectable books, Collectables for kids, CD's and DVDs and Jigsaws and Games.

A new initiative has proven successful with the 'overs' from our Book Fairs going into our Manly store for sale. Through this initiative we have been able to establish a new revenue stream for Lifeline Northern Beaches.

Next year, we are seeking to expand our Book Fairs into the Mosman/Neutral Bay areas, strategies to diversify our marketing and publicity efforts to increase customer numbers and optimise donation volumes.

**Glenice Bland**  
**Volunteer Book Coordinator**

*When you have a  
book in your hand;  
you have a friend  
beside you*



# ***Our key opportunities*** ***in the next 12 months***



*Continuing to educate  
our market*

*Delivering targeted  
and accessible  
services through a  
combination of in and  
out reach services*

*Connecting with  
young people*

*Identify and engage a  
number of community  
Ambassadors*

*Increasing revenues  
and financial  
efficiencies in retail,  
counselling and  
training services*

*Increasing volunteer  
numbers*

*Increasing  
engagement with the  
local community*

*Maximising the  
opportunities  
presented by new  
technologies*

*Communication and  
transparency*

***“Community engagement with a focus on youth is a core growth focus for Lifeline Northern Beaches”***



# Treasurer Report

The loss of \$5,163 can be considered a satisfying result for the organisation in light of a very challenging year. There is no doubt that competition for the 'charity dollar' is becoming increasingly competitive and the days of relying on simple 'donations' are long since past. This being the case, the efforts of the eight stores should be congratulated together with the many volunteers that donate their precious spare time to help raise funds at our signature Bookfairs and fundraising events.

Total revenue over the period increased, however it is noted that expenses have also increased at a greater rate, in particular staffing costs. The reliance of federal and state funding is noted and without such it is acknowledged the organisation would not be able to operate within its current level of service delivery. Your board continues to be aware of this and in this regard recognises the need to expand and develop alternative and independent revenue streams for the organisation to cover an increasing cost base.

*LLNB moves towards the financial year of 2016 with a strong balance sheet, no material financial risks and well-managed working capital.*

LLNB moves towards the financial year of 2016 with a strong balance sheet, no material financial risks and well-managed working capital. An emphasis on corporate training together with a focus on business process improvement will be the focus for the finance team in FY16.

As mentioned above LLNB effectively 'competes' in an increasingly competitive sector for very limited funds. With this in mind the fundraising aspects of the organisation will become an important focus for FY16 and I urge the 'LLNB family' to get behind our fundraising team and help spread the message and raise the profile to ensure we maximize revenue opportunities which will help us to provide the services so desperately needed for the people of the Northern Beaches and beyond.

The arrival of Sarah Watts has strengthened the finance team and has provided a reliable and solid resource for the organisation. Your Finance Committee is well resourced with a mixture of LLNB operational expertise and commercial experience, not to mention good humor and dedication to the cause! In this regard I thank my fellow Finance Committee members Roger Gray and Brian Lees together with the efforts of Sarah for their many hours and patience in putting up with my many questions and posturing's in my first reporting year as Treasurer.

**David Thomas**  
Treasurer

## Statement by the Board

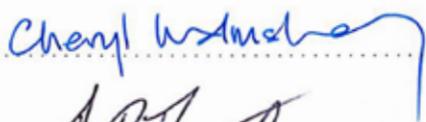
The Board has determined that Lifeline Northern Beaches Inc. is not a reporting entity.

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 :

1. This Financial Report 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:

Chair  ..... CHERYL WALMSLEY

Treasurer  ..... DAVID THOMAS

Dated this 9th day of September 2015

# Profit and Loss Statement

for the Year Ended 30th June 2015

	30 Jun 2015 \$	30 Jun 2014 \$
<b>INCOME</b>		
Retail Operations	1,622,179	1,630,917
Donations and Bequests	20,505	64,251
Administration & Other	66,277	16,215
Bookfairs	141,340	145,826
Fundraising	116,923	127,836
Grants	739,058	404,440
Telephone Counselling	70,680	77,458
Personal Counselling	7,684	11,590
Interest	8,342	7,544
<b>TOTAL</b>	<b>2,792,988</b>	<b>2,486,077</b>
<b>EXPENSES</b>		
Retail Operations	1,237,708	1,432,963
Administration and Office	476,232	176,386
Fundraising	92,931	125,165
Bookfairs	57,110	68,563
Telephone Counselling	729,095	443,348
Personal Counselling	119,931	123,403
Financial Counselling	13,361	33,101
Welfare	26,222	54,370
Depreciation	45,561	38,767
<b>TOTAL</b>	<b>2,798,151</b>	<b>2,496,066</b>
<b>DEFICIT</b>	<b>(5,163)</b>	<b>(9,989)</b>

# Balance Sheet

for the Year Ended 30th June 2015

	30 Jun 2015 \$	30 Jun 2014 \$		30 Jun 2015 \$	30 Jun 2014 \$
<b>ACCUMULATED FUNDS</b>	<b>1,599,121</b>	<b>1,610,719</b>	<b>Less: CURRENT LIABILITIES</b>		
Add Asset Revaluation Reserve	676,124	676,123	Creditors and Accruals	10,885	68,723
Donated Assets at Valuation	29,156	29,156	Superannuation	43,834	31,229
Deficit for the Financial Year	(5,163)	(9,989)	Group Tax	16,969	12,355
	<b>2,299,238</b>	<b>2,306,009</b>	Provision for Annual Leave	104,505	58,493
			TOTAL CURRENT LIABILITIES	176,193	170,800
These Funds are represented by:			NON-CURRENT LIABILITIES		
<b>CURRENT ASSETS</b>			Provision for Long Service Leave	34,770	25,806
Cash at Bank	230,736	262,533	TOTAL NON-CURRENT LIABILITIES	34,770	25,806
Development Funds	118,210	116,997			
Debtors and Prepayments	81,913	28,346	<b>TOTAL LIABILITIES</b>	<b>210,963</b>	<b>196,606</b>
Net GST	1,822	7,641			
<b>TOTAL CURRENT ASSETS</b>	<b>432,681</b>	<b>415,517</b>	<b>TOTAL ASSETS Less TOTAL LIABILITIES</b>	<b>2,299,232</b>	<b>2,306,009</b>
<b>NON-CURRENT ASSETS</b>					
310 Sydney Road Land	900,000	900,000			
310 Sydney Road Buildings	861,796				
less Depreciation provision	315,319	570,000			
2/267 Harbord Road Land and Buildings	538,665				
less Depreciation provision	33,921	511,550			
Fixtures, Fittings, Equipment, Plant and Vehicles	238,560				
less Depreciation provision	142,051	81,258			
Deposits Held	29,790	24,290			
<b>TOTAL NON-CURRENT ASSETS</b>	<b>2,077,520</b>	<b>2,087,098</b>			
<b>TOTAL ASSETS</b>	<b>2,510,201</b>	<b>2,502,615</b>			

# Notes to the Financial Statements

for the Year Ended 30th June 2015

## 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 record the net amount of GST recoverable from the Australian Taxation Office.

### *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.

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

# Notes to the Financial Statements

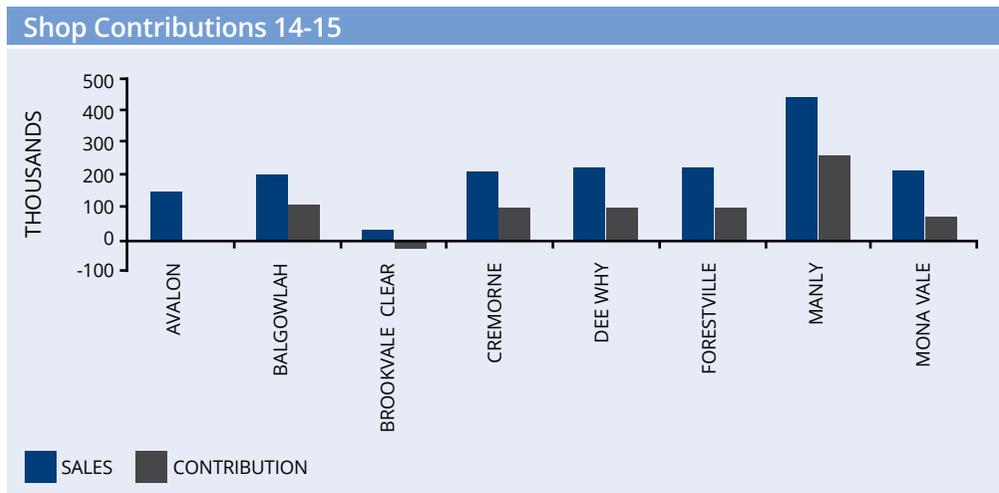
for the Year Ended 30th June 2015

## Government Funding

Lifeline Northern Beaches is dependent on government funding in the form of grants from the NSW Health Ministry and Commonwealth Government. These grants included funding for the paid weekend service, Community Visitors Scheme and Emergency Relief Fund. Note that these grants are included within the total amount of grants received of \$739,058.

## Retail Operations

The following table provides additional detail in regard to the shop performance for the financial year 30 July 2014 to 30 June 2015:



## 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 film night, a fashion parade, raffles, four book fairs and sundry activities.

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

I, Cheryl Walmsley, 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.

9 September 2015

Dated .....

# Independent Audit Report

## 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 30<sup>th</sup> June, 2015 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 of Management'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.

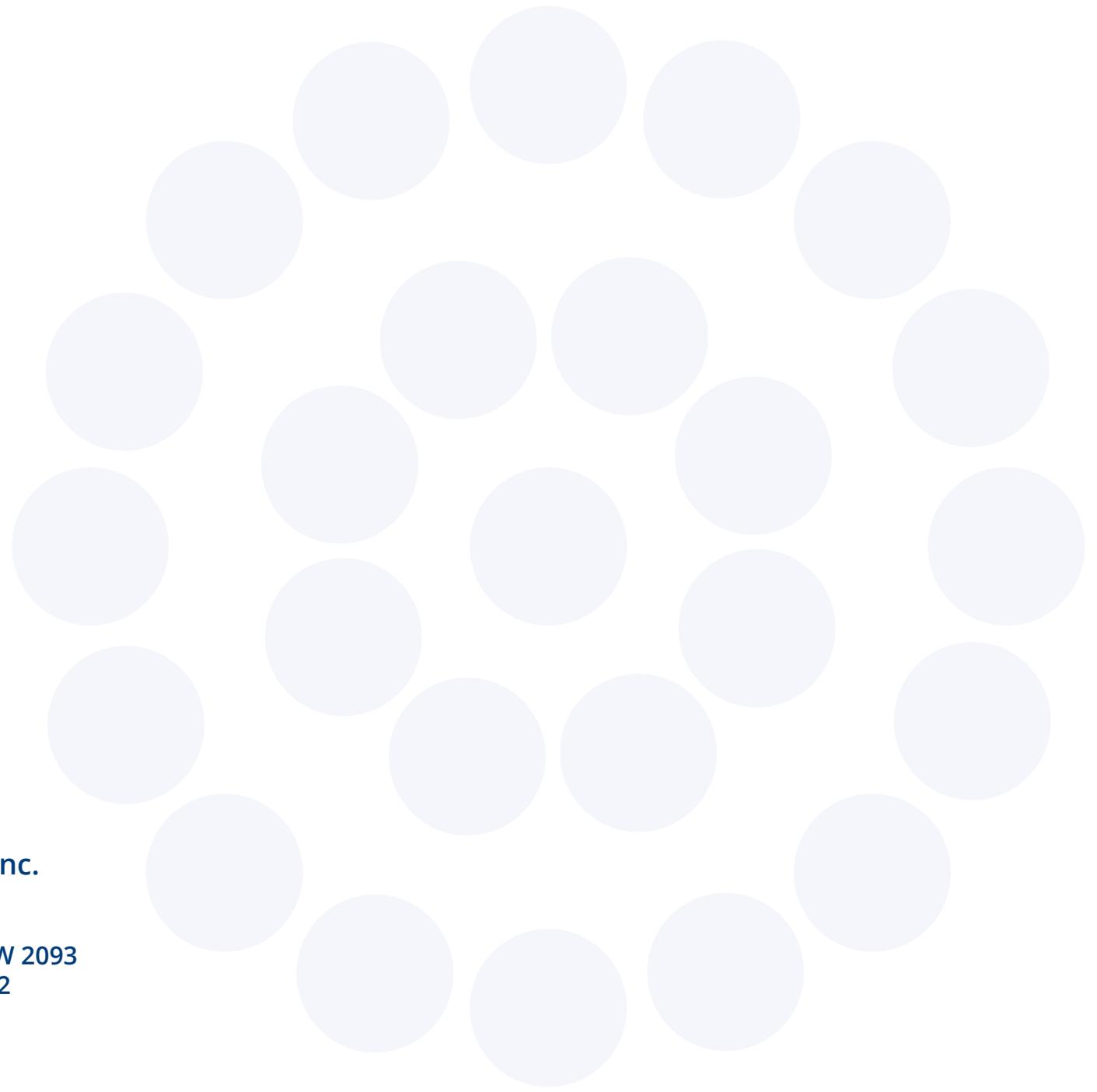
### Qualified audit opinion

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 30<sup>th</sup> June, 2015 and the results of its operations for the year then ended.



BARRIE PITT  
Registered Company Auditor  
No: 3469

9<sup>th</sup> September, 2015



**Lifeline Northern Beaches Inc.**  
ABN 205 250 79489

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