

Annual Report



2022

2023



Lifeline Macarthur and Western Sydney is part of a national network providing all Australians experiencing emotional distress with access to 24-hour crisis support and suicide prevention services.

We exist to ensure that no person in Australia has to face their darkest moments alone and are committed to empowering Australians to be suicide-safe through connection, compassion and hope.

We are available to listen, without judgment, to any person in Australia who is feeling overwhelmed, experiencing crisis or longs to be heard.

We are unique in having a national reach but a local approach, connecting people and delivering services in response to the immediate needs of the communities in which we operate.

Our centres are located on the traditional lands of the Tharawal and Darug people. We pay our respect to their elders past, present and emerging, and are grateful for their custodianship of the land over thousands of years.

The organisation stretches across 16 local government areas in Sydney's West and South West, the Southern Highlands and Southern Tablelands, and provides vital support services to approximately 2.5 million Australians.

The local government areas in our catchment are Blacktown, Blue Mountains, Camden, Campbelltown, Canterbury-Bankstown, Cumberland, Fairfield, Goulburn-Mulwaree, Hawkesbury, The Hills Shire, Liverpool, Parramatta, Penrith, Wingecarribee Shire, Wollondilly, and Queanbeyan-Palerang Regional Council.

Lifeline Macarthur and Western Sydney is an entity of the Uniting Church in Australia Synod of NSW & ACT and its Board is appointed by Parramatta Nepean Presbytery to govern its health and community service activities.

We are a Public Benevolent Institution, registered as a charity with the Australian Charities and Not-for-Profits Commission and endorsed as a Deductible Gift Recipient.

Responsibility for this document lies with Lifeline Macarthur and Western Sydney.

ABN: 72 419 187 282

CONTENTS

2022-2023 Highlights	5
Board Report	6
CEO Introduction	8
OUR WORK	9
Crisis Support	10
Suicide Prevention & Bereavement	11
Suicide Prevention Case Study	12
Training	13
Financial Counselling	14
Financial Counselling Case Study	15
Retail Operations	16
Volunteer Highlights	17
Community Engagement and Events	18
Reverend Alan Walker Fellows	20
OUR PEOPLE	21
Our Workforce and Board	22
Financial Results 2022-2023	24
Statement of Profit and Loss	25
Statement of Financial Position	26
HELP US CREATE SUICIDE SAFER COMMUNITIES	27





HIGHLIGHTS

508
Financial
counselling
clients

\$3.1
Million
in retail
sales

Calls
answered
107,040

1,578
Community
members
trained

80,000
Hours
donated
by retail
volunteers

A year of challenge and change, 2022-23 has seen Lifeline Macarthur and Western Sydney move forward positively with our finances, operations and community connections.

With the support of our resilient staff, volunteers, Board and community sponsors we are focusing on growing and developing the quality and impact of our services, as we emerge from a difficult period that affected our finances, retail and volunteers.

Sixty years ago, the Rev. Alan Walker had a call that would change his life. A man called him in need and a few days later died by suicide. Out of compassion and concern for those isolated, struggling and at risk of dying by suicide, Lifeline was born. That initiative has grown to 41 Lifeline centres across Australia.

In Macarthur, South West Sydney and Western Sydney, local people have been providing extraordinary support for all kinds of people in their darkest hours for over 45 years. We are a part of both the Lifeline Australia network and the Uniting Church in Australia, holding together that original vision of being a source of compassion and hope in times of crisis.

In 2022-23, crisis supporters at our centres in Smeaton Grange and Parramatta answered 107,040 calls from help seekers on the 13 11 14 number. Some of those calls were from people in deep distress. Life crises are not planned, and that is why Lifeline is available 24 hours a day, seven days a week. To provide this support requires a significant commitment from staff and volunteers, who may be asked to take calls on Tuesday at 2pm, Thursday at 9pm or Sunday at 2am.

As the demand changes, our teams need to respond to ensure that the service is available when needed. This can be challenging at times, so we are planning to introduce satellite locations and work from home options for crisis supporters answering Lifeline's crisis support line on 13 11 14.

It's important that someone is there for those in crisis. But it is just as important to grow community capability so that there is a broad network of support for those who find life's challenges affect their mental health and wellbeing. Our training courses are popular and our training team has an excellent reputation for providing easy-to-understand, high-quality courses and workshops. We delivered 130 funded community workshops and trained 1,578 local community members.

Our mobile outreach van visited 30 community events, providing information and resources about mental health and suicide prevention. Our suicide prevention team, funded by South Western Sydney Primary Health Network, has provided leadership in suicide prevention across South West Sydney and our rapid response service in Fairfield and Liverpool offered tailored support to families, educational facilities and diverse communities after suicides.

We are grateful for the government funding that subsidises our crisis support telephone services and training programs. Through Lifeline Australia and the South Western Sydney and Western Sydney Health Districts our government funding supports about 48% of our suicide prevention team and crisis supporters on 13 11 14.



**Tina
Rendell-Thornton**

**Lifeline Macarthur and
Western Sydney
Board Chair**

BOARD REPORT

Funded by local businesses, donations our retail outlets, our financial counselling services were in high demand over the last year. Our three counsellors have negotiated tirelessly with companies and banks to ensure that families and vulnerable individuals don't end up homeless or suffering serious mental health issues due to financial stress. As there are limited services like this in our area, we are very grateful for the donations which support this program.

In the last financial year our Lifeline Macarthur and Western Sydney shops provided 38% of our income to support our crisis and community services. Our shops have a number of purposes. They provide low-cost goods, promote recycling of clothes and household goods, encourage community engagement and raise funds to support the work of Lifeline Macarthur and Western Sydney. Our shops are social enterprises that raise revenue to ensure our crisis support, financial counselling and outreach services can continue as and where needed.

Our sponsors, particularly in Macarthur and South West Sydney, have provided tremendous support this year. Businesses, local clubs, Rotary and individuals provided nearly 8% of our funding this financial year. Thank you to our longstanding and newer sponsors; we wouldn't exist without your support (see page 19).

We are very grateful to those who supported the Annual Gala Dinner and the Lifeline 60th Anniversary Ball. These were times of fun and good food but also a reminder of the role of individuals and communities in promoting positive mental health and the contribution Lifeline makes towards keeping Australia suicide safe.

Community support comes in different ways: financial support, volunteering in our shops and services, gift wrapping; donating clothing and goods to our stores, providing a free stall at an event, organising and volunteering at fundraising activities, providing opportunities to speak at events, and providing administration and pro bono specialist support. Thank you to all those people who contribute to Lifeline Macarthur and Western Sydney in so many ways.

With some changes in our leadership team and Board in the last year we are growing our skill base and exploring new approaches to providing our services. Our Board continues to bring on new directors with a range of skills appropriate to the development of the organisation.

A big thank you to our entire team of staff and volunteers who have had to navigate through some challenges and changes over the last year. We are fortunate to have such a committed and resilient team.

Thank you also to our CEO Veronica Macdonald, who came on an interim 12-month contract, and has contributed to the significantly improved financial and operational position we are in today compared to 12 months ago.

And thank you to our Board of Directors who have spent considerable time ensuring that this critical organisation and its services can continue in an effective and sustainable way.

Lifeline Macarthur and Western Sydney exists because ordinary people are willing to step up and commit their time to support others - ordinary people making an amazing difference.



CEO REPORT

As I reflect on the past year, I am filled with immense pride and gratitude for what Lifeline Macarthur and Western Sydney has accomplished. This year has been a remarkable chapter in our story of service, resilience and community engagement.

In these times of increasing stress and anxiety in our community, with constant demand for our services, our team has risen to the challenge magnificently. I am overwhelmed by the dedication, passion and commitment demonstrated by everyone involved - from our agile and adaptable staff to the incredible volunteers across our Crisis Support, Suicide Prevention, Training, Outreach, and Retail and Distribution departments.

Our national service hotline 13 11 14 has undergone significant enhancements in the past 12 months, a task that was no small feat given the complex requirements and demands on our management team, centre supervisors, in shift supervisors, and crisis supporters. Yet we not only persevered but also excelled, implementing new systems and adjustments that have dramatically improved the effectiveness of our services. The transformation of this crucial service would not have been possible without the enthusiastic participation of our volunteers and paid staff.

Engaging with communities and businesses remains a cornerstone of our operations. Our financial turnaround was made possible through an outpouring of support in the form of donations, grants, special events, and in-kind and pro-bono contributions. This wave of generosity has been incredibly humbling and inspiring.

We have nurtured and expressed our gratitude for these important relationships by actively participating in various community events and networks, including chambers of commerce meetings, the South West Networking Group (Camden), the South West Sydney Tourism Taskforce, and BNI Morningstar gatherings. Experiencing such generosity and kindness over the last 12 months has reaffirmed my belief in the strong, cooperative relationship that Lifeline Macarthur and Western Sydney maintains across our communities.

As the new CEO, I am deeply touched by how welcoming everyone has been and how seamlessly we have come together to uphold the values of compassion, community service, and mental wellbeing. Personally, I have experienced first-hand what it is like to work alongside the most incredible volunteers so that ... *no person in Australia has to face their darkest moments alone.*

On behalf of Lifeline Macarthur and Western Sydney, I want to extend my heartfelt gratitude to the communities we serve, our business and club partners, Rotarians and, most importantly, our unparalleled team of volunteers, Board members and staff. Your collective efforts have created a ripple effect of hope, reassurance, and life-saving interventions that is felt throughout our community.

We move on with confidence to further broaden our impact, fortified by our successes and learnings, and the knowledge we have so many committed allies who share our vision.

Thank you for an extraordinary year.



**Veronica
Macdonald**
Chief Executive Officer



OUR WORK



107,040
calls
answered

Lifeline Macarthur and Western Sydney Crisis Supporters at Parramatta and Smeaton Grange answered 107,040 calls in 2022-23.

We are incredibly grateful for the contribution made by each Crisis Supporter. They generously offer their time to provide non-judgmental and confidential support to our help seekers.

The dedication and ongoing commitment towards reaching and maintaining accreditation is to be applauded.

The aftermath of Covid and significant increase in paid shifts led to many crisis supporters feeling the pressure and demand on our service. We are proudly bouncing back, practising self-care and working towards renewing our volunteering spirit.

We welcomed the introduction and progressive transition from physically present in-shift support supervisors towards a centralised in-shift support supervisor (CISS) system – a digital system covering crisis supporters nationally, with communication through their computers.

Adapting to the transition required patience as both centres were accustomed to in-shift supporters. We are forging ahead with a strong focus on providing greater opportunities and pathways for our valued crisis supporters. We are piloting remote crisis support shifts and exploring the endless possibility of increasing our footprint in the rural and isolated areas of our region.

CRISIS
SUPPORT

SUICIDE PREVENTION AND POSTVENTION SERVICES

Our vision is an Australia free from suicide and our commitment has been recognised by South Western Sydney Primary Health Network (SWSPHN), which funds and supports the services we provide to the community.

Services provided in the past year:

The **Lifeline Aftercare Program** is phone-based support by a crisis supporter for those who have had a suicide attempt or are having thoughts of suicide. Calls are made at an agreed time where we will see what has been happening since we last spoke, check if they are having thoughts of suicide, go over their safety plan and offer any help we can, such as linking them with support services.

The **Eclipse Support Group** is for adults who have survived a suicide attempt or are having thoughts of suicide. This closed eight-week support group offers a safe space where they can talk openly about their suicide attempts and thoughts with others who have a similar lived experience. Various topics are explored, such as what leads to thoughts of suicide, how to cope with thoughts of suicide, giving and receiving support and what resources may be available.

The **Suicide Bereavement Support Group** is for adults who have lost a loved one to suicide. Our monthly open group and four-week closed groups offer a safe space to explore suicide bereavement with others who understand the enormous loss and grief they are experiencing. Topics covered include self-care, grief, guilt, stigma, continuing bonds with loved ones and how to mark anniversaries and special events.

Suicide Prevention Networks are monthly meetings we chair to bring together health, education, community organisations and community members to share information and identify community collaborative responses and prevention strategies to increase suicide education and reduce stigma. There are four networks currently running, covering the areas of Liverpool, Fairfield and Bankstown, Macarthur, and Western Sydney. We also attend meetings in the Southern Highlands.

Wellbeing Groups for Work Development Order (WDO) participants. People who meet the criteria set by Revenue NSW apply for Lifeline to sponsor them for a WDO and pay off their fines by attending an online Zoom Wellness Group. Some of the topics we have covered include overthinking, motivation, goal setting, procrastination, and unhelpful thinking styles.

The **Mobile Outreach Van** has been busy over the year attending various community events, offering resources and community support by our Suicide Prevention Team and members of Crisis Support. Events we attended included Mr Perfect BBQs, Fairfield Police and Community Expo, Colour Run for Mental Health Mount Annan, Claymore Spring Fair, Bargo Festival of Fun, Bankstown TAFE and Bowral DV Walk.

The **Fairfield Rapid Response Group** provides a community collaborative response for localised suicide impact within the Fairfield/Liverpool region. It brings together a range of stakeholders from NSW Health, headspace, Standby and other community services to provide in-depth postvention support as needed to the community.

Our **Annual Suicide Prevention Forum** was held on Wednesday 10 May 2023. The theme was Breaking Down the Barriers to Suicide Prevention. Around 80 members from local organisations and community groups joined us at Wests League Club to hear a variety of speakers and participate in a group activity of case studies based on Suicide Prevention clients.

Each year around World Suicide Prevention Day we hold an **Out of the Shadows Suicide Bereavement Walk**. In 2022 we met on Saturday 10 September at Harrington Park Community Centre and walked approximately 3,000 steps around the lake to represent the over 3,000 people who lose their life to suicide each year in Australia. South Western Sydney Local Health District sponsored the local Lions Club to provide a barbecue for participants after the walk. Those who had lost a loved one to suicide were invited to write messages to them to hang on the trees surrounding the lake.





It's okay
to ask for
help

Michael* self-referred to the Eclipse Support Group for Suicide Attempt Survivors through the Lifeline Macarthur and Western Sydney website. He heard about the group through the Suicide Prevention Outreach Team (SPOT), which is a South West Sydney Local Health District program.

SPOT had been supporting Michael after a suicide attempt in January. He said he was feeling overwhelmed and had deep feelings of hopelessness.

Michael was diagnosed with Depressive Disorder in 2020 and was taking anti-depressants. He saw a regular GP and had been seeing a psychologist off and on over the years.

On joining the Eclipse group, Michael said he was curious to hear other people's experiences of suicidal thoughts and attempts and to see what strategies they had used to cope. As part of joining the group, Michael was put on the Lifeline Crisis Support Aftercare Program, meaning he was followed up between groups and given extra support via regular phone calls.

During group sessions Michael revealed he was dealing with severe chronic back pain and, as he had a physically demanding job, this was a major stressor in his life. He had tried many things to help with only limited results.

There were other Eclipse group participants who also suffered from chronic pain, so that was an area where they could share and identify with what others were experiencing. That kind of sharing was profound for Michael and made him feel less alone.

In the group there was a strong emphasis on identifying available supports and the importance of utilising them in times of stress. As a result, Michael was able to put some more supports in place for himself, and to reach out when he was having difficult days.

He slowly learned that it was okay to ask for help, and that there were people who were willing to be there for him. The hardest part for him was taking that initial first step to admit that things weren't all okay and that he was struggling.

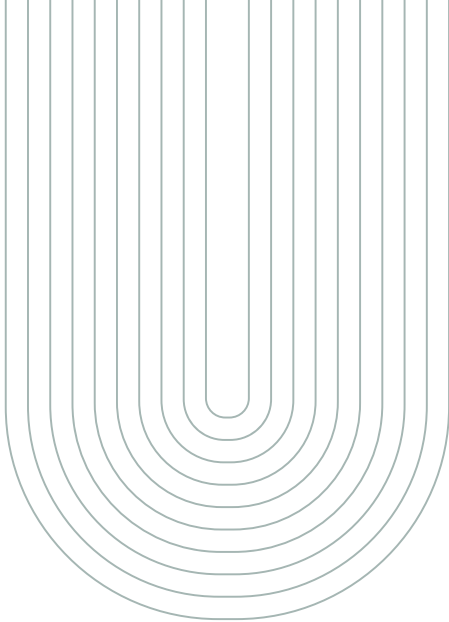
He had never done that before because he felt there was an expectation that he should be strong and "just get on with it".

Michael's pain is still a major part of his life and he admits there are days when he wishes that he "just didn't exist". He has learned to be more aware of his triggers and to take steps to support himself better so that it doesn't escalate as it has done in the past.

He is now planning a holiday with a friend, which he is really looking forward to. He intends on joining another Eclipse Group in the future, as he feels that he has a lot more to learn and would also like to give others the opportunity to learn from his experiences.

* Real name not used.

SUICIDE PREVENTION CASE STUDY



Our Training Team remains committed to building awareness and resilience in our local community. Trainers facilitate safe spaces for participants to discuss and learn about challenging topics, such as domestic and family violence, mental health and suicide.

Post Covid we reintroduced our face-to-face suicide awareness training workshops, SafeTALK and Applied Suicide Intervention Skills Training (ASIST), created by LivingWorks.

While delivering the workshops it became evident more participants were sadly impacted by suicide. We also noticed a significant increase in demand for the DV-alert multicultural stream and, with the support of Lifeline Australia, we were able to deliver an additional workshop in Blacktown.

Community engagement and delivering accessible workshops has been our key focus, reaching as many members of our community as possible.

We continue to provide a range of workshops online and face-to-face, supporting community members and workplaces across South West Sydney and Western Sydney. Our wide range of workshops also focus on high-risk demographic and minority groups. We proudly continue to deliver Read the Signs, SafeTALK, ASIST, Mental Health First Aid, Mental Health First Aid for the Suicidal Person, Accidental Counsellor, DV-alert General Awareness sessions and the following DV-alert streams: Indigenous, Multicultural, Settlement, Working with Women with Disabilities. and Men who use Violence.

We delivered 130 funded community workshops and trained 1,578 local community members.

Our Crisis Support Workplace Training course is close to our heart – it's the beating force of our operations. We believe the course offers more than transferable skills; it inevitably sets the wheels in motion for self-discovery. When we hear our volunteer crisis supporters say, "The course was life changing," it fuels us with further motivation, passion and purpose.

We delivered eight workshops. Six were fast-tracked courses, a popular option among tertiary students as they are tailored to suit university semester breaks. The courses also provide students with an opportunity to complete placement.

We strive to recruit compassionate individuals from all walks of life and embrace diversity within our Lifeline community. One hundred and twenty-six volunteer crisis supporters completed stage 1 and commenced taking calls on our 13 11 14 help line, increasing our capacity to answer more calls in alignment with our vision: an Australia free of suicide.



TRAINING

FINANCIAL COUNSELLING

Our highly skilled and compassionate financial counsellors assisted various members of our diverse community over the course of 2022-2023 with our free and confidential financial counselling service.

Lifeline Macarthur and Western Sydney has three FCAN accredited financial counsellors who were able to assist the community from offices in Smeaton Grange, Parramatta, Bowral and Penrith. New availability for after-hours appointments and phone appointments allowed our counsellors to assist those in need in other local government areas during 2022-2023.

Their advice and knowledge combined with their empathy, enabled clients to see a way forward with various and often complex financial situations. As the cost-of-living crisis deepened, the strain on families often resulted in declining mental health and affected the family dynamics. Our financial counsellors were available to assist with negotiations, advocate for their clients with creditors, explore options and develop a workable budget to empower their clients to reach financial stability.

Continuing to provide this valuable and highly sought after service was made possible by generous grants from South32, Uniting, Camden Golf Club, Campbelltown Catholic Club, Wests League Club, Parramatta Leagues Club, Wenty Leagues and Revesby Workers' Club. Interagency collaboration allowed our financial counsellors to refer their clients onto organisations that could supply food assistance, legal assistance and various other crisis services available to the community.

Even with an increase in clients accessing our services in 2022-23, our financial counsellors strived to achieve financial stability, advocacy and empowerment for all.



Positive impact

Karen, a financial counsellor with Lifeline since 2019, became interested in counselling after receiving assistance from a counsellor herself.

Many years ago, she was married with two very young children and experiencing serious marital problems. After separating she was left with a mortgage, loans, credit card repayments and other bills and expenses she was unable to afford.

When a friend referred her to financial counselling, she didn't know what to expect and was amazed at the support she received.

After years of sole parenting and working in her own small business, she was looking for a change and began three years of study, completing a graduate diploma and then a Diploma of Financial Counselling.

Working for Lifeline was Karen's first job in an organisation, and she says she has really enjoyed it.

"It's such a privilege to be able to come alongside people in their unique situations, to offer support, assistance and direct them to other assistance available.

"I feel honoured to be working as a financial counsellor, to be a part of assisting the community and the positive impact it can have on people reaching out for assistance in their time of need."





**508
NEW AND
ONGOING
CLIENTS**

Counsellor halts spending spiral

Jenny and Mark, a couple in their 30s with two young children, were experiencing extreme financial stress and were unable to service payments for their car loan, personal bank loan, credit card and other loans.

They were using Buy Now Pay Later to buy food and petrol and pay for already existing debts. They received a letter of demand from their landlord after defaulting on several payment arrangements and had been advised that the account had been sent to a re-possession agent.

Their money plan showed a deficit of \$1200 a fortnight based on their estimated level of spending, excluding payment for the debts.

They reported their finances went out of control following the birth of their daughter, who had a serious condition requiring ongoing medical attention.

Prior to that they did not budget, and just spent their income.

Circumstances underpinning their financial hardship included Jenny having to give up work to care for their daughter, Mark losing work for 14 weeks, Jenny attempting suicide, and medical expenses spiralling.

It was clear at the first appointment with the Lifeline financial counsellor that the family had no capacity to make payment arrangements.

It was agreed that the most appropriate option was to provide authority for the financial counsellor to negotiate moratoriums for all the debts, while Jenny and Mark reassessed their spending.

The family was further traumatised when, during the moratoriums, Mark had a serious work accident, leaving him dependant on Work Cover payments. The financial counsellor obtained an extension of the moratoriums for three months.

On the grounds of the exceptional financial hardship, the financial counsellor was able to negotiate a payment plan with the landlord, with no further interest accruing, and a 50% reduced balance on the remaining debts with an affordable payment plan to pay off the debts in the foreseeable future.

Jenny and Mark significantly reduced their expenses and committed to living off their income. When Jenny returns to work, they will begin to save a deposit for a house.

FINANCIAL COUNSELLING CASE STUDY

RETAIL OPERATIONS

WHAT OUR CUSTOMERS ARE SAYING

The financial year 2022-23 was one of rebuilding for our seven retail stores and distribution. Despite the challenges, we came back strong with retail operations contributing more than \$3.1 million in sales to help fund Lifeline's crisis support.

Covid continued to have some impact early in the business year, affecting volunteer numbers.

Our Liverpool store was damaged by a motor vehicle accident in December and remained closed for the remainder of the financial year while it was being repaired.

Ongoing competition for high quality donations remained a challenge for Lifeline stores and we are grateful to have received corporate donations.

Our team processed over 220,000 kg in donations and our stores serviced over 180,000 customers.

We continued to work on our environmental footprint through the redirection of product through our stores, with stores also upcycling items to save them from landfill.

We would like to thank our corporate donors, including Rebel Sport, who have been very generous throughout the year, in addition to other corporate donors who like to remain anonymous.

We are thankful for the wonderful volunteers who dedicate their time to supporting our retail operations. Our diverse group of volunteers is critical in our Lifeline stores as well as the transport and distribution arm of the business.

A GREAT THRIFT STORE! THE STAFF ARE LOVELY, PRICES REASONABLE AND YOU'RE ALWAYS LIKELY TO FIND TREASURE. ABOVE ALL ELSE, MONEY GOES TO A GREAT CAUSE!

VERY FRIENDLY STAFF, WITH GREAT STOCK. THE SHOP ALWAYS LOOKS SO CLEAN. GREAT SECOND-HAND FURNITURE AND CLOTHES.

AMAZING STAFF 100% FRIENDLY.

THANKS FOR THE PICKUP LAST THURSDAY. THE BOYS WERE MOST PROFESSIONAL, POLITE AND EFFICIENT.

MY FAVOURITE OP-SHOP! THE STAFF IS LOVELY, STORE IS CLEAN AND SMELLS, NICE AND THERE'S A LARGE VARIETY OF CLOTHES & DECORATIONS. DEFINITELY RECOMMEND.

LOVELY HELPFUL STAFF AND A WONDERFUL SELECTION OF CLOTHES, TOYS, AND VINTAGE ITEMS.



VOLUNTEER HIGHLIGHTS

Volunteers play a significant role in our organisation, and it is only with the ongoing generosity of their time that we can continue to ensure our services are available to the wider community.

Lifeline Macarthur and Western Sydney crisis supporters have been answering up to 10,000 calls each month -- something that would not be possible without the 650 Lifeline volunteers offering their time and skills in crisis support, in shops, at our warehouse, on our board, and in activities such as gift-wrapping.

These amazing people are active across our operations, offering their time, skills and support. Retail has around 250 volunteers who have collectively donated over 80,000 hours of their time in the past 12 months.

While they all have distinct roles, what our volunteers share is a generosity of spirit, incredible commitment and the experience of working to ensure that no-one has to spend their darkest moments alone.

We celebrated Volunteer Week with many of our dedicated volunteers at our Smeaton Grange offices on 19 May and in Lifeline Shops later in the month.

Some people have been volunteering at Lifeline for over 15 years, but special mention was made of Russell Hughes, who has been volunteering with Lifeline for 20 years.



Retail volunteer profile Maureen Norman

Maureen has been a valued and integral part of the Lifeline store at Camden since 2013.

With a background in retail and hospitality in England, then a dress shop, wallpaper store and pet shop in Australia, she has been a great support to manager Katrina Wood, taking on the role of casual manager with all her knowledge and enthusiasm.

Maureen now volunteers in Camden one day a week, sharing her time with family, grandchildren, great grandchildren and friends.

Retail volunteer profile Jillian Ludge

Jillian Ludge has been a volunteer at the Narellan Lifeline store for four years.

She has a flair for visual merchandise, vintage goods and collectables, and has been very proactive in our mission to re-purpose items to reduce landfill.

Some of her work has included giving new life to glass plates and platters, and revitalising furniture.



COMMUNITY ENGAGEMENT AND EVENTS

Prevention of suicide cannot be accomplished by one person, organisation or institution alone; it requires support from the whole community. In collaboration with public health programs and organisations like Lifeline, communities can provide social support to vulnerable individuals and engage in follow-up care, fight stigma and support those bereaved by suicide.

The interaction and partnerships between Lifeline Macarthur and Western Sydney and all parts of the wider community (individuals, businesses, clubs, local government, and other community organisations) enables us to increase the awareness of suicide generally, improve knowledge about seeking help and how to help others who have lost someone or who are affected, to prevent deaths by suicide and suicide attempts, and promote mental health and wellbeing.

We acknowledge and thank all our partners in the community who share our commitment to an Australia free of suicide and are motivated to contribute their time, expertise and resources.

Rapid response

Elizabeth Rullis began work as Community Collaborative Coordinator for Liverpool and Fairfield in mid-November, funded by Headspace and Lifeline Australia.

She is responsible for coordinating the Rapid Response Group (RRG), a collaboration between first responders (police), Lifeline Macarthur and Western Sydney, Standby, Headspace and Lifeline Australia.

The group meets bimonthly to assess postvention risk and suicide contagion in the two communities. It offers tailored support to families, educational facilities and diverse communities after suicides.

Liz is also responsible for establishing community engagements within the Liverpool and Fairfield LGAs. She networks in public and commercial areas to educate and promote Lifeline Macarthur and Western Sydney's crisis support, suicide prevention initiatives, financial counselling and training.

Examples include promotional days at shopping centres and other community businesses. She regularly visits Miller Shopping Centre, Casula Mall, Fairfield City Central, Edmonson Park, Westfields Liverpool, and Hoxton Park Bunnings.



Gift-wrapping

This year Lifeline was invited to host Christmas and Mother's Day Gift Wrapping at Narellan Town Centre, which kindly donated the stall and paper. Both events were well supported by the community, and we raised over \$15,000. We are again grateful to both Narellan Town Centre and the volunteers whose continuing support makes this event a success every year.



DIAMOND BALL SPONSORS

Diamond Sponsor

The Hunt Family Community Foundation;

Gold Sponsor

Fairfield RSL

Silver Sponsors

Marsdens Law Group and Liverpool City Council

Bronze Sponsor

Liverpool Catholic Club.

GALA SPONSORS

Principal Sponsor

The Perich Group

Gold Sponsors

Campbelltown Mall, Cameron Brae and InvictusX ICT
& Computer Technologies

Silver Sponsors

Wards Accounting Group, Camden Council, Camden Golf Club - Studley Park, Uniting, Kenneally's Funerals, Marsdens Law Group, South West Sydney Tourism Taskforce Inc NSW, BlueTongue Homes, Wests League Club, Liverpool Catholic Club, Parramatta Nepean Presbytery, and STM Trucks & Machinery; and Media Partner, HeyYa TV.

Grants and Partnerships

Community partnerships have again been significant through collaboration and the provision of grants towards services including crisis support, outreach and financial counselling, and venues for training, community forums and other events.

Thank you to:

- Campbelltown Catholic Club
- Wests League Club
- South32
- Uniting
- Camden Golf Club
- Liverpool Catholic Club
- Storage King
- Peugeot Australia
- STM Trucks and Machinery
- Wisdom Homes
- Cameron Brae
- Parramatta Leagues Club
- Wenty Leagues
- Revesby Workers' Club
- Mittagong RSL Club
- St Johns Park Bowling Club
- St Marys RSL Club
- Blacktown Workers
- Bankstown Sports Club
- Narellan Rotary Club
- Liverpool Greenway Rotary Club
- Satori Self Development
- BNI Morningstar
- Southwest Networking Group
- Parramatta, Liverpool, Narellan and Campbelltown Chambers of Commerce

Dinners

South West Sydney showed its support for mental health, suicide prevention and outreach services by helping Lifeline Macarthur and Western Sydney raise over \$115,000 through our White Gala Dinner and a volunteer-driven 60th Anniversary Diamond Ball.

Around 300 people attended the Gala Dinner on 26 May 2023, a white-themed evening, held at Ottimo House, Denham Court.

The Diamond Ball, held on 17 June 2023 at Holiday Inn Warwick Farm and celebrating the 60th Anniversary of Lifeline in Australia, was organised by the highly honoured June Young OAM (dubbed 'the Bradman of community volunteers') and well-respected local businessperson Sue-Lei Hunt-Mingay.

Both events provided a glamorous and entertaining environment for community leaders to come together in support our important cause. We are incredibly grateful to everyone who attended, including our amazing volunteers, and to the following 2023 dinner sponsors:

Across fundraising,
events and grants
we raised

\$640,298





Grimes Finance & Mortgages



With increasing demand and limited government support available for our services in South Western and Western Sydney, financial support from the community is critical.

Our Reverend Alan Walker Fellows understand the need to support those in crisis. By providing an ongoing donation, their organisations support the provision of crisis support services to our local community and help us to connect with those in need.

We stand committed in partnership to equipping our community with the skills, tools and understanding to help us work towards an Australia free of suicide.

For 2022-23, 19 Fellows supported us, providing \$24,375 through this fellowship program.

We thank each of our Fellows and encourage community members to support those organisations that provide valuable support for Lifeline Macarthur and Western Sydney.

REVEREND ALAN WALKER FELLOWS

OUR PEOPLE



OUR WORKFORCE

STAFF
209 paid

RETAIL
23 paid
250 volunteers
11 distribution
and transport

**SUICIDE
PREVENTION**
5 paid

**CRISIS
SUPPORT**

101 volunteers
130 paid staff
11 both paid
& volunteers
31 mentors

TRAINING
9 paid

**FINANCIAL
COUNSELLING**
3 paid



Veronica Macdonald
CEO

Lives on Dharawal land.
MBA, Dip Welfare/Community Mgt, Dip
Leadership, Cert Change Management.

Veronica is an experienced leader who brings vision and change management methodology to supporting organisations and communities. A professional who brings both business acumen and a strong commitment to community welfare, Veronica has over 25 years' experience working in the non-profit sector, developing community services and leading, and managing teams. With demonstrated experience and skills in strategic planning, coaching, community development, cross-cultural engagement, finance, business and organisational change, she has worked in local community settings and with Uniting NSW/ACT in senior leadership roles, focusing on homelessness, multicultural and disability services.





Tina Rendell-Thornton
CHAIR

M. Social Administration; Grad. Dip. Ed; B.A.; Assoc. Dip Community Services

Passionate about making a difference to those on the edge of the community, Tina Rendell-Thornton has spent the last 45 years working and volunteering in community and Church organisations. Tina has experience in managing community services, serving on numerous Boards and Management Committees, she was the Executive Director of the Uniting Church NSW.ACT Mission Dept for 11 years and Head of Operations for family and community services for Uniting in SW Sydney. Tina has been chair of the Governance and Finance Committee for UnitingWorld, the National Church Life Survey and the SW Sydney Forum of SHS Homelessness service providers and government representatives. Tina brings experience in developing services and strategies that creatively respond to emerging challenges with an inclusive and participatory culture and strong governance systems.



Martin Teulan

BA Dip Ed, MA Th. Std.

Martin Teulan has worked in health, education, social services, diocese, parish, electronic media and overseas Mission for the Catholic Church. He has also worked with the Uniting Church, the Bible Society and Indigenous and not-for-profit organisations, as a CEO, Senior Executive and Board Member. Martin was National Director of Catholic Mission and led international conferences at the Vatican in that role. Martin developed CathNews into the most read religious website in Australia and launched another seven e-news services. He was COO of Church Resources, the largest purchasing group worldwide for not-for-profits and currently is the Research Development Manager for NCLS Research and a consultant.



Peter Andrews OAM
DEPUTY CHAIR

B. Econ; Graduate Marketing Diploma

With qualifications in economics and marketing, Peter has a strong background in business, finance, marketing, strategy and governance. After nearly 40 years with the Commonwealth Bank of Australia (where he held senior executive roles, including General Manager Victoria, and Australia-wide responsibilities for both retail sales performance and information technology) Peter commenced his own mentoring and consultancy practice focusing on providing independent business advice to the information technology and not-for-profit sectors as well as to owners and managers across a wide range of small business. Among his numerous Board roles in both the secular world and within the Uniting Church, Peter is a past-Chair of Lifeline Macarthur. Other Uniting Church Board roles include Chairperson of each of the national Audit Finance & Risk and Safe Church Governance committees as well as Chair of the state Governance and Nominations committee and the Treasury and Investment function (Uniting Church (NSW) Trust Association). He has a strong interest in providing personal mentoring to younger/emerging leaders and managers.



Suellen McCaffrey

GradCertMgt, BSc Psych (Hons), AHPRA, CAHRI

Suellen is an authentic and strategic executive leader with a broad range of management experience in strategy, governance and risk, change management, communications, human resources, organisational development and business transformation across corporate and not-for-profit organisations. She has a strong focus on leadership and has led integrated service functions to create a high performing culture and deliver results, aligning leadership, behaviours, systems and processes, culture, brand and customer experience. Suellen is values driven and committed to achieving positive social outcomes. She is currently CEO of BBM Youth Support.



Warren Back

Bachelor of Science and Diploma of Veterinary Pharmacology.

Warren lives in Glen Alpine and for over 40 years has attended Campbelltown Regional Mission Uniting Church. He served the church as Treasurer for 30 years and is a member of the Church Council and the Property Committee. He has a background in science and in medical research and development and until his recent retirement was the Asia Pacific Regulatory Affairs Lead for MSD, a multinational pharmaceutical company in Asia Pacific. Warren provided governance and support on Asia Pacific and global medicines policy, compliance and manufacturing regulations to MSD's subsidiary teams.



Madelyn Blackley

BComs, CA

Maddy is a Chartered Accountant who has over 15 years-experience in the public sector and private firms. She has worked at Kelly Partners South West Sydney for nine years as a Manager, and has been closely involved with many local charity organisations during this time. Maddy joined the Board for Lifeline Macarthur and Western Sydney in late 2021 and is excited to offer her services and skills to this valuable organisation.



Andy Carlisle

Degrees in Genetics, Church History and Masters Degree.

Andy has served on the Lifeline Macarthur and Western Sydney Board since 2018, and is currently in placement as the minister of Campbelltown Regional Mission. This follows placements in Wollongong and Canberra. Andy grew up in Scotland and was initially a minister of the Church of Scotland before transferring to the Uniting Church.

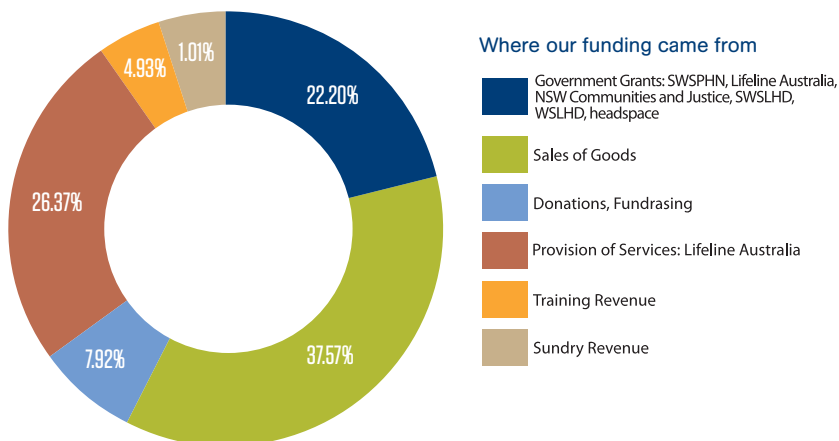


FINANCIAL RESULTS 2022-23

The financial year 2022-2023 saw a significant turnaround for Lifeline Macarthur and Western Sydney. While the fallout from the pandemic still lingered, including the drop in volunteer numbers, solid earnings from retail of \$3,035,169 and rigorous financial management enabled a small surplus of \$57,455. This is a considerable improvement on our 2021-22 results.

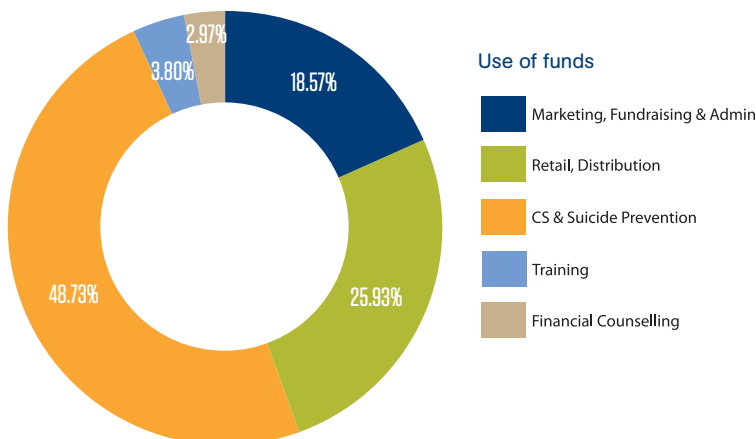
INCOME

Aggregate income from operating activities amounted to \$8,079,602. Revenue from sales of goods increased (44%), as did income from government grants and provision of services (4%), and donations and fundraising (21%).



EXPENDITURE

Labour costs increased slightly (3.7%) and remained the most significant item of expenditure (74.7%).



STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For The Year Ended
30 June 2023

	2023 \$	2022 \$
REVENUE		
Operating Activities	8,079,602	6,938,153
Other income	(1,630)	11,629
Cost of goods sold	(200,769)	(198,718)
Gross surplus	7,877,203	6,751,063
EXPENSES		
Labour	(5,847,083)	(5,638,284)
Administration	(327,824)	(276,249)
Utilities & Telephone	(103,006)	(92,221)
Occupancy	(234,275)	(253,812)
Operating	(373,423)	(321,974)
Depreciation & Amortisation	(750,287)	(1,025,064)
Interest Expense	(183,849)	(130,445)
	(7,819,748)	(7,738,049)
Surplus for the year	57,455	(986,985)
Other comprehensive income		
Total comprehensive income for the year	57,455	(986,985)

STATEMENT OF FINANCIAL POSITION

As at 30 June 2023

	2023 \$	2022 \$
ASSETS		
Current Assets		
Cash and cash equivalents	37,249	118,194
Trade and other receivables	453,915	378,638
Inventories	4,031	2,025
Other assets	46,644	69,876
Total Current Assets	541,839	568,733
Non-Current Assets		
Property, plant and equipment	5,952,551	6,024,075
Right of Use of Assets	2,082,730	2,385,542
Shares in Public Companies	1,459	1,116
Total Non-Current Assets	8,036,740	8,410,733
Total Assets	8,578,579	8,979,466
LIABILITIES		
Current Liabilities		
Bank overdraft	392,828	6,367
Trade and other payables	500,187	769,957
Income in advance	15,604	121,201
Employee benefits and other provisions	309,883	314,330
Loans	92,399	100,559
Lease Liability	698,460	719,154
Total Current Liabilities	2,009,362	2,031,568
Non-Current Liabilities		
Employee benefits and other provisions	58,833	96,871
Loans	495,622	577,948
Lease Liability	1,596,497	1,912,269
Total Non-Current Liabilities	2,150,952	2,587,088
Total Liabilities	4,160,314	4,618,656
NET ASSETS	4,418,265	4,360,810
ACCUMULATED FUNDS		
Retained surplus	4,418,265	4,360,810
Total Accumulated Funds	4,418,265	4,360,810

HELP US CREATE SUICIDE SAFER COMMUNITIES



Volunteer with Us

Do you want to make a difference to people's lives? You can learn new skills, meet new people and help us towards an Australia free of suicide by volunteering with Lifeline Macarthur and Western Sydney. We need volunteers who can help in our retail stores, provide telephone crisis support, pick up and sort donated items, and assist at events. We value your time and will make sure you are trained to fulfil your role. Become a part of our team and together we can support people in crisis, no matter where they are, 24 hours a day.

Visit lifelinemws.org.au/volunteering for more information and to register.

Train with Us

We deliver a wide range of training courses to corporate businesses and community groups across our region of 16 LGAs. Our dedicated training programs are facilitated by accredited trainers who work with participants to promote an inclusive culture or workplace that destigmatises mental health issues and encourages help-seeking.

Contact our Training Team on (02) 4645 7200 to learn more.

Partner with Us

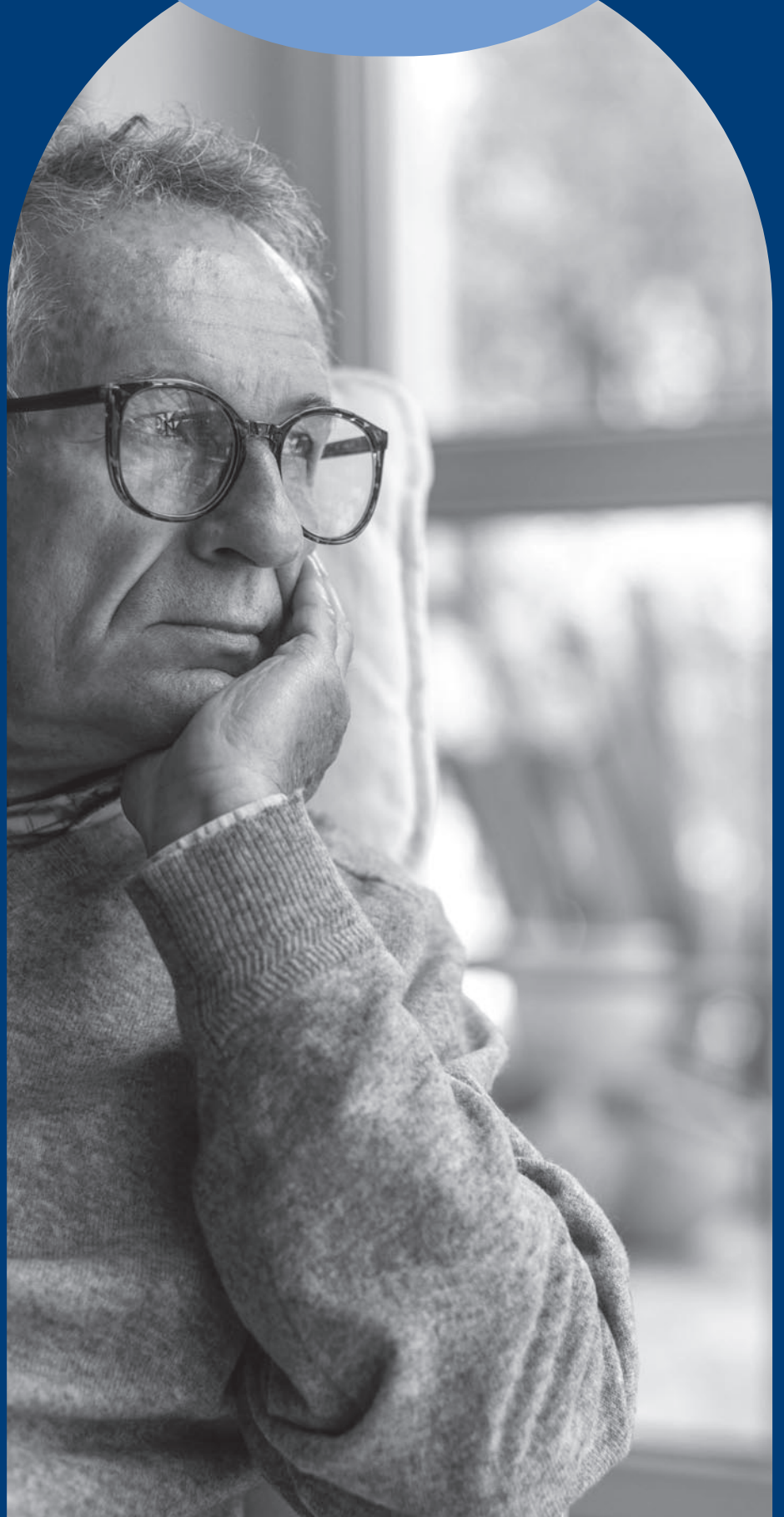
Community and business partners have been critical to the success of Lifeline Macarthur and Western Sydney from its inception. Those partnerships have increased Lifeline's capacity to support people in crisis and educate communities.

You can support us through:

- **Becoming a regular donor**
- **Donating in kind**
- **Introducing workplace giving**
- **Onsite Lifeline donation bins or corporate clothing collection points**
- **Event sponsorship *Contact us on (02) 4645 7200 to find out more***



 **Lifeline**
Macarthur and Western Sydney



lifelinemws.org.au

