

Annual Report 2023

Our mission is to live in a world where access to quality suicide prevention support is available, accepted and encouraged.

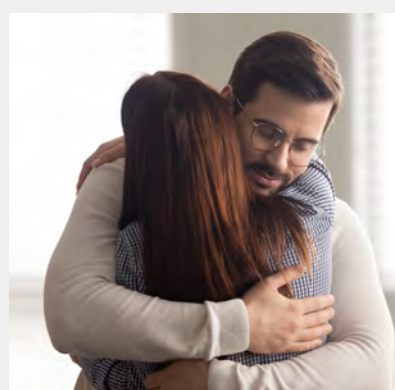
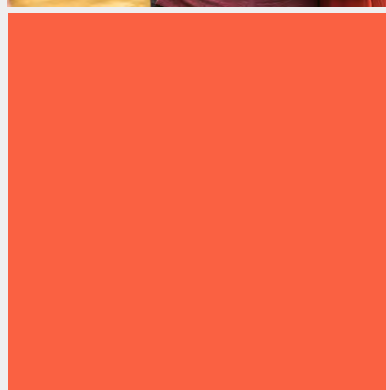
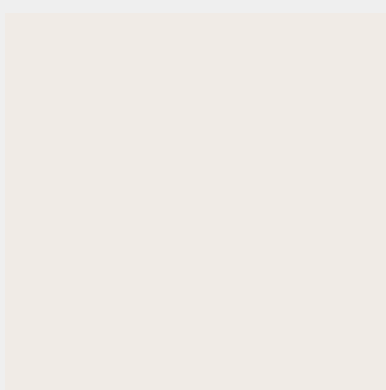
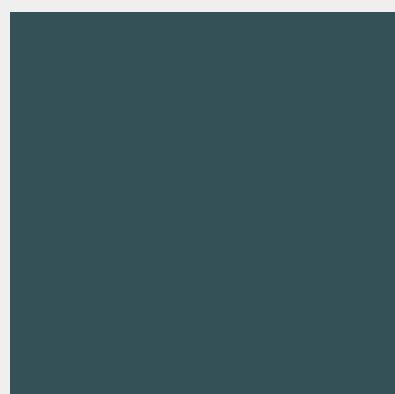
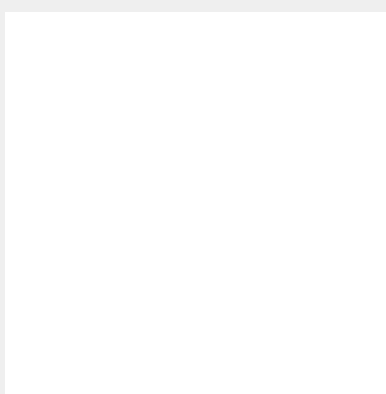
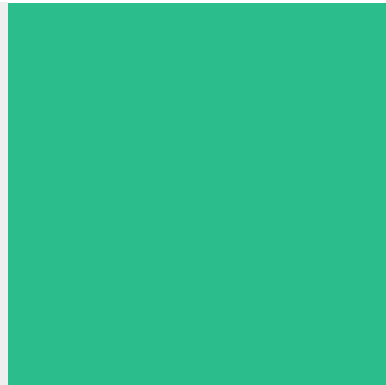


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LifeLine International acknowledges the Australian Aboriginal and Torres Strait Islander peoples of this nation. We acknowledge and pay our respects to the Traditional Owners of the lands on which our organisation is located and where we conduct our business.

A Message from the President



Dear LifeLine International Members, Stakeholders, and Supporters,

As we reflect on the accomplishments of the past financial year that will underwrite the ongoing delivery of our mission, I am pleased to share both the remarkable progress we have made in transforming our organisation's structures, and the commendable financial growth we have achieved. Looking ahead, we are poised for even more growth and sustainability – which will enable us to facilitate more lifesaving services, in more places, for more people in distress.

Our strategic vision includes an achievable plan to expand international revenue streams in 2024 and beyond. This expansion is not just a financial objective but a strategic imperative to bolster our resilience and fortify our capacity to effect positive change on an international level. By diversifying income sources we will create a solid foundation for continued impact and service to the greater community.

Our commitment to our strategic pillars—Member Engagement, Knowledge Sharing, Financial Sustainability, Global Advocacy and Leadership, and Enhancing Organisational Capability—continues to guide the transformation of LifeLine International. Across these domains we have effected substantial activity, marking a significant step forward in fulfilling our mission.

Member engagement and Membership have flourished, with increased participation and a stronger sense of community, this was evident at our Board face-to-face meeting in Taiwan, aligned with the 17th Asia Pacific Telephone Counselling Conference hosted by LifeLine Taiwan. This interaction directly with our Members is vital to help us shape our support for them.

Our commitment to knowledge sharing has resulted in a wealth of insights and best practices exchanged among our Members, like our new Member Portal. Global advocacy and leadership have been at the forefront of our agenda, driving positive change on a global scale. The enhancement of organisational capability has also been a priority, ensuring that we are well-equipped to meet the challenges of the future.

This activity is a tangible demonstration of the dedication and collaborative efforts of our Members, Board, management, and staff.

As we approach the conclusion of our current three-year strategic plan, I am proud of the positive outcomes we have achieved, as highlighted in this report. The foundation laid during this period will serve as a solid platform for our future endeavours. I look forward to collaborating with the Board and Management on shaping the next strategic plan that will guide LifeLine International in the years ahead.

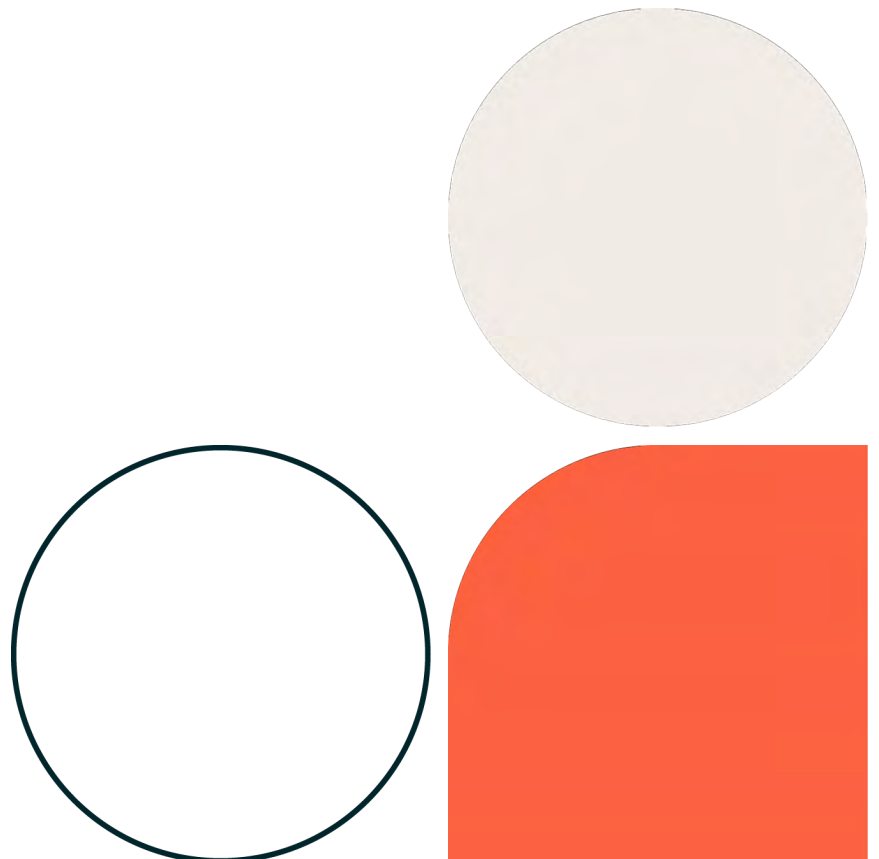
On behalf of the Board, and personally, I extend my heartfelt thanks to my predecessor, former President, John Brogden AM, for his tireless efforts in building capacity in our organisation, securing its financial future, and advocating passionately for suicide prevention, including the establishment of our 'Decriminalise Suicide Worldwide' campaign. Helping build the foundation for this critical campaign is a testament to his vision and leadership.

Also, a warm welcome to Dawn O'Neil AM, who joins our Board with a wealth of experience in the mental health and suicide prevention sectors. Her presence will undoubtedly contribute to building the capacity and representation of the Board among our Members and stakeholders.

I want to express my gratitude to our Members for their continuous support and dedication, and to their volunteers, especially our 2022 volunteer of the year, Mangalika Warusavitharana from CCCLine in Sri Lanka. The growth we have achieved among our Membership reflects our collective commitment to our mission. Special thanks to our CEO, Thili Perera, and the entire LifeLine International team for their hard work and dedication.

As we navigate the future, the Board and I are confident that, together, we will continue to make a positive impact on the lives of those we serve. At the end of the day, our job is to ensure crisis support services are offered, free from legal inhibitions, and available when people need them, wherever they live.

The core tenet of our belief remains – suicide, everywhere in the world, can be prevented.



From the CEO

Dear Members, Stakeholders, and Funders.

I am delighted to present the Annual Report for LifeLine International, capturing the essence of our operational journey over the past year.

To begin, our operational landscape has expanded significantly, thanks to the collective efforts of our dedicated team and the unwavering support of our Members. Financially, we have not only weathered challenges but thrived. The financial stability achieved this year provides a robust foundation for the impactful work we envision in the years to come.

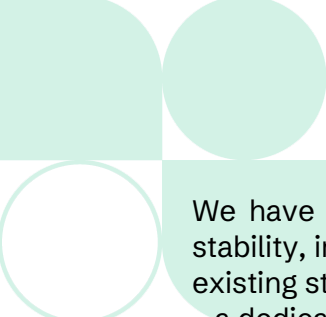
Collaboration remains at the heart of our success. As we navigate the complexities of our mission, partnerships with organisations that share our vision are instrumental. This includes the International Association for Suicide Prevention, the Commonwealth of Nations, the International Bar Association, United for Global Mental Health, Human Rights at Sea, the Centre for Mental Health, Law and Policy, IFOTES, Befrienders Worldwide, the International Council for Helplines and more. Together, we leverage collective expertise and resources to amplify our impact, especially in regard to our new 'Decriminalise Suicide Worldwide' campaign. Our collaborative mission extends beyond organisational and geographical boundaries, fostering a sense of unity within a global community dedicated to mental health and suicide prevention, and the expansion of crisis support services.

Our journey is guided by our five strategic pillars: Member Engagement, Knowledge Sharing, Financial Sustainability, Global Advocacy and Leadership, and Enhancing Organisational Capability, and we have seen significant milestones across all five. Through innovative approaches, such as leveraging technology to enhance our Member engagement and embracing growth in our organisational culture, we remain steadfast in our commitment to these foundational principles.

In terms of Member engagement and knowledge sharing, we have welcomed new Members from Argentina, Ghana, Brunei, Malaysia and the United States of America (EMPACT) to our Membership base. We provided nine Members with access to a total of A\$100,000, as part of our inaugural Suicide Prevention grants program, as well as provided a new Members digital engagement portal. In addition to our quarterly regional Member forums, this year we conducted our first in-person 'LifeLine Across Africa' forum bringing all our Members in Africa together in the beautiful city of Windhoek, enjoying the warmest of welcomes from the team at LifeLine Childline Namibia.

Financially, 2022-23 was a year of building and preparation, which has resulted in a strong surplus of \$3,144,538 for the year. This surplus will help to build the foundation for the work that LifeLine International will do into the future. The emphasis has been on the development and implementation of robust financial management policies and procedures to ensure responsible stewardship of resources.





We have also enhanced our organisational capacity significantly, thanks to this financial stability, including the recruitment of new staff and the building of capability and capacity in existing staff. Importantly, this year, we welcomed our first Director of Member Engagement – a dedicated resource and support for our Members. We have grown in the areas of policy, communications and campaigns, and finance.

Finally, in addition to our in-house policy expertise, we have made a significant start to our global advocacy and leadership – demonstrated by our commitment to launch the first global campaign to ‘Decriminalising Suicide Worldwide’. Aligned with our Position Statement on Decriminalisation of Suicide, and central to our mission, planning for our new campaign has identified 52 countries where suicide is a crime, or where the laws are unclear, but the legal environment is inimical to help seeking. Grounded in the belief that every life is precious and that suicide, anywhere in the world, can be prevented, we are advocating for legal and policy changes as well as societal shifts, breaking down stigma and actively enhancing the availability of crisis support services. The impact of this campaign is intended to extend beyond borders, paving the way for a more compassionate approach to suicide prevention globally. We have made substantial progress in building the campaign strategy and execution and we finalised our commitment to launch it in early Q4 of 2023.

I’d like to conclude with a round of thanks. To begin, thank you to all our partners and funders – you make it possible for us to deliver on our mission through your financial investment and pro-bono support.

I extend my gratitude to the Board for their strategic guidance and unwavering support. The foresight of our former President, John Brogden AM, has laid the groundwork for our current remarkable progress, and his legacy continues to inspire us toward future achievement.

Heartfelt thanks also go to our dedicated team at LifeLine International whose commitment and hard work are driving the operational engine of our organisation. Your passion ensures our initiatives are a success. To our Members and their volunteers, both longstanding and new, your support is the lifeblood of our organisation, and we exist for you and because of you. Thank you for entrusting us with the mandate to represent the LifeLine Network on the global stage and to shape the global dialogue on suicide prevention on your behalf. The uptake in new Memberships is a testament to the importance of our mission to help create a world where quality suicide prevention support is available, accepted, and encouraged for all, and we are excited to welcome more Members into our global family.

Looking ahead, we eagerly anticipate the development of our next strategic plan, which will serve as our roadmap for the future. The global campaign to decriminalise suicide will continue to be a focal point for us and also for the sector, and together, we will drive positive change on a global scale. We choose to believe that future generations will look back on this decade as the point at which we globally took collective action for suicide prevention.

In closing, I express my deepest gratitude to each of you for your unwavering commitment to LifeLine International. As we reflect on our achievements, we hope you join us for the exciting opportunities that lie ahead, as we work to create more crisis support services in more places, across the world.





Vision and Strategic Goals

We believe that suicide, anywhere in the world, is preventable.

Our overarching mission is to live in a world where access to quality suicide prevention support is available, accepted and encouraged.

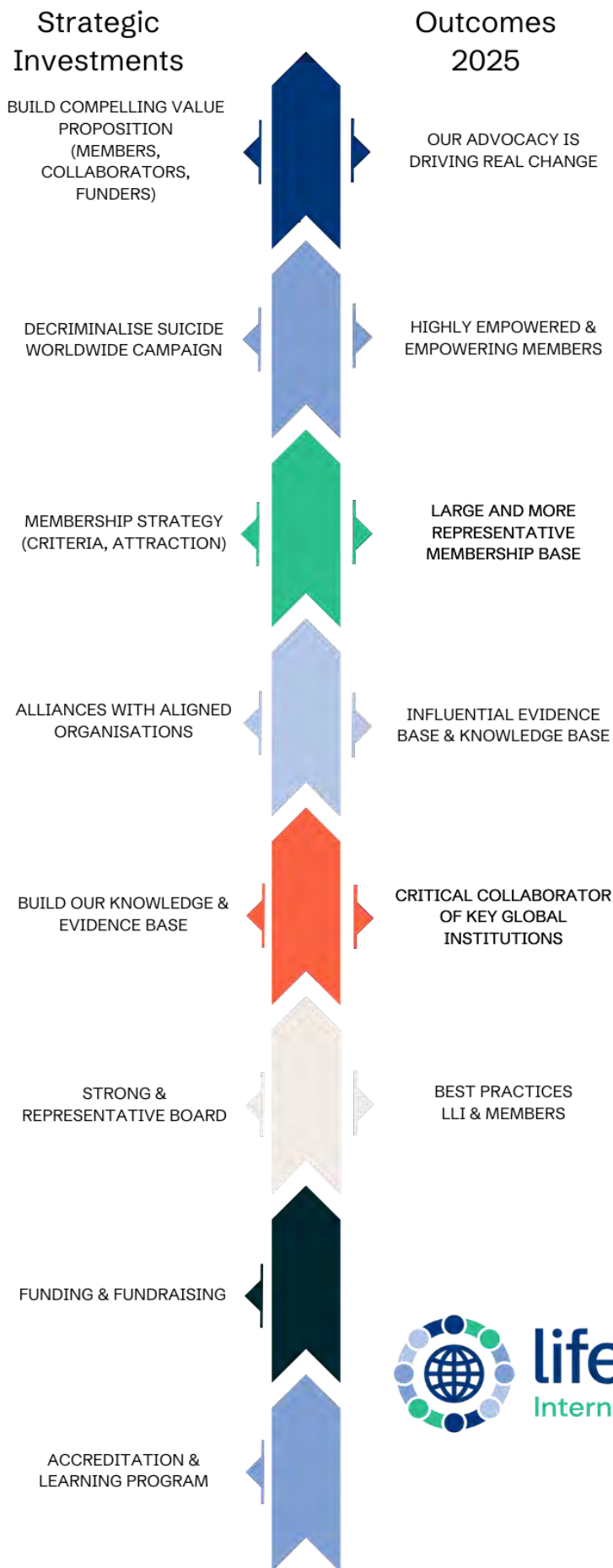
As a membership organisation, we believe that through collaboration and shared purpose, we can work towards our vision of a world without suicide.

We work with people with lived experience, our Member organisations, governments and suicide prevention organisations to develop policy, advocacy, programs and events to promote and improve access to quality suicide prevention services across the world.

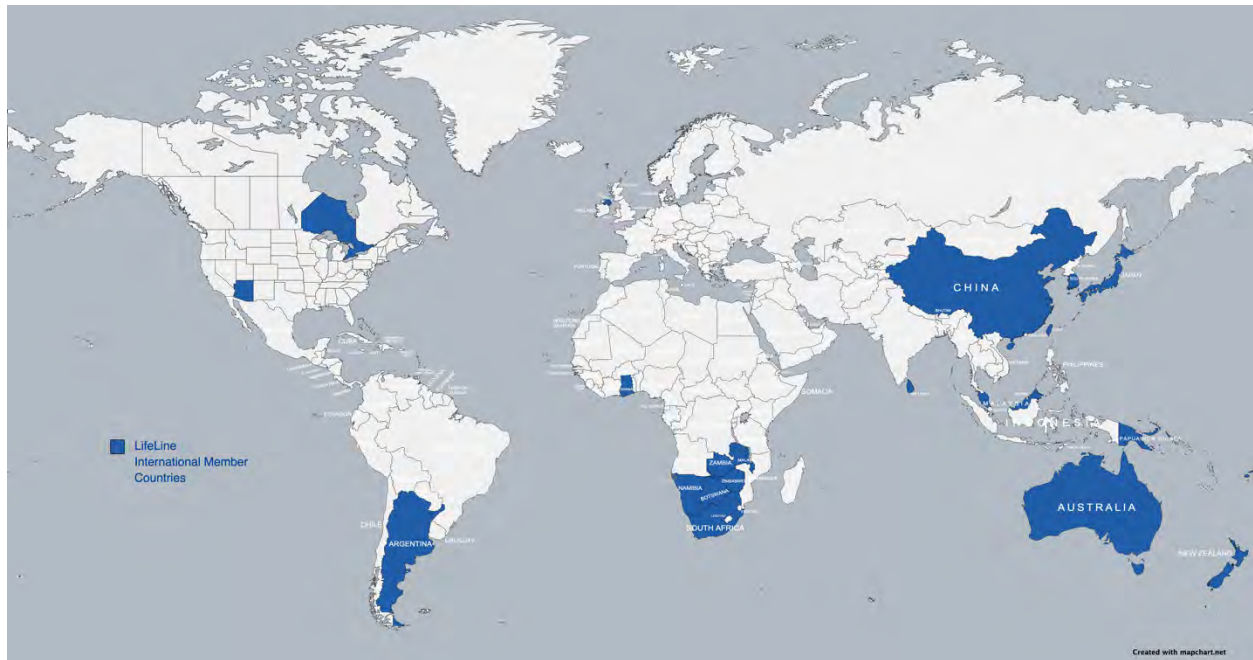
STRATEGIC PILLARS



Strategic Outcomes & Milestones



Who are our members?



- Argentina (Centro de Asistencia al Suicida)
- Australia (LifeLine Australia)
- Botswana (LifeLine Botswana)
- Brunei (Talian Harapan 145 Hopeline)
- Canada (Distress and Crisis Ontario)
- Canada (Telecare)
- China (LifeLine Shanghai)
- Fiji (LifeLine Fiji)
- Ghana (Ghana Association for Suicide Prevention)
- Japan (TellJapan)
- Korea (LifeLine Korea)
- Malawi (LifeLine Anppcan Malawi Chapter)
- Malaysia (Life Line Association Malaysia)
- Malaysia (SNEHAM)
- Namibia (LifeLine Namibia)
- New Zealand (LifeLine Aotearoa)
- Northern Ireland (LifeLine Northern Ireland)
- Papua New Guinea (LifeLine PNG)
- Samoa (Faataua le Ola/LifeLine Samoa)
- South Africa (LifeLine South Africa)
- Sri Lanka (CCC Line)
- Taiwan (LifeLine Taiwan)
- Tonga (LifeLine Tonga)
- USA (International Council for Helplines)
- USA (EMPACT, Arizona)
- Zambia (LifeLine Zambia)

A full list of our member network and links to their services can be found on the [Our Network](http://www.lifeline-international.com) page at www.lifeline-international.com.

Members Report



Africa Regional Forum

The inaugural in-person LifeLine Across Africa Forum was hosted by LifeLine International together with LifeLine/ChildLine Namibia in Windhoek from May 31 to June 1, 2023. This significant gathering brought together LifeLine International Members and partners from across Africa, including Ghana, Nigeria, Ethiopia, Malawi, Namibia, South Africa, Botswana and Zambia, as well as international representatives from India and Australia.

The Forum created a space for peer learning and knowledge sharing, identifying major regional and subregional trends in suicide prevention, strengthening service delivery links within the region; and established a regional space for LifeLine International Members to share policy solutions, best practices, challenges and opportunities in implementing suicide prevention strategies.

During the Forum participants received important in-country service delivery updates from Member organisations, an update from Africa Centres for Disease Control on their 'NCDS, Injuries and Mental Health Strategy', discussed case studies on suicide decriminalisation from West Africa and received presentations on a new community-led mental health intervention delivered in India. LifeLine Members also participated in workshops to develop solutions to address a variety of challenges and opportunities in the region.

LifeLine International remains committed to facilitating these forums, recognising their role in building a stronger, more connected network dedicated to crisis intervention and suicide prevention.

17th Asia Pacific Telephone Counselling Conference

LifeLine Taiwan hosted the 17th Asia Pacific Telephone Counselling Conference in Taichung. The Board of LifeLine International had the opportunity to meet with Members in conjunction with the conference. A number of participants from Japan, Malaysia, Myanmar, Hong Kong and representatives from across Taiwan were in attendance. The sessions focussed on the development of helplines services and case studies on learnings captured through the delivery of services during the COVID-19 pandemic.

2022 International Outstanding Volunteer of the Year Award

LifeLine International annually acknowledges the crucial role of volunteers in delivering life-saving services globally. The International Outstanding Volunteer of the Year Award recognises individuals who have shown exceptional dedication, community spirit, capacity building, and leadership.

In 2022, the award was presented to Mangalika Warusavitharana from CCCLine in Sri Lanka, a volunteer phone operator since 2016. Mangalika's commitment to making a positive impact and helping those in need has significantly contributed to the well-being of her community. As part of the award, Mangalika will have the opportunity to attend an international suicide prevention conference, fostering knowledge exchange among LifeLine International Members.

Mangalika, driven by a desire for personal and professional growth, emphasised the sense of connection and belonging that volunteering has provided. Her efforts in training new volunteers and promoting CCCLine in the community have expanded the organisation's reach and effectiveness.

Thank you Mangalika; your contributions exemplify the impactful work volunteers bring to our Member Organisations.



Member Portal Launched

LifeLine International is committed to continual investment in Member services and in June 2023, introduced a Members Portal to strengthen connection and enhance collaboration among the global network. The Portal provides Members with access to resources like research and conference summaries, campaigning materials and marketing collateral, and the latest public policy information from around the world.

This comprehensive resource library, accessible worldwide, facilitates knowledge sharing and supports Members engaged in crisis intervention and community care with the tools and information they need. The Portal also allows Members to contribute to policy submissions, apply for Suicide Prevention Grants, and in future updates, encourage ongoing discussions and expertise sharing among crisis centres using online forum functionality.

The Portal aims to create interactive experiences and a greater connection between LifeLine International and our Members, and our Members to each other, creating that sense of community across the LifeLine International Network.

Suicide Prevention Grants Program

In 2022, LifeLine International launched its inaugural Suicide Prevention Grants program. In 2022-23, LifeLine International allocated a total of AUD\$100,000 to nine organisational Members to develop or extend their service provision and work in the community to reduce stigma and raise awareness.

Following a formal application process, services in Canada, Malaysia, Samoa, Papua New Guinea, Malawi, Namibia, Zambia, and Sri Lanka were awarded grant funding through this program. These grants support local organisations to deliver suicide prevention services in their community, speeding up delivery and improving the quality and effectiveness of services.

LifeLine International aims to support more services, for more people, in more places around the world. These grants are just one of the ways we do this, to ensure our Members – mostly volunteer-run and community-based – are equipped to save more lives by focusing on their work to prevent suicide. In 2023-24 LifeLine International intends to substantially increase funding available to Members through the grants program.

Case Studies – Suicide Prevention Grants Program

Malaysia

In Malaysia, where youth suicide rates are high, a special Peer Support Group Training program was designed to work with young people through their schools, where students will be trained and supported to identify peers at risk. Based on the data from the monitoring, evaluation and learning completed by the team, it showed that the peer support group training helped in increasing the resilience of the teenagers, while their parents also commented that they observed positive changes in their children.

Malawi



In response to the devastating impact of Cyclone Freddy in Malawi, a grant was diverted from the originally planned outreach and awareness workshops to mental health first aid for affected communities. LifeLine Malawi allocated support to the victims residing in five selected camps in the Blantyre (Southern Malawi) region. These camps were severely affected, with over 560,000 people displaced and 1,511 casualties reported due to the disaster. After a state of disaster was declared in March, LifeLine Malawi travelled to the camps for those displaced, and worked to raise awareness on

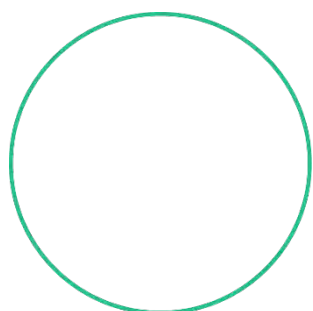
the mental health repercussions of the disaster and how those who had lost their livelihoods, homes and loved ones could reach out for mental health support.

Lifeline Malawi initiated awareness campaigns and training sessions on mental health and psychosocial adaptation to alleviate the distress and stress experienced by survivors. Psychosocial experts and Mental Health Doctors were engaged from various hospitals and clinics to facilitate these sessions. A total of 125 cyclone survivors were trained as Peer Champions to provide counselling and mental health first aid support within the camping sites, and they were also connected to LifeLine's helpline and government mental health specialists for critical situations. This grant equipped survivors with the necessary skills to enhance their mental well-being and resilience, and for those trained to continue to support their peers.

Zambia

LifeLine ChildLine Zambia (LLCZ) researched, wrote and delivered a situational analysis report on the profile of suicide and suicide prevention in Zambia. This report served as a valuable resource to inform crisis support services in the country, and initiate outreach and awareness raising campaigns in schools and community forums. The grant also supported the expansion and provision of suicide-prevention services through new channels, including SMS, online chat platforms and face-to-face interactions.

The impact of these efforts was evident in the gradual increase in the number of cases handled by LLCZ. This increase was attributed to heightened awareness generated through their school and community outreach activities conducted in collaboration with other mental health partners. LLCZ reported a positive shift in help-seeking behaviour, especially among adolescents and youths, who now feel more comfortable reaching out to LLCZ through various online digital platforms like Facebook and Online Chat for support.



Policy and Research

Policy, advocacy and development, research to build knowledge and the creation of partnerships with others working on suicide prevention and mental health reforms are important functions towards the achievement of the mission of LifeLine International: to live in a world where access to quality suicide prevention support is available, accepted and encouraged.

LifeLine International advances its mission and the interests of its Members toward the promotion, development and resources for crisis support services. Global and national policies can enable this, yet continuing effort is required to ensure these policies recognise the value and relevance of crisis support services. Research is required to build knowledge on the effectiveness and benefits of crisis support services with sufficient rigor and credibility to ensure this evidence is widely recognised. Collaborative relationships with organisations, academic institutions, advocacy bodies and alliances feature in the policy and research work that LifeLine International undertakes. The involvement of Members of LifeLine International is crucial to inform and utilise the policy and knowledge outcomes.

During the past year, the policy and research function for LifeLine International has been established and foundations set for its work. Policy Director, Dr Alan Woodward, provides expert knowledge and the coordination of policy advice and preparation of the available evidence on crisis support services. LifeLine International provides Members information and assistance on advocacy as well as access to evidence surrounding suicide prevention and crisis support services. Several Members in the past year faced issues within their operations or with external funders and stakeholders that have raised broader policy and research inquiries.

The Decriminalise Suicide Worldwide campaign has drawn on existing policy positions, expert knowledge, and research evidence in preparing its strategic approach to engagement and change. The Campaign Brief reflects the depth of this preparation.

Three themes for policy advocacy have been identified to guide the policy and research function:

- **Universal Coverage for Crisis Support:** it is a human right to be protected from factors that can prompt suicide. This can be addressed through immediate, accessible, affordable support for all people in crisis. Crisis support services should be universally offered and regarded as essential components of national suicide prevention strategies and global action for suicide prevention.
- **Suicide Prevention:** As a global public health priority suicide prevention requires national strategies. Building individual and community capabilities for resilience, emotional health, and social support/connectivity, as well as reducing stigma surrounding suicide and seeking help is required alongside government policy, programs, and access to mental health services.
- **Mental Health and Wellbeing:** Achievement of the Sustainable Development Goals, including targets for suicide prevention, requires improvements in people's mental health & wellbeing. This must also address the impacts of climate change and disaster

responses. Community-based psychosocial support, such as crisis support, is a cost-effective way of improving the mental health supports for all people in all countries, notably in low- and middle-income countries.

Achievements in the 2022-23 Year:

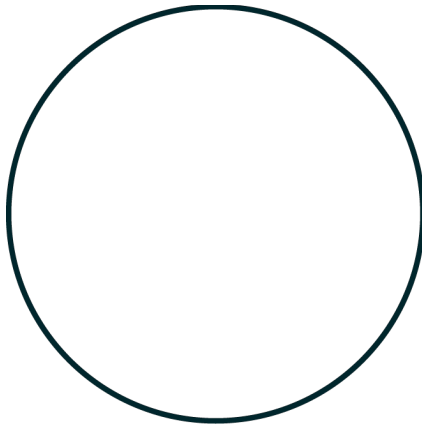
- Policy background brief has been prepared, mapping the relevant global policy frameworks on suicide prevention, mental health, sustainable development and human rights.
- Submission made to the WHO to inform the Policy Brief on Health Aspects of Decriminalisation of Suicide and Suicide Attempts, with LifeLine International listed as a contributor on the publication.
- Position Statement on the Decriminalisation of Suicide prepared, with input from Members, and made publicly available.
- Policy Statement on Suicide Prevention prepared, including references to the importance of crisis intervention, with input from Members, and made publicly available.
- Evidence and expertise contributions to the design of the Decriminalise Suicide Worldwide campaign: in collaboration with the International Bar Association, a global review to determine which countries have laws or unclear legal frameworks; preparation of opinion pieces and media, hosting a panel discussion on suicide decriminalisation at the IASP World Congress.
- Submission made to the UK Government on the importance of including suicide prevention in its strategic review of the international aid and development program.
- Briefs on policy developments, such as the Small Island Developing States Call on Climate Crisis Health Impacts which mentions suicide prevention and suicide decriminalisation.
- Monitoring of research releases/new publications including production of evidence guides.
- Presentations of research on crisis lines at the Australasian Suicide Researchers Workshop, the IASP World Congress and a lecture on crisis intervention for suicide prevention at AISRAP.
- Assisting Members with abstract submissions for major conferences, with six Member presentations included in the program for the IASP World Congress.

Future Directions

- Policy and Research Strategy is being established to set directions and priorities for the policy and research function, in alignment to the mission of LifeLine International.

- Position Statements on crisis support services and national suicide prevention strategies, the relevance of crisis support to climate change impacts, including disaster responses, and crisis support services in national service systems and community mental health reforms.
- Build cooperation with the WHO, especially regional offices, on issues of shared priority between the WHO and LifeLine International Members in those regions.
- Build cooperation with the African Centres for Disease Control on the prioritisation of suicide prevention, suicide decriminalisation and the promotion of crisis support services in African countries.
- Develop research partnerships towards the production of new data and research evidence on the promotion, use and benefits of crisis support services.
- Translation of research and practice evidence to inform work on an accreditation and quality program for LifeLine International and its Members.





Campaign Update

In September 2022, LifeLine International publicly announced its intention to conduct a global campaign to decriminalise suicide. The commitment behind this intention is deeply established in policy and evidence and acknowledges the momentum in decriminalisation that has gathered pace globally in the last five years.

Changing Laws that Punish Those They Seek to Help.

Over the last 60 years, it has been well established that laws that make suicide a crime are ineffective as a deterrent. Indeed, their operation achieves incalculable harm by entrenching stigma, increasing isolation, inhibiting help-seeking, and putting lifesaving interventions further out of reach, if not impossible to access.

This situation is inconsistent with the evolving policy and practices that mark contemporary suicide prevention strategies, which replace punishment and sanction with care and compassion. For LifeLine International and our Members, indeed across the global crisis support sector, laws that criminalise suicide are antithetical to modern approaches. While it is ultimately a matter for Governments and Parliaments in each country where suicide remains a crime to determine if change will occur, LifeLine International believes in the power of advocacy and the cogency of evidence to engage national change coalitions to lead the debate. The campaign will facilitate this debate.

The commitment to conduct this campaign is built on the fundamental belief – that changing these laws will save lives, by allowing crisis support services to be established, their operations optimised, stigma reduced, and help-seeking encouraged and made accessible. This in turn underlies a central tenant of LifeLine International and its Members – that suicide, everywhere in the world, can be prevented.

Founded in Policy and Evidence

One of LifeLine International's strategic pillars is leadership in global advocacy for suicide prevention. This mission-aligned pillar encompasses policy development and advocacy capability and commitment. Our mission is to ensure that access to quality suicide prevention resources and services are freely available and encouraged across the world.

Drawing on the policy directions that have emerged in the last few years across the sector, from the WHO to IASP and United for Global Mental Health, and recognising the momentum in decriminalisation, in 2022, LifeLine International commenced the development of a formal Position Statement on decriminalisation, uniquely aligned with the organisation's service provision mission. The Statement aims to update recent and leading research to provide a coherent evidence base to support decriminalisation and the lifesaving role of crisis intervention services.

Another objective of this Statement is to develop further and outline the opportunities that legislative change will open for nations and communities seeking contemporary, compassionate, and effective suicide prevention strategies. To this end, the Position Statement highlights the critical role of the development of National Suicide Prevention Strategies, as recommended by the WHO, and within them, the role of crisis intervention services such as crisis lines.

Campaign Fundamentals

While a broad commitment to decriminalisation has been clear for some time across the sector, LifeLine International's former President, John Brogden AM, had the vision to operationalise intention into campaign action. The campaign is grounded in four campaign fundamentals:

- Conduct up-to-date, broad-based research into the legal status of suicide globally;
- Activate a global community that cares deeply about suicide prevention;
- Provide a facilitation mechanism to engage national legislative change campaigns at scale, and
- Build an open and inclusive campaign to encourage the broadest possible collaboration and support across the sector and sectors.

Building the Campaign

Meeting the challenge to integrate these four objectives into a coherent, deliverable campaign began in Q3 of 2022 with expert stakeholder research undertaken by a leading international strategy and brand consultancy. This work involved extensive Member consultation as well as auditing the legislative change landscape across countries with recent decriminalisation history as well as focus countries where suicide remains a crime.

Critical insights were gained related to the synergy of national political salience for change while harnessing international voices to support change at the right time and in the right manner. The identified solution – the development of a unique and compelling campaign brand.

Developing the Campaign Brand

In February 2023, LifeLine International appointed its first-ever Director, Campaigns and Communications. This in-house skillset accelerated all elements of the campaign's development. A standalone campaign brand and visual campaign language was developed and the final design is an iconic landmark, of diminishing gaol bars, which works across traditional and digital channels.



Defining the Strategy

On a strategic level, LifeLine International has committed to an impact campaign (rather than an awareness campaign). This implies several key outcomes:

- Support of national decriminalisation be linked to the founding, or enhancing, of crisis line services wherever LifeLine International campaigns for decriminalisation;
- That the campaign would be operational over the mid-term, and its measurement be based on actions toward system-level impact including aligning with the increased adoption of National Suicide Prevention Strategies, actual decriminalisations, and progress toward the suicide prevention Sustainable Development Goal 3.4.2. and the operations and efficiency of crisis lines in changed regulatory environments.

To drive national-level legislative change campaigns, the strategy adopted the concept of “open sourcing” all of LifeLine International's know-how and Intellectual Property on decriminalisation and setting up crisis intervention services. This is a first in the sector and underlines the open and inclusive nature of the campaign proposition.

Additionally, a collaboration with the International Bar Association (IBA) was agreed to conduct in-country research through its Human Rights Committee. The IBA brought an international network of legal practitioners to advise on the legal status of suicide inclusive of other indicators such as prosecutions and sentencing - advancing an up-to-date picture of the legal landscape across a breadth of countries not considered in earlier reports.

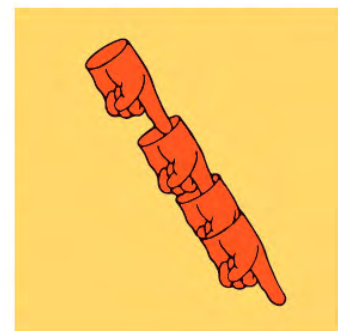
Within less than 12 months, the campaign strategy and design have been finalised and will focus on activating two key audiences.

- Supporters of change – a community who care about suicide prevention but want to support meaningful action, engaged to share their voices globally.
- Actors of change – national coalitions driving decriminalisation campaigns and legislative change locally.

Each audience will be empowered by a specific digital technology platform. The campaign itself will interact with key global institutions, as well as governments and stakeholders to advance advocacy around suicide prevention and decriminalisation.

With the strategic elements in place, LifeLine International started to engage potential partners in the sector, such as the IASP and United for Global Mental Health, and peer operators including Befrienders and the International Council of Helplines, plus a broader set of stakeholders, such as human rights organisations, and the Africa CDC. LifeLine International Members have also played their role in supporting the campaign and its development. The overarching message was one of collaboration – this is a campaign for the sector, designed to welcome the support and involvement of crisis line operators, research and policy bodies, governments, and civil society organisations. Responses have been positive and supportive.

Through the financial year 2022/2023, LifeLine International has built the foundations of a strategic impact campaign that will operate at scale into the following years.



Auditors Report

Following is the independent audit report to LifeLine International's members for FY23 as prepared by Vincents (Registered Company Auditor).

The full audited financial statements will be available via the ACNC website.



Independent Audit Report to the members of LifeLine International Incorporated

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of LifeLine International Incorporated, which comprises the statement of financial position as at 30 June 2023, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the responsible persons' declaration.

In our opinion the financial report of LifeLine International Incorporated has been prepared in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- (i) giving a true and fair view of the Registered Entity's financial position as at 30 June 2023 and of its financial performance for the year ended; and
- (ii) complying with Australian Accounting Standards - Simplified Disclosures and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2022*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Registered Entity in accordance with the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* (ACNC Act) and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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

Responsibilities of Responsible Entities for the Financial Report

The responsible persons of the Registered Entity are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards - Simplified Disclosures and the ACNC Act, and for such internal control as the responsible entities determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the responsible persons are responsible for assessing the Registered Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the responsible entities either intends to liquidate the Registered Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Registered Entity's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Registered Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the responsible entities.
- Conclude on the appropriateness of the responsible entities' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Registered Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Registered Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Vincent's Assurance & Risk Advisory



Phillip Miller
Director
Canberra
Dated: 10 November 2023

Financial Summary

In the financial year of 2023, LifeLine International achieved a commendable financial performance, marked by the generation of a surplus amounting to \$3,144,538. This positive outcome can be primarily attributed to a notable upswing in revenue, particularly during the latter part of the financial year.

LifeLine International experienced a substantial increase in revenue levels, with a remarkable surge from \$793,000 in 2022 to an impressive \$5.1 million in 2023. This significant augmentation in total income can be attributed to various factors, with a predominant share emanating from successful fundraising initiatives and generous donations received. The concerted efforts in these areas contributed substantially to the overall financial health and surplus witnessed in 2023.

The strategic management of resources and the successful execution of fundraising initiatives have collectively propelled LifeLine International to a position of financial strength and sustainability.

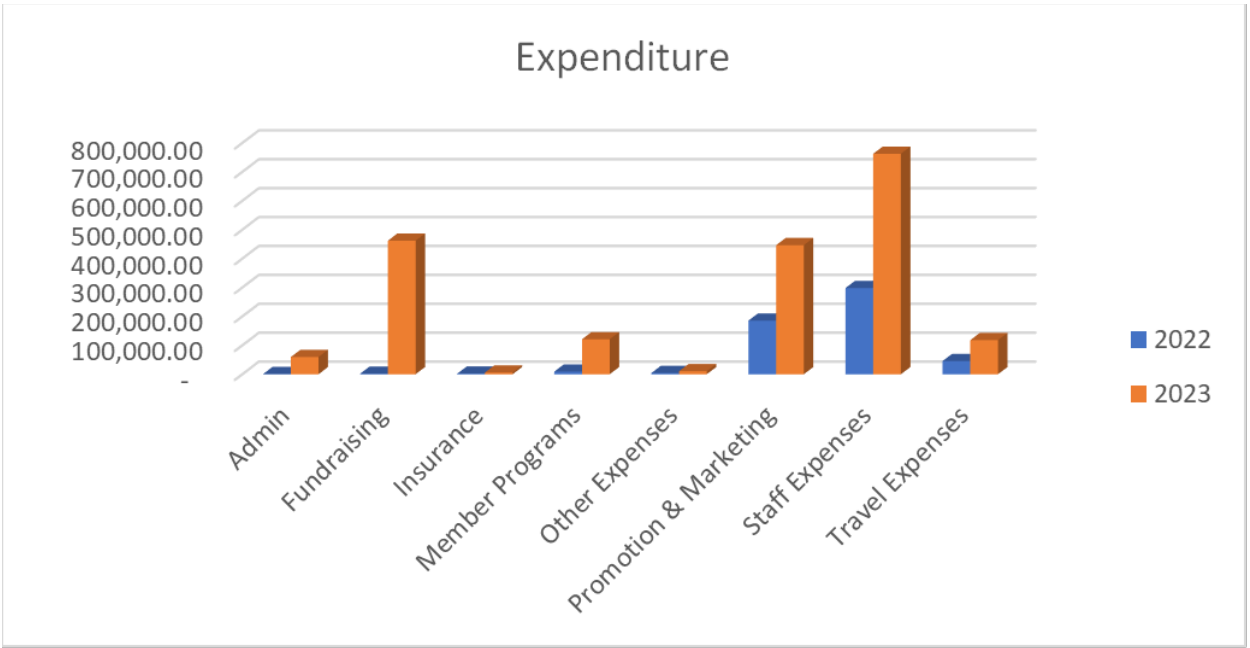


In 2023, LifeLine International witnessed a substantial increase in expenditures, coinciding with the expansion into full-scale operations. As anticipated with this expansion, the recruitment of a complete staff contingent throughout the year led to a notable surge in staff-related costs, escalating from \$298,000 in 2022 to \$762,000 in 2023. This upward trend is expected to continue into 2024, where the full complement of staff will be maintained for the entire year.

As LifeLine International expanded its outreach, fundraising became a pivotal focus, and consequently, fundraising expenditure experienced a significant upswing, reaching \$461,000 in 2023. This increase directly correlates with the notable growth in fundraising revenue, reflecting the organization's strategic investment in initiatives aimed at maximizing financial support.

Member programs also saw robust growth in 2023, with an allocation of \$121,000 towards various member programs and initiatives. This expenditure is indicative of LifeLine International's commitment to enhancing its member-focused activities. The trajectory suggests that this commitment will continue to drive increased spending in member programs throughout the 2024 fiscal year.

Moreover, 2023 marked a significant milestone for LifeLine International with the preparation for the launch of the Decriminalise Suicide Worldwide campaign. This initiative necessitated heightened investments in campaign related costs, and marketing efforts. The increased expenditure in these areas underscores LifeLine International's dedication to raising awareness and garnering support for a cause of paramount importance.



The commendable financial performance of LifeLine International in 2023 has not only marked a successful fiscal year but has strategically positioned the LifeLine International for a sustainable and impactful future. The surplus of \$3,144,538 and the substantial increase in total income from \$793,000 in 2022 to \$5,131,498 in 2023 have contributed significantly to this favourable outlook, with a balance sheet position of \$3.39 million in net assets, an increase on \$255,371 in net assets at the end of 2022. This financial strength serves as a robust foundation for the future challenges and opportunities that lie ahead.

This financial stability becomes particularly pertinent when considering the longevity and sustainability of an organisation such as LifeLine International. The ebb and flow of funds, whether through donations, grants, or other sources, can create timing differences between revenue inflows and necessary expenditures. A robust liquid position enables LifeLine International to bridge these timing gaps seamlessly, ensuring that essential financial obligations are met promptly. This reliability in meeting immediate financial needs contributes to the organisation's operational continuity and ability to deliver its services consistently.

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Thank You

Thank you to each of our Members across the world. All of us at LifeLine International are committed to supporting you in the vital work you are doing to save lives, support people in times of crisis, and prevent suicide.



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