



Annual Report

2012-2013

Key Statements

Philosophy: Connecting people with care.

Vision: A society where our community has full access to support, care and justice for all.

Mission: To aid, support and encourage all who seek assistance from the organisation.

About Lifeline Central West Inc.

Lifeline Central West is celebrating 34 years of connecting people with care. Lifeline Central West's activities are aimed at relieving distress and suffering in the community as a registered charity. The centre covers the area from Lightning Ridge to Harden, Katoomba to Bourke. This is a catchment area of more than 500,000 people.

The organisation delivers counselling and support services both on a paid and volunteer basis, with approximately 90 volunteers, and 12 paid staff. The Telephone Crisis Supporters and volunteer financial counsellors give generously of their time and energy. All counsellors are accredited and undertake regular professional development.

Apart from some specific government funds, which are tied to particular services, Lifeline Central West provides most of the funds for its counselling activities and must raise all of the funds for premises and other costs. The bulk of this support comes through community funding grants and fundraising events.

Telephone Crisis Support

The core activity of Lifeline Central West is Telephone Crisis Support. Calls are answered 24 hours a day, seven days a week, meaning Australians can access care and support from anywhere at any time of day. The 24 hour Telephone Crisis Support service is a cost effective, practical and effective way to provide immediate problem solving assistance to distressed individuals and those in crisis.

There are three crisis support centres in the Central West, located in Bathurst, Orange and Dubbo.

Financial Counselling Service

The Financial Counselling service offers free and confidential face-to-face counselling to people with financial difficulties, including bankruptcy, budgeting and repayment problems. The Office of Fair Trading supports this program with funding which assists with the employment of six Financial Counsellors.

These Financial Counsellors not only provide credit support, referral and advocacy to their clients who live in the Central West, but also provide consumer education workshops on budgeting and money management, as well as involvement in Correctional Centre Pre-Release programs.

Problem Gambling Counselling

The Gambling Counselling service offers personal counselling for problem gamblers and their families. The NSW Government supports this program through the Responsible Gambling Fund. Areas covered include the Central West and Orana Regions.

Chairman's Report

The past year has seen a steady growth in the financial security of the organisation. This can be attributed to our program funding providers, sponsors and generous donations. The securing of new funding contracts for Financial and Gambling provides a positive outlook for Lifeline Central West.

The continued improvement in reporting of both financial and business details provides transparency for funding bodies and sponsors as well as delivering a planning tool to react quickly to changing demographics and reporting requirements. The administrative system will need to continually develop to satisfy the increasing need to collect accurate statistical information. This is being developed in part by counsellors collecting and recording this information as services are delivered.

Lifeline Australia has undergone considerable organisational change resulting in some clearer direction emanating from that office. A revised and condensed Telephone Counsellor training program has been developed and it is hoped that this initiative might be more attractive in attracting new counsellors. Training and retention of counsellors continues to consume considerable resources.

Gambling and Financial counselling services continue to attract increased numbers and while the two are closely linked it is the financial aspect that is creating a challenge for many people through increased energy and infrastructure costs. To cater for the increased workload additional counsellors are being recruited. This also forms part of the succession plan to replace counsellors who have retirement in mind.

Lifeline Central West has continued to attract wide publicity through television, radio, and printed media. This is a result of the close association the CEO Alex Ferguson maintains with various media organisations, as well as the social conscience demonstrated by regional media organisations.

Telephone counsellors continue to provide a quality service while being required to provide increased administrative reporting. Their service is paramount to the organisation. Work experience has been also provided to several people who will hopefully benefit from working in the office. The book Fairs in Bathurst, Orange, and Dubbo were also successful - this was made possible by some very dedicated volunteers.

I thank all staff for their dedication, and I encourage all new staff to bring with them new ideas and enthusiasm in support of our commitment to provide quality services in an increasingly challenging environment.

Bill Miller
Chairman Lifeline Central West

CEO's Report

As with all years, the 2012-2013 year at Lifeline was full of challenges and, after several years of restructuring, some significant improvements in the financial base of the business achieved with the successful results from the re-tendering of our Problem Gambling counselling service and the Financial Counselling program.

The challenges come from the ever increasing need to increase the number of telephone counsellors to accommodate the churn of counsellors whilst coping with the increasing number of calls flowing into the National Lifeline system. I think that there is reasonable evidence to suggest that to accommodate the increasing number of calls being made to the 13 11 14 number, an amalgam of volunteer and paid counsellors will be required. The challenge for small centres like us is to find the money to support such a program. Clearly this is work in progress.

This year we have been required to tender for both the Responsible gambling program and the Financial Counselling service both of which have been provided by Lifeline Central West for many years. Fortunately we were successful in both tenders with only some minor program adjustments which have been made. Both these programs run for a minimum of 3 years.

Through careful budgeting, streamlining of processes and strong budgeting, the financial base of the organisation has substantially improved. Lifeline's audit report reflects this improvement. Further refinement in processes will continue this positive trend.

I would like to thank all staff members of Lifeline Central West, both paid and volunteer for this successful result. Without apology, some changes have been difficult but necessary. The improved results this year attest to this I would also like to thank the Board of Directors for their continued support. Running small regionally based charities is very challenging and not without its moments. Again, my sincere thanks to all involved.

A.S.Ferguson
CEO, Lifeline Central West

Treasurer's Report

Financial Year Ending 30 June 2013

Lifeline Central West (LLCW) realised a good financial year recording a net surplus of \$66,550 at the 30 June 2013. It was encouraging to see this progressive consistency extending to a second consecutive year that contributed to rebuilding a stronger balance sheet in a challenging environment.

Total revenue was \$864,917 essentially equal to the previous year at \$867,343, total government grant revenue increased by 5% to \$764,819 from \$730,006. The best government performer was the Department of Fair Trading up 21% to \$201,706 from \$166,281 and all other department increases were around 3% in line with CPI with the exception of local government grants which dropped 38% to \$24,005 from \$38,482.

The overall increase in government grants was offset by a decrease in other income, down 27% to \$100,098 from \$137,337; the revenue category decreases were; book-fair, donations and financial counselling and the revenue category increases were, business donations and TC contributions.

Total expenditure was \$798,367, proportional to revenue and on par with the previous year results of \$798,983. There was significant savings in administrative costs, down 7% to \$214,158 from \$229,905 and a reduction in program expenses, down 18% to \$59,466 from \$72,238. These decreases were balanced by a 6% increase in staffing expenses to \$524,743 from \$496,841 achieving a net zero change in expenditure from the previous year that demonstrated management's ability to synchronise activities with the project income streams.

The LLCW organisational structure has two major and five minor reporting segments; the respective associated financial performance is listed in the table below.

| Income | Expense | Surplus/ (Deficit) | Project Description |
|----------------|----------------|-------------------------------|---|
| 305,936 | 242,735 | 63,202 | Volunteer Crisis Telephone Support |
| 390,293 | 390,306 | (13) | Gambling Counselling Service |
| 67,980 | 75,815 | (7,835) | Financial Counselling Services (FSS) |
| 57,145 | 61,437 | (4,292) | FSS-CW Regional |
| 42,735 | 42,741 | (6) | FSS-Dubbo/Mid-West Regional |
| 33,845 | 36,452 | (2,606) | FSS-Dubbo Aboriginal and Torres Strait Islander |
| 18,101 | 0 | 18,101 | FSS-Support People Affected by Problem Gambling |
| 916,035 | 849,486 | 66,550 | Total |

NB: LLCW receives grant revenue for project work from a number of government agencies that is recorded in the financial period of receipt and recorded as per AASB120. This can cause timing differences between program revenue and expenditure in different financial periods.

LLCW finished the year with a healthy financial position represented by a stronger balance sheet that illustrated an important commercial result as the equity position moved back into positive territory at \$31,561 compared to the previous year negative equity of (\$34,988).

This was reflected by the reduction in debt ratio to 0.8 from the previous year result of 1.42 mostly credited to the higher cash on hand at the end of the financial year. The current ratio also picked up to 1.09 from previous year level of 0.43 indicating a moderate coverage of assets to liabilities, a little on the weak side, nevertheless mostly caused by the level of employee entitlements which is being progressively reduced year on year, hence regarded as low risk.

The financial accounts have been audited successfully without any qualifications by the accounting firm Crowe Horwath, with some suggestions for improvement in procedural areas of authorisations and reconciliations.

In summary LLCW ended the year in good financial shape, it remained solvent throughout the year and enters the next financial year well provisioned with significant cash reserves on hand at \$71,595 maximising the probability of compounding the success in the future.

I would like to congratulate the LLCW staff for the good result and acknowledge the dedication they have shown by progressively working toward improving the financial situation in a tough and challenging environment, wishing them all the very best in the financial year ahead.



Phillip J Wilson

BBUS MSM FFIN MAICD CPA

Treasurer

LIFELINE CENTRAL WEST INC.

Honour Roll

Life Membership

Edna Marston & Tony Eviston

Federal Government

- Department of Social Services

New South Wales Government

- Office of Fair Trading
- Responsible Gambling Fund
- Greater Western Area Health Service
- Communities NSW Human Services



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|--------------------------|--------------------------|------------------------------|
| Orange Ex Services Club | Lithgow Workies | Mars Petcare |
| Young - \$5039.41 | Regis Resources Ltd | Bowen Public School |
| Rotary Club of Narromine | Lions Club of Bathurst | Mid-Western Regional Council |
| Dubbo City Council | Cabonne Council | Parkes Shire Council |
| Oberon Council | Orange City Council | Lachlan Shire Council |
| Lithgow City Council | Narromine Shire Council | Gilgandra Shire Council |
| Grenfell Uniting Church | RSL Club of Dubbo | Bathurst Regional Council |
| Regis Resources Ltd | Barlow Cleaning Services | Rural Press |
| Viatek | Radio 2EL | GiISA |

A huge vote of thanks to our many sponsors, donors and volunteers for their continued generosity over the past year. Without this level of financial and in-kind support our service would not exist, develop or improve.