2018-2019 Annual Report
Our story

R U OK? began in 2009 as a national day of action, R U OK?Day, with an aim to bring Australians together to prevent suicide.

R U OK?’s mission is to encourage and empower all people to regularly and meaningfully ask ‘Are you OK?’ to support those struggling with life.

Starting conversations to change lives was the mission of R U OK? when it was founded by marketing executive Gavin Larkin in 2009.

Inspired by the suicide death of Larkin’s father Barry Larkin, it was hoped that by promoting the importance of open, honest communication and hosting R U OK?Day - a national day to promote regular connection - that all people would ultimately be better supported and less vulnerable to a crisis or suicide death.

Since instigating the inaugural national day of action at Parliament House in Canberra, R U OK? has become a household name. An estimated 80% of Australians were aware of R U OK?Day following our national day of action in 2018.

Today, R U OK? is an established suicide prevention charity delivering campaigns and resources 365-days a year to help people provide support to those who may be struggling with life.

As a suicide prevention charity, we believe we can all make a difference by being positive, inclusive and creative. We also remain committed to collaborating with the many organisations tirelessly working to prevent more than 3,000 suicide deaths in Australia each year.
Incorporation

R U OK? Ltd (ABN 25 138 676 829) is a public company limited by guarantee. It has a single Board of Directors and the registered office address is 1 Kent Street, Millers Point, Sydney, NSW.

Charitable status, tax concessions and fundraising

R U OK? Limited is listed on the register of Harm Prevention Charities.

R U OK? Limited is a charitable institution endorsed to access GST tax concessions, Income Tax Exemption and FBT Rebate.

R U OK? has been endorsed by the Australian Taxation Office as a Deductible Gift Recipient (DGR).

R U OK? adheres to all applicable fundraising legislation as required in each state and territory where it raises funds.
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Message from Board Chair:

This year marked a significant milestone for R U OK? as we celebrated our 10th National R U OK?Day - Australia’s national day of action where we remind everyone to check in on someone who might be struggling with life.

I can still recall the palpable enthusiasm of R U OK?’s late founder Gavin Larkin as his idea started to take shape and become a reality. Little did we know that R U OK? would become one of Australia’s most recognised health promotion campaigns. It’s a great legacy and I know that Gavin would be very proud of where the organisation is today.

As our organisation grows so too does our reach and impact with an increasing level of engagement across Australia.

In 2018 we maintained our focus on getting the message and resources out to regional and remote communities across Australia. R U OK?’s Conversation Convoy travelled around Australia for the second year and was embraced enthusiastically by the communities it visited.

I was fortunate to join the crew for the launch in Geelong, in Canberra at Parliament House and then in Sydney on 13 September for our tenth R U OK?Day.

Our 2018 theme ‘Every Day is R U OK?Day’ reminds us all that looking out for each other is something we need to do 365 days of the year.

R U OK? simply wouldn’t be able to achieve what we do without the incredible goodwill and support from businesses and the community across Australia.

Our major partners include the Australian Government, Liptember Foundation, Connor Menswear, Yellow, WPP AUNZ and The Flight Centre Foundation. We’re also incredibly pleased to welcome additional major partners this year including Twinings, QBE Foundation, MTAA Super, Pinnacle Charitable Foundation, Avis Budget Group and Anytime Fitness. This is an enviable roster of support which greatly enhances R U OK?’s capacity to reach more people.

As another year concludes, I would like to thank my fellow Board Directors and R U OK?’s professional staff for their ongoing commitment. In particular I want to mention our outgoing CEO, Brendan Maher, who has led the organisation with passion and professionalism for the last six years.

Brendan leaves R U OK? in incredibly good shape for his successor and former R U OK? Campaign Director Katherine Newton who was appointed in April.

Mike Connaghan
Message from the CEO:

Firstly, I would like to extend my gratitude to the R U OK? Board and Larkin family for the honour of continuing Gavin Larkin’s legacy and for the efforts of millions of Australians around the country.

My express thanks go to outgoing CEO Brendan Maher. Brendan’s leadership saw R U OK? extend to all corners of Australia; securing what is now no longer a question for just one day but every day. Brendan’s reputation in the mental health and suicide prevention sector forged positive collaborations with services and research experts to help ensure Australia has prevention and early intervention efforts firmly entrenched in the landscape and community investment at the forefront of our health promotion activities.

After three years in my role as Campaign Director, I see our work deepening amongst the general population and vulnerable communities, informed by greater evidence as we listen to Australia telling us that asking, “Are you OK?” demands authenticity in any setting during any one of the life challenges that face us all. As Australia becomes more comfortable having conversations about mental health and suicide, we will continue to build on changing attitudes, influencing intentions and demonstrating long term behaviour change.

Our research tells us that more Australians are asking the question, “Are you OK?”, and they feel more confident doing so. They believe R U OK? helps people feel connected and that it reduces stigma. These measures will continue to be monitored and analysed as the nation looks to further its education, skills and confidence in having meaningful conversations with someone they care about.

Key highlights from 2018 include:

- The Conversation Convoy continued its reach travelling 14,000km through 26 communities for the second consecutive year
- The launch of ‘Stronger Together’ for Aboriginal and Torres Strait Islander communities showing how being asked “Are you OK?” can help through a tough time
- The introduction of classroom activities for children in Kindergarten to Year 6 demonstrating that looking out for one another and lending support is a key life skill for any age group
- The launch of new resources for the hospitality industry encouraging front of house and back of house staff to look out for their ‘work family’
- The launch of a new campaign for those in motor trades to highlight how being a real mate can help someone who is struggling with life
- April 2019 saw the fifth Rail R U OK? Day with participation increasing by 700% since its inception in 2015.
We continue to acknowledge the Australian Government for its support and all our partners, community groups and the individuals who work tirelessly either through awareness raising activities or fundraising activities to help us continue our important work preventing suicide for the benefit of all Australians. As we know, life happens to all of us. We will all grieve, we will likely have relationship breakdowns, financial stressors, work struggles or family issues. It is important that when these challenges are experienced, we encourage those we care about to talk about these ‘downs’ as well as the ‘ups’. Suicide knows no boundaries and it is up to all of us to walk alongside someone experiencing tough times, help them access professional support if needed and be there for the journey.

Katherine Newton
CEO R U OK?

Who we are

A primary prevention and universal intervention

- but not a service provider.

Experts in marketing

- who work with relevant media and partners to ensure safe, research-based messaging.

Encouraging people to ask, “Are you OK?”

- with positive intent and the desire to pursue an open, non-judgemental conversation.
Our priorities

R U OK?’s mission is to inspire and empower everyone to meaningfully connect with people around them and support anyone struggling with life.

Our strategic goals fall under four key pillars:

- **Knowledge**
  Boost confidence to meaningfully connect and ask about life’s ups and downs

- **Intent**
  Nurture our sense of responsibility to regularly connect and support others

- **Impact**
  Strengthen our sense of belonging because we know people are there for us

- **Viability**
  Be relevant, strong and dynamic.

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Communicating to the people in targeted settings such as schools, workplaces and community forums

- so they know how to support a family, friend or community member or a colleague struggling with a problem.

Starting regular, meaningful conversations about any problem

- while promoting organisations that support conversations too big for family, friends and community members to take on alone.

Seeking to initiate long-term behavioural change

- so people feel more empowered to navigate a conversation with someone they’re worried about.
R U OK? is committed to supporting the Australian Government’s National Suicide Prevention Leadership and Support Program (NSPLSP) through the promotion of suicide prevention activities across the population, as well as for specific at-risk groups. R U OK? achieves these aims with activities that:

- Build individual and community capacity to offer peer support and early interventions
- Promote local responses to suicide and other related issues within communities
- Facilitate greater networks between service providers and local communities
- Promote and facilitate access to appropriate Australian service providers.

R U OK? embraces the support of suicide and mental health sector organisations. All initiatives, website, communications and resources are designed to be safe and current best practice. R U OK? is a complementary organisation that promotes and empowers peer-to-peer support.
Navigating the system

Where we fit

examples

- headspace
- Lifeline Australia
- Beyond Blue
- RUOK?

Support services

Long stay facilities and specialist psychiatric services
Psychiatric services in general hospitals
Community mental health services
Primary care mental health services
Informal community care
Self-care

Prevention and early intervention

1. Ask RU OK?
2. Listen
3. Encourage action
4. Check in

Start a conversation using these 4 steps
We aim to help:

1. All people experiencing life's challenges

2. People experiencing a crisis/suicidal ideation

It is important to note that R U OK?’s target audience is family, friends and communities living and working alongside the people who are struggling with life.

R U OK? targets Australians who know someone grappling with a problem that is causing emotional anguish or distress. In doing so, we are mindful of the need to target and connect with Australia’s diverse cultural and community groups to ensure social inclusion.
Our work

The tenth R U OK? Day showed Australia that every day is R U OK? Day, with the aim to empower people to use our four conversation steps - 'Ask, Listen, Encourage action and Check in' - to support those struggling with life any day of the year.

Key messages included:

- Asking, “Are you OK?” is no longer a question for a single day—it’s a meaningful conversation starter for every day of the year.

- Every day people experience life’s ups and downs including things like grief, relationship breakdown, financial difficulty or losing a job. Sadly, at these times many people feel they don’t have anyone to confide in.

- Noticing someone isn’t quite themselves and asking, “Are you OK?” needs to happen every day of the year.

- Today is the day to start a conversation that could change a life.

R U OK?’s national ‘Conversation Convoy’ showed ‘Every Day is R U OK?Day’

For the second year in a row, R U OK? travelled 14,000 km across the country and hosted 26 public events and numerous private events on a six-week ‘Conversation Convoy’. The Convoy visited regional and metropolitan communities including Canberra, Longreach, Darwin, Tennant Creek, Hervey Bay, Grafton, Griffith and Devonport.

The aim of the ‘Conversation Convoy’ was to make every day R U OK?Day by encouraging more Australians to get comfortable asking the question, "Are you OK?", not just on one day a year but every time we recognise the signs that someone we care about might be struggling.

2018 ‘Every day is R U OK?Day’ campaign result highlights:

- National awareness increased to 80%, up from 78% in 2017
- 19% of Australians participated in an R U OK? activity
- More than 84,000 resources were downloaded
- 427,000 people visited ruok.org.au
- 5,380 media mentions resulting in a circulation of more than 44 million during campaign period
- Our social media community grew and now exceeds 500,000
- 1,200 registered community events across the country. Double the number of R U OK?Day events registered in 2017
- Ambassadors with lived experience spoke at 135 events across the country on R U OK?Day
- 11,000 visits to 'Find Help' page www.ruok.org.au/find-help
We reached more Australians and got conversations started across the nation with supporters from all walks of life:

“Connection and meaningful conversations have saved my life and forever changed my thinking to hang on in the darkness knowing light will reappear. Sometimes it’s just a day away, sometimes it’s a few months, or even years, but the light is there.”

Megan B

“We will ALL suffer at some point with some type of mental health issue. An R U OK? conversation may be the reason you live.”

Damien T

“I have suffered from feeling that I don’t matter, self-proclaimed ‘I don’t matter syndrome.’ I’m glad to have the support of friends and family who noticed the signs something wasn’t OK and encouraged me to seek help.”

David H

“A simple question like, ‘Are you OK?’ can make such a big difference to someone who needs to hear it.”

Natalia S

“When you ask someone, ‘Are you OK?’ you’re communicating so much more. You’re saying I care about you, you have value and you’re asking if everything in your life is where it should be and if there’s something that isn’t where it should be and it’s bringing you down, then that’s a concern.”

Justin L

The Signs

We released a national television commercial video series, narrated by national icon Jack Thompson. The videos revealed everyday scenarios where the characters are not quite themselves – they’re showing signs of changes to regular habits - to showcase some of the subtler signs that could indicate someone’s going through a tough time or struggling with life.

The television commercials were screened on all major commercial networks and in Hoyts cinemas nationally.
The ‘Stronger Together’ campaign shares personal stories from across the country that show how being asked “Are you OK?” helped them through a tough time.

Regardless of where we live, or who our mob is, we can all go through tough times, times when we don’t feel great about our lives or ourselves. That’s why it’s important to always be looking out for each other.

By asking and listening, we can help those we care about feel more supported and connected, which can help stop them from feeling worse over time.

That’s why this campaign has a simple message: Let’s talk, we’re stronger together.

The campaign resources include videos, written stories, social media tiles, posters and a conversation guide.

R U OK? are grateful to the Aboriginal and Torres Strait Islander leaders and influencers who led this campaign as part of the R U OK? Advisory Group alongside creative agency, 33 Creative.

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Other highlights
- Distributed free health promotion materials
- Developed new free resources for industry settings and vulnerable communities
- Worked alongside others in the mental health and suicide prevention sector
- Recruited new ambassadors to be the voices of lived experience
- Shared the story of our late founder, Gavin Larkin, through ABC’s Australian Story

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Supporting campaigns

R U OK? delivers campaigns designed to build people’s confidence and capacity to connect and have conversations; provide opportunities and impetus to proactively connect; and contribute to long-term behavioural change.

R U OK? Day is complemented by year-long campaigns including:

**Stronger Together**

The Stronger Together campaign, launched in 2019, shares personal stories from Aboriginal and Torres Strait Islander people on how being asked “Are you OK?” helped them through a tough time.

Regardless of where we live or who our mob is, we can all go through tough times, times when we don’t feel great about our lives or ourselves. That’s why it’s important to always be looking out for each other.

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Primary Schools

Looking out for one another and lending support is a key life skill for any age group.

R U OK? have produced a curriculum aligned K-6 package designed to introduce and emphasise the value of close connections and strong relationships. The toolkit encourages primary school students to look out for their classmates by asking R U OK?

Hospitality

R U OK? worked with the hospitality sector to find better ways to ensure the industry is equipped to handle the pressures that come with what is an exciting, yet demanding, workplace. We released new resources which show that supporting a workmate who's struggling is important and can start with a simple question, "Are you OK?"

Motor Trades

MTAA Super and R U OK? launched a campaign to start life-changing conversations in the motor trades industry.

"It takes a real workmate to ask R U OK?" aims to help workmates get past what can sometimes feel like an awkward conversation when talking on the job about emotions and life’s up and downs.

The campaign includes a practical guide to asking workmates "Are you OK?" and is designed to help people manage these conversations safely, sensitively and effectively.
Rail R U OK?Day

In partnership with the TrackSAFE Foundation, we celebrated the fifth and biggest Rail R U OK?Day, reaching more than 50,000 rail employees. Participation has increased by 700% since inception.

#YouCanTalk

We collaborated with Beyond Blue, headspace, ReachOut.Com, Lifeline, Black Dog Institute and Everymind on the #YouCanTalk campaign aimed at empowering and increasing confidence when it comes to talking about suicide. While it can be difficult to talk about suicide, research shows you can have a positive influence on someone who might be considering suicide by initiating a conversation with them and supporting them to seek help.

More free resources available in:

- R U OK? at Work
- R U OK? at School
- R U OK? at University
- R U OK? at Law
- R U OK? Afield for FIFO workers
Community highlights

The inaugural Barbara Hocking Memorial Awards

Barbara Hocking OAM (d. 2016) was one of Australia’s leading advocates for people affected by mental illness. Her leadership and achievements left a lasting legacy in how people living with mental illness and their families are treated and regarded. Barbara was the first full-time Executive-Director of SANE Australia - a national charity working for a better life for all people affected by mental illness through education and support, applied research and campaigning for improved services and attitudes. As well as being a Director of SANE Australia, she also served on the Board of Mental Health Australia and R U OK?

The Barbara Hocking Memorial Awards aim to:

- Recognise and celebrate the people and organisations who have made an outstanding effort to support R U OK? in their community
- Inspire others to support R U OK?
- Encourage others to have regular meaningful conversations and invest more time in the people around them.

Awards were presented in the following categories:

- Workplace
- Education
- Community
- Conversation Champion
- Young Conversation Champion

Mardi Gras Parade

For the third consecutive year, R U OK? had a float in the Sydney Gay and Lesbian Mardi Gras Parade supported by 40 marchers who represented the diversity of the community. The theme of the float was ‘Fearless Friends’.

Our marchers came from all walks of life, but all are ready and willing to step up and be there for their loved ones. Our hope was to encourage everyone to be a Fearless Friend and check in on their mates and loved ones in a meaningful way.

Our efforts at the parade were complemented by the release of an LGBTQI+ resource hub which shared real stories of how ‘Fearless Friends’ have made a difference and encouraged everyone to be ready and willing to reach out to the people in their world who might be going through a tough time.
Conquer Kozi

R U OK? supporters joined the Conquer Kozi fundraising effort for a second year and climbed to the summit of Mount Kosciuszko.

This spectacular 18km walk in the New South Wales Snowy Mountains, treks up Australia’s highest peak.

Community Ambassador program

Our Community Ambassadors form a network of volunteers across Australia who are motivated to share their stories of how an R U OK? conversation has changed or saved their lives, inspiring others to do the same.

This year, thanks to the support of Connor Menswear, 48 new Ambassadors were formally trained. Ambassadors spoke at 135 events on R U OK? Day 2018.

Tread As One Treadmill Challenge

This national event was conducted on 31 May and 1 June at more than 260 Anytime Fitness clubs across the country. It brought together thousands of individuals, local businesses, community services and celebrities who demonstrated their support for R U OK?

For 24-hours, participants trod together to support each other, support suicide prevention and let their local community know it’s OK to talk about the hard stuff.
Food for Thought

"I have suffered from mental health issues myself and I've known others in similar situations. I like that this campaign gives us a simple framework to reach out to people in our work family who might be dealing with those things or going through a tough time."

Malcolm Meiers

Driven by his own experience, Mal Meiers founded Food For Thought in 2014 as a way to dismantle the negative effects of mental health within the hospitality industry.

Everything for these events is donated, from the venue to the chefs' time, the food and the wine. 100% of proceeds from these events since 2018 have been donated to R U OK? and Lifeline to support the work both are doing to create more awareness of mental health in the industry. Money raised from the events helps R U OK? continue to support the hospitality industry through our specific campaign.

Woopi Wears Yellow

“We’re learning to talk about suicide, depression and all life’s tough moments, because the more you talk about it the easier it gets. By starting these conversations, we can show people they’re loved, they’re needed, and they matter. You could save a life.”

Lisa Nichols

Woolgoolga in NSW demonstrated the impact of a community coming together. In the lead up to R U OK? Day 2018, the entire town was encouraged to participate in their ‘Woopi Wears Yellow’ efforts.

Organiser of the community effort, Lisa Nichols, lost her mother to suicide in 1989. Lisa arranged a variety of displays, organised wellness activities as part of a community breakfast in the local park and encouraged all local workers to wear yellow for the day.
Our board

Michael Connaghan
R U OK? Chairman
Former CEO WPP AUNZ

Katherine Newton
CEO
R U OK?

Graeme Cowan
Non-Executive Director
Mental health speaker and author

Rhanna Collins
Non-Executive Director
Executive Editor
Indigenous News & Current Affairs NITV/SBS

Barry Du Bois
Non-Executive Director
Presenter Channel Ten’s The Living Room

Janina Nearn
Non-Executive Director
Freelance television producer

Kathryn Howard
Non-Executive Director
Partner at Hall & Wilcox

Aya Larkin
Non-Executive Director
Brother of late founder Gavin Larkin
Hotelier, Musician

Brendan Maher
Non-Executive Director
Global Director Mental Health & Suicide Prevention
Movember Foundation

Mark Soulos
Non-Executive Director
Partner at PwC Australia
Our supporters

Major partners:

- Liptember Foundation
- Connor
- Flight Centre Foundation
- Yellow
- MTAA Super
- Twinings
- QBE Foundation
- Pinnacle Charitable Foundation
- Avis Budget Group
- Anytime Fitness
- WPP AUNZ

Government Support

- Australian Government – Department of Health
Pro bono and financial supporters

- Audi Foundation
- Bulletproof Networks
- Byron Bay Cookies
- Centre for Corporate Health
- Comcater
- Fourth Wall
- Hoyts
- Herbert Smith Freehills
- Ikon
- Isentia
- John James Foundation
- Liquid Ideas
- Parmarma Private Ancillary Fund
- REINSW
- Thyne Reid Foundation
- Top Parks
- Virgin Australia
- Westpac

Thank you

R U OK? acknowledges and appreciates the support of our ambassadors, community champions and media partners who help further our work.
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Directors’ report

The directors of R U OK? Limited submit therewith the Concise report of the company for the financial year ended 30 June 2019.

Information about the directors and senior management

The names and particulars of the directors of the company during or since the end of the financial year are:

<table>
<thead>
<tr>
<th>Name</th>
<th>Particulars</th>
</tr>
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<tbody>
<tr>
<td>Ms Janina Nearn</td>
<td>Non-executive Director, has been involved with R U OK? since its inception in 2009. Ms Nearn is a former television and documentary producer.</td>
</tr>
<tr>
<td>Mr Jack Singleton (Resigned 13 November 2018)</td>
<td>Director and founder of Jack Watts Currie, 1300 Flowers, Phone Name Marketing Australia and Lasttix.</td>
</tr>
<tr>
<td>Mr Brendan Maher (Resigned 18 April 2019)</td>
<td>Non-executive Director, CEO of R U OK? Limited</td>
</tr>
<tr>
<td>Mr Graeme Cowan</td>
<td>Non-executive Director, mental health speaker and author.</td>
</tr>
<tr>
<td>Ms Kathryn Anne Howard</td>
<td>Non-executive Director, Partner of Holding Redlich. Ms Howard is a senior lawyer who has practised in Melbourne, Tokyo and London.</td>
</tr>
<tr>
<td>Mr Barry Du Bois</td>
<td>Non-executive Director, presenter Channel Ten’s The Living Room.</td>
</tr>
<tr>
<td>Mr Aya Larkin</td>
<td>Non-executive Director, brother of late founder Gavin Larkin, hotelier, musician.</td>
</tr>
<tr>
<td>Professor Helen Christensen (Resigned 13 November 2018)</td>
<td>Director and Chief Scientist Black Dog Institute.</td>
</tr>
<tr>
<td>David Liddiard (OAM) (Resigned 13 November 2018)</td>
<td>Director of David Liddiard Group</td>
</tr>
<tr>
<td>Mr Brendan Maher (Appointed 18 June 2019)</td>
<td>Non-executive Director, Global Director, Mental Health &amp; Suicide Prevention – Movember Foundation</td>
</tr>
<tr>
<td>Ms Katherine Newton (Appointed 1 April 2019)</td>
<td>CEO of R U OK? Limited</td>
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Company secretary

Mr Trent Millane held the position of company secretary of R U OK? Limited at the end of the financial year.

Principal activities

The entity’s principal activity in the course of the financial year was to promote the prevention of behaviour that is harmful or abusive to human beings.

Specifically, R U OK? Limited is a charitable institution dedicated to encouraging all people to regularly and meaningfully ask "Are you OK?" to support those struggling with life.

R U OK? Day is a national day of action on the second Thursday of September (13 September 2018) and is dedicated to reminding people to regularly check in with family and friends.

Vision

A world where all people are connected and are protected from suicide.

Changes in state of affairs

There was no significant change in the state of affairs of the entity during the financial year.

Subsequent events

There has not been any matter or circumstance occurring subsequent to the end of the financial period that has significantly affected, or may significantly affect, the operations of the entity, the results of those operations, or the state of affairs of the entity in future financial periods.

Future developments

Disclosure of information regarding likely developments in the operations of the entity in future financial periods and the expected results of those operations is likely to result in unreasonable prejudice to the entity. Accordingly, this information has not been disclosed in this report.

Dividends

No dividends have been paid or declared since the start of the financial year. The directors do not recommend the payment of a dividend in respect of the financial year.

Indemnification of officers and auditors

The company has not, during or since the end of the year, in respect of any person who is or has been an officer or auditor of the company or a related body corporate, indemnified or made any relevant agreement for indemnifying them against a liability, incurred as an officer or auditor including costs and expenses in successfully defending legal proceedings.
Directors’ report (continued)

Directors’ meetings

The following table sets out the number of directors’ meetings held during the financial year and the number of meetings attended by each director (while they were a director).

<table>
<thead>
<tr>
<th>Director</th>
<th>Maximum possible attendance</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>Mike Connaghan</td>
<td>4</td>
<td>3</td>
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<tr>
<td>Janina Nearn</td>
<td>4</td>
<td>2</td>
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<tr>
<td>Jack Singleton</td>
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<tr>
<td>Graeme Cowan</td>
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<tr>
<td>Aya Larkin</td>
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</tr>
<tr>
<td>Kathryn Howard</td>
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<tr>
<td>Mark Soulos</td>
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<td>3</td>
</tr>
<tr>
<td>Barry Du Bois</td>
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</tr>
<tr>
<td>David Liddiard</td>
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<td>2</td>
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<tr>
<td>Helen Christensen</td>
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Auditor’s independence declaration

The auditor’s independence declaration is included on page 29 of the annual report.

On behalf of the Directors

Mr Michael Connaghan
Director

Sydney, 20 December 2019
20 December 2019

Dear Board Members

Auditor’s Independence Declaration to RUOK? Limited

In accordance with Subdivision 60-C of the Australian Charities and Not-for-profits Commission Act 2012, I am pleased to provide the following declaration of independence to the directors of RUOK? Limited.

As lead audit partner for the audit of the concise financial report of RUOK? Limited for the financial year ended 30 June 2019, I declare that to the best of my knowledge and belief, there have been no contraventions of:

(i) the auditor independence requirements as set out in the Australian Charities and Not-for-profits Commission Act 2012 in relation to the audit; and

(ii) any applicable code of professional conduct in relation to the audit.

Yours faithfully

[Signature]

Sandeep Chadha
Partner
Chartered Accountants

The Board of Directors
RUOK? Limited
1 Kent Street
Millers Point NSW 2000
Report of the independent auditor on the concise financial report to the members of RUOK? Limited

Opinion

The concise financial report, which comprises the statement of financial position as at 30 June 2019, the statement of profit or loss & other comprehensive income, the statement of cash flows and the statement of changes in equity for the year then ended and related notes is derived from the audited financial report of RUOK? Limited for the year ended 30 June 2019. We expressed a qualified audit opinion on this financial report in our report dated 20 December 2019.

In our opinion, the accompanying concise financial report is consistent, in all material respects, with the audited financial report in accordance with Accounting Standard AASB 1039 Concise Financial Reports.

Concise Financial Report

The concise financial report does not contain all the disclosures required by Australian Accounting Standards. Reading the concise financial report and the auditor’s report thereon, therefore, is not a substitute for reading the audited financial report and the auditor’s report thereon. The concise financial report and the audited financial report do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial report.

The Audited Financial Report and Our Report Thereon

We expressed a qualified audit opinion on the audited financial report in our report dated 20 December 2019. The basis of our qualified opinion was that RUOK? Limited had determined that it was impracticable to establish control over the collection of cash donations prior to entry into its financial records. Donations are a significant source of revenue for RUOK? Limited. Accordingly, as the evidence available to us regarding revenue from this source was limited, our audit procedures with respect to cash donations was restricted to the amounts recorded in the financial records. We therefore were unable to express an opinion whether revenue from cash donations that RUOK? Limited recorded, was complete.

Directors’ Responsibility for the concise financial report

The Directors are responsible for the preparation of the concise financial report in accordance with Accounting Standard AASB 1039 Concise Financial Reports and for such internal control as the Directors determine are necessary to enable the preparation of the concise financial report.
Auditor’s Responsibilities for the Audit of the Concise Financial Report

Our responsibility is to express an opinion on whether the concise financial report, in all material respects, complies with AASB 1039 Concise Financial Reports based on our procedures, which were conducted in accordance with Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements.

Sandeep Chadha
Partner
Chartered Accountants
Sydney, 20 December 2019
Directors’ declaration

The directors declare that:

(a) in the directors’ opinion, there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable; and

(b) in the directors’ opinion, the attached financial statements and notes thereto are in accordance with the *Australian Charities and Not-for-profits Commission Act 2012* including compliance with accounting standards and giving a true and fair view of the financial position and performance of the company.

Signed in accordance with a resolution of the directors made pursuant to s.60.15 of the *Australian Charities and Not-for-profits Commission Regulation 2013*.

On behalf of the Directors

Mr Michael Connaghan
Director

Sydney, 20 December 2019
Statement of profit or loss & other comprehensive income for the year ended 30 June 2019

<table>
<thead>
<tr>
<th></th>
<th>Year Ended 30 June 2019 ($)</th>
<th>Year Ended 30 June 2018 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>5,023,012</td>
<td>3,463,003</td>
</tr>
<tr>
<td>COGS</td>
<td>(738,098)</td>
<td>(666,689)</td>
</tr>
<tr>
<td>Interest Income/(Expense)</td>
<td>0</td>
<td>(1,304)</td>
</tr>
<tr>
<td>Salaries &amp; Benefits</td>
<td>(1,058,330)</td>
<td>(834,741)</td>
</tr>
<tr>
<td>Consultants &amp; Benefits</td>
<td>(242,609)</td>
<td>(239,334)</td>
</tr>
<tr>
<td>Office &amp; Administration</td>
<td>(33,748)</td>
<td>(44,291)</td>
</tr>
<tr>
<td>Research, Monitoring and Communications</td>
<td>(1,779,524)</td>
<td>(1,305,436)</td>
</tr>
<tr>
<td>Finance Expenses</td>
<td>(35,358)</td>
<td>(36,881)</td>
</tr>
<tr>
<td><strong>Profit Before Tax</strong></td>
<td>1,135,345</td>
<td>334,327</td>
</tr>
<tr>
<td>Income Tax Expense</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Profit For The Year</strong></td>
<td>1,135,345</td>
<td>334,327</td>
</tr>
<tr>
<td>Other Comprehensive Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Comprehensive Income</strong></td>
<td>1,135,345</td>
<td>334,327</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
## Statement of financial position at 30 June 2019

<table>
<thead>
<tr>
<th></th>
<th>30 June 2019</th>
<th>30 June 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>2,346,902</td>
<td>1,383,801</td>
</tr>
<tr>
<td>Trade and Other Receivables</td>
<td>151,144</td>
<td>177,212</td>
</tr>
<tr>
<td>Inventories</td>
<td>466,350</td>
<td>360,226</td>
</tr>
<tr>
<td>Prepayments &amp; Deposits</td>
<td>403,195</td>
<td>189,337</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>3,367,591</td>
<td>2,110,576</td>
</tr>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant &amp; Equipment</td>
<td>14,426</td>
<td>18,583</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>3,382,017</td>
<td>2,129,159</td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade &amp; Other Payables</td>
<td>1,010,654</td>
<td>896,023</td>
</tr>
<tr>
<td>Provision For Holiday Pay</td>
<td>37,694</td>
<td>36,917</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>1,048,348</td>
<td>932,940</td>
</tr>
<tr>
<td><strong>Non-Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provision for Long Service Leave</td>
<td>2,105</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Non-Current Liabilities</strong></td>
<td>2,105</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>1,050,453</td>
<td>932,940</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>2,331,564</td>
<td>1,196,219</td>
</tr>
<tr>
<td><strong>Accumulated Surpluses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Surpluses</td>
<td>1,196,219</td>
<td>861,892</td>
</tr>
<tr>
<td>Current Year Surpluses</td>
<td>1,135,345</td>
<td>334,327</td>
</tr>
<tr>
<td><strong>Total Accumulated Surpluses</strong></td>
<td>2,331,564</td>
<td>1,196,219</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
### Statement of changes in equity for the year ended 30 June 2019

<table>
<thead>
<tr>
<th></th>
<th>Accumulated surpluses $</th>
<th>Total equity $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balance at 30 June 2017</strong></td>
<td>861,892</td>
<td>861,892</td>
</tr>
<tr>
<td><strong>Surplus For The Year</strong></td>
<td>334,327</td>
<td>334,327</td>
</tr>
<tr>
<td><strong>Balance at 30 June 2018</strong></td>
<td>1,196,219</td>
<td>1,196,219</td>
</tr>
<tr>
<td><strong>Surplus For The Year</strong></td>
<td>1,135,345</td>
<td>1,135,345</td>
</tr>
<tr>
<td><strong>Balance at 30 June 2019</strong></td>
<td>2,331,564</td>
<td>2,331,564</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
Statement of cash flows for the year ended 30 June 2019

<table>
<thead>
<tr>
<th>Cash Flows From Operating Activities</th>
<th>Year Ended 30 June 2019 $</th>
<th>Year Ended 30 June 2018 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions Received</td>
<td>5,049,080</td>
<td>3,885,216</td>
</tr>
<tr>
<td>Payments to Suppliers</td>
<td>(4,077,066)</td>
<td>(3,191,711)</td>
</tr>
<tr>
<td>Interest Received/(Expenses)</td>
<td>(2,793)</td>
<td>(8,308)</td>
</tr>
<tr>
<td>Net cash Provided by Operating Activities</td>
<td><strong>969,221</strong></td>
<td><strong>685,197</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash Flows from Investing Activities</th>
<th>Year Ended 30 June 2019 $</th>
<th>Year Ended 30 June 2018 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of PPE</td>
<td>(6,120)</td>
<td>(11,933)</td>
</tr>
<tr>
<td>Net Cash used in Investing Activities</td>
<td><strong>(6,120)</strong></td>
<td><strong>(11,933)</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Cash Provided by Financing Activities</th>
<th>Year Ended 30 June 2019 $</th>
<th>Year Ended 30 June 2018 $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net increase in cash and cash equivalents</th>
<th>Year Ended 30 June 2019 $</th>
<th>Year Ended 30 June 2018 $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>963,101</strong></td>
<td><strong>673,264</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash and cash equivalents held at the beginning of the period</th>
<th>Year Ended 30 June 2019 $</th>
<th>Year Ended 30 June 2018 $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,383,801</td>
<td>710,537</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash held at the end of the financial period</th>
<th>Year Ended 30 June 2019 $</th>
<th>Year Ended 30 June 2018 $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>2,346,902</strong></td>
<td><strong>1,383,801</strong></td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
Notes to the financial statements

1. Basis of preparation of the concise financial report

The concise financial report of R U OK? Limited (The Company) is an extract from the financial report for the year ended 30 June 2019. The concise financial report has been prepared in accordance with Accounting Standards AASB 1039: Concise Financial Reports, and the Corporations Act 2001.

The financial statements and disclosures included in the concise financial report are derived from the financial report of the Company. The concise financial report cannot be expected to provide as detailed an understanding of the financial performance, financial position and financing and investing activities of the Company as the financial report. Further financial information can be obtained from the financial report and the financial report is available to Members, free of charge, on request to the Company.

The presentation currency used in this concise financial report is Australian dollars.

2. Discussion and analysis of the financial statement

This discussion and analysis is provided to assist Members in understanding the concise financial report. The discussion and analysis is based on the Company’s financial statements and the information contained in the concise financial report has been derived from the financial report of R U OK? Limited.

**Statement of profit or loss & other comprehensive income**

The current year surplus for the year ended 30 June 2019 is $1,135,345 compared to a surplus of $334,327 in the preceding financial year.

R U OK? Limited increased its income from Donations and Fundraising activities by 45% through the continuation of events like R U OK? Day, supporting R U OK? campaigns and programs, and community fundraising/awareness activities and events across Australia.

Expenses incurred also increased when compared with the previous year and reflect increased investment in R U OK? Day campaign activity, and supporting R U OK? campaigns and community awareness/fundraising activities across Australia.
The financial year ended 30 June 2019 included expenses incurred for the R U OK? Conversation Convoy. The R U OK? team travelled across Australia on the Conversation Convoy visiting every state and territory. We hosted events to show Australia we’ve all got what it takes to ask R U OK? and support those struggling with life.

**Statement of Financial Position**

Total assets increased by $1,252,858 to $3,382,017 representing an increase of 59%. This was mainly attributable to an increase in Cash and Cash equivalents, and merchandise held at 30 June 2019.

Total Liabilities increased by $117,513 to $1,050,453. This was mainly attributable to increased payables to suppliers for 2019 R U OK? activities.

**Statement of Changes in Equity**

The retained surplus increased by $1,135,345 being the addition of the net surplus for the year.

**Statement of Cash Flows**

Cash held at year end increased by $963,101 to $2,346,902. The current year’s cash flow activities reflect the increase in Donations, Sponsorships and fundraising activities and the resulting additional expenditure associated with these fundraising/awareness activities, additional expenditure on merchandise held at 30 June 2019 and prepayments for the 2019 Trust the Signs Tour.
R U OK?™
A conversation could change a life.
ruok.org.au