About us

Our vision
R U OK?'s vision is a world where we’re all connected and are protected from suicide.

Our mission
R U OK?’s mission is to inspire and empower everyone to support those who may be struggling with life.

Our approach
R U OK? is a public health promotion charity that encourages people to have conversations that can help others through difficult times in their lives. Our work focuses on building the motivation, confidence and skills of the help-giver – the person who can initiate a meaningful conversation with someone who is struggling with life.

R U OK? contributes to suicide prevention efforts through fostering personal connection and building the capacity of informal support networks – friends, family and colleagues - to be alert to those around them, have a conversation if they identify signs of distress or difficulty and connect someone to appropriate support.

Our strategic goals fall under four key pillars:

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

Nurture our sense of responsibility to regularly connect and support others

Be relevant, strong and dynamic

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

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Strengthen our sense of belonging because we know people are there for us
‘In the time it takes to have a cuppa, you could change a life.’
- The late Gavin Larkin, R U OK? Founder.

R U OK? was started by the late Gavin Larkin OAM. Gavin, an advertising executive, had lost his father to suicide and passionately wanted to do something to prevent others experiencing such loss.

Gavin was collaborating with TV Producer Janina Nearn on a documentary to raise awareness, but he soon realised the documentary alone wouldn’t be enough. To genuinely change behaviour Australia-wide, a national campaign was needed. From this realisation, and with Gavin and Janina’s expertise and passion, R U OK? was born.

In a year where many have not been OK, we continue to drive this movement forward by encouraging the nation towards deeper, more authentic conversations to help loved ones navigate life’s ups and downs.

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.

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.

In a year where many have not been OK, we continue to drive this movement forward by encouraging the nation towards deeper, more authentic conversations to help loved ones navigate life’s ups and downs.

The challenges of ongoing drought, the devastation of floods and bushfires along with the tumultuous emotional and economic environment of COVID-19 have been felt across the country.

Challenging times highlight the importance of an integrated approach to suicide prevention and R U OK? has contributed to this by broadening our collaboration and consultation with government agencies - such as the National Bushfire Recovery Agency, Mental Health Commission, Suicide Prevention Taskforce and sector colleagues while continuing to affirm the valued role of professional health services.


The focus of our ‘Trust the Signs’ call to action on R U OK? Day 2019 was on building confidence and literacy levels of help givers to spot changes in mood, appearance or behaviour and start a conversation that could change a life.

An omnibus survey conducted by R U OK? indicated we can improve people’s confidence in their ability to recognise the signs that someone is struggling with life. In response, R U OK? conducted regional and rural outreach and educational efforts in 24 communities through the ‘Trust the Signs Tour’.

Further training and development of our valued ambassador cohort, professional development workshops for R U OK? Culture champions and rural festivals in NSW, QLD and TAS were sadly postponed due to COVID-19. However, like so many others, we embraced virtual engagement opportunities and hope to recommence physical activities in FY20/21.
As a mission driven organisation we continued to enhance the measurement of our impact and reach through our new Social Impact Measurement Framework, regular evaluations and testimonials from those who have been impacted by suicide. The Framework focuses on four key behaviour changes we must consider and address across all the work we develop and deliver.

Research commissioned by R U OK? and published in the *International Journal of Mental Health Systems* cited:

‘Campaign exposure was associated with stronger beliefs in the importance and the ease of asking “Are you okay?”, and increased the likelihood of intentions to use recommended helping actions by two to three times compared to those not exposed to the campaign. Participants who were exposed to the R U OK? Day campaign were up to six times more likely to reach out to someone who might be experiencing personal difficulties compared to those not exposed to the campaign.’

We encourage you to read the highlights of our impact work to date, reflect on conversations you have had and consider how you have played a role in strengthening peer support and supporting those who may be struggling with life.

Our funding has afforded new ways to reach new audiences. These include driving culture change amongst police and emergency services workers and volunteers with ‘Are They Triple OK?’, and via coaches in grassroots sport with the ‘Hey Sport’ resources. We have been heartened by the increase in interest from our more vulnerable communities across LGBTQI+ and Aboriginal and Torres Strait Islander people.

We sincerely thank those individuals, existing partners and new supporters whose generosity promotes the continued growth of the R U OK? movement and helps us engage, educate and empower more people to start meaningful conversations with those in their world who may be struggling. We’re also grateful for the significant amount of goodwill and pro bono support we received for our health promotion activities. There were considerable cost savings due to this unprecedented goodwill and support, the remote working environment and cancellation of planned physical events and in-person stakeholder engagement. This leaves us well placed for FY20/21 when we hope to revert to carrying out more face-to-face activities encouraging everyone to connect with those around them and ask, “Are you OK?”.

As we look ahead, we encourage all Australians to #StayConnected across homes, schools and workplaces and communities. The impact of 2020 will be felt for some time and it is important to stay alert for signs of struggle amongst those we live, work and study alongside, that we lend support by listening and we encourage ways to manage the load. In this way we can further our own understanding of the role we can all play in suicide prevention.
"We've lost far too many people from our beautiful diverse Australian community, and we all have a part to play in decreasing the statistics. It’s so important we let the people around us know we genuinely care and are truly here to listen."

R U OK? Ambassador Brooke Blurton on the role we can all play in suicide prevention.

"Aboriginal and Torres Strait Islander people aged between 15 and 24 are almost four times more likely to die by suicide than non-Indigenous people the same age. But really, one life lost to suicide is too many. That’s why I’m encouraging my mob to start the conversation and ask R U OK? Let’s talk, we’re stronger together."

R U OK? Ambassador Kevin Heath on why we should ask our mob, “Are you OK?”

"Listening is the most important thing you can do right now. We often hear ‘we’re all in this together’, but it’s vital we actually let people know this with our actions."

R U OK? Ambassador Megan Barrow on the importance of reaching out and staying connected through COVID-19 and beyond.

"We’re all filling our bucket every day, and it comes to a point where they fill up and spill over."

"Before that happens, let’s help each other to empty that bucket before it gets to that point of no return. We’re always there to help. Let’s make sure we help each other and ask, ‘Are you OK?’"

Victorian Country Fire Authority Firefighter, Samantha Tosch wants colleagues and family members to take that step and ask the question if they spot the signs someone might be struggling.

"When we’re deployed we rely on each other for emotional support and a big part of doing that well is knowing the signs that someone might need to talk."

HMAS Adelaide’s Commanding Officer Captain Jonathan Ley on the importance of creating a culture of support in the Royal Australian Navy.

"We make sure to check in every Sunday and we’ve kept it going for eight years because we know that one question – “Are you OK?” – can make us stop and think, “Am I really OK?” If we are struggling through something, having someone genuinely ask R U OK? reminds us that we have a listening ear to hear us if we are not. At times we are not ok, and we can honestly share that with each other. Sharing what’s going on is sometimes all it takes to feel better about what’s happening."

"By keeping in regular contact, we’re well equipped to notice the signs that one of us is struggling. If we notice a difference in inflection, wording or attitude, then we know it’s time to trust those signs and ask R U OK?"

R U OK? supporter John shares how R U OK? has inspired him to check in with his friend Ann every week for the last eight years.

"I just want to say that you have helped me a lot. Me in particular but also a friend last month. I noticed that he had been acting a little bit strange at school. He would spend a lot of time in the library when he always used to play basketball with me and other friends. So one day I saw your page and thought that I might ask him if he’s OK and it turns out it wasn’t. His grandma had actually passed away a week before and he was very close to her. We talked about it and as someone who has anxiety I asked the school counsellor if he could talk to him and he did and now he’s back to playing basketball and a lot happier so I just wanted to say thank you."

A student shares how they trusted the signs, trusted their gut, asked R U OK? and helped change a life.

"Tears of strength. Stopped to talk to neighbour droving hungry sheep this morning. I asked "How you going?", "OK" was the reply. Asked again "How you really going?"; response was tears. After a hug and a yarn we both felt better. Don’t let pride rob you of being true to yourself."

R U OK? supporter Jarrod Amery reflects on why we need to connect and have meaningful conversations in tough times.

“R U OK? A conversation could change a life.”
In July 2019, R U OK? launched a nationwide ‘Trust the Signs Tour’. In the lead up to R U OK?Day we travelled 17,000 km, visiting every state and territory and engaging 24 communities in an educational experience designed to build people’s confidence in trusting the signs, trusting their gut and asking, “Are you OK?”.

The ‘Trust the Signs Tour’ came in the wake of research released by R U OK? that found nearly two-thirds of Australians (63%) were not confident they knew the signs that someone might be struggling with life. Of those surveyed, 41% hadn’t asked someone if they were OK because they weren’t sure they knew the signs. However, there was hope, with almost half (49%) believing they’d be more confident starting a conversation if they knew the signs.

“We want to empower people with knowledge of the signs someone is struggling, so they can trust their gut instinct and start a conversation that could save a life. You don’t have to be an expert, just a good listener and a good friend.”

Celeste Cannell, R U OK? Community Ambassador
R U OK? Day, Thursday 12 September 2019

We called on Australians to trust the signs, trust their gut and ask R U OK?

- We hosted an R U OK? Day event at Sydney’s Barangaroo Reserve. The Hon. Bronnie Taylor, NSW Minister for Mental Health, R U OK? Chairman Mike Connaghan, CEO Katherine Newton, R U OK? Ambassadors Layne Beachley, Sam Macmillan and Brooke Blurton and health sector partners joined 1,000 members of the public for a free breakfast and a chance to learn more about how to spot the signs someone is struggling with life.

- 1,921 registered community events took place on the day and shone a light on the message.

- R U OK? Community Ambassadors spoke at 100 events reaching every state and territory.

- Around the country, iconic landmarks lit up yellow including The Adelaide Oval, Brisbane’s Story Bridge, Canberra’s Telstra Tower, Melbourne’s Royal Exhibition Buildings and Perth’s Town Hall.

To help people navigate the conversation, R U OK? launched ‘RUOK Mate’, a Voice Action on Google, which uses interactive conversation scenarios to roleplay what to do if someone says, “No, I’m not OK”.

Anyone who might be worried about family, friends or colleagues can access this tool on their Google Home or Google Assistant enabled smartphone or device by simply saying, “Hey Google, talk to RUOK Mate.”

“This is a great use of technology to reach those people for whom voice assisted technology is becoming commonplace. Having struggled myself it wasn’t until I was asked ‘are you ok?’ that I recognised I needed support.”

Layne Beachley AO, R U OK? Ambassador
Are They Triple OK: We’re always there to help. Let’s make sure we help each other.

In November 2019, R U OK? launched ‘Are they triple OK?’ a campaign to encourage stronger peer and social support for police and emergency services workers and volunteers nationwide. The campaign provides tips and resources to promote life changing conversations with police and emergency services workers at home and in the workplace to encourage early intervention and help-seeking.

“There’s that stigma still, unfortunately within the emergency services about mental health. We can see some pretty horrible things and having to then cope with the idea I can’t tell people how I’m suffering, because I’m a rescuer, not someone that needs to be rescued, that can be really debilitating.

“If we’re here to help people, then I think we need to start with each other, we need to look after our colleagues and our mates. The really powerful thing about R U OK? is that it gives people permission to be honest.”

Superintendent Tim Watkins, Queensland Fire and Rescue

Mateship Manual: A guide to supporting someone affected by a natural disaster or an emergency

Depending on what people are already dealing with in their lives, the emotional impact of a natural disaster or an emergency event can be difficult for people to cope with both in the short and longer term. Some people may not experience distress until long after an event.

R U OK? in collaboration with UniSA’s Mental Health and Suicide Prevention Research Group, released a Mateship Manual that combines lived experience and trauma lessons with research and clinical expertise to provide guidance on how to have tough conversations if someone is struggling after experiencing a natural disaster or an emergency.

“Sometimes it can be hard to pitch the words in the way that you think are right. It can be a bit nerve-racking to ask those questions and have that conversation. But what we know from people in distress is that it’s less about the words and more about the intent.”

Professor Nicholas Procter, the Leader of the UniSa Mental Heath and Suicide Research Group
Supporting bodily, sexuality and gender diverse friends and family

As well as our physical involvement with the 2020 Gay and Lesbian Sydney Mardi Gras Festival, R U OK? released a conversation guide that contains tips to help you know when and how to ask someone who is gender, bodily or sexuality diverse, “Are you OK?” in a safe and supportive way. The guide was developed in consultation with the National LGBTI Health Alliance.

“Our LGBTI friends, family, adopted families and loved ones matter to us. Their wellbeing matters to us. Ensuring they are supported, they feel connected and they feel a sense of belonging and identity matters to us. We want to ensure the people who make up our LGBTI community are protected from the path to suicide.”

Craig Mack, R U OK? Community Ambassador

#StayConnected

As Australians were urged to physically distance throughout the coronavirus pandemic, R U OK? encouraged everyone to promote a sense of community, reach out and ask their friends, family and colleagues, “Are you OK?”.

The campaign launched in March 2020 and helped everyone stay connected through initiatives like ‘Connection Cards’, ‘Sip with me, let’s talk’ and ‘Takeaway Together’ alongside a national pro bono advertising campaign.

“My Dad Gavin started R U OK? because he understood that human connection can get us through anything. Connecting with other people when we can see that they’re not doing too well is one thing that we can all do to help change a life.”

Josie Larkin, daughter of R U OK? Founder Gavin Larkin
On 30 April 2020, in partnership with TrackSAFE Foundation, we celebrated our sixth annual Rail R U OK? Day, with 90,000 rail workers participating from across Australia and New Zealand.

Rail R U OK? Day equips rail employees with the tools to reach out and connect with each other in a meaningful way. Supporting the awareness day is a set of free resources tailored to encourage conversations within the rail industry. The R U OK? four steps to starting a conversation: Ask, Listen, Encourage action and Check in, is the foundation of the activity.

“We keep hearing numerous anecdotal accounts whereby a rail employee has trusted their instinct and noticed the signs that someone near them has been struggling, and we’re thrilled to learn that they have started a conversation that has put that person on a whole new path.”

Bob Herbert AM, Chairman TrackSAFE Foundation

Hey Sport

The “Hey Sport, R U OK?” campaign promotes an R U OK? Culture of mutual respect, trust, authenticity and a shared willingness to support those in the grassroots sporting community who might be struggling.

The campaign launched in June 2020 with resources to help coaches spot the signs that someone might be struggling and guide them through what to say and do in the event one of their athletes, players or sporting colleagues is not OK.

“It might not say it in the coaching manual but it’s likely that at some stage every coach will be called on to be an ‘accidental counsellor’ and this campaign provides these simple, free and easy to adopt resources so clubs, teams and associations can proactively embed an R U OK? culture that encourages everyone involved to support each other both on and off the field.”

Our Impact

R U OK? recognises that it is critical for not-for-profit organisations to understand the outcomes and impact of their activities on the people and communities they serve.

As a foundation for its suicide prevention efforts and role in health promotion – the work of R U OK? is guided by Dr Thomas Joiner’s Interpersonal Psychological Theory of Suicidal Behaviour with our aim being to increase people’s sense of belonging and social connection.

R U OK?’s impact ensures:

**People are connected**
People have a sense of belonging, and so are more likely to reach out for help when struggling with life.

**People are protected from suicide**
People who are struggling with life are supported by people around them.

How are we contributing to these outcomes?

**Awareness**

- 64% of people aware of R U OK? believe the campaign makes people more willing to ask their friends what’s troubling them.
- 65% of people aware of R U OK? believe the R U OK? campaign makes people feel more connected.
- 62% of people aware of R U OK? agree R U OK? campaigns work to reduce the stigma associated with seeking help for mental health issues.

**Education**

- One quarter of those aware of R U OK? accessed our resources over the past year. The resources are viewed favourably with 85% considering them to be trustworthy and 82% useful. Our website remains the most commonly accessed resource.
- 43% of those aware of R U OK? understand we offer a set of year-round activities rather than just a one day event.
- Young people, aged 16-24 were significantly more likely to indicate they had accessed resources in the last year.

**Action**

- Participants who were exposed to the R U OK? Day campaign were up to six times more likely to reach out to someone who might be experiencing personal difficulties compared to those not exposed to the campaign.
- In June 2020, 83% of Australians took action in the last month to see how someone was doing. Of these, 80% followed up with the person to see how they were feeling.

**Measuring our impact into the future**

Evidence-based decision making has always been at the core of what R U OK? does. In FY19/20, R U OK? developed an impact architecture that outlines what we are working to achieve and incorporates a framework and tools for understanding the outcomes and impact of our work.

The framework uses the Results Based Accountability approach that measures progress towards our vision at the population level as well as the performance of R U OK? campaigns and activities. The framework was developed in consultation with stakeholders, who offered us feedback on what the Impact Measurement Framework should include and how the results of impact measurement should be communicated. Our social impact measurement work in FY20/21 will focus on collecting data and reporting results to the community.
Thank you to our Major Partners who support our work through multi-year partnerships. This approach to long-term commitment highlights authentic and demonstrable ways to broaden our reach and impact. Such partnerships encompass staff and/or customer engagement, lending knowledge and tools to enhance delivery of our free resources, and the desire to build and maintain an R U OK? Culture all year round.

**Government Support**

![Australian Government Department of Health](image)

**Major partners**

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

**Funding partners and pro/low-bono supporters**

- Audi Foundation
- Byron Bay Cookies
- Centre for Corporate Health
- Choice Aggregation
- Do Good Labs
- Fourth Wall
- Hard Yakka
- Henderson Greetings
- Herbert Smith Freehills
- Hoyts
- Ikon
- Isentia
- JC Decaux
- Lendlease
- Liquid Ideas
- Network Ten
- NewsCorp
- NITV
- Pamarma Private Ancillary Fund
- Social Soup
- Top Parks
- TrackSAFE Foundation
- Twitter
- Val Morgan
- Virgin Australia
- Westpac

R U OK? acknowledges and appreciates the support of our ambassadors, community champions and media supporters who help further our work and move us closer to our vision of a world where we are all connected and are protected from suicide.
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

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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 2020.

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>Mr Michael Connaghan</td>
<td>Chair of R U OK? Limited since 2009. Mr Connaghan is Managing Director of Commercial Content at NewsCorp Australia and has worked extensively in advertising, including as Managing Director of JWT in 2004-2005, working for John Singleton Advertising from 1993-2004 and CEO of WPP AUNZ until 2019.</td>
</tr>
<tr>
<td>Ms Janina Nearn</td>
<td>Non-executive Director; Ms Nearn is a former television and documentary producer and has been involved with R U OK? since its inception in 2009.</td>
</tr>
<tr>
<td>Ms Katherine Newton</td>
<td>CEO of R U OK?</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 Hall&amp;Wilcox. 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 of 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>Mr Mark Soulos</td>
<td>Non-executive Director, Partner at PricewaterhouseCoopers.</td>
</tr>
<tr>
<td>Ms Rhanna Collins</td>
<td>Non-executive Director, Executive Editor, Indigenous News &amp; Current Affairs at NITV.</td>
</tr>
<tr>
<td>Mr Brendan Maher</td>
<td>Non-executive Director, former CEO of R U OK? and Global Director, Mental Health and Suicide Prevention at the Movember Foundation.</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 (10 September 2019) 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>
</tr>
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<tbody>
<tr>
<td>Mike Connaghan</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Janina Nearn</td>
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<tr>
<td>Graeme Cowan</td>
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<tr>
<td>Kathryn Howard</td>
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<tr>
<td>Barry Du Bois</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Ava Larkin</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Mark Soulos</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Rhanna Collins</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Brendan Maher</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

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, 15 January 2021

Audit’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 2020, 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

Sandeep Chadha
Partner
Chartered Accountants
Opinion
We have audited the concise financial report of RUOK? Limited (the "Entity"), which comprises the statement of financial position as at 30 June 2020, 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, derived from the financial report of the Entity for the year ended 30 June 2020 and the discussion and analysis.

In our opinion, the accompanying concise financial report including the discussion and analysis of RUOK? Limited, complies with Accounting Standard AASB 1039 Concise Financial Reports.

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 Concise Financial Report section of our report. We are independent of the Entity in accordance with the auditor independence requirements of the Corporations Act 2001 and the ethical requirements of the Accounting Professional & 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 concise 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.

Concise Financial Report
The concise financial report does not contain all the disclosures required by Australian Accounting Standards in the preparation of the financial report. Reading the concise financial report and the auditor's report thereon, therefore, is not a substitute for reading the financial report and the auditor's report thereon.

The Financial Report and Our Report Thereon
We expressed a qualified audit opinion on the audited financial report in our report dated 15 January 2021. 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.
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, 15 January 2021

Statement of profit or loss & other comprehensive income for the year ended 30 June 2020

<table>
<thead>
<tr>
<th></th>
<th>Year Ended 30 June 2020 $</th>
<th>Year Ended 30 June 2019 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>5,665,178</td>
<td>5,023,012</td>
</tr>
<tr>
<td>COGS</td>
<td>(764,285)</td>
<td>(738,098)</td>
</tr>
<tr>
<td>Interest Income/(Expense)</td>
<td>(14)</td>
<td>-</td>
</tr>
<tr>
<td>Salaries &amp; Benefits</td>
<td>(1,209,816)</td>
<td>(1,058,330)</td>
</tr>
<tr>
<td>Consultants &amp; Benefits</td>
<td>(243,229)</td>
<td>(242,609)</td>
</tr>
<tr>
<td>Office &amp; Administration</td>
<td>(48,895)</td>
<td>(33,748)</td>
</tr>
<tr>
<td>Research, Monitoring and Communications</td>
<td>(2,104,377)</td>
<td>(1,779,524)</td>
</tr>
<tr>
<td>Finance Expenses</td>
<td>(76,997)</td>
<td>(35,358)</td>
</tr>
<tr>
<td>Profit Before Tax</td>
<td>1,217,565</td>
<td>1,135,345</td>
</tr>
<tr>
<td>Income Tax Expense</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Profit For The Year</td>
<td>1,217,565</td>
<td>1,135,345</td>
</tr>
<tr>
<td>Other Comprehensive Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Comprehensive Income</td>
<td>1,217,565</td>
<td>1,135,345</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
## Statement of financial position at 30 June 2020

<table>
<thead>
<tr>
<th></th>
<th>30 June 2020</th>
<th>30 June 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>3,484,929</td>
<td>2,346,902</td>
</tr>
<tr>
<td>Trade and Other Receivables</td>
<td>116,412</td>
<td>151,144</td>
</tr>
<tr>
<td>Inventories</td>
<td>546,334</td>
<td>466,350</td>
</tr>
<tr>
<td>Prepayments &amp; Deposits</td>
<td>79,992</td>
<td>403,195</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td><strong>4,227,667</strong></td>
<td><strong>3,367,591</strong></td>
</tr>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant &amp; Equipment</td>
<td>11,245</td>
<td>14,426</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>4,238,912</strong></td>
<td><strong>3,382,017</strong></td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade &amp; Other Payables</td>
<td>623,069</td>
<td>1,010,654</td>
</tr>
<tr>
<td>Provision For Holiday Pay</td>
<td>61,548</td>
<td>37,694</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td><strong>684,617</strong></td>
<td><strong>1,048,348</strong></td>
</tr>
<tr>
<td><strong>Non-Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provision for Long Service Leave</td>
<td>5,166</td>
<td>2105</td>
</tr>
<tr>
<td><strong>Total Non-Current Liabilities</strong></td>
<td><strong>5,166</strong></td>
<td><strong>2,105</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>689,783</strong></td>
<td><strong>1,050,453</strong></td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td><strong>3,549,129</strong></td>
<td><strong>2,331,564</strong></td>
</tr>
</tbody>
</table>

**Accumulated Surpluses**

<table>
<thead>
<tr>
<th></th>
<th>30 June 2018</th>
<th>30 June 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Surpluses</td>
<td>2,331,564</td>
<td>1,196,219</td>
</tr>
<tr>
<td>Current Year Surpluses</td>
<td>1,217,565</td>
<td>1,135,345</td>
</tr>
<tr>
<td><strong>Total Accumulated Surpluses</strong></td>
<td><strong>3,549,129</strong></td>
<td><strong>2,331,564</strong></td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
Statement of cash flows for the year ended 30 June 2020

<table>
<thead>
<tr>
<th>Cash Flows From Operating Activities</th>
<th>Year Ended 30 June 2020</th>
<th>Year Ended 30 June 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions Received</td>
<td>5,699,910</td>
<td>5,049,080</td>
</tr>
<tr>
<td>Payments to Suppliers</td>
<td>(4,553,795)</td>
<td>(4,077,066)</td>
</tr>
<tr>
<td>Interest Received/(Paid)</td>
<td>(17)</td>
<td>(2,793)</td>
</tr>
<tr>
<td><strong>Net cash generated from Operating Activities</strong></td>
<td><strong>1,146,098</strong></td>
<td><strong>969,221</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash Flows from Investing Activities</th>
<th>Year Ended 30 June 2020</th>
<th>Year Ended 30 June 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of Property &amp; Equipment</td>
<td>(8,071)</td>
<td>(6,120)</td>
</tr>
<tr>
<td><strong>Net Cash from Investing Activities</strong></td>
<td><strong>(8,071)</strong></td>
<td><strong>(6,120)</strong></td>
</tr>
</tbody>
</table>

**Net increase in cash and cash equivalents** | 1,138,027 | 963,101 |

**Cash and cash equivalents held at the beginning of the year** | 2,346,902 | 1,383,801 |

**Cash held at the end of the year** | 3,484,929 | 2,346,902 |

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 2020. 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 2020 is $1,217,565 compared to a surplus of $1,135,345 in the preceding financial year.

R U OK? Limited increased its income from Donations and Fundraising activities by 13% 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 accompanying notes form part of these financial statements.
The financial year ended 30 June 2020 included expenses incurred for the R U OK? Trust the Signs Tour. The R U OK? team travelled across Australia visiting every state and territory. We hosted events to show Australia how to spot the signs someone might be struggling with life and navigate the subsequent conversation. Expenses incurred also included developing free resources to assist those experiencing a national disaster or emergency such as the Black Summer Bushfires and the COVID-19 pandemic.

**Statement of Financial Position**

Total assets increased by $856,895 to $4,238,912 representing an increase of 25%. This was mainly attributable to an increase in Cash and Cash equivalents, and merchandise held at 30 June 2020.

Total Liabilities decreased by $360,670 to $689,783. This was mainly attributable to decreased accrued payables to suppliers for 2020 R U OK? activities due to the significant goodwill afforded during the COVID-19 pandemic.

**Statement of Changes in Equity**

The retained surplus increased by $1,217,565 being the addition of the net surplus for the year.

**Statement of Cash Flows**

Cash held at year end increased by $1,138,027 to $3,484,929. The current year’s cash flow activities reflect the increase in Donations, Sponsorships and fundraising activities and the resulting additional expenditure associated with fundraising/awareness activities, Social Impact Measurement and evaluation activities, additional expenditure on merchandise held at 30 June 2020 and prepayments for the 2019 Trust the Signs Tour.