Our Story

R U OK? hosted its inaugural national day of action in 2009, with the ambitious goal of preventing suicide by encouraging Australians to start conversations that could make a difference. Our mission is to encourage and empower all people to regularly and meaningfully ask “are you ok?” of anyone struggling with life.

R U OK? was founded by the late advertising executive, Gavin Larkin. Inspired by the suicide death of his father Barry, Gavin hoped to inspire people to pro-actively support one another through life’s darker times.

Since the inaugural R U OK? Day at Parliament House in Canberra, R U OK? has become a household name. In 2014, an estimated 66% of Australians were aware of R U OK? Day, with one in four of those people taking part.

As a suicide prevention charity, we believe we can make a difference by being positive, inclusive and creative. We also remain committed to collaborating with the many organisations tirelessly working to prevent an average 2,300 suicide deaths in Australia each year.

To help make real, lasting change in Australia, R U OK? is implementing a range of initiatives to support a national day of action in September. Complimentary initiatives such as R U OK? at Work, R U OK? at School, R U OK? Afield and Rail R U OK? Day are providing a platform for promoting regular, meaningful conversations all year round. We want to change behaviour in Australia, so that every single person takes the time to reach out to people in their lives.
Incorporation

R U OK? Limited (ABN 25 138 676 829) is a public company limited by guarantee. It has a single Board of Directors and its 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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"In the time it takes to have a coffee, you can start a conversation that could change a life – or even save it"

Gavin Larkin, R U OK?Day Founder (1968-2011)
Message from the Board Chair

I’m pleased to present R U OK?’s 2014/15 Annual Report.

Thursday 11 September 2014, marked the sixth R U OK?Day, a continuation of the vision, passion and enthusiasm of the campaign founder, Gavin Larkin.

Our vision is a world where all people are connected and are protected from suicide. We are working hard to give people the confidence to ask “are you ok?” and understand that you don’t need to be an expert if someone says “no”.

R U OK’s strong collaboration with the mental health and suicide prevention sector also provides help-seekers with a pathway to care through the promotion of appropriate services.

As part of R U OK?’s 2013-2016 strategic plan, there is a stronger and more conscious focus on broadening initiatives to inspire regular, meaningful conversations every day of the year. This continues to be achieved through initiatives such as R U OK? at Work, R U OK? at School and R U OK? Afield. In addition, new initiatives such as our involvement in the youth forum at The Garma Festival, Rail R U OK?Day and our schools ‘Conversation Corner’ campaign are enabling us to reach new audiences.

These campaigns are supporting R U OK?’s goal of being more than just one day per year, with 44% of post-campaign research respondents aware that R U OK? comprises a set of activities all year round.

On 07 August I joined our team in Darwin to launch R U OK?’s Conversation Bus Tour Campaign alongside Senator Nigel Scullion, the ABC’s Charlie King, and other supporters. R U OK?’s big yellow bus visited 18 communities with engagement events in Katherine, Tennant Creek, Mount Isa, Townsville, Mackay, Rockhampton, Roma, Dubbo, Griffith, Mildura Adelaide, Mount Gambier, Ballarat, Melbourne, Albury and Canberra. It culminated with a major media event in Sydney on R U OK?Day. The tour was a great success and helped spread our important message far and wide.

This was all made possible thanks to the support of the Australian Government and our incredible corporate partners - Hungry Jack’s, Virgin Mobile, Bristow Helicopters and Sensis.

I also want to acknowledge the support of my fellow Board Directors and R U OK?’s professional staff, who continue to achieve a great deal.

Finally I would like to thank our ambassadors, pro-bono supporters and many organisations, community groups, schools and donors who contribute so much to building awareness and capacity for R U OK?

Mike Connaghan
Message from the CEO

It’s always great to be able to reflect on a year where there were many achievements and new ground covered for R U OK? In fact, over five weeks between 07 August and 10 September we literally covered over 12,000km as part of our Conversation Bus Tour.

It was an incredible experience which enabled us to reinforce to many communities that asking “are you okay?” is something we can all do to support each other through life’s challenges.

The Conversation Bus Tour campaign was made possible thanks to the amazing financial support from Hungry Jack’s, R U OK?’s Principal Partner.

Hungry Jack’s further supported the campaign with promotional materials in almost 400 restaurants in the lead-up to R U OK? Day on 11 September.

The support from Virgin Mobile, R U OK?’s Conversation Partner enabled us to reach new audiences with free phonecalls on R U OK? Day for all Virgin Mobile customers.

Virgin Mobile’s financial support was directed to improving R U OK?’s website www.ruok.org.au.

R U OK? was also incredibly fortunate to extend our partnership with Bristow Helicopters for an additional three years as Major Sponsor of R U OK? Afield, a campaign to support people working in the resources and mining sectors.

In 2015, R U OK? established a brand new partnership with Sensis featuring our ambassadors on the front cover of the Yellow Pages in key metropolitan markets – Sydney, Melbourne, Brisbane, Perth and Adelaide. Books were delivered to every residence and business and included a full-page guide on the inside cover of the book promoting the 4-steps to have a conversation.

In addition to the awareness and exposure in the Yellow Pages, Sensis also funded R U OK?’s ‘Conversation Corner’ initiative for 60 schools across Australia, involving the production and installation of R U OK? branded park-benches to create physical spaces to promote meaningful conversations.

We are very grateful for the support and commitment from our corporate partners, which significantly strengthens the reach and impact of R U OK?

Once again I would like to acknowledge the invaluable expertise we receive from our Scientific Advisory Group, Conversation Think Tank and Creative Hub. These individuals provide their time freely and add real substance, depth and credibility to R U OK?’s initiatives.

I would also like to thank R U OK?’s Board for their support and guidance.

Finally I would like to acknowledge the incredible R U OK? team, who work tirelessly to meet the growing interest in R U OK? Day and our supporting campaigns. In particular I want to acknowledge Rebecca Lewis, Fiona Nearn, Lindy Hodgson and Louise Mullane.

We continue to be inspired by the amazing support we get from our partners and sponsors, our ambassadors and community volunteers as we work towards our vision of a world where all people are connected and are protected from suicide.

Brendan Maher
A primary prevention and universal intervention … but not a service provider.

Experts in marketing … who work with relevant 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.

Communicating to the person on the street … so that they know how to support a family, friend or community member struggling with a problem.

Starting regular, meaningful conversation about any problem … while promoting organisations which support conversations too big for family, friends and community members to take on alone.

Seeking to initiate long-term behavioural change … and want to join up with others to end suicide.
Our priorities

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.

Our strategic goals are to:

- **prove value and build capacity** - Australians value and know how to have regular, meaningful conversations
- **promote positive action** - Australians commit to having regular, meaningful conversations
- **inspire behavioural change** - Australians have regular, meaningful conversations

R U OK? is committed to supporting the Australian Government’s National Suicide Prevention Strategy (NSPS) 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 activity that supports the following:

- promotion of help-seeking behaviour and positive lifestyle choices
- promote local responses to suicide and other related issues within communities
- facilitate greater networks between service providers and local communities
- contribute to the development of local community capacity to address these issues
- facilitate access by communities around Australia to appropriate service providers

R U OK? enjoys the support of the major suicide and mental health sector organisations. All initiatives, website, communications and materials were designed with sector consultation to be safe and current best practice. R U OK? is a complementary organisation that promotes and empowers peer-to-peer support.
Strategic framework

Vision

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

Mission

Encourage and empower all people to regularly and meaningfully ask “are you ok?” to support those struggling with life.

Goals

Prove value & build capacity: Australians value and know how to have a regular, meaningful conversations
- Research, define and promote ‘regular, meaningful conversations’
- Be the trusted source of information on regular, meaningful conversations
- Educate all Australians about the signs someone is doing it tough
- Motivate, recognise and celebrate meaningful conversations
- Build confidence and capacity to safely converse and practice self care

Promote positive action: Australians commit to having regular, meaningful conversations
- Inspire all Australians to take action and ask “are you ok?” especially when they suspect someone is doing it tough
- Support Australians to form an intention to have a conversation
- Provide impetus for Australians to act on the intention to meaningfully converse

Inspire behavioural change: Australians have regular, meaningful conversations
- Encourage regular, meaningful conversations throughout the year so that they become an everyday, unprompted behaviour
- Monitor the regularity and quality of meaningful conversations in Australia
- Inspire a national, community-led R U OK? movement

Objectives

R U OK? is a primary prevention and universal intervention, which aims to strengthen Australia’s informal community care capacity

Strategy

Values

Inclusive, Empowering, Courageous, Respectful

Insights

Primary prevention
Marketing and communications
Operational excellence & ethical governance
Funding, sponsorships & pro bono support
Research & evaluation
Partnerships & stakeholder engagement
Our principles

R U OK?’s work is based on 6 key principles:

1. Connection is an important factor in suicide prevention
2. A conversation could change a life
3. By reaching out in a committed way, you could save a life
4. Ending suicide is everyone’s business
5. The Australian community has the capacity to help prevent suicide, if supported
6. There is a need for a national primary promotion and universal intervention, which strengthens Australia’s informal community care services

We aim to help:

1. All people experiencing any problem
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 people at risk, and not its target beneficiaries.

R U OK? targets Australians who know someone grappling with any problem 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

Conversation Bus Tour

To help put mateship back on track, R U OK? hit the road in a bright yellow bus to inspire Aussies everywhere to be even better mates by asking “are you ok?” more regularly.

Between the 07 August and 11 September, five crew travelled 12,000 km and hosted 18 community events in regional and metropolitan areas in NT, NSW, VIC, SA and ACT.

The big yellow bus also visited schools and workplaces, and visited Hungry Jack’s crew in 14 restaurants.

Throughout the 5 week journey, politicians and community leaders attended events along with local service providers such as headspace, Lifeline and ReachOUT.

The tour concluded with a major public event on R U OK? Day in Sydney at Prince Alfred Park.

In 2014, R U OK? Day achieved the following results:

- 66% national awareness
- 1 in 4 of these people took part in R U OK? Day
- 287,900+ Facebook fans
- 15,200 Twitter followers
- 1,734 media reports over the campaign period
- $5,020,000 equivalent advertising value - traditional media (i-Sentia)
- 42,000 social media mentions

Hungry Jack’s crew and customer engagement

Thanks to our principal partner Hungry Jack’s, we were able to roll out an in-store advertising campaign, and share conversation tips with crew, across 380 stores.

The national campaign started with a partnership video featuring and shared by founder Jack Cowin, and included engagement sessions with state managers; talking points and key messages for every level of management to help them share the message with crew and customers; content for the internal staff intranet; in-store posters featuring the 4 steps to a meaningful conversation; and flyers for customers.

Free calls on R U OK? Day

As our Conversation Partner, Virgin Mobile was able to help Aussies put the voice back into conversation by providing free calls on R U OK? Day.

The partnership and calls were promoted via an Out of Home advertising campaign, customer emails and a social media campaign, which included a video of Sir Richard Branson urging everyone to take time out to call a loved one.
Our work

Rail R U OK? Day

On 21 April 2015, the inaugural Rail R U OK? Day was hosted across the rail industry.

A collaboration between R U OK? and the TrackSAFE Foundation, companies across Australia hosted activities and provided opportunities for staff to engage in conversations about their emotional status by prompting them to answer one simple question: “Are you ok?”

It was formally launched at Central Station in Sydney by The Hon. Sussan Ley MP, Minister for Health and Chairman of TrackSAFE, Bob Herbert AM.

R U OK? at Work

R U OK? at Work is a year-long initiative encouraging regular, meaningful conversations in the workplace.

R U OK? has developed freely accessible campaign materials to help all workplaces create a culture and environment where people feel confident asking “are you okay?” of a workmate going through a tough time.

In the campaign period 07 August to 30 September, R U OK? at Work resources were the most popular assets with 10,195 unique downloads.

More information is available at ruok.org.au/work

You don’t have to be a boss to ask R U OK?

1. Ask R U OK?
2. Listen without judgement
3. Encourage action
4. Follow up

Some questions you just shouldn’t ask a workmate. R U OK? isn’t one of them.

For more info on how to ask, visit ruok.org.au
Our work

R U OK? Afield

It can be hard to start a conversation if you don’t know someone that well - as is often the case in workplaces made up of fly in fly out workers.

To help people overcome this, R U OK? developed a campaign based on the idea that you don’t have to be best mates to offer some support.

Featuring real images of AFL and NRL stars offering a helping hand to someone on an opposing team, campaign materials included posters, postcards, and tips to start a conversation.

More information is available at ruok.org.au/afi eld

R U OK? at School Conversation Corners

To inspire conversations in high schools around Australia, R U OK? teamed up with Yellow Pages to launch 65 Conversation Corners.

By providing branded benches and kits to help students and teachers design the space around the bench, the Conversation Corners became places where students could sit and chat about life.

Teachers were also encouraged to use existing R U OK? at School resources to further foster and support a culture of connectedness, resilience and empathy.

The 65 schools awarded a bench had to submit 150 words as to why a bench was a great idea for their school.

More information is available at ruok.org.au/school

You don’t need to be on the same side to give some support.
Ask “are you okay?” and be a workmate’s mate.
Find out more at ruok.org.au
Our work

The Covers Program

Thanks to a new partnership with Sensis, R U OK? ambassadors were featured on the front cover of the Yellow Pages in key metropolitan markets: Sydney, Melbourne, Brisbane, Perth and Adelaide.

Books were delivered to every residence and business in these markets. The books also featured a full-page guide on the inside cover of the book promoting the 4-steps to have a conversation.

The Garma Festival

R U OK? was invited to attend the Garma Youth forum for the first time in 2014. Thanks to the Youthu Yindi Foundation, we were able to do story-telling workshops with teenagers from the local area and from interstate.

Using instant Polaroids cameras, students were divided up into groups of 3 and were asked to create a storyboard of how a friend’s day might be transformed by a caring conversation.

Community Ambassadors

As R U OK? strives to spark a Conversation Movement, ordinary people prepared to share genuine, heartfelt stories of inspiration have become increasingly more important.

R U OK? works with and supports with people in all States and Territories to share their stories at events and with media.
Our board

Michael Connaghan
Chairman
CEO of STW Group

Janina Nearn
Non-Executive Director

Graeme Cowan
Non-Executive Director
Mental health at work speaker and author

Barbara Hocking OAM
Non-Executive Director
Mental health and suicide prevention consultant

Kathryn Howard
Non-Executive Director
Partner at Holding Redlich

Aya Larkin
Non-Executive Director
Brother of late founder Gavin Larkin
Singer-songwriter

Jack Singleton
Non-Executive Director
Co-founder and Director of TIX Group

Joe Talcott
Non-Executive Director
Chief Marketing Officer at Michael Hill
Our supporters

Hungry Jack’s
Principal Partner

Virgin Mobile
Conversation Partner

Bristow Helicopters
R U OK? Afield Sponsor

Government support
Australian Government – Department of Health

Pro-bono and business supporters
Helping us pull off a national campaign with pro-bono, in-kind or direct financial support
ABC Radio
ACCOR Hotels
Active Display Group
Australian Leadership Innovation Centre
Allens
Alpha Salmon
Bulletproof
Carl Sherriff
Centre for Corporate Health
Delivering Safe Production and Services®
Fourth Wall Events
Haylix
Herbert Smith Freehills
Holding Redlich
Liquid Ideas
Macquarie Radio Network
OgilvyOne
oOh! Media
Sensis
STW Group
Yellow Edge
Zenith Optimedia

Community champions
Organisations helping us share the message at work and in the community
Ambulance Service of NSW
Bondi Icebergs
Brainstorm Productions
Commonwealth Bank of Australia
HR Business Direction
MLC Community Foundation
Monash University
NAB
NSW Farmers
NSW Police Force
Ramsay Health Care
Resource Super
RMIT University
St. John of God Health Care
TaylorCare Recruitment

Ambassadors and supporters
High profile Australians helping us share the R U OK? message
Hugh Jackman
Simon Baker
Naomi Watts
Jack Thompson
Alex O’Loughlin
Allison Langdon
Ashleigh Nelson
Barry Du Bois
Ben Ross
Ben Tune
Darryl “The Big Marn” Brohman
Damien Leith
Garth Wood
Libby Trickett
Miguel Maestre
Rachael Lynch
Rachael Robertson
Tommy Raudonikas
Wendell Sailor
Phil Waugh
Senator Zed Seselja
Ed Husic MP
Community Ambassadors
Community leaders helping us share the R U OK? message
Will Austin
Bayley Broome-Peake
Richard Champion
Sam Clarke
Jess Davies
Georgia Falconer
Daina Farrow
Matt Gillett
Gabrielle Guzman
Jay Hawkins
Sarah Homewood
Inaara Jindani
Paul McFarlane
Tony McManus
Chris Meaney
Bronwyn Milkins
Rebecca Mollica
Michaela Morgan
Emma Mullings
Troy Musso
Phil Rigg
Alistair Schuback
Karen Snaidero
Deepak Vinayak
Les Walker
John Ward
Natalie Whale

Scientific Advisory Group Members
R U OK?’s Scientific Advisory Group (SAG) provides expertise and advice on design, measurement and evaluation of R U OK?’s activities
Professor Rob Donovan - Chair
(Curtin University)
Alan Woodward
(Lifeline)
Barbara Hocking OAM
(R U OK? Director)
Professor Helen Christensen
(Black Dog Institute)
Professor Jane Pirkis
(University of Melbourne)
Professor Graham Martin
(University of Queensland)

Creative HUB
R U OK?’s Creative HUB brings together some of Australia’s leading creative and media brains to assist with developing, reviewing and refining creative concepts and campaign materials
Brenton Bleechmore (OgilvyOne)
Simon Bloomfield (MercerBell)
Mark Cowie (Chilli Marketing)
Toby Hemming (Bold Media)
Nick Kernaghan (Quick Wins)
Gary Peace (Zenith Optimedia)

Referral partners
Organisations who help when conversations are too big for family and friends
Lifeline
Suicide Call Back Service
Kids Helpline
Griefline Help
Support After Suicide
Headspace
Reachout.com
beyondblue
Black Dog Institute
Australian Psychological Society
Mental Health in Multicultural Australia
SANE Australia
1800 Respect
Adults Surviving Child Abuse
Conversations Matter
Gambling Help Online
QLife

Conversation Think Tank
R U OK?’s Conversation Think Tank provides expertise and advice on how to promote ‘regular, meaningful conversations’ and build confidence and capacity to safely converse and practice self care
Kamal Sarma, Chair
(Director of Rezilium)
Rachel Clements
(Director of Psychological Services, Centre for Corporate Health)
Professor Nick Glozier
(Brain and Mind Research Institute)
Jaelea Skehan
(Hunter Institute of Mental Health)
Jack Singleton
(R U OK? Director)
Index to the financial statements

RUOK? Limited
ABN 25 138 676 829
Concise Financial report for the financial year ended 30 June 2015

Director’s report 18
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The directors of R U OK? Limited submit therewith the concise financial report of the company for the financial year ended 30 June 2015.

### 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>
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<tbody>
<tr>
<td>Mr Michael Lewis Connaghan (appointed 4 August 2009)</td>
<td>CEO of STW Communications Group Limited since 2006 and Chair of R U OK? Foundation Board of Trustees since 2009. Mr Connaghan has worked extensively in advertising, including as Managing Director of JWT in 2004-2005 and working for John Singleton Advertising from 1993-2004.</td>
</tr>
<tr>
<td>Mr Joe Talcott (appointed 4 August 2009)</td>
<td>Marketing and Communications professional with over 30 years’ experience with Global Brands, Advertising Agencies and Media Organisations.</td>
</tr>
<tr>
<td>Ms Barbara Mary Hocking (appointed 20 October 2009)</td>
<td>Consultant – mental health and suicide prevention, former Executive Director SANE Australia.</td>
</tr>
<tr>
<td>Mr Jack Patrick Singleton (appointed 12 July 2011)</td>
<td>Director and founder of Jack Watts Currie, 1300 Flowers, Phone Name Marketing Australia, and Lasttix.</td>
</tr>
<tr>
<td>Mr Graeme Alan Cowan (appointed 23 August 2011)</td>
<td>Key consultant to R U OK? Limited since 2010 and author of a number of highly acclaimed books on overcoming depression.</td>
</tr>
<tr>
<td>Mr Anthony Larkin (appointed 24 November 2011)</td>
<td>Music director and producer, and brother to the late R U OK? founder Gavin Larkin.</td>
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<tr>
<td>Ms Kathryn Anne Howard (appointed 8 November 2012)</td>
<td>Partner of Holding Redlich. Ms Howard is a senior lawyer who has practised in Melbourne, Tokyo and London.</td>
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Director’s report (continued)

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 (11 September 2014) and 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>Anthony Larkin</td>
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<td>Barbara Hocking</td>
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<td>Graeme Cowan</td>
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<td>Jack Singleton</td>
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<td>Janina Nearn</td>
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<td>Joe Talcott</td>
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<tr>
<td>Kathryn Howard</td>
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<tr>
<td>Mike Connaghan</td>
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On behalf of the Directors

Mr Michael Connaghan
Director
Sydney, 29 January 2015
Independent audit report

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Report of the Independent Auditor on the concise financial report to the members of RUOK? Limited

We have audited the accompanying concise financial report of RUOK? Limited, which comprises the statement of financial position as at 30 June 2015, 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, derived from the audited financial report of RUOK? Limited for the year ended 30 June 2015 as set out on pages 8 to 14.

The concise financial report does not contain all the disclosures required by the Australian Accounting Standards and accordingly reading the concise financial report is not a substitute for reading the audited financial report of RUOK? Limited.

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 Responsibility

Our responsibility is to express an opinion on the concise financial report based on our procedures, which were conducted in accordance with Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements. We have conducted an independent audit, in accordance with Australian Auditing Standards, of the financial report of RUOK? Limited for the year ended 30 June 2015. We expressed a modified audit opinion on that financial report in our report dated 30 November 2015. The modification affects our report on the concise financial report and is a modification to our opinion on the concise financial report. The Australian Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report for the year is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the concise financial report. The procedures selected depend on the auditor’s judgement, including the assessment of the risks of material misstatement of the concise financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity’s preparation of the concise financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. Our procedures included testing that the information in the concise financial report is derived from and consistent with the financial report for the year, and examination on a test basis, of audit evidence supporting the amounts, discussion and analysis and other disclosures which were

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Member of Deloitte Touche Tohmatsu Limited.
not directly derived from the financial report for the year. These procedures have been undertaken to form an opinion whether, in all material respects, the concise financial report complies with Accounting Standard AASB 1039 *Concise Financial Reports* and whether the discussion and analysis complies with the requirements laid down in AASB 1039 *Concise Financial Reports*.

The concise financial report and the audited financial report do not reflect the effects of events that occurred subsequent to the date of the auditor’s report on the audited financial report.

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

**Independence**

In conducting our audit, we have complied with the independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012*. We confirm that the independence declaration required by the *Australian Charities and Not-for-profits Commission Act 2012*, which has been given to the directors of RUOK? Limited would be in the same terms if given to the directors as at the time of this auditor’s report.

**Basis for Qualified Opinion**

RUOK? Limited has determined that it is impracticable to establish control over the collection of cash donations prior to entry into its financial records. Cash donations of $324,643 (2014: $225,486) 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 had to be restricted to the amounts recorded in the financial records. We therefore are unable to express an opinion whether revenue from cash donations that RUOK? Limited recorded, is complete.

**Qualified Opinion**

In our opinion, except for the effect on the concise financial report of the matter referred to in the preceding paragraph, the concise financial report, including the discussion and analysis, of RUOK? Limited for the year ended 30 June 2015 complies with Accounting Standard AASB 1039 *Concise Financial Reports*.

**Basis of Accounting and Restriction on Distribution and Use**

Without further modifying our opinion, we draw attention to the Directors’ Responsibility for the concise financial report paragraph above which states that the concise financial report has been prepared in accordance with the basis described in Note 1.

DELOITTE TOUCHE TOHMATSU

S C Gustafson
Partner
Chartered Accountants
Sydney, 29 January 2016
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, 6 February 2015
## Statement of profit or loss & other comprehensive income for the year ended 30 June 2015

<table>
<thead>
<tr>
<th></th>
<th>Year Ended 30 June 2015</th>
<th>Year Ended 30 June 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$1,595,876</td>
<td>$1,056,345</td>
</tr>
<tr>
<td>COGS</td>
<td>$(209,007)</td>
<td>$(105,182)</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$8,863</td>
<td>$10,433</td>
</tr>
<tr>
<td>Salaries &amp; Benefits</td>
<td>$(355,180)</td>
<td>$(348,156)</td>
</tr>
<tr>
<td>Consultants &amp; Benefits</td>
<td>$(218,209)</td>
<td>$(118,797)</td>
</tr>
<tr>
<td>Office &amp; Administration</td>
<td>$(89,816)</td>
<td>$(66,775)</td>
</tr>
<tr>
<td>Research, Monitoring &amp; Comm</td>
<td>$(685,231)</td>
<td>$(275,172)</td>
</tr>
<tr>
<td>Finance Expenses</td>
<td>$(34,165)</td>
<td>$(18,588)</td>
</tr>
<tr>
<td><strong>Profit Before Tax</strong></td>
<td><strong>$13,131</strong></td>
<td><strong>$134,108</strong></td>
</tr>
<tr>
<td>Income Tax Expense</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Profit For The Period</strong></td>
<td><strong>$13,131</strong></td>
<td><strong>$134,108</strong></td>
</tr>
<tr>
<td>Other Comprehensive Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Comprehensive Income</strong></td>
<td><strong>$13,131</strong></td>
<td><strong>$134,108</strong></td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.

## Statement of financial position at 30 June 2015

<table>
<thead>
<tr>
<th></th>
<th>30 June 2015</th>
<th>30 June 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>$548,352</td>
<td>$506,144</td>
</tr>
<tr>
<td>Trade and Other Receivables</td>
<td>$277,927</td>
<td>$82,558</td>
</tr>
<tr>
<td>Inventories</td>
<td>$157,471</td>
<td>$118,119</td>
</tr>
<tr>
<td>Prepayments &amp; Deposits</td>
<td>$62,847</td>
<td>$127,139</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td><strong>$1,046,597</strong></td>
<td><strong>$833,960</strong></td>
</tr>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant &amp; Equipment</td>
<td>$3,225</td>
<td>$3,813</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$1,049,822</strong></td>
<td><strong>$837,773</strong></td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and Other Payables</td>
<td>$347,888</td>
<td>$142,517</td>
</tr>
<tr>
<td>Provision For Holiday Pay</td>
<td>$11,842</td>
<td>$18,295</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td><strong>$359,730</strong></td>
<td><strong>$160,812</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$359,730</strong></td>
<td><strong>$160,812</strong></td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td><strong>$690,092</strong></td>
<td><strong>$676,961</strong></td>
</tr>
<tr>
<td><strong>Retained Earnings</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Funds Retained</td>
<td>$676,961</td>
<td>$542,853</td>
</tr>
<tr>
<td>Current Year Earnings Retained</td>
<td>$13,131</td>
<td>$134,108</td>
</tr>
<tr>
<td><strong>Total Retained Earnings</strong></td>
<td><strong>$690,092</strong></td>
<td><strong>$676,961</strong></td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
Statement of changes in equity for the year ended 30 June 2015

<table>
<thead>
<tr>
<th></th>
<th>Accumulated surpluses $</th>
<th>Total equity $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balance at 30 June 2013</strong></td>
<td>542,853</td>
<td>542,853</td>
</tr>
<tr>
<td>Surplus For The Year</td>
<td>134,108</td>
<td>134,108</td>
</tr>
<tr>
<td><strong>Balance at 30 June 2014</strong></td>
<td>676,961</td>
<td>676,961</td>
</tr>
<tr>
<td>Surplus For The Year</td>
<td>13,131</td>
<td>13,131</td>
</tr>
<tr>
<td><strong>Balance at 30 June 2015</strong></td>
<td>690,092</td>
<td>690,092</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.

Statement of cash flows for the year ended 30 June 2015

<table>
<thead>
<tr>
<th></th>
<th>Year Ended 30 June 2015 $</th>
<th>Year Ended 30 June 2014 $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Flows From Operating Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions Received</td>
<td>1,703,197</td>
<td>1,204,817</td>
</tr>
<tr>
<td>Salaries and Consultants incl. Benefits</td>
<td>(259,508)</td>
<td>(350,683)</td>
</tr>
<tr>
<td>Payments to Suppliers</td>
<td>(1,409,357)</td>
<td>(938,624)</td>
</tr>
<tr>
<td>Interest Received</td>
<td>7,876</td>
<td>9,523</td>
</tr>
<tr>
<td><strong>Net cash Provided by Operating Activities</strong></td>
<td>42,208</td>
<td>(74,967)</td>
</tr>
<tr>
<td><strong>Net Cash Provided by Investing Activities</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net Cash Provided by Financing Activities</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net increase in cash and cash equivalents</strong></td>
<td>42,208</td>
<td>(74,967)</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents held at the beginning of the period</strong></td>
<td>506,144</td>
<td>581,111</td>
</tr>
<tr>
<td><strong>Cash held at the end of the financial period</strong></td>
<td>548,352</td>
<td>506,144</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 RUOK Limited (the Company) is an extract from the financial report for the year ended 30 June 2015. 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 specific 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 2015 is $13,131 compared to a surplus of $134,108 in the preceding financial year.

RUOK? Limited increased its income from donations (44%), Sponsorships (100%) and Fundraising activities (547%) through the continuation of events like R U OK? Day, supporting R U OK? campaigns and programs, and community fundraising and awareness activities and events across Australia.

Revenue from R U OK? branded merchandise sales was also up compared to the previous year.

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 fundraising and awareness activities across Australia.

The financial year ended 30 June 2015 included expenses incurred for the inaugural R U OK? Conversation Bus Tour which involved 18 community events across regional and metropolitan Australia before the major finale event in Sydney on R U OK? Day (Thursday 11 September 2014). The Conversation Bus Tour events encouraged communities to be ‘better mates’ by having regular, meaningful conversations.

Events were attended by local mental health service providers and regional and national media which helped broaden the reach of R U OK?’s message.

Statement of Financial Position

Total assets increased by $212,049 to $1,049,822 representing an increase of 25%. This was mainly attributable to an increase in receivables for outstanding sponsorship funds.

Total Liabilities increased by $198,918 to $359,730. This was mainly attributable to unearned Sponsorship monies received.

Statement of Changes in Equity

The retained surplus increased by $13,131 being the addition of the net surplus for the year.

Statement of Cash Flows

Cash flows indicate increased income and payments relative to 2014. 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 and events.