R U OK? Limited
2015-2016
Annual Report

www.ruok.org.au
Our Story

R U OK? Day started in 2009 as a national initiative that aims to bring Australians together to prevent suicide. R U OK?’s vision is a world where all people are connected and are protected from 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 the 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?Day has become a household name. An estimated 71% of Australians were aware of R U OK?Day in 2015, an increase of 5% from 2014.

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 over 3,000 suicide deaths in Australia each year.

Australians continue to be highly receptive to R U OK?’s message, with one in four of those aware taking part, either by reaching out to a person they were worried about, or by being asked if they were ok. On R U OK?Day in 2015, 61% per cent of those who took part asked someone face-to-face, ‘are you ok?’ This is an increase of 5% from 2014.

Corporately funded initiatives such as R U OK? at Work, R U OK? Afield and new industry initiatives such as Rail R U OK?Day and R U OK? at Law are providing a platform for the promotion of regular, meaningful conversations every day of the year.
**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.
"In the time it takes to have a coffee, you can start a conversation that could change a life"

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

I’m pleased to present R U OK?’s 2015/16 Annual Report.

On 10 September 2015, we hosted R U OK?Day for the seventh consecutive year to promote regular, meaningful conversations.

The event at Centenary Square in Parramatta followed the successful execution of R U OK?’s ‘Thanks for Asking’ Bus Tour which started in Perth on 11 August and travelled the country to participate in over 20 community events.

R U OK? has certainly come a long way since it was founded by Gavin Larkin in 2009. As a friend and workmate of Gavin’s - I know he’d be incredibly proud of R U OK?’s growth and achievements.

R U OK?’s board recently signed off on a new strategic road map to sharpen our focus on enabling and strengthening informal community care. Our 2016-2019 plan will ensure that we more effectively complement the work of other organisations working in suicide prevention and get better at evaluating our impact.

R U OK?’s corporate partnerships with Hungry Jack’s, Virgin Mobile, Bristow Helicopters and Sensis have provided crucial funding and pro-bono support to strengthen our reach and impact. We are very grateful for this support.

I’d also like to acknowledge the support of the Australian Government, our ambassadors, pro-bono supporters and many organisations, community groups, schools and donors who believe in R U OK?’s work.

Finally I would like to thank R U OK?’s professional staff and my fellow Board Directors. In particular I want to acknowledge the support of Joe Talcott and Barbara Hocking who both resigned this year after many years of meaningful service.

Mike Connaghan
Message from the CEO

As another year has come and gone we always welcome the opportunity to share and reflect on R U OK?’s achievements.

As always, central to R U OK?’s many achievements over the last 12 months is the continuation of the vision, passion and enthusiasm of the campaign founder, Gavin Larkin.

Remaining true to Gav’s vision of a ‘A world where we’re all connected and are protected from suicide’ gives R U OK? a strong focus and purpose to reach more Australians to activate our sense of responsibility to look out for each other and notice if somebody is doing it tough.

Sometimes these signs are subtle and very hard to spot. Perhaps you have a friend who’s not answering your calls, when they usually do. Maybe someone you work with isn’t turning up to Friday drinks, when they’re normally the first person there. It could just be a gut feeling that something’s not quite right with a friend, a loved one or a colleague. Someone’s just not themselves.

R U OK? is focused on empowering Australians to connect with people in the community they may have concerns about, encouraging them to seek further help and to follow up to ensure support is being provided. It’s about asking, listening, encouraging action and checking-in. A simple conversation might help arrest a small problem before it becomes a big problem, or a crisis.

Reaching out to that person and asking ‘are you okay?’ won’t fix their problems, but might help them feel supported at a time when they really need it. It’s often said that the worries that keep us up at night aren’t as bad once we’ve shared them with a friend.

As a health promotion and suicide prevention campaign, R U OK? continues to look for ways to reach more Australians with our message of hope and action.

In 2015 we hit the road again with our ‘Thanks for Asking’ bus tour which visited 20 towns and cities including many in regional and remote areas.

Communities greatly appreciated R U OK?’s efforts and welcomed the message. Visits were attended by local community members and volunteers - all of whom were passionate and hospitable. It was a great success and helped us reach a broad cross-section of Australians.

As always we are very grateful for the support and commitment from The Australian Government and 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 amazing R U OK? team, who work incredibly hard and passionately to help deliver R U OK?Day and our supporting campaigns.

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
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.

Communicating to the people in targeted settings such as schools, workplaces and community forums … so that they know how to support a colleague, family, friend or community member struggling with a problem.

Starting regular, meaningful conversations 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 … so that people feel more empowered to navigate a conversation with someone they’re worried about.
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

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? embraces 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 Road Map
2016 - 2019

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

To inspire and empower everyone to meaningfully connect with people around them and support anyone struggling with life.

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

- Educate people about the health benefits of connectedness.
- Encourage people to trust their gut when they think someone’s not ok.
- Educate people to ask, listen without judgement, encourage action and check-in when someone says they’re not ok.
- Work with industry leaders and stakeholders to engage hard-to-reach audiences.
- Communicate to people of all backgrounds and ages.
- Create resources which are credible, useful, accessible and innovative.
- Promote national crisis intervention and mental health services for conversations too big for family and friends to handle alone.

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

- Host a national day of action annually.
- Engage media to promote the value of connection and meaningful conversations.
- Deliver targeted campaigns outside R U OK? Day.
- Showcase key influencers who champion the power of conversations.
- Empower people from all backgrounds to share the individual and social benefits of meaningful conversations.
- Increase people’s willingness to reach out to someone who’s very troubled.
- Increase people’s willingness to reach out to someone who’s somewhat troubled.

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

- Monitor and evaluate attitudes and talking behaviours in response to our campaigns.
- Draw on the latest research related to resilience, belongingness and connection in suicide prevention to continuously improve and refine all activities.
- Increase the proportion of people who report a high sense of belonging.
- Increase the proportion of people who felt supported at a time when they weren’t ok.
- Share research, knowledge and insights with the mental health sector to contribute to a national evidence base.

Viability
Be relevant, strong and dynamic

- Build long-term capacity through financial sustainability, human capital, knowledge transfer and succession planning.
- Be effective, well-governed, transparent and accountable.
- Cultivate mutually-beneficial strategic partnerships which deliver shared value.
- Continually demonstrate the value and impact we’re having to all stakeholders.

Role
A national movement that enables and strengthens informal community care.

Inputs
Research & evaluation  Suicide prevention expertise  Financial & pro bono partners  Ambassadors & spokespeople  Board influence & governance  Marketing, communications & PR expertise  Fundraising, donations & social enterprise  Policy & evidence

Values
Inclusive, Empowering, Compassionate, Courageous, Disruptive, Dynamic
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 build on our 2014 Conversation Mates Tour, R U OK? once again hit the road in 2015 with our ‘Thanks for Asking’ Bus Tour.

Our big yellow bus visited over 20 regional, remote and metropolitan towns and cities to encourage regular, meaningful conversations.

Launching in Perth on 11 August, the ‘Thanks for Asking’ bus crew worked with local communities, schools and workplaces to organise events in Baldivis (WA), Rockingham (WA), Mandurah (WA), Bunbury (WA), Esperance (WA), Kalgoorlie (WA), Ceduna (SA), Port Augusta (SA), Adelaide (SA), Wendouree (VIC), Hobart (TAS), Launceston (TAS), Ulverstone (TAS), Melbourne (VIC), Point Cook (VIC), Wagga Wagga (NSW) and Canberra (ACT).

The tour concluded with a major public event on R U OK? Day in Sydney at Centenary Square in Parramatta.

In 2015, R U OK? Day achieved the following results:

- 71% national awareness (up 5% from 2014)
- 1 in 4 of these people took part in R U OK? Day
- 303,329 + Facebook fans
- 21,400 Twitter followers
- 4,607 media reports over the campaign period
- $17,990,141 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 once again roll out an in-store advertising campaign, and share conversation tips with crew, across their extensive store network.

The ‘Thanks for Asking’ campaign message was integrated in-store using Hungry Jack’s crew to front the campaign.

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 once again providing free calls on R U OK? Day.

Virgin Mobile also provided a number of volunteers to assist with the major activation on R U OK? Day in Parramatta - providing all attendees with coffee and refreshments.
Our work

Rail R U OK? Day

As a collaboration between R U OK? and the TrackSAFE Foundation, the second national Rail R U OK? Day was successfully executed on 21st April, 2016.

The campaign involved 29 Workplaces with over 10,450 employees participating from the rail and transport industry.

Its success has cemented the event in the annual calendar.

R U OK? at Work

R U OK? continues to promote the campaign materials for the R U OK? at Work campaign which continues to be one of our most popular resources for workplace engagement.

In the campaign period 11 August to 15 September there were 13,481 unique downloads of the R U OK? at Work resources, a 30% increase from the same period in 2014.

R U OK? at Work assets can be downloaded at: https://www.ruok.org.au/every-day-resources
Our work

R U OK? Afield

In response to the slowdown in the resource sector, R U OK? worked with Bristow Helicopters and the Centre for Corporate Health to develop a new resource for R U OK? Afield:

‘How to ask staff R U OK? - A practical guide to help you ask the question of staff working away from home.’

This resource was modified to a more general guide to be relevant for any workplace.

R UOK? Afield assets can be downloaded at: https://www.ruok.org.au/every-day-resources

RUOK? at School

To inspire conversations in schools around Australia, R U OK? maintains freely available campaign resources for teachers to further foster and support a culture of connectedness, resilience and empathy.

Schools are active participants in R U OK? Day activities and regularly request R U OK? ambassadors to attend mental health and wellbeing forums.

RUOK? at School assets can be downloaded at: https://www.ruok.org.au/every-day-resources
Our work

R U OK? at Law

R U OK? collaborated with 18 of Australia’s top law firms to encourage colleagues to look deeper if they suspect someone is deflecting the question.

This involved the development of targeted campaign materials, and real-stories from people working in law. The campaign includes a monthly e-newsletter with both video and editorial stories to keep the conversation going all year round.

Whilst the campaign was funded by the participating firms, all materials and subscriptions are freely and universally accessible at:

https://www.lookdeeper.org.au

High Profile Ambassadors

R U OK? has a significant roster of high profile and engaged ambassadors. This includes Hugh Jackman, Jack Thompson, Simon Baker, Alex O’Loughlin, Libby Trickett, Darryl Brohman, Tommy Raudonikis, Ben Tune, Wendell Sailor, The ACT Brumbies; Charlie King (ABC Local Radio Presenter), Barry Du Bois (Channel 10 presenter); Phil Waugh (former Wallaby); Rachel Lynch and Ashleigh Nelson (Hockyroos) and Ben Ross.

R U OK? also continues to engage two Parliamentary Ambassadors – Senator Zed Seselja and Mr. Ed Husic MP.

In 2015, R U OK? engaged new ambassadors including Barry Conrad (musician), Sam Jacobs (AFL player, Adelaide Crowes), Rob Mills (singer and entertainer) and Dara Hayes (DJ and producer).

In 2015, The Hon Susan Ley MP was the second leading supporter spokesperson in the media for R U OK? Day behind Sir Richard Branson.

Sir Richard Branson was in Australia on September 09 and generated significant media coverage for R U OK? Day expressing his support as part of Virgin Mobile’s sponsorship.

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 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

Professor Helen Christensen
Non-Executive Director
Director and Chief Scientist Black Dog Institute

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

Barry Du Bois
Non-Executive Director
Media Personality

Mark Soulos
Non-Executive Director
Partner at PricewaterhouseCoopers
Our supporters

Hungry Jack’s
Principal Partner
Virgin Mobile
Conversation Partner
Bristow Helicopters
R U OK? Afield Sponsor
Sensis
Digital Partner

Government support
Australian Government – Department of Health

Pro-bono and business supporters
Helping us pull-off a national campaign with pro-bono or in-kind support

ABC Radio
ACCOR Hotels
Active Display Group
Australian Leadership Innovation Centre Allens
Alpha Salmon
Bulletproof
Centre for Corporate Health
Civic Media Guides
Fourth Wall Events
Ikon
Haylix
Herbert Smith Freehills
Holding Redlich
iSentia
Liquid Ideas
Macquarie Radio Network
OgilvyOne
oOh! Media
Sensis
WPP Australia/NZ
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
Ashleigh Nelson
Ben Ross
Garth Wood
Wendell Sailor
Senator Zed Seselja
Barry Conrad
Rob Mills
Travis Collins

Jane and Jeremy Strode
Miguel Maestre
Libby Trickett
Rachael Lynch
Allison Langdon
Barry Du Bois
Ben Tune
Tommy Raudonikas
Phil Waugh
Ed Husic MP
Dara Hayes
Sam Jacobs
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
(Life)

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

Simon Bloomfield

Mark Cowie

Toby Hemming

Nick Kernaghan

Gary Peace

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)
Index to the financial statements

RUOK? Limited
ABN 25 138 676 829
Concise Financial report for the financial year ended 30 June 2016

Director’s report 18
Independent audit report 21
Director’s declaration 24
Statement of profit or loss & other comprehensive income 25
Statement of financial position 25
Statement of changes in equity 26
Statement of cash flows 26
Notes to the financial statements 27
### Director’s report

The directors of R U OK? Limited submit therewith the concise financial report of the company for the financial year ended 30 June 2016.

### 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>
</thead>
<tbody>
<tr>
<td>Mr Michael Lewis Connaghan (appointed 4 August 2009)</td>
<td>CEO of WPP Limited (formerly STW Group) since 2006 and Chair of R U OK? Limited 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, resigned 17 December 2015)</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, resigned 17 December 2015)</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>
</tr>
<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>
</tr>
<tr>
<td>Ms Helen Christensen (appointed 30 May 2016)</td>
<td>Director and Chief Scientist of the Black Dog Institute, Professor of Mental Health at the University of New South Wales, a National Mental Health and Medical Research Council Fellow and Chief Investigator for the NHMRC Clinical Research Centre for Excellence in Suicide Prevention</td>
</tr>
<tr>
<td>Mr Mark Soulos (appointed 08 March 2016)</td>
<td>Partner at PwC Australia and lead partner of PwC’s Next.</td>
</tr>
<tr>
<td>Mr Barry Du Bois (appointed 08 March 2016)</td>
<td>TV Presenter and Master Builder currently presenting on Network Ten’s The Living Room</td>
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</table>
Company secretary
Mr Trent Milane 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 2015) 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’ 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>4</td>
<td>4</td>
</tr>
<tr>
<td>Janina Nearn</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Jack Singleton</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Graeme Cowan</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Aya Larkin</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Kathryn Howard</td>
<td>4</td>
<td>4*</td>
</tr>
<tr>
<td>Joe Talcott</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Barbara Hocking</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Mark Soulos</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Barry Du Bois</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Helen Christensen</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

*Attended one meeting via telephone

On behalf of the Directors

Mr Michael Connaghan  
Director  
Sydney, 27 January 2017
The Board of Directors
RUOK? Limited
72 Christie Street
St Leonards NSW 2000

27 January 2017

Dear Board Members

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 financial statements of RUOK? Limited for the financial year ended 30 June 2016, 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

Deloitte Touche Tohmatsu
DELOITTE TOUCHE TOHMATSU

Sandeep Chadha
Partner
Chartered Accountants

Debit 50x7 to 535x749
Debit -518x-65 to 49x98
Independent Auditor’s Report to the members of RUOK? Limited

We have audited the accompanying financial report of RUOK? Limited, which comprises the statement of financial position as at 30 June 2016, the statement of profit or loss and other comprehensive income, the statement of cash flows and the statement of changes in equity for the year ended on that date, notes comprising a summary of significant accounting policies and other explanatory information, and the directors’ declaration as set out on pages 8 to 20. In addition, we have audited RUOK? Limited’s compliance with specific requirements of the Charitable Fundraising Act 1991 for the year ended 30 June 2016.


The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the Australian Charities and Not-for-profits Commission Act 2012 and for compliance with the Charitable Fundraising Act 1991. The directors are also responsible for such internal control as the directors determine is necessary to enable compliance with requirements of the Charitable Fundraising Act 1991 and the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

Auditor’s Responsibility

Our responsibility is to express an opinion on the company’s compliance with specific requirements of the Charitable Fundraising Act 1991 and the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those 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 entity has complied with specific requirements of the Charitable Fundraising Act 1991 and the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the company’s compliance with specific requirements of the Charitable Fundraising Act 1991 and amounts and disclosures in the financial report. The procedures selected depend on the auditor’s judgement, including the assessment of the risks of non-compliance with specific requirements of the Charitable Fundraising Act 1991 and material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control, relevant to the entity’s compliance with the Charitable Fundraising Act 1991 and preparation of the financial report that gives a true and fair view, 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 company’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

Inherent Limitations

Because of the inherent limitations of any compliance procedure, it is possible that fraud, error, or non-compliance with the Charitable Fundraising Act 1991 may occur and not be detected. An audit is not designed to detect all weaknesses in RUOK? Limited compliance with the Charitable Fundraising Act 1991 as an audit is not performed continuously throughout the period and the tests are performed on a sample basis.

Any projection of the evaluation of compliance with the Charitable Fundraising Act 1991 to future periods is subject to the risk that the procedures, may become inadequate because of changes in conditions, or that the degree of compliance with them may deteriorate.

Liability limited by a scheme approved under Professional Standards Legislation.
Member of Deloitte Touche Tohmatsu Limited.
We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Auditor’s Independence Declaration

In conducting our audit, we have complied with the independence requirements of the Australian Charities and Not-for-profits Commission Act 2012.

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 $406,683 (2015: $324,643) 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 possible effects of the matter described in the Basis for Qualified Opinion the financial report of RUOK? Limited is in accordance with Division 60 of the Australian Charities and Not-for-profits Commission Act 2012, including:

(a) the financial report of RUOK? Limited is in accordance with Division 60 of the Australian Charities and Not-for-profits Commission Act 2012, including:
   i. giving a true and fair view of the company’s financial position as at 30 June 2016 and of its performance for the year ended on that date; and
   ii. complying with Australian Accounting Standards, and Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013;

(b) the financial report agrees to the underlying financial records of RUOK? Limited, that have been maintained, in all material respects, in accordance with the Charitable Fundraising Act 1991 and its regulations for the year ended 30 June 2016; and

(c) monies received by RUOK? Limited, as a result of fundraising appeals conducted during the year ended 30 June 2016, have been accounted for and applied, in all material respects, in accordance with the Charitable Fundraising Act 1991 and its regulations.

DELOITTE TOUCHE TOHMATSU

Sandeep Chadha
Partner
Chartered Accountants
Sydney, 27 January 2017
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, 27 January 2017
## Statement of profit or loss & other comprehensive income for the year ended 30 June 2016

<table>
<thead>
<tr>
<th>Notes</th>
<th>Year Ended 30 June 2016 $</th>
<th>Year Ended 30 June 2015 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>1,984,986</td>
<td>1,595,876</td>
</tr>
<tr>
<td>COGS</td>
<td>(308,410)</td>
<td>(209,007)</td>
</tr>
<tr>
<td>Interest Income</td>
<td>7,554</td>
<td>8,863</td>
</tr>
<tr>
<td>Salaries &amp; Benefits</td>
<td>(507,091)</td>
<td>(355,180)</td>
</tr>
<tr>
<td>Consultants &amp; Benefits</td>
<td>(149,565)</td>
<td>(218,209)</td>
</tr>
<tr>
<td>Office &amp; Administration</td>
<td>(99,681)</td>
<td>(89,816)</td>
</tr>
<tr>
<td>Research, Monitoring and Communications</td>
<td>(817,061)</td>
<td>(685,231)</td>
</tr>
<tr>
<td>Finance Expenses</td>
<td>(47,301)</td>
<td>(34,165)</td>
</tr>
<tr>
<td><strong>Profit Before Tax</strong></td>
<td><strong>63,415</strong></td>
<td><strong>13,131</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>63,415</strong></td>
<td><strong>13,131</strong></td>
</tr>
<tr>
<td>Other Comprehensive Income</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Comprehensive Income</strong></td>
<td><strong>63,415</strong></td>
<td><strong>13,131</strong></td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.

## Statement of financial position at 30 June 2016

<table>
<thead>
<tr>
<th>Notes</th>
<th>30 June 2016 $</th>
<th>30 June 2015 $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>738,521</td>
<td>548,352</td>
</tr>
<tr>
<td>Trade and Other Receivables</td>
<td>169,943</td>
<td>277,927</td>
</tr>
<tr>
<td>Inventories</td>
<td>199,524</td>
<td>157,471</td>
</tr>
<tr>
<td>Prepayments &amp; Deposits</td>
<td>124,498</td>
<td>62,847</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>1,232,486</td>
<td>1,046,597</td>
</tr>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant &amp; Equipment</td>
<td>6,126</td>
<td>3,225</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>1,238,612</strong></td>
<td><strong>1,049,822</strong></td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and Other Payables</td>
<td>454,808</td>
<td>347,888</td>
</tr>
<tr>
<td>Provision For Holiday Pay</td>
<td>30,297</td>
<td>11,842</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td><strong>485,105</strong></td>
<td><strong>359,730</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>485,105</strong></td>
<td><strong>359,730</strong></td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>753,507</strong></td>
<td><strong>690,092</strong></td>
</tr>
<tr>
<td><strong>Accumulated Surpluses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Surpluses</td>
<td>690,092</td>
<td>676,961</td>
</tr>
<tr>
<td>Current Year Surpluses</td>
<td>63,415</td>
<td>13,131</td>
</tr>
<tr>
<td><strong>Total Accumulated Surpluses</strong></td>
<td><strong>753,507</strong></td>
<td><strong>690,092</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 2016

<table>
<thead>
<tr>
<th>Description</th>
<th>Accumulated surpluses $</th>
<th>Total equity $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance at 30 June 2014</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>Balance at 30 June 2015</td>
<td>690,092</td>
<td>690,092</td>
</tr>
<tr>
<td>Surplus For The Year</td>
<td>63,415</td>
<td>63,415</td>
</tr>
<tr>
<td>Balance at 30 June 2016</td>
<td>753,507</td>
<td>753,507</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.

Statement of cash flows for the year ended 30 June 2016

<table>
<thead>
<tr>
<th>Notes</th>
<th>Year Ended 30 June 2016 $</th>
<th>Year Ended 30 June 2015 $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash Flows From Operating Activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions Received</td>
<td>2,342,959</td>
<td>1,703,197</td>
</tr>
<tr>
<td>Salaries and Consultants incl. Benefits</td>
<td>(341,050)</td>
<td>(259,508)</td>
</tr>
<tr>
<td>Payments to Suppliers</td>
<td>(1,819,042)</td>
<td>(1,409,357)</td>
</tr>
<tr>
<td>Interest Received</td>
<td>7,302</td>
<td>7,876</td>
</tr>
<tr>
<td>Net cash Provided by Operating Activities</td>
<td>190,169</td>
<td>42,208</td>
</tr>
<tr>
<td>Net Cash Provided by Investing Activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Cash Provided by Financing Activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net increase in cash and cash equivalents</td>
<td>190,169</td>
<td>42,208</td>
</tr>
<tr>
<td>Cash and cash equivalents held at the beginning of the period</td>
<td>548,352</td>
<td>506,144</td>
</tr>
<tr>
<td>Cash held at the end of the financial period</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>738,521</td>
<td>548,352</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 2016. 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 2016 is $63,415 compared to a surplus of $13,131 in the preceding financial year.

R U OK? Limited increased its income from donations (25%), and Fundraising activities (126%) 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 40% 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 2016 included expenses incurred for the successful R U OK? ‘Thanks for Asking’ campaign. The campaign included a Bus Tour which involved community events across regional and metropolitan Australia before a major finale event in Parramatta, Sydney on R U OK? Day (Thursday 10 September, 2015). The ‘Thanks for Asking’ campaign showed Australia the power of a conversation by showing gratitude to those who have helped in times of hardship and encouraged communities to have 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 $188,790 to $1,238,612 representing an increase of 18%. This was mainly attributable to an increase in money received through Donations and Fundraising Activities, vastly improving the cash position of R U OK?

Total Liabilities increased by $125,375 to $485,105. This was mainly attributable to unearned Sponsorship monies received.

Statement of Changes in Equity
The retained surplus increased by $63,415 being the addition of the net surplus for the year.

Statement of Cash Flows
Cash flows indicate increased income and payments relative to 2015. The current year’s cash flow activities reflect the increase in donations, merchandise sales and fundraising activities and the resulting additional expenditure associated with these fundraising/awareness activities and events.