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 following our national day of action in 2016.

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.

“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)
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.

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.
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message from the Board Chair</td>
<td>4</td>
</tr>
<tr>
<td>Message from the CEO</td>
<td>5</td>
</tr>
<tr>
<td>Who we are</td>
<td>6</td>
</tr>
<tr>
<td>Our priorities</td>
<td>7</td>
</tr>
<tr>
<td>New Strategic framework</td>
<td>8</td>
</tr>
<tr>
<td>Our principles</td>
<td>9</td>
</tr>
<tr>
<td>Our work</td>
<td>10</td>
</tr>
<tr>
<td>Our board</td>
<td>14</td>
</tr>
<tr>
<td>Our supporters</td>
<td>15</td>
</tr>
<tr>
<td>Index to the financial statements</td>
<td>17</td>
</tr>
<tr>
<td>Director’s report</td>
<td>18</td>
</tr>
</tbody>
</table>
Message from the Board Chair

I’m pleased to present R U OK?’s 2016/2017 Annual Report.

This year marked R U OK?’s eighth national day of action with both participation in R U OK?Day and our impact continuing to grow.

We’ve seen a significant increase in the number of Australians who are confident in their ability to reach out to a friend or loved one who’s struggling with life. It’s a great result and a testament to our founder Gavin Larkin’s vision.

Thousands of R U OK?Day events were held in all corners of Australia with 5,900 media reports helping to highlight the importance of conversations and connecting with those around us. The day featured a breakfast event at iconic Bondi Icebergs where guest speakers, politicians and musicians came together to share messages of promise and hope for a future where we are all connected and protected from suicide.

The pro-bono support and vital financial support of partners such as the Australian Government, Hungry Jack’s, Virgin Mobile, Bristow Helicopters and Sensis helps us expand the campaign throughout the year.

This year we were also privileged to garner the support of a number of new dedicated Ambassadors. Our Ambassador program continues to thrive and we are grateful to all our Ambassadors that give their time and energy to the cause.

Sadly in November this year, R U OK? mourned the death of Barbara Hocking OAM, a passionate advocate for suicide prevention and foundation board member of R U OK?

Barbara died at home on Saturday 5 November after a battle with cancer. Barbara had a very positive impact on all who were privileged to know her and will be dearly missed by R U OK?’s Board Members and staff.

Finally I would like to thank R U OK?’s professional staff and my fellow Board Directors for their hard work and dedication. In particular, I want to acknowledge the contribution made by Rebecca Lewis who vacated the Campaign Director role in September after five years with the organisation. Bec made a significant contribution to the growth and success of R U OK?

Mike Connaghan
Message from the CEO

As I reflect on what R U OK? has achieved over the last 12 months I can’t believe another year has passed.

On our eighth national day of action, R U OK? Day, we focused on theme of ‘reconnection’.

To highlight the power of reconnection through storytelling, R U OK? reunited three pairs of long lost friends. We captured each pair’s story to show the difference friendship, support and quality time with those we care about can make.

Our theme was guided by some new research we commissioned which revealed that one third of us have unintentionally lost contact with four or more family members or friends.

It also revealed that 24 per cent of us have stopped talking with four to eight loved ones, and a further 10 per cent of us with nine or more people.

One of the most concerning findings however revealed that Australians are spending an average of 46 hours of their weekly downtime looking at their TVs and digital devices, compared to an average of six hours engaging with family and friends.

These numbers highlighted a need to shift that balance and invest some of our screen time into our relationships and the people around us.

Our ‘reconnection’ theme culminated with our on R U OK?Day event at the iconic Bondi Icebergs in Sydney. This in itself was symbolic of reconnecting with R U OK?’s roots, being the community where Gavin Larkin grew up and his immediate family and many friends still reside.

As I reinforce each year, everything R U OK? is able to achieve is underpinned by significant generosity and goodwill.

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, thank you to the incredible R U OK? team, who consistently kick goals – Katherine Newton (Campaign Director), Anastasia Symons (Campaign Manager), Lisa Minner (Media and PR Manager), Lindy Hodgson (Community Engagement Manager), and Kristina Lawrence (Project and Events Manager). I also want to acknowledge the support of Amy Godfrey during the busy months in the lead-up to R U OK?Day.

We recently bade farewell to Rebecca Lewis, whose vision, creativity and drive has helped R U OK? achieve so much. Her outstanding contribution will be sorely missed.

We look forward to another successful year.

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

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

Mission
Inclusive, Empowering, Compassionate, Courageous, Disruptive, Dynamic

Goals
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

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

Knowledge
- 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
- 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 personal 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
- 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
- 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
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

R U OK?Day

To emphasise the importance of strong relationships, R U OK? focused on the theme of ‘Reconnection’ in 2016.

Key messages included:

- Stronger together. Make time to reconnect
- Reconnect and make more time for the people who matter the most.
- Spend less hours on technology and more on personal interactions.
- Close the gap across Australia’s vast plains and reconnect.
- Inspire hope and positivity across communities.

Key campaign deliverables included:

- Reconnection videos filmed and aired
- New www.ruok.org.au website
- Distribution of community placards
- Sector collaboration
- Sponsor participation
- New ambassador recruitment

The four-week media campaign concluded with a major public event on R U OK?Day in Sydney at Bondi Icebergs.

2016 Campaign Results

- 71% national awareness (steady from 2015)
- 1 in 4 of these people took part in R U OK?Day
- Facebook followers increased by 18,167 (6.13%) to 325,989
- Increase in Twitter followers by 1,904 (7.82%) to 26,251
- 5914 media items (4,607 in 2015)
  - Radio: 2012 reports
  - Online: 1683 reports
  - TV: 1615 reports
  - Print: 604 reports
- Total cumulative audience of 44,426,934
- $16,972,941 equivalent advertising value - traditional media (i-Sentia)
Supporting Campaigns

R U OK? includes a number of campaigns designed to build confidence and capacity to connect and have conversations; provide opportunities and impetus to proactively connect; and contribute to long-term behavioural change.

RUOK?Day is complimented by yearlong campaigns including:

- **R U OK? at Work**: to boost staff’s confidence to ask the question of their peers.
- **R U OK? Afield**: For FIFO workplaces to remind employees to trust their instincts and dig deeper if they suspect someone is struggling with work-life balance.
- **R U OK? at School**: For secondary students to help them champion the importance of belonging, conversations and communities.

R U OK? is developing additional campaign resources for primary schools, Indigenous, regional and remote settings.
Other highlights

Sydney Gay and Lesbian Mardi Gras

Around 100 devoted, glittered up R U OK? supporters participated in the 2017 Sydney Gay and Lesbian Mardi Gras.

The enthusiastic crowd of men and women sported R U OK? running tanks, gold ribbons and sequinned wrist bands. The vibe was electric as the dancers made their way to the marshalling area past equally amazing costumes, floats and fabulousness.

Our R U OK? Ambassadors Bianca Dye and Steven Oliver lead the pack. The R U OK? float sported our Share the Love signage, along with a talented DJ and friendly truck driver.

And then the rivers of gold glitter began to flow.

Before long it was showtime and the float began rolling out of marshalling and down Oxford street.

Butterflies and anticipation mixed with mild nerves were allayed as the R U OK? float moved in choreographed splendour around the bend, to the roar of the crowd. Waves, hugs, hand slaps and general goodwill from the throng of thousands made a 45 minute March to Moore Park road seem like a mere 10 minute stroll.

It was an amazing night, full of goodwill and great energy. But most of all R U OK? delivered a powerful message to a community that needs more people checking-in and checking-in again, with anyone who might be struggling.
Other highlights

**Rail R U OK? Day**

As a collaboration between R U OK? and the TrackSAFE Foundation, the national Rail R U OK? Day was successfully executed.

On the first weekend in March, 72 R U OK? supporters came together to show the power of conversation and community. The group battled the rain, strong winds and poor visibility as they attempted to summit Mt. Kosciuszko.

Unfortunately, the unsafe conditions meant the group were unable to complete the summit track but their spirits, unwavering support and sense of adventure saw them complete two alternative tracks through Mt Kosciuszko National Park. What a bunch of legends!

Completing the tracks wasn’t the only legendary effort on the weekend as collectively the team raised a staggering $74,000 to help inspire more life-changing conversations.

R U OK? Ambassador Steve ‘Commando’ Willis led the group with the funds raised to support R U OK?’s Community Ambassador Program to ensure there are ambassadors in all corners of Australia ready to empower more people to meaningfully connect with those around them and support anyone struggling with life.

---

**Conquer Kozi**

On the first weekend in March, 72 R U OK? supporters came together to show the power of conversation and community. The group battled the rain, strong winds and poor visibility as they attempted to summit Mt. Kosciuszko.

Unfortunately, the unsafe conditions meant the group were unable to complete the summit track but their spirits, unwavering support and sense of adventure saw them complete two alternative tracks through Mt Kosciuszko National Park. What a bunch of legends!

Completing the tracks wasn’t the only legendary effort on the weekend as collectively the team raised a staggering $74,000 to help inspire more life-changing conversations.

R U OK? Ambassador Steve ‘Commando’ Willis led the group with the funds raised to support R U OK?’s Community Ambassador Program to ensure there are ambassadors in all corners of Australia ready to empower more people to meaningfully connect with those around them and support anyone struggling with life.
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

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

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

David Liddiard
Non-Executive Director
Managing Director
Liddiard Group

Barry Du Bois
Non-Executive Director
Media Personality

Mark Soulos
Non-Executive Director
Partner at PricewaterhouseCoopers
Our supporters

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
Nine Network
OgilvyOne
oOh! Media
Prime Television
Sensis
Seven Network
Southern Cross Austereo
TEN
WIN Television
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
TrackSAFE Foundation

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
Miguel Maestre
Libby Trickett
Rachael Lynch
Allison Langdon
Barry Du Bois
Ben Tune
Tommy Raudonikas Phil Waugh
Ed Husic MP
Dara Hayes
Sam Jacobs
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
Index to the financial statements

RUOK? Limited
ABN 25 138 676 829
Concise Financial report for the financial year ended 30 June 2017

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
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</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>Ms Janina Nearn</td>
<td>Has been involved with R U OK? Day and R U OK? Foundation since its inception in 2009. Ms Nearn is a former television and documentary producer.</td>
</tr>
<tr>
<td>Mr Jack Patrick Singleton</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</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</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</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</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</td>
<td>Partner at PwC Australia and lead partner of PwC’s Next.</td>
</tr>
<tr>
<td>Mr Barry Du Bois</td>
<td>TV Presenter and Master Builder currently presenting on Network Ten’s The Living Room.</td>
</tr>
<tr>
<td>Mr David Liddiard</td>
<td>Managing Director Liddiard Group.</td>
</tr>
</tbody>
</table>
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 (08 September 2016) 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>
</thead>
<tbody>
<tr>
<td>Mike Connaghan</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Janina Nearn</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Jack Singleton</td>
<td>4</td>
<td>2*</td>
</tr>
<tr>
<td>Graeme Cowan</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Aya Larkin</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Kathryn Howard</td>
<td>4</td>
<td>4*</td>
</tr>
<tr>
<td>Mark Soulos</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Barry Du Bois</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Helen Christensen</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>David Liddiard</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

*Attended one meeting via telephone

On behalf of the Directors

Mr Michael Connaghan
Director
Sydney, 19 December 2017
Independent audit report

Deloitte.

The Board of Directors
RUOK? Limited
72 Christie Street
St Leonards NSW 2000

19 December 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 2017, 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

Sendee Chadha
Partner
Chartered Accountants

Deloitte Touche Tohmatsu
ABN 74 490 121 060

Grosvenor Place
225 George Street
Sydney NSW 2000
PO Box N250 Grosvenor Place
Sydney NSW 1220 Australia

Tel: +61 2 9322 7000
Fax: +61 9322 7001
www.deloitte.com.au

Liability limited by a scheme approved under Professional Standards Legislation.
Member of Deloitte Touche Tohmatsu Limited.
Independent Auditor’s Report to the members of RUOK? Limited

Qualified Opinion

We have audited the financial report of RUOK? Limited (the "Entity") which comprises the statement of financial position as at 30 June 2017, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information, and the directors’ declaration as set out on pages 9 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 2017.

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph:

a) the accompanying financial report of the Entity is in accordance with Division 60 of the Australian Charities and Not-for-profits Commission Act 2012 (the "ACNC Act"), including:

   (i) giving a true and fair view of the Entity’s financial position as at 30 June 2017 and
   of its financial performance for the year then ended; 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 2017; and

c) monies received by RUOK? Limited, as a result of fundraising appeals conducted during the year ended 30 June 2017, have been accounted for and applied, in all material respects, in accordance with the Charitable Fundraising Act 1991 and its regulations.

Basis for Qualified Opinion

Donations are a significant source of revenue for RUOK? Limited. RUOK? Limited has determined that it is impracticable to establish control over the collection of cash donations prior to entry into its financial records. 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.

Liability limited by a scheme approved under Professional Standards Legislation.
Member of Deloitte Touche Tohmatsu Limited.
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 Financial Report section of our report. We are independent of the Entity in accordance with the auditor independence requirements of the ACNC Act and the ethical requirements of the Accounting Professional and Ethical Standards Board’s APES 110 Code of Ethics for Professional Accountants (the "Code") that are relevant to our audit of the 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 qualified opinion.

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's 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.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the Entity's financial report for the year ended 30 June 2017, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Directors' Responsibilities of for the Financial Report

The directors of the Entity are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the ACNC Act and for such internal control as the directors determine is necessary to enable 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.

In preparing the financial report, the directors are responsible for assessing the ability of the Entity to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Entity or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.
Independent audit report

Deloitte

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit 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.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.

- Conclude on the appropriateness of the directors’ use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity’s ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor’s report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor’s report. However, future events or conditions may cause the Entity to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Deloitte Touche Tohmatsu

DELOITTE TOUCHE TOHMATSU

Sandeep Chadha
Partner
Chartered Accountants
Sydney, 19 December 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, 19 December 2017
### Statement of profit or loss & other comprehensive income for the year ended 30 June 2017

<table>
<thead>
<tr>
<th>Notes</th>
<th>Year Ended 30 June 2017</th>
<th>Year Ended 30 June 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Revenue</td>
<td>2,054,152</td>
<td>1,984,986</td>
</tr>
<tr>
<td>COGS</td>
<td>(340,353)</td>
<td>(308,410)</td>
</tr>
<tr>
<td>Interest Income</td>
<td>4,537</td>
<td>7,554</td>
</tr>
<tr>
<td>Salaries &amp; Benefits</td>
<td>(611,129)</td>
<td>(507,091)</td>
</tr>
<tr>
<td>Consultants &amp; Benefits</td>
<td>(151,502)</td>
<td>(149,565)</td>
</tr>
<tr>
<td>Office &amp; Administration</td>
<td>(35,991)</td>
<td>(99,681)</td>
</tr>
<tr>
<td>Research, Monitoring and Communications</td>
<td>(775,952)</td>
<td>(817,061)</td>
</tr>
<tr>
<td>Finance Expenses</td>
<td>(35,367)</td>
<td>(47,301)</td>
</tr>
<tr>
<td><strong>Profit Before Tax</strong></td>
<td><strong>108,385</strong></td>
<td><strong>63,415</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>108,385</strong></td>
<td><strong>63,415</strong></td>
</tr>
<tr>
<td>Other Comprehensive Income</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Comprehensive Income</strong></td>
<td><strong>108,385</strong></td>
<td><strong>63,415</strong></td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.

### Statement of financial position at 30 June 2017

<table>
<thead>
<tr>
<th>Notes</th>
<th>30 June 2017</th>
<th>30 June 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>710,537</td>
<td>738,521</td>
</tr>
<tr>
<td>Trade and Other Receivables</td>
<td>139,352</td>
<td>169,943</td>
</tr>
<tr>
<td>Inventories</td>
<td>296,975</td>
<td>199,524</td>
</tr>
<tr>
<td>Prepayments &amp; Deposits</td>
<td>157,385</td>
<td>124,498</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td><strong>1,304,249</strong></td>
<td><strong>1,232,486</strong></td>
</tr>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant &amp; Equipment</td>
<td>6,650</td>
<td>6,126</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>1,310,899</strong></td>
<td><strong>1,238,612</strong></td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and Other Payables</td>
<td>422,216</td>
<td>454,808</td>
</tr>
<tr>
<td>Provision For Holiday Pay</td>
<td>26,791</td>
<td>30,297</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td><strong>449,007</strong></td>
<td><strong>485,105</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>449,007</strong></td>
<td><strong>485,105</strong></td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td><strong>861,892</strong></td>
<td><strong>753,507</strong></td>
</tr>
<tr>
<td><strong>Accumulated Surpluses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Surpluses</td>
<td>753,507</td>
<td>690,092</td>
</tr>
<tr>
<td>Current Year Surpluses</td>
<td>108,385</td>
<td>63,415</td>
</tr>
<tr>
<td><strong>Total Accumulated Surpluses</strong></td>
<td><strong>861,892</strong></td>
<td><strong>753,507</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 2017

<table>
<thead>
<tr>
<th>Balance at 30 June 2015</th>
<th>Accumulated surpluses $</th>
<th>Total equity $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>690,092</td>
<td>690,092</td>
</tr>
</tbody>
</table>

Surplus For The Year

Balance at 30 June 2016

<table>
<thead>
<tr>
<th>Surplus For The Year</th>
<th>Balance at 30 June 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>63,415</td>
<td>753,507</td>
</tr>
</tbody>
</table>

Balance at 30 June 2017

<table>
<thead>
<tr>
<th>Surplus For The Year</th>
<th>Balance at 30 June 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>108,385</td>
<td>861,892</td>
</tr>
</tbody>
</table>

Statement of cash flows for the year ended 30 June 2017

<table>
<thead>
<tr>
<th>Notes</th>
<th>Year Ended 30 June 2017 $</th>
<th>Year Ended 30 June 2016 $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cash Flows From Operating Activities

| Contributions Received | 2,470,583 | 2,342,959 |
| Salaries and Consultants incl. Benefits | (448,983) | (341,050) |
| Payments to Suppliers | (2,054,697) | (1,819,042) |
| Interest Received | 5,113 | 7,302 |
| **Net cash Provided by Operating Activities** | (27,984) | 190,169 |

Net Cash Provided by Investing Activities

Net Cash Provided by Financing Activities

**Net increase in cash and cash equivalents**

<table>
<thead>
<tr>
<th>Year Ended 30 June 2016 $</th>
<th>Year Ended 30 June 2017 $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cash and cash equivalents held at the beginning of the period

| Cash and cash equivalents held at the beginning of the period | 738,521 | 548,352 |

Cash held at the end of the financial period

| Cash held at the end of the financial period | 710,537 | 738,521 |

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 2017. 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 RUOK? Limited.

Statement of profit or loss & other comprehensive income
The current year surplus for the year ended 30 June 2017 is $108,385 compared to a surplus of $63,415 in the preceding financial year.

RUOK? Limited increased its income from donations and fundraising activities through the continuation of events like RUOK?Day, supporting RUOK? campaigns and programs, and community fundraising and awareness activities and events across Australia.

Expenses incurred also increased when compared with the previous year and reflect increased investment in RUOK?Day campaign activity, and supporting RUOK? campaigns and community fundraising and awareness activities across Australia.

The financial year ended 30 June 2017 included expenses incurred for the RUOK? Reconnect campaign. The Reconnect campaign encouraged communities to ‘reconnect’ with someone they’ve lost touch with.

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

Statement of Financial Position
Total assets increased by $72,287 to $1,310,899 representing an increase of 6%. This was mainly attributable to an increase in merchandise held at 30 June, 2017.

Total Liabilities reduced by $36,098 to $449,007 representing a decrease of 7%. This was mainly attributable to a reduction in payments to suppliers.

Statement of Changes in Equity
The retained surplus increased by $108,385 being the addition of the net surplus for the year.

Statement of Cash Flows
Cash held at year end reduced by $27,984 to $710,537. 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 additional expenditure on merchandise held at 30 June 2017.