2017-2018 Annual Report
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 78% of Australians were aware of R U OK? Day following our national day of action in 2017.

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.
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.
Contents

Message from the Board Chair 4
Message from the CEO 5
Who we are 6
Our priorities 7
Our Strategic framework 8
Our principles 9
Our work 10
Our board 14
Our supporters 15
Referral Partners 16
Index to the financial statements 17
Director’s report 18
Message from the Board Chair

This year marked our ninth national R U OK? Day, a movement which has grown to become one of Australia’s most recognised health promotion campaigns.

Our Annual report offers us the opportunity to share some of the successes of the past year and celebrate the growing level of engagement across Australia.

In 2017 over 78% of Australian’s told us they were aware of R U OK? A further 63% of these people believe that the R U OK? campaign has made people more willing to: ‘ask their friends about what’s troubling them’

There was a stronger focus in 2017 to get the message out to regional and remote communities across Australia. This was achieved with R U OK?’s Conversation Convoy - thanks to the support of our sponsors and funding partners.

The Conversation Convoy was a six week road-trip, travelling over 16,000km and visiting every state and territory to show Australia that we’ve all got what it takes to support those struggling with life.

I was fortunate to join the crew at Yulara (NT) for the launch and in Cairns (QLD) for the finale on R U OK? Day.

In addition to the Conversation Convoy, many thousands of workplaces, schools and community organisations participated in R U OK? Day events across Australia.

R U OK? continues to be blown away by the incredible goodwill and support from both business and the community.

Once again, the vital financial support of our major partners including the Australian Government, Liptember Foundation, Hungry Jack’s, Virgin Mobile, Connor, Flight Centre Foundation, and Sensis helps us expand the campaign throughout the year. A new partnership with The Audi Foundation also provided comfortable, safe and reliable vehicles to get the R U OK? Conversation Convoy crew around Australia.

As another year concludes, I would like to thank my fellow Board Directors and R U OK?’s professional staff for their ongoing commitment.

Mike Connaghan
Message from the CEO

It only feels like yesterday that I was writing last year’s reflection and yet so much has happened over the last twelve months.

There is no doubt that 2017 offered one of the most profound and meaningful experiences of my professional career.

R U OK?’s Conversation Convoy was a significant community roadshow involving six weeks on the road, traveling over 16,000km across this amazing and vast country of ours.

We wanted to show Australia that we’ve all got what it takes to navigate a conversation when someone says “no, I’m not ok”. We did this by reinforcing the four steps to a conversation, each of which were represented by four bright yellow vehicles:

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

The Conversation Convoy visited every state and territory and hosted 31 events in 22 communities. Our crew collaborated with local service providers, business, government agencies and community organisations.

We had the privilege of meeting Australians from all walks of life, from all backgrounds and every corner of the country. Every community we visited holds a special place in our heart. Every conversation.

Whilst the Conversation Convoy was arguably our biggest undertaking, other key highlights from the last 12 months included:

- The launch of a new R U OK? regional and remote campaign
- The launch of a new video resource for primary school aged students
- The development and launch of new campaign resources for workplaces
- ABC’s Australian Story aired ‘Beyond OK’ showing how six years after R U OK? Founder Gavin Larkin’s death, those involved with R U OK? are still guided by his memory and legacy, moving forward.

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?

This year we welcomed our new Principal partner, The Liptember Foundation, and support from:

- The Flight Centre Foundation
- Connor Menswear
- The Audi Foundation
- The Lendlease Foundation; and
- a number of trusts and foundations.

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

Thanks also to the incredible R U OK? team for their tireless work – Katherine Newton (Campaign Director), Anastasia Symons (Campaign Manager), Lisa Minner (Media and PR Manager), Ruth Markham (Strategic Partnerships Manager), Lindy Hodgson (Community Engagement Manager), Kristina Lawrence (Project and Events Manager), Louise Mullane (Office Manager) and Mike Houston (Project Support).

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

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

Vision
Mission
Goals
Knowledge
Intent
Impact
Viability

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.

Values
Inclusive, Empowering, Compassionate, Courageous, Disruptive, Dynamic

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
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

RUOK?Day
‘You've got what it takes’

RUOK?Day focused on encouraging the community to get to know RUOK?’s four steps to enable meaningful conversations.

Key messages included:

- We’ve all got what it takes to look out for one another and support those who may be struggling with life.
- For most of us, our eyes, ears and mouths are the resources we can use to support those around us.
- You’ve got what it takes to navigate a conversation when someone says “no, I’m not ok” by following RUOK?’s four steps:
  1. Ask RUOK?
  2. Listen
  3. Encourage action
  4. Check in

Key campaign deliverables included:

- Conversation Convoy
- Distribution of community speech bubble placards and merchandise
- New targeted campaign materials
- Sector collaboration
- Sponsor participation
- New ambassador recruitment

The six-week Conversation Convoy and media campaign concluded with a major public event on RUOK?Day in Cairns.

2017 Campaign Results

- Over $500,000 of corporate sponsorship secured for Conversation Convoy
- 78% national awareness (up 7% from 2016)
- 602 registered events over the campaign period
- 5,914 media items across radio, TV, Online and print
- 117 million total audience circulation
- New Snapchat national filter for youth audiences
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 year long campaigns including:

- **R U OK? Regional and Remote:**
  R U OK? developed new resources to encourage conversations in regional and remote Australia. This included:
  - The Mateship Manual, a practical guide on how to help someone who’s doing it tough.
  - New community service television commercials designed to encourage people to trust their gut instinct and ask the question.

- **R U OK? to 6:**
  A new music video for primary school aged children.

- **R U OK? at Uni:**
  Testing Times: to boost the confidence to ask the question of fellow students during exam times.

- **R U OK? at Work:**
  New workplace campaign release to encourage people to trust their gut instinct and start a conversation with a colleague they’re worried about.
Other highlights

New broadcast partnership

R U OK? and NITV joined forces as media partners by signing an agreement to work more closely together to encourage more life changing conversations in communities across Australia.

NITV joined a small group of media partners who are dedicated to using their platform to make meaningful change through storytelling and news content.

With suicide rates up to five times higher in Aboriginal and Torres Strait Islander populations across the country the partnership is a positive step in formalising a commitment to working more closely together to better inform Indigenous Australians around ways to support each other through tough times.

Sydney Mardi Gras

For the second year in a row, R U OK? participated in the Sydney Gay and Lesbian Mardi Gras to help promote regular, meaningful conversations in LGBTI communities.

The yellow and black R U OK? colours stood out as the 80 plus dancers and ambassadors made their way along Oxford Street to the roar of the massive crowd.

‘Listen with Love’ was the theme of the float and reached a potential audience of around 300,000 people who were said to have attended the event on the night and thousands more via the SBS televised live stream and Sunday Night broadcast.
Other highlights

Rail R U OK?Day

In partnership with TrackSAFE, we celebrated the third and biggest Rail R U OK?Day, reaching a massive 14,000 rail employees.

This is an increased reach of 75 per cent since the inaugural Rail R U OK?Day in 2015. The initiative even went international, with New Zealand embracing the campaign for the first time.

Conversations in the Park

In January, R U OK? Ambassador Travis Collins performed a free concert in Toyota Park in Tamworth NSW.

The concert was put together as part of the Tamworth Country Music festival to help R U OK? promote our new Mateship Manual resource for regional and remote communities.

The three times Golden Guitar winner and passionate advocate for suicide prevention hosted the concert with the intention to empower festival-goers with the skills to support anyone who might be struggling with life.

Travis performed alongside Amber Lawrence for an afternoon of great music and meaningful storytelling.
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

<table>
<thead>
<tr>
<th>Liptember</th>
<th>Connor Menswear</th>
<th>Hungry Jack’s</th>
<th>Virgin Mobile</th>
<th>Sensis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal Partner</td>
<td>Ambassador Partner</td>
<td>Community Partner</td>
<td>Conversation Partner</td>
<td>Digital Partner</td>
</tr>
</tbody>
</table>

### Government Support
Australian Government – Department of Health

### Pro-bono and financial supporters
**Organisations helping us with in-kind or financial support**
- ABC Radio
- ACCOR Hotels
- Active Display Group
- Allens
- Audi Foundation
- Bulletproof
- Centre for Corporate Health
- Chamberlain Foundation
- Civic Media Guides
- Flight Centre Foundation
- Fourth Wall Events
- Haylix
- Herbert Smith Freehills
- Holding Redlich
- Ikon
- iSentia
- Liquid Ideas
- Lendlease Foundation
- Macquarie Radio Network
- Merrin Foundation
- Nine Network
- OgilvyOne
- oOh! Media
- Parmarima Private Ancillary Fund
- Prime Television
- QBE Foundation
- Sensis
- Seven Network
- Southern Cross Austereo
- TEN
- Westpac Foundation
- WIN Television
- WPP AU 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
- Monash University
- NAB
- NSW Farmers
- NSW Police Force
- Resource Super
- RMIT University
- TaylorCare Recruitment
- TrackSAFE Foundation

### Ambassadors
**High profile Australians helping us share the RUOK? message**
- Hugh Jackman
- Simon Baker
- Naomi Watts
- Jack Thompson
- Ashleigh Nelson
- Ben Ross
- Garth Wood
- Barry Conrad
- Rob Mills
- Travis Collins
- Ita Buttrose
- Sam Mac
- Miguel Maestre
- Libby Trickett
- Rachael Lynch
- Allison Langdon
- Barry Du Bois
- Phil Waugh
- Commando Steve
- Willis
- Casey Donovan
- Dan Conn
- Annalise Braakensiek
- Brett Finch
- Dara Hayes
- Sam Jacobs
Referral Partners

Organisations who help when conversations are too big for family and friends

1800 Respect
Adults Surviving Child Abuse Australian Psychological Society beyondblue
Black Dog Institute
The Butterfly Foundation Conversations Matter
Gambling Help Online
Griefline Help
Headspace
Hope For Life
Kids Helpline
Lifeline
Multicultural Mental Health Australia (MHiMA)
QLife
Reachout.com
SANE Australia
Suicide Call Back Service
Support After Suicide
Index to the financial statements

RUOK? Limited  
ABN 25 138 676 829  
Concise Financial report for the financial year ended 30 June 2018

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 (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 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 Brendan Maher</td>
<td>CEO of R U OK?</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>
</tr>
<tr>
<td>Mr David Liddiard (appointed 20 February 2016)</td>
<td>Managing Director Liddiard Group</td>
</tr>
</tbody>
</table>
Director’s report (continued)

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

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

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

RU OK? Day is a national day of action on the second Thursday of September (14 September 2017) 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>3</td>
<td>2</td>
</tr>
<tr>
<td>Janina Nearn</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Jack Singleton</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Graeme Cowan</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Aya Larkin</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Kathryn Howard</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Mark Soulos</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Barry Du Bois</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>David Liddiard</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Helen Christensen</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

On behalf of the Directors

Mr Michael Connaghan
Director
Sydney, 20 December 2018
Independent audit report

Deloitte Touche Tohmatsu
ABN 74 490 121 060
Grovenor Place
225 George Street
Sydney NSW 2000
PO Box N230 Grovenor Place
Sydney NSW 1220 Australia
Tel: +61 2 9322 7000
Fax: +61 2 9322 7001
www.deloitte.com.au

The Board of Directors
RUOK? Limited
1 Kent Street
Millers Point NSW 2000

20 December 2018

Dear Board Members

Auditor’s Independence Declaration to RUOK? Limited

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

As lead audit partner for the audit of the concise financial report of RUOK? Limited for the financial year ended 30 June 2018, 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

DELLOITTE TOUCHE TOHMATSU

Sandeep Chadha
Partner
Chartered Accountants

Member of Deloitte Touche Tohmatsu Limited
Liability limited by a scheme approved under Professional Standards Legislation
Report of the Independent Auditor on the concise financial report to the members of RUOK? Limited

Opinion

The concise financial report, which comprises the statement of financial position as at 30 June 2018, the statement of profit or loss & other comprehensive income, the statement of cash flows and the statement of changes in equity for the year then ended and related notes is derived from the audited financial report of RUOK? Limited for the year ended 30 June 2018. We expressed a qualified audit opinion on this financial report in our report dated 20 December 2018.

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

Concise Financial Report

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

The Audited Financial Report and Our Report Thereon

We expressed a modified opinion on the audited financial report in our report dated 20 December 2018. The basis of our qualified opinion was that RUOK? Limited had determined that it was impracticable to establish control over the collection of cash donations prior to entry into its financial records. Donations are a significant source of revenue for RUOK? Limited. Accordingly, as the evidence available to us regarding revenue from this source was limited, our audit procedures with respect to cash donations was restricted to the amounts recorded in the financial records. We therefore were unable to express an opinion whether revenue from cash donations that RUOK? Limited recorded, was complete.

Directors’ Responsibility for the concise financial report

The directors are responsible for the preparation of the concise financial report in accordance with Accounting Standard AASB 1039 Concise Financial Reports.
Auditor’s Responsibilities for the Audit of the Concise Financial Report

Our responsibility is to express an opinion on whether the concise financial report is consistent with the audited financial report based on our procedures, which are conducted in accordance with Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements.

DELOITTE TOUCHE TOHMATSU

Sandeep Chadha
Partner
Chartered Accountants
Sydney, 20 December 2018
Directors’ declaration

The directors declare that:

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

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

Signed in accordance with a resolution of the directors made pursuant to s.60.15 of the

Australian Charities and Not-for-profits Commission Regulation 2013.

On behalf of the Directors

Mr Michael Connaghan
Director
Sydney, 20 December 2018
Statement of profit or loss & other comprehensive income for the year ended 30 June 2018

<table>
<thead>
<tr>
<th>Notes</th>
<th>Year Ended 30 June 2018 $</th>
<th>Year Ended 30 June 2017 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>3,463,003</td>
<td>2,054,152</td>
</tr>
<tr>
<td>COGS</td>
<td>(666,689)</td>
<td>(340,353)</td>
</tr>
<tr>
<td>Interest Income</td>
<td>1,304</td>
<td>4,537</td>
</tr>
<tr>
<td>Salaries &amp; Benefits</td>
<td>(834,741)</td>
<td>(611,129)</td>
</tr>
<tr>
<td>Consultants &amp; Benefits</td>
<td>(239,334)</td>
<td>(151,502)</td>
</tr>
<tr>
<td>Office &amp; Administration</td>
<td>(44,291)</td>
<td>(35,991)</td>
</tr>
<tr>
<td>Research, Monitoring and Communications</td>
<td>(1,305,436)</td>
<td>(775,952)</td>
</tr>
<tr>
<td>Finance Expenses</td>
<td>(36,881)</td>
<td>(35,367)</td>
</tr>
<tr>
<td><strong>Profit Before Tax</strong></td>
<td><strong>334,327</strong></td>
<td><strong>108,385</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>334,327</strong></td>
<td><strong>108,385</strong></td>
</tr>
<tr>
<td>Other Comprehensive Income</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Comprehensive Income</strong></td>
<td><strong>334,327</strong></td>
<td><strong>108,385</strong></td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.

Statement of financial position at 30 June 2018

<table>
<thead>
<tr>
<th>Notes</th>
<th>30 June 2018 $</th>
<th>30 June 2017 $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>1,383,801</td>
<td>710,537</td>
</tr>
<tr>
<td>Trade and Other Receivables</td>
<td>177,212</td>
<td>139,352</td>
</tr>
<tr>
<td>Inventories</td>
<td>360,226</td>
<td>296,975</td>
</tr>
<tr>
<td>Prepayments &amp; Deposits</td>
<td>189,337</td>
<td>157,385</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td><strong>2,110,576</strong></td>
<td><strong>1,304,249</strong></td>
</tr>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant &amp; Equipment</td>
<td>18,583</td>
<td>6,650</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>2,129,159</strong></td>
<td><strong>1,310,899</strong></td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and Other Payables</td>
<td>896,023</td>
<td>422,216</td>
</tr>
<tr>
<td>Provision For Holiday Pay</td>
<td>36,917</td>
<td>26,791</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td><strong>932,940</strong></td>
<td><strong>449,007</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>932,940</strong></td>
<td><strong>449,007</strong></td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td><strong>1,196,219</strong></td>
<td><strong>861,892</strong></td>
</tr>
<tr>
<td><strong>Accumulated Surpluses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Surpluses</td>
<td>861,892</td>
<td>753,507</td>
</tr>
<tr>
<td>Current Year Surpluses</td>
<td>334,327</td>
<td>108,385</td>
</tr>
<tr>
<td><strong>Total Accumulated Surpluses</strong></td>
<td><strong>1,196,219</strong></td>
<td><strong>861,892</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 2018

<table>
<thead>
<tr>
<th></th>
<th>Accumulated surpluses $</th>
<th>Total equity $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balance at 30 June 2016</strong></td>
<td>753,507</td>
<td>753,507</td>
</tr>
<tr>
<td><strong>Surplus For The Year</strong></td>
<td>108,385</td>
<td>108,385</td>
</tr>
<tr>
<td><strong>Balance at 30 June 2017</strong></td>
<td>861,892</td>
<td>861,892</td>
</tr>
<tr>
<td><strong>Surplus For The Year</strong></td>
<td>334,327</td>
<td>334,327</td>
</tr>
<tr>
<td><strong>Balance at 30 June 2018</strong></td>
<td>1,196,219</td>
<td>1,196,219</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.

Statement of cash flows for the year ended 30 June 2018

<table>
<thead>
<tr>
<th>Notes</th>
<th>Year Ended 30 June 2018</th>
<th>Year Ended 30 June 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Cash Flows From Operating Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions Received</td>
<td>3,885,216</td>
<td>2,470,583</td>
</tr>
<tr>
<td>Salaries and Consultants incl. Benefits</td>
<td>(621,444)</td>
<td>(448,983)</td>
</tr>
<tr>
<td>Payments to Suppliers</td>
<td>(2,570,267)</td>
<td>(2,054,697)</td>
</tr>
<tr>
<td>Interest Received</td>
<td>(8,308)</td>
<td>5,113</td>
</tr>
<tr>
<td><strong>Net cash Provided by Operating Activities</strong></td>
<td>685,197</td>
<td>(27,984)</td>
</tr>
<tr>
<td><strong>Net Cash Provided by Investing Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase of PPE</td>
<td>(11,933)</td>
<td>(524)</td>
</tr>
<tr>
<td><strong>Net Cash Used in Investing Activities</strong></td>
<td>(11,933)</td>
<td>(524)</td>
</tr>
<tr>
<td><strong>Net Cash Provided by Financing Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net increase in cash and cash equivalents</strong></td>
<td>673,264</td>
<td>(27,984)</td>
</tr>
<tr>
<td>Cash and cash equivalents held at the beginning of the period</td>
<td>710,537</td>
<td>738,521</td>
</tr>
<tr>
<td><strong>Cash held at the end of the financial period</strong></td>
<td>1,383,801</td>
<td>710,537</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 2018. The concise financial report has been prepared in accordance with Accounting Standards AASB 1039: Concise Financial Reports, and the Corporations Act 2001.

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

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

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

Statement of profit or loss & other comprehensive income
The current year surplus for the year ended 30 June 2018 is $334,327 compared to a surplus of $108,385 in the preceding financial year.

RU OK? Limited increased its income from Donations and Fundraising activities by 69% through the continuation of events like RU OK? Day, supporting RU OK? campaigns and programs, and community fundraising/awareness activities and events across Australia.

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

The financial year ended 30 June 2018 included expenses incurred for the RU OK? Conversation Convoy. The RUOK? team travelled 16,000km across Australia on the Conversation Convoy visiting every state and territory. We hosted events in 22 communities to show Australia we’ve all got what it takes to ask RUOK? and support those struggling with life.

Statement of Financial Position
Total assets increased by $818,260 to $2,129,159 representing an increase of 62%. This was mainly attributable to an increase in Cash and Cash equivalents, and merchandise held at 30 June 2018.

Total Liabilities increased by $483,933 to $932,940. This was mainly attributable to increased payables to suppliers for RUOK? merchandise and deferred income for 2019 RUOK? activities.

Statement of Changes in Equity
The retained surplus increased by $334,327 being the addition of the net surplus for the year.

Statement of Cash Flows
Cash held at year end increased by $673,264 to $1,383,801. 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 2018.