Our Story

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

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

Since the inaugural R U OK? Day at Parliament House in Canberra, R U OK? has become a household name. In 2013, an estimated 65% of Australians were aware of R U OK? Day, with one in four of those people taking part.

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

To help make real, lasting change in Australia, we are implementing a 3-year strategic plan to broaden R U OK?’s reach beyond a national day of action. Corporately funded initiatives such as R U OK? at Work, R U OK? at School and R U OK? Afield are providing a platform for promoting regular, meaningful conversations all year round. We want to change behaviour in Australia, so that every single person takes the time to reach out to people in their lives.
Incorporation

R U OK? Limited (ABN 25 136 676 829) is a public company limited by guarantee. It has a single Board of Directors and its registered office address is 72 Christie Street, St. Leonards, Sydney, NSW.

Charitable status, tax concessions and fundraising

R U OK? Limited is listed on the register of Harm Prevention Charities. R U OK? Limited is a charitable institution endorsed to access GST tax concessions, Income Tax Exemption and FBT Rebate. R U OK? has been endorsed by the Australian Taxation Office as a Deductible Gift Recipient (DGR).

R U OK? adheres to all applicable fundraising legislation as required in each state and territory where it raises funds.
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“In the time it takes to have a coffee, you can start a conversation that could change a life – or even save it.”

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

It gives me great pleasure to present R U OK?'s 2013/14 Annual Report.

Thursday 12 September 2013, marked the fifth R U OK? Day, a continuation of the vision, passion and enthusiasm of the campaign founder, Gavin Larkin. Gavin would be extremely proud of where R U OK? is today, now one of Australia’s most well-known national days of action.

Our vision is a world where all people are connected and are protected from suicide. We are working hard to give people the confidence to ask “are you ok?” and understand that you don’t need to be an expert if someone says “no”. We acknowledge and promote the crucial role that service providers play in assisting someone who needs help.

As part of R U OK?’s 2013-2016 strategic plan, there is a stronger and more conscious focus on broadening initiatives to inspire regular, meaningful conversations every day of the year. This is being achieved through initiatives such as R U OK? at Work, R U OK? at School and R U OK? Afield.

Importantly we are seeing results, with 59% of people who engaged with an R U OK? message in 2013 indicating they are now more prepared to start a conversation with someone they are worried about.

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

I would like to thank The Commonwealth Department of Health for their continued funding, our corporate partners Hungry Jack’s, Virgin Mobile, Bristow Helicopters and SuperFriend.

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

Mike Connaghan

\[signature\]
Message from the General Manager

Having recently joined R U OK? as General Manager, it’s amazing to see the growth and traction that the organisation has achieved over the last five years.

The simplicity and effectiveness of asking “are you okay?” is a call to action that is resonating with millions of Australians, keen to do more to look out for one another and support each other through life’s challenges.

In 2009, I was fortunate enough to attend the inaugural R U OK? Day launch at Parliament House in Canberra. At the time I was employed as a General Manager with Lifeline, an organisation that provides essential crisis support services to thousands of Australians every day. At this launch I was privileged to meet the late Gavin Larkin, who founded R U OK?

Gavin’s motivation to find some meaning in his father Barry’s suicide in 1995 has left an enduring legacy. Who would have thought that R U OK? would evolve into such a successful and far-reaching campaign?

Over the last 12 months, people have expressed surprise that R U OK? is comprised of only two full-time and three part-time staff. Whilst this keeps us all incredibly busy, much of the team’s ability to succeed can be attributed to the amazing pro-bono support we get. I would like to acknowledge in particular The STW Group, SHIFT, Ogilvy One and Alpha Salmon.

Finally I would like to thank the incredible R U OK? team, who punch well above their weight – Rebecca Lewis, Fiona Nearn and Lindy Hodgson. In particular, I want to mention R U OK?’s outgoing CEO, Janina Nearn, who has played a pivotal role in the success of R U OK? since its inception in 2009. R U OK? will still benefit from Janina’s experience as she continues on the Board.

With the ongoing support of our amazing partners and sponsors, our ambassadors and community volunteers, R U OK? will continue to reach new heights towards realising our vision of a world where all people are connected and are protected from suicide.

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

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

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

Brendan Maher
Who we are

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

Experts in marketing... who work with relevant partners to ensure safe, research-based messaging.

Encouraging people to ask “are you ok?”... with positive intent and the desire to pursue an open, non-judgemental conversation.

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

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

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

Who we are
Our priorities

R U OK?’s mission is to encourage and empower all people to regularly and meaningfully ask “are you ok?” to support those struggling with life.

Our strategic goals are to:

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

R U OK? is committed to supporting the Australian Government’s National Suicide Prevention Strategy (NSPS) through the promotion of suicide prevention activities across the population, as well as for specific at-risk groups. R U OK? achieves these aims with activity that supports the following:

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

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

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

**Mission**

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

**Goals**

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

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

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

**Objectives**

- Research, define and promote ‘regular, meaningful conversations’
- Be the trusted source of information on regular, meaningful conversations
- Educate all Australians about the signs someone is doing it tough
- Motivate, recognise and celebrate meaningful conversations
- Build confidence and capacity to safely converse and practice self care
- Inspire all Australians to take action and ask “are you ok?”, especially when they suspect someone is doing it tough
- Support Australians to form an intention to have a conversation
- Provide impetus for Australians to act on the intention to meaningfully converse
- Encourage regular, meaningful conversations throughout the year so that they become an everyday, unprompted behaviour
- Monitor the regularity and quality of meaningful conversations in Australia
- Inspire a national, community-led R U OK? movement

**Strategy**

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

**Values & Insights**

Inclusive, Empowering, Courageous, Respectful
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.

Target beneficiary
Primary audience
Secondary audience
Tertiary audience
Meaningful conversation prompted by R U OK?
Our work

R U OK?Day

R U OK?Day is the organisation’s national day of action, held every year on the second Thursday of September. The day is dedicated to reminding people to regularly check-in with family, friends and colleagues and ask “are you okay?”.

R U OK?Day attributes much of its success to widespread news coverage, social media, public relations and community based activity in the lead-up to the day and throughout the year.

In 2013, R U OK?Day achieved the following results:

- 65% national awareness
- 1 in 4 of these people took part in R U OK?Day
- 253,000+ Facebook fans
- 11,400 Twitter followers
- 2,600 media reports over the campaign period
- $4,020,000 equivalent advertising value - traditional media (i-Sentia)
- 30,000 social media mentions

R U OK? at Work

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

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

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

Can I borrow your toothbrush?

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

For more info on how to ask, visit ruokday.com/work

Work Sponsor

SuperFriend
R U OK? At Field

R U OK? Field is a year-long initiative encouraging regular, meaningful conversations for workers in fly-in fly-out and drive-in drive-out jobs.

Thanks to the generous support of Bristow Helicopters, R U OK? has developed freely accessible campaign materials to help workers who are being separated from their family and friend support networks.

R U OK? Field helps workmates talk to their peers when they’re concerned someone might not be ok. And it encourages them to do this on a regular basis.

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

R U OK? At School

R U OK? At School is a year-long initiative encouraging regular, meaningful conversations for school students.

R U OK? has developed freely accessible campaign materials to help students navigate a difficult conversation and be there for one another when life gets tough or stressful. R U OK?’s free conversation resources are widely accessed by teachers looking for activities for personal development and health lessons, and for students who want to make a difference.

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

R U OK? Ambassador Wendell Sailor launches the 2013 Field campaign in Mackay, Queensland.
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

Margaret Zabel
Non-Executive Director
CEO of Communications Council

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

R U OK?
A conversation could change a life.
Our supporters

Hungry Jack’s
Principal Partner

Virgin Mobile
Conversation Partner

Bristow Helicopters
R U OK? Afield Sponsor

SuperFriend
R U OK? at Work Sponsor

Government support
Australian Government – Department of Health

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

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

Ambassadors and supporters
High profile Australians helping us share the R U OK? message
Hugh Jackman
Simon Baker
Naomi Watts
Jack Thompson
Alex O’Loughlin
Allison Langdon
Ashleigh Nelson
Barry Du Bois
Ben Ross
Ben Tune
Darryl “The Big Marn” Brohman
Damien Leith
Garth Wood
Libby Trickett
Miguel Maestre
Rachael Lynch
Rachael Robertson
Tommy Raudonikas
Wendell Sailor
Senator Zed Seselja
Our supporters

**Community Ambassadors**
Community leaders helping us share the R U OK? message
Will Austin
Bayley Broome-Peake
Richard Champion
Sam Clarke
Jess Davies
Georgia Falconer
Daina Farrow
Matt Gillett
Gabrielle Guzman
Jay Hawkins
Sarah Homewood
Inaara Jindani
Paul McFarlane
Tony McManus
Chris Meaney
Bronwyn Milkins
Rebecca Mollica
Michaela Morgan
Emma Mullings
Troy Musso
Phil Rigg
Alistair Schuback
Karen Snaidero
Deepak Vinayak
Les Walker
John Ward
Natalie Whale

**Scientific Advisory Group Members**
R U OK?‘s Scientific Advisory Group (SAG) provides expertise and advice on design, measurement and evaluation of R U OK?’s activities
Professor Rob Donovan - Chair (Curtin University)
Alan Woodward (Lifeline)

Barbara Hocking OAM (R U OK? Director)
Professor Helen Christensen (Black Dog Institute)
Professor Jane Pirkis (University of Melbourne)
Professor Graham Martin (University of Queensland)

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

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

RUOK Limited
ABN 25 138 676 829
Concise Financial report for the financial year ended 30 June 2014

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The directors of R U OK? Limited submit therewith the concise financial report of the company for the financial year ended 30 June 2014.

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 STW Communications Group Limited since 2006 and Chair of R U OK? Foundation Board of Trustees since 2009. Mr Connaghan has worked extensively in advertising, including as Managing Director of JWT in 2004-2005 and working for John Singleton Advertising from 1993-2004.</td>
</tr>
<tr>
<td>Mr Joe Talcott (appointed 4 August 2009)</td>
<td>Marketing and Communications professional with over 30 years’ experience with Global Brands, Advertising Agencies and Media Organisations.</td>
</tr>
<tr>
<td>Ms Barbara Mary Hocking (appointed 20 October 2009)</td>
<td>Consultant – mental health and suicide prevention, former Executive Director SANE Australia.</td>
</tr>
<tr>
<td>Ms Margaret Zabel (appointed 20 October 2009)</td>
<td>CEO of the Communications Council.</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>
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</table>
Company secretary
Ms Janina Nearn held the position of company secretary of R U OK? Limited at the end of the financial year.

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

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

R U OK? Day is a national day of action on the second Thursday of September (11 September 2014) and dedicated to reminding people to regularly check in with family and friends.

Vision: A world where all people are connected and are protected from suicide.

Changes in state of affairs
There was no significant change in the state of affairs of the entity during the financial year.

Subsequent events
There has not been any matter or circumstance occurring subsequent to the end of the financial period that has significantly affected, or may significantly affect, the operations of the entity, the results of those operations, or the state of affairs of the entity in future financial periods.

Future developments
Disclosure of information regarding likely developments in the operations of the entity in future financial periods and the expected results of those operations is likely to result in unreasonable prejudice to the entity. Accordingly, this information has not been disclosed in this report.

Dividends
No dividends have been paid or declared since the start of the financial year. The directors do not recommend the payment of a dividend in respect of the financial year.

Indemnification of officers and auditors
The company has not, during or since the end of the year, in respect of any person who is or has been an officer or auditor of the company or a related body corporate, indemnified or made any relevant agreement for indemnifying them against a liability, incurred as an officer or auditor including costs and expenses in successfully defending legal proceedings.
Director’s report (continued)

Directors’ meetings
The following table sets out the number of directors’ meetings held during the financial year and the number of meetings attended by each director (while they were a director).

<table>
<thead>
<tr>
<th>Director</th>
<th>Maximum possible attendance</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anthony Larkin</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Barbara Hocking</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Graeme Cowan</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Jack Singleton</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Janina Nearn</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Joe Talcott</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Kathryn Howard</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Margaret Zabel</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Mike Connaghan</td>
<td>6</td>
<td>6</td>
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</tbody>
</table>

On behalf of the Directors

Mr Michael Connaghan
Director
Sydney, 6 February 2015
Report of the Independent Auditor on the concise financial report to the members of RUOK? Limited

The accompanying concise financial report prepared by RUOK? Limited, which comprise the summary statement of financial position as at 30 June 2014, the summary statement of profit or loss & other comprehensive income, the statement of cash flow and the statement of changes in equity for the year then ended, is derived from the audited general purpose financial report of RUOK? Limited for the year ended 30 June 2014. We expressed a qualified opinion on that financial report in our report dated 6 November 2014. The financial report and the concise financial report do not reflect the effects of events that occurred subsequent to the date of our report on that financial report.

The concise financial report does not contain all the disclosures required by the Australian Accounting Standards to the extent described in Note 1 of the financial report of RUOK? Limited. Reading the concise Financial Report, therefore, is not a substitute for reading the audited financial report of RUOK? Limited.

Directors' Responsibility for the concise financial report

The directors are responsible for the preparation of the concise financial report in accordance with Accounting Standards AASB 1039: Concise Financial Reports, and the Corporations Act 2001.

Auditor’s Responsibility

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

Qualified Opinion

In our opinion, the concise financial report derived from the audited financial report of RUOK? Limited for the year ended 30 June 2014 is consistent, in all material respects, with that audited financial report, in accordance with the basis described in Note 1. However, the concise financial report is misstated to the equivalent extent as the audited financial report of RUOK? Limited for the year ended 30 June 2014.

The misstatement of the audited financial report is described in our qualified audit opinion in our report dated 6 November 2014. Our qualified audit opinion is based on the fact that 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 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.
Our qualified audit opinion states that, except for the effects of the below described matter, the financial report gives a true and fair view of the financial position of RUOK? Limited as at 30 June 2014 and its financial performance and its cash flows for the year then ended in accordance with Division 60 of the Australian Charities and Not-for-profits Commission Act 2012.

Basis of Accounting and Restriction on Distribution and Use
Without modifying our opinion, we draw attention to the Directors’ Responsibility for the concise financial report paragraph above which states that the concise financial report has been prepared in accordance with the basis described in Note 1.

DELOITTE TOUCHE TOHMATSU
S C Gustafson
Partner
Chartered Accountants
Sydney, 6 February 2015
The directors declare that:

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

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

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

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

On behalf of the Directors

Mr Michael Connaghan
Director
Sydney, 6 February 2015
## Statement of profit or loss & other comprehensive income for the year ended 30 June 2014

<table>
<thead>
<tr>
<th></th>
<th>Year Ended 30 June 2014</th>
<th>Year Ended 30 June 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>1,056,345</td>
<td>669,352</td>
</tr>
<tr>
<td>COGS</td>
<td>(105,182)</td>
<td>-</td>
</tr>
<tr>
<td>Interest Income</td>
<td>10,433</td>
<td>668</td>
</tr>
<tr>
<td>Salaries &amp; Benefits</td>
<td>(348,156)</td>
<td>(61,115)</td>
</tr>
<tr>
<td>Consultants &amp; Benefits</td>
<td>(118,797)</td>
<td>(19,990)</td>
</tr>
<tr>
<td>Office &amp; Administration</td>
<td>(66,775)</td>
<td>(23,183)</td>
</tr>
<tr>
<td>Research, Monitoring and Communications</td>
<td>(275,172)</td>
<td>(22,809)</td>
</tr>
<tr>
<td>Finance Expenses</td>
<td>(18,588)</td>
<td>(70)</td>
</tr>
<tr>
<td><strong>Profit Before Tax</strong></td>
<td><strong>134,108</strong></td>
<td><strong>542,853</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>134,108</strong></td>
<td><strong>542,853</strong></td>
</tr>
<tr>
<td>Other Comprehensive Income</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Comprehensive Income</strong></td>
<td><strong>134,108</strong></td>
<td><strong>542,853</strong></td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.

## Statement of financial position at 30 June 2014

<table>
<thead>
<tr>
<th></th>
<th>30 June 2014</th>
<th>30 June 2013</th>
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</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>506,144</td>
<td>581,111</td>
</tr>
<tr>
<td>Trade and Other Receivables</td>
<td>82,558</td>
<td>610</td>
</tr>
<tr>
<td>Inventories</td>
<td>118,119</td>
<td>25,743</td>
</tr>
<tr>
<td>Prepayments &amp; Deposits</td>
<td>127,139</td>
<td>2,693</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>833,960</td>
<td>610,157</td>
</tr>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant &amp; Equipment</td>
<td>3,813</td>
<td>1,639</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>837,773</td>
<td>611,796</td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and Other Payables</td>
<td>142,517</td>
<td>57,663</td>
</tr>
<tr>
<td>Provision For Holiday Pay</td>
<td>18,295</td>
<td>11,280</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>160,812</td>
<td>68,943</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>160,812</td>
<td>68,943</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>676,961</td>
<td>542,853</td>
</tr>
<tr>
<td><strong>Retained Earnings</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Funds Retained</td>
<td>542,853</td>
<td>-</td>
</tr>
<tr>
<td>Current Year Earnings Retained</td>
<td>134,108</td>
<td>542,853</td>
</tr>
<tr>
<td><strong>Total Retained Earnings</strong></td>
<td><strong>676,961</strong></td>
<td><strong>542,853</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 2014

<table>
<thead>
<tr>
<th></th>
<th>Accumulated surpluses $</th>
<th>Total equity $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balance at 30 June 2012</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Surplus For The Year</strong></td>
<td>542,853</td>
<td>542,853</td>
</tr>
<tr>
<td><strong>Balance at 30 June 2013</strong></td>
<td>542,853</td>
<td>542,853</td>
</tr>
<tr>
<td><strong>Surplus For The Year</strong></td>
<td>134,108</td>
<td>134,108</td>
</tr>
<tr>
<td><strong>Balance at 30 June 2014</strong></td>
<td>676,961</td>
<td>676,961</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.

### Statement of cash flows for the year ended 30 June 2014

<table>
<thead>
<tr>
<th></th>
<th>Year Ended 30 June 2014 $</th>
<th>Year Ended 30 June 2013 $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Flows From Operating Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions Received</td>
<td>1,204,817</td>
<td>724,655</td>
</tr>
<tr>
<td>Salaries and Consultants incl. Benefits</td>
<td>(350,683)</td>
<td>(68,548)</td>
</tr>
<tr>
<td>Payments to Suppliers</td>
<td>(938,624)</td>
<td>(75,663)</td>
</tr>
<tr>
<td>Interest Received</td>
<td>9,523</td>
<td>668</td>
</tr>
<tr>
<td><strong>Net cash Provided by Operating Activities</strong></td>
<td>(74,967)</td>
<td>581,111</td>
</tr>
<tr>
<td><strong>Net Cash Provided by Investing Activities</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net Cash Provided by Financing Activities</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net increase in cash and cash equivalents</strong></td>
<td>(74,967)</td>
<td>581,111</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents held at the beginning of the period</strong></td>
<td>581,111</td>
<td>-</td>
</tr>
<tr>
<td><strong>Cash held at the end of the financial period</strong></td>
<td>506,144</td>
<td>581,111</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 2014. 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.

In the 2013 financial year the members of R U OK? Changed the charity’s structure from a charitable trust, the R U OK? Foundation, to a charitable institution, R U OK? Limited. R U OK? Limited was approved to be listed on the Register of Harm Prevention Charities from 4 December 2012. When looking at the year on year comparatives in the financial statements the revenues and expenses will not be like comparatives as the 2013 R U OK? Day was expensed through the RUOK foundation.

Statement of profit or loss & other comprehensive income

The current year surplus for the year to 30 June 2014 is $134,108 compared to a surplus of $542,843 in the 2013 financial year.

R U OK? Limited increased its income by $386,993 to $1,056,345. This was mainly attributable to government grants increasing by $374,498 to $384,498 in R U OK? Limited. In 2013 the RUOK Foundation received the government grant and is the main reason for the increase.

Expenses incurred in 2014 increased by $795,000 to $922,237. The R U OK? Foundation incurred the event expenses for R U OK? day in 2013 and is the main reason for the increase in expenses.

Statement of Financial Position

Total assets increased by $225,977 to $837,773 representing an increase of 37%. This was mainly attributable to the following:

- Inventory increased by $92,376 reflecting the R U OK? Day stock on hand.
- Prepayments increased by $124,446 reflecting prepayments for R U OK? Day expenses.

Total Liabilities increased by $91,896 to $160,812. This was mainly attributable to unearned Sponsorship monies received for R U OK? Day totalling $60,000.

Statement of Changes in Equity

The retained surplus increased by $134,108 being the addition of the net surplus for the year.

Statement of Cash Flows

Cash flows remained consistent relative to 2013.