

Annual Report

2024/2025



We're here for you

You are not alone. We're here to listen.

Call 13 11 14

Text us 0477 13 1114

Available 24/7

Chat with us at lifeline.org.au

Local Counselling

Lifeline Broken Hill Connect

08 8087 7525

@lifelineconnectbrokenhill

Lifeline Clare Connect

08 8842 2827

@lifelineconnectclare

Lifeline Port Pirie Connect

08 7079 1460

@lifelineconnectportpirie

Lifeline Australia

Lifeline Regional SA & Far West NSW

We acknowledge the Traditional Custodians of Country throughout Australia and recognise their enduring connection to land, waters and community. We honour and respect Aboriginal and Torres Strait Islander peoples, cultures and Elders past and present.

Contents

Board of Directors	1
Organisation Chart	3
Celebrating our volunteers	4
Regional Coordinator Connect Centres	7
Connect Centres	9
Lifeline Connect Clare	9
Lifeline Connect Port Pirie	11
Lifeline Connect Broken Hill	13
Financial Counselling	15
Partnerships	16
How's Ya Mate	17
GambleAware	19
Retail Services in 2024/25	21
Financial Snapshot	23
Financial Figures Year Ended 30 June 2025	24

Board of Directors

Samantha Maiden, Chair Regional Community Care Limited

The 2024/25 financial year marked a significant milestone for Regional Community Care Limited, trading as Lifeline Regional

South Australia and Far West New South Wales, as the organisation celebrated 60 years of service. This milestone was recognised in September 2024 at the Volunteer Awards in Broken Hill - one of the earliest Lifeline centres globally- highlighting the enduring legacy of hope, connection and community support.

Guided by our five-year Strategic Plan, VISION 2029, the organisation continued to deliver suicide prevention and wellbeing services across one of the largest geographic footprints in the Lifeline Australia member network.

Operating across regional South Australia and Far West New South Wales, services were delivered with the support of 27 staff and more than 300 volunteers, in partnership with communities and government funders across the two jurisdictions.

The Board remained focused on strong governance, financial oversight and sustainability. Key priorities included strengthening financial reporting, refining policy and risk frameworks, enhancing Board capability, and maintaining clear accountability through regular CEO, committee and financial reporting.

The Audit and Governance Committees played a vital role in supporting effective oversight.

The Audit Committee maintained a strong focus on financial sustainability, compliance and risk management, including workforce pressures, cybersecurity and the sustainability of training and retail operations.

In April 2025, the organisation achieved a very low risk rating across all modules in the 2024 LASP Accreditation Attestation. The Governance Committee continued to strengthen Board capability, leadership oversight and CEO performance processes, while contributing to discussions on ethical corporate funding and sponsorship.

Aligned with the Strategic Plan's focus on early intervention, Lifeline Connect Centres in Broken Hill, Clare and Port Pirie delivered 2,191 hours of counselling, financial counselling and psychosocial support to individuals and families experiencing distress.

Retail services again delivered a strong financial result, generating \$2.31 million in sales and reinvesting \$1.18 million in profit directly into suicide prevention services within our footprint. All outlets exceeded sales targets, reinforcing the strength of retail operations as a critical and sustainable funding source.



Image: Ms Samantha Maiden, Chair, Regional community Care Limited trading as Lifeline Regional SA and Far West NSW

60 Years of Lifeline Broken Hill & volunteer Awards



60 years
of
service

Image L-R: At the 60 Years of Lifeline in Broken Hill event are Mr Brendan Cullen, Lifeline Ambassador and the 2023 award recipient of the Des Griffiths Memorial Service Award with Mr Steve Radford, OAM, a worthy recipient in 2024

Key partnerships strengthened community impact during the year. In February 2025, the organisation received a donated BYD Shark 6 vehicle to support outreach and the We've Got Your Back initiative.

In June 2025, a \$300,000 three-year partnership with Tilt Renewables was announced to expand the How's Ya Mate program across regional South Australia, building on its continued success in Broken Hill.

The organisation also continued to deliver regionally responsive gambling harm support through the GambleAware Program across Far and Western New South Wales, with strong engagement, outreach and quality outcomes. The organisation will again tender in late 2025 to be selected as a preferred multi-year provider.

Volunteers remain at the heart of Lifeline's work. Their commitment across Connect Centres, retail services, governance, fundraising and community engagement ensures that people experiencing distress know they are not alone. I sincerely thank our more than 300 volunteers for their extraordinary contribution.

During the year, the Board welcomed new Directors Simon Millcock and Dr Helen Macdonald and farewelled Robin Edgecumbe and Zeta Bennett. I thank my fellow directors for their leadership, expertise and dedication.

Looking ahead, supported by a skilled Board, committed CEO and Executive team, dedicated staff, volunteers and partners, Regional Community Care Limited enters the coming year with confidence and a strong commitment to delivering high-quality suicide prevention services in pursuit of our shared vision of An Australia free of suicide.

Organisation Chart

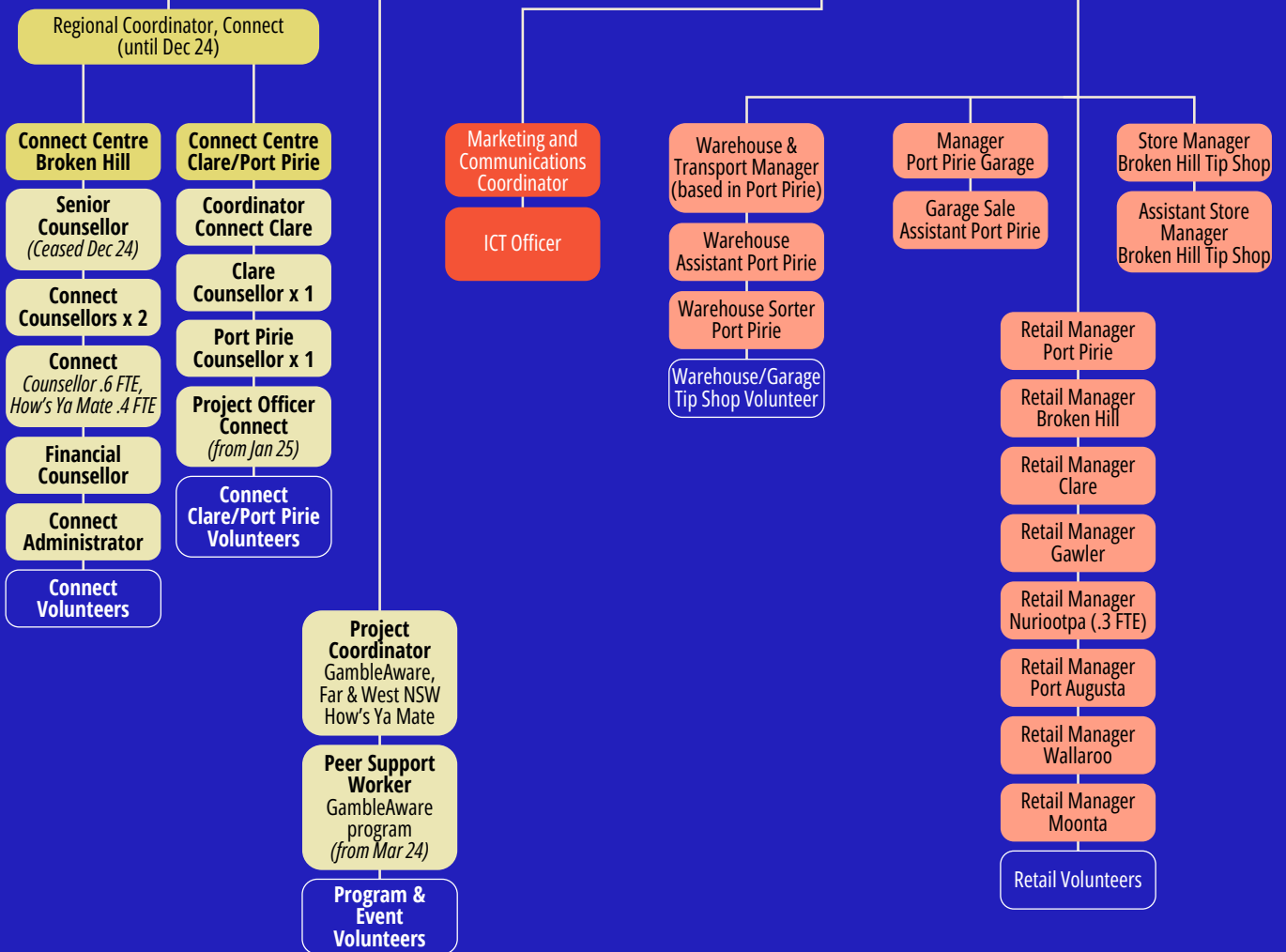
Board of Governance



Corporate Governance



Services



Celebrating our volunteers

Lifeline Volunteer Awards - 19 October 2024 in Wallaroo

Margaret Garrett & Rex Jordon Service Award

- » Martyn Powell, Port Pirie Warehouse

Lifetime Award

20 years service

- » Jewel Pisani, Port Pirie Warehouse, (20 yrs)
- » Heather Stringer, Port Pirie Warehouse, (25 yrs)

Eucalypt Award

5 years service

- » Sharon Arbon, Port Pirie Warehouse
- » Francine Warren, Port Pirie Retail
- » Christine Promnitz, Port Pirie Retail
- » Kym Noack, Gawler Retail

Opal of Honour Award

15 years service

- » Keith Smith, Port Pirie Warehouse
- » Pauline Hitchen, Wallaroo Retail
- » Tony Huybregts, Wallaroo Retail
- » Sharon Penney, Wallaroo Retail

Golden Wattle Award

10 years service

- » Murray Coleman, Port Pirie Warehouse
- » Brian Reeves, Port Pirie Warehouse
- » Nicolette Fitzgerald, Port Augusta Retail
- » Stephanie Blythman, Wallaroo Retail
- » Barbara Simpson, Wallaroo Retail

Broken Hill Volunteer Awards - 14 September 2024

D.W Griffiths Memorial Service Award

- » Mr Stephen (Steve) Radford, OAM

Opal of Honour Award

15 years service

- » Dianne Mythen, Broken Hill Retail

Eucalypt Award

5 years service

- » Craig Philpott, Broken Hill Tipshop
- » Maree Schmidt, Broken Hill Retail



60 years of Lifeline Broken Hill and volunteer awards



Regional Coordinator Connect Centres



Volunteers are central to the success of our Clare and Port Pirie Connect Centres, supporting community activities, training and day-to-day engagement. Their welcoming presence and depth of experience help ensure people feel comfortable and supported when accessing our services.

Lorna Woodward Regional Coordinator, Connect Centres





Our volunteers are the heartbeat of our retail services. Their generosity, reliability and community spirit not only drives strong results, but ensure every dollar raised translates into meaningful support for people in need.

Jacqui Rann, Executive Manager Retail Services

Connect Centres

Lifeline Connect Clare

Lifeline Connect Clare steadfastly focused on delivering counselling and support services throughout the year, amidst staffing changes. The Centre supported people from more than 45 towns across the Clare and Gilbert Valley, Wakefield Regional and Regional Goyder Council areas, with referrals received from over 30 organisations, reflecting strong collaboration and continued community awareness of the Connect model.

Key partnerships continued to enhance service delivery, including Carers SA, which provides a direct referral pathway for carers seeking counselling. A Service SA worker also co-located to Lifeline Connect Clare once a fortnight, improving local access to government services.

Lifeline Connect Clare will mark 5 years in April 2026 since the Centre opened with the recognition of the first Connect Centre volunteers to receive 5-year service awards.



Image L-R: at the Community Connections Dinner in Mintaro on 26 March 2025: Mayor Allan Aughey OAM, Clare and Gilbert Valleys Council; Hon Tony Piccolo, MP, Member for Light; Bron Stedall, People and Development Consultant, Pinion Advisory; Simon Millcock, Director, Lifeline Regional SA and Far West NSW and Mintaro Progress Association; John White, Family and Business Support Mentor, PIRSA; Anthony North, Family and Business Support Mentor, PIRSA; Lorna Woodward, Regional Coordinator, Connect Centres, Lifeline Regional SA and Far West NSW; Ms Penny Pratt, MP, Member for Frome; and Bek Holland, Chairperson, Mintaro Progress Association.

Highlights

Farmers Community Connect in Jamestown, 6 June 2025

Supported drought-affected farming communities alongside StandBy and PIRSA Family and Business Mentors, while the Rapid Relief Team distributed over 5,000 hay bales to 202 farmers.

Community Connections Dinner, Mintaro 26 March 2025

Hosted an information session for farming families, hosted by the Mintaro Progress Association with support from the Department of Primary Industries and Regions (PIRSA), offering rural aid through their Family and Business Support Mentors. The event was supported by the Hon Tony Piccolo, MP, Member for Light, Ms Penny Pratt, MP, Member for Frame: and Pinion Advisory

Youth Wellbeing Education, Clare High School Delivered mental health and wellbeing sessions for students with additional needed to transition from school, including a visit to Lifeline Connect Clare.



Image: Lorna Woodward, Regional Coordinator, Connect Centres representing Lifeline Regional SA and Far West NSW at the Surra Pride Picnic on 23 November 2025.

Image credit Feast Festival.



Image: Pauline Tee, Volunteer, Lifeline Connect Clare with fellow walkers including Bradley Kirkpatrick, Lifeline Connect Clare Coordinator at the Out of the Shadows Walk in Clare

Out of the Shadows Walk in Clare, 10 September 2024

Delivered an early-evening community walk aimed at increasing local participation. The event was supported by the Valleys Lifestyle Centre.

Community Education

Delivered training sessions in Accidental Counsellor, Conversations About Suicide and Youth Mental Health First Aid across the region.

LGBTIQA+ Community Engagement Continued support through participation in the Burra Pride Picnic on 23 November and collaboration with SHINE SA and COTA SA.

391

Counselling sessions

420

non-counselling sessions

Lifeline Connect Port Pirie

Lifeline Connect Port Pirie entered its second year of providing counselling and support services to the local community. The past 12 months has reflected growing recognition of the Centre and increased agency referrals as it became more established.

The Centre was also enriched through the donation of colourful artwork by a local art group, initiated by Kellie L Fletcher, a Lifeline Connect Port Pirie volunteer to create a welcoming environment that facilitates and encourages conversation for people accessing the service.

Service delivery was supported through a consistent counselling presence, with a focus on strengthening connections with local schools, contributing to increased referrals for young people and reinforcing the Lifeline Connect Port Pirie's role within the community.

While the year included some operational and staffing changes, the commitment of the counsellor, a small volunteer team and the support of the Coordinator, Lifeline Connect Clare highlighted the strength of collaboration across Lifeline Regional SA and Far West NSW.

Image Right: Participant and artist Kellie L Fletcher who initiated the Lifeline Connect Port Pirie Artwork Project is pictured with two of her artworks "Rise" and "Morning Glory"



Image Below: Geoffrey Grace-Jones, Coordinator, Lifeline Connect Port Pirie with participant Jane Macilwain, a Lifeline volunteer and local artist who initiated the art project and her work "Those Noisy Cockies"



Highlights

Port Pirie Mental Health Day, 10 October 2024

A collaboration with local mental health service providers to plan and deliver the Port Pirie Mental Health Day on as a part of Mental Health Month. Focused on the theme “It’s time to talk about mental health” to encourage open conversations, break down stigma, and recognise seeking help as a strength. The Lifeline stall increased engagement and introduced many attendees to Lifeline Connect Port Pirie for the first time.

Mental Health Forum

Maintained regular participation in the monthly forum strengthening referral pathways, identifying service gaps and contributing to increased access to counselling for young people, who now represent 23% of all clients.

Medicare Mental Health Centre, 8 November 2024

Supported the opening of the Medicare Mental Health Centre, leading to the establishment of referral pathways and strengthened collaboration through joint discussions with senior leaders and clinicians, particularly to address service gaps for young people in the region.

Collaboration with Country Outback Health

A partnership to host a weekly Drug and Alcohol program at Lifeline Connect Port Pirie, increasing community awareness and enabling warm referrals in a safe and welcoming environment.



Image: #NAIDOCWEEK2024

Connecting with community at the beautiful Napperby Scout Campground. The team at Yorke and Northern Local Health Network Aboriginal Health team provided a great opportunity for a good yarn and a sample of campfire kangaroo tail and damper #BlakLoudProud

Out of the Shadows Walk

Actively participated in the walk recognising World Suicide prevention day in Port Pirie on 10 September 2024, with strong representation from staff, volunteers and the local community, providing an opportunity for reflection, connection and shared hope.

473

Counselling sessions

420

non-counselling sessions

Lifeline Connect Broken Hill

The Lifeline Connect Broken Hill counselling team experienced staffing changes during the year, while continuing to deliver a consistently high-quality counselling service to a diverse client base. This included people presenting with increasingly complex needs. The team has demonstrated a strong capacity to respond to changing community pressures, maintaining service continuity and support for people experiencing heightened stress over the past 12 months.

Lifeline Connect Broken Hill staff remain highly engaged in local events and community activities and are proactive in promoting the Connect Centre at every opportunity. As a well-established service, Lifeline Connect Broken Hill continues to provide counselling and support to the community, underpinned by an adaptable and committed team.



Images: Out of the Shadows Walk, 10 September 2024, Broken Hill

Highlights

Suicide Prevention Training in Broken Hill

The Regional Coordinator visited Broken Hill to deliver Accidental Counsellor and Youth Mental Health First Aid training for the How's Ya Mate program, including sessions for teaching and support staff at Broken Hill High School and the Far West Local Health District (FWLHD).

Rainbow Masquerade Ball, 19 July 2024

Lifeline Broken Hill Connect staff partnered with headspace to host the inaugural LGBTQIA+ Masquerade Ball for young people aged 15-18, providing a safe, inclusive and celebratory space to support mental health and wellbeing.

Broken Heel Festival, 5-9 September 2024

Lifeline Broken Hill Connect staff supported the Broken Heel Festival, a key community event celebrating the LGBTQIA+ community. The Lifeline Regional SA and Far West NSW marquee provided information and access to counsellors in a welcoming and inclusive environment. Ongoing participation in diversity-focused events demonstrates our commitment to inclusion and to encourage members of the LGBTQIA+ community to seek support when needed.



Image: Lifeline Regional SA and Far West NSW celebrating the pride in the Broken Heels Festival Drag Street parade

Collaboration with headspace

A Lifeline Broken Hill Connect counsellor co-locates to headspace to strengthen and enhance access to youth-focused training and supported school engagement through initiatives such as the Love Bites Respectful Relationships Program.

Youth Week, 11-21 April 2024

Youth Week is important engagement opportunity for Connect staff, combining fun activities with wellbeing and mental health messaging, including a photo booth and interactive mental health activities.



Image: A Youth Week photo booth opportunity for two young people with Drag Queen Shelita Buffet in Broken Hill

869

Counselling sessions

554

non-counselling sessions

Financial Counselling

People aged 40-49 represented the most prevalent age group accessing financial counselling services.

During 2024/25, the Financial Counsellor undertook significant community outreach to promote financial counselling services. This included attending community days and events across Broken Hill and establishing pop-up support hubs in partnership with the Women's Centre in Wilcannia and Menindee.

As rising living costs and increased mortgage interest rates impacted households, more than 75% of client contact time, in addition to substantial case-management work, was focused on negotiating with creditors to secure manageable repayment arrangements. In several instances, this advocacy resulted in the elimination of larger debts.

Beyond improving financial literacy, budgeting skills and sustainable payment plans, the financial counselling role made a critical contribution to Lifelines suicide prevention skills and sustainable payment plans, the financial counselling role made a critical contribution to Lifelines suicide prevention objectives by reducing the significant psychological stress associated with financial hardship.

The Financial Counsellor regularly referred clients to the Lifeline Connect Broken Hill counselling team to ensure coordinated, holistic support was provided.

Later in 2025 we farewell Prue Quelch from the Financial Counsellor role. We sincerely wish Prue the very best in her new endeavours.

458

Counselling sessions

88

new clients



Images: Prue Quelch, Financial Counsellor. Lifeline Regional SA and Far West NSW attended the Homelessness Week (5-11 August 2024) event on 8 August 2024. Organised by a collaboration of Broken Hill community services the theme was "Homelessness Action Now" focussing on raising awareness, starting conversations and advocating for urgent housing solutions

Partnerships

“Alone we can do so little; together we can do so much.” Helen Keller

Local & Community Partnerships

Across our vast footprint in New South Wales and South Australia, our work in regional communities is strengthened through strong local networks and strategic partnerships that evolve into active, trusted collaborations. Lifeline Regional SA and Far West NSW sincerely acknowledges and values the robust community and sector relationships that enable locally led, evidence-informed responses to community need.

These enduring partnerships enhance community engagement, reduce barriers to access, and support earlier connection to care. They enable coordinated and responsive early-intervention services that strengthen wellbeing, resilience and long-term community connection.

Government and Corporate Support

The development and delivery of innovative, effective and sustainable early-intervention suicide prevention services is made possible through long-term government investment and the active involvement of generous and committed corporate partners. This support underpins service continuity, workforce capability and program sustainability, enabling Lifeline Regional SA and Far West NSW to respond to community need.

In 2024/25 Lifeline Regional SA and Far West NSW received generous funding from the Australian, New South Wales and South Australian Governments, Lifeline Australia and corporate sponsors (refer below):

Australian Government

Country SA PHN, An Australian Government Initiative delivering suicide prevention services in South Australia from the Lifeline Clare and Port Pirie Connect Centres in South Australia

South Australia

SA Health, Government of South Australia for the extension of existing support services at the Lifeline Clare and Port Pirie Connect Centres

Tilt Renewables, a 3-year sponsorship partnership to deliver the How's Ya Mate program including expansion of the initiative into South Australia.

New South Wales

Department of Communities and Justice - Community and Family Support Program (CAFS)

NSW Fair Trading - Free Financial Counselling Services Program (FCSP)

Department of Regional NSW through the Regional Youth Investment Program (RYIP)

Office of Responsible Gambling GambleAware funding to provide support and counselling services through a consortium partnership with Lifeline Central West in Far West NSW

NSW Health Mental health Drug and Alcohol (MAG) face to face counselling services and education programs through the Far West Local Health District

BYD A generous gift of a Shark 6 vehicle to support outreach and the We've Got Your Back initiative

Lifeline Australia DV -alert training for frontline workers and the general public enabling them to understand the complexities of domestic and family violence.

How's Ya Mate



Report: Jacinta Cullen, Program Coordinator

How's Ya Mate continued to play a critical role in strengthening mental health awareness and suicide-prevention efforts across regional and remote communities throughout 2024/25. Originating in Broken Hill in 2016, the program harnesses the trusted reach of sporting clubs and community networks to normalise conversations about mental health and encourage early help-seeking.

With a strong focus on youth, sporting environments and regional communities, How's Ya Mate delivered a range of community-led activities, training sessions and events across New South Wales, alongside consultation work in Port Lincoln, South Australia.

A major milestone during 2024/25 was the announcement of a new three-year funding partnership with Tilt Renewables, securing the program's sustainability and enabling planned expansion beyond Broken Hill into regional South Australia. This investment has strengthened workforce capacity and supported continued delivery with AFL and soccer clubs across the Far West NSW region.

Community engagement remained central to program delivery and included outreach visits to Wilcannia, schools and youth services. These visits focused on early intervention, connection to local supports, and building mental-health literacy among young people.

During the year, analysis of five years of club Wellness Survey data was completed and presented back to participating clubs. This analysis demonstrated overall improvements in wellbeing, while also identifying priority areas for further focus and targeted support.

The 2025 Broken Hill AFL How's Ya Mate Round, held in early May, brought together players, officials, Ambassadors and supporters to promote suicide-prevention awareness.

Activities included team based mental health conversations, a minute's silence acknowledging lives lost to suicide, and community led fundraising initiatives. The ongoing delivery of the How's Ya Mate program was boosted by the \$9,683 raised.

The first ever How's Ya Mate Soccer round held on 1 September 2024 with the support of the Broken Hill Soccer Association brought together the four local soccer teams, with a strong community turnout.

Action on and off the field demonstrated strong community support for the initiative and reinforced the importance of checking in on one another and maintaining open conversations about mental health. Fundraising efforts raised almost \$2,000, with merchandise also selling well. Clubs are acknowledged for their strong fundraising efforts and commitment to supporting the How's Ya Mate mental-health program.

Funding from the New South Wales Government through the Regional Youth Investment Program (RYIP), enabled the delivery of structured youth training and outreach activities between July 2024 and June 2025. This included Accidental Counsellor and Youth Mental Health First Aid training and engagement across multiple sporting codes.

Community and club engagement activities contributed to the normalisation of mental-health conversations and increased awareness of Connect Centres, peer support, and counselling services, supporting earlier help-seeking and stronger community support networks, while strengthening young people's capacity to recognise distress and respond early.

Proudly supported by





GambleAware



Image: Adam Scanlon in his role as peer support worker for Gamble Aware

Report: Jacinta Cullen, Program Coordinator

Throughout the 2024/25 financial year, the GambleAware program delivered accessible, regionally responsive services aimed at preventing gambling harm and supporting individuals, families and communities across Far and Western NSW.

Service delivery and reach

GambleAware provided consistent gambling and financial counselling services across the region, responding to demand from a diverse range of communities and clients. Client engagement was delivered across gambling counselling, financial counselling and referral support delivered via face-to-face and via telephone and digital platforms.

Clients accessing the service included individuals experiencing financial stress, and people referred through allied health, justice, rehabilitation and community services. Self-exclusion support remained an important component of service delivery, with activity monitored closely to support safer gambling outcomes.

We welcomed Adam Scanlon to the Peer Worker role in March 2025. Adam has been instrumental in building capacity in our team offering practical and emotional supports. He has enabled clients to manage their journeys through addictive and harmful gambling, with an understanding of their own lived experiences fostering hope, connection and confidence.

Community engagement and education

Community engagement remained a key focus across the year. From July to September 2024, GambleAware staff delivered regular outreach and education sessions in residential rehabilitation settings, mental health facilities and community organisations, with a strong emphasis on relapse prevention, financial capability and harm reduction strategies.

Aboriginal and Torres Strait Islander community members.

October 2024 marked a significant period of regional engagement through GambleAware Week (21-27 Oct), with coordinated activities delivered across multiple locations including Bathurst, Orange, Dubbo, Mudgee, Parkes, Forbes, Broken Hill, Euston and Balranald.

Activities included community stalls, workshops, youth and TAFE engagement, Aboriginal community participation and static displays in clubs and Lifeline centres.

Key regional events included the Balranald Health, Wellbeing and Support Services Expo and a large community forum in Euston, featuring lived-experience advocacy and information on referral pathways and support options.

Quality, partnerships and continuous improvement

Across 2024/25, the program maintained compliance with the GambleAware Quality Standards Framework, supported by regular leadership oversight, clinical supervision, data monitoring and quality improvement processes. Strong partnerships with Community Benefit Payment recipients, Aboriginal and Torres Strait Islander organisations and local service providers continued to strengthen referral pathways and regional responsiveness.

In 2025/26 GambleAware remains focused on strengthening client insights, expanding culturally responsive engagement and building on established community relationships to support safer gambling outcomes across Far and Western NSW.

Proudly supported by



Retail Services in 2024/25

Report: Jacqui Rann Executive Manager, Retail Sevices

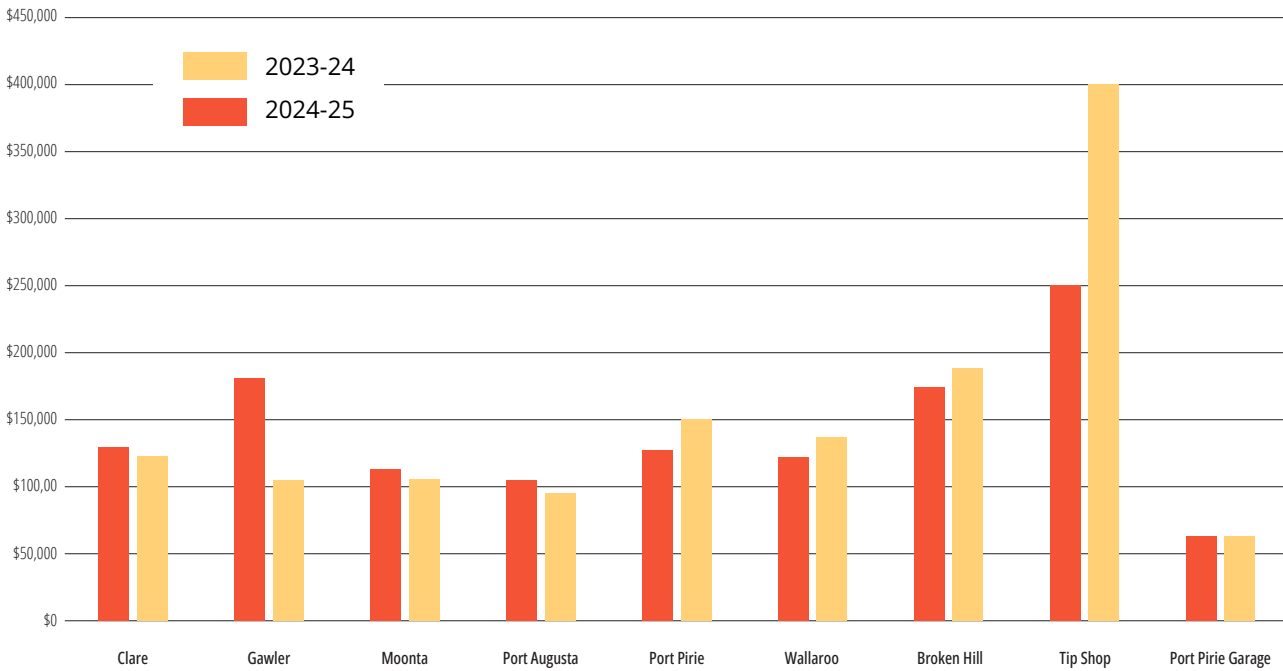
- Retail outlets continued to provide quality donated clothing and goods, while maintaining a strong focus on responsible recycling.
- The Broken Hill Tip Shop and Port Pirie Garage diverted tens of thousands of items from landfill, giving products a second life and reducing environmental impact.
- The Warehouse contributed to environmental efforts by providing 270,000 kg of textiles for recycling this financial year.
- After a decade on Tod St, Gawler, the store was relocated due to local developments. Despite challenges in finding a comparable site, a strong presence has now been established at the new location.
- The Port Pirie Book Shop, managed by Jewell Pisani, remains a much-loved destination offering great reads and friendly conversation supported by her dedicated team.
- The Broken Hill Tip Shop
 - Exceeded expectations in both performance and community engagement
 - Welcomed new team member Brandon Foggo, supported by manager Jodie Anderson.
 - Actively contributed to community projects including the Waste to Art initiative and creation of pallet furniture for the local street fair.
- Retail operations remain optimistic about continued progress and look forward to expanding the store network and community footprint into the future

I would like to extend sincere thanks our dedicated retail staff, volunteers and warehouse team for their invaluable contributions throughout the year. Their commitment, hard work and passion was instrumental in delivering another successful year for our retail operations.

We also extend our gratitude to the individuals and organisations who make our work possible - our generous donors, community groups, local councils and media partners and customers for their ongoing support.

Jacqui Rann Executive Manager, Retail Sevices

Financial Snapshot



Lifeline Regional SA and Far West NSW retail services delivered a strong and profitable performance in the 2024/25 financial year, continuing the organisation’s positive retail trajectory.

All retail outlets exceeded their individual sales targets, contributing to total sales of \$2,313,430 and generating a net profit of \$1,180,910 for the year.

Performance was underpinned by consistent results across the retail network, with notable year-on-year growth achieved at several locations.

In particular, the Tip Shop recorded a significant increase in sales compared with the previous year, while Broken Hill, Wallaroo and Port Pirie also demonstrated solid growth.

These outcomes reflect effective local management, strong community support and the ongoing commitment of retail staff and volunteers across the network.

Overall, the retail portfolio continues to provide a reliable and growing source of unrestricted income, supporting Lifeline’s frontline services and reinforcing the sustainability of the organisation’s operations across regional and remote communities.

Financial Snapshot

Key Financial Figures (2025 vs 2024)

Income & Result

Total Revenue	
2025	\$4,397,813
2024	\$4,185,901
^ +5.1%	+\$211,912
Operating Deficit	
2025	(\$297,381)
2024	(\$751,736)
^ Improvement +60.4%	+\$454,355

Expenses

Employee Benefits	
2025	\$2,989,382
2024	\$3,059,595
v -2.3%	-\$70,213
Other Expenses	
2025	\$1,385,954
2024	\$1,520,722
v -8.9%	-\$134,768
Depreciation & Amortisation	
2025	\$282,617
2024	\$318,389
v -11.2%	-\$35,772

Cash & Balance Sheet

Cash & Cash Equivalents	
2025	\$2,127,265
2024	\$2,224,684
v -4.4%	-\$97,419
Total Assets	
2025	\$6,007,962
2024	\$6,318,387
v -4.9%	-\$310,425
Total Liabilities	
2025	\$1,259,253
2024	\$1,272,297
v -1.0%	-\$13,044
Net Assets / Equity	
2025	\$4,748,709
2024	\$5,046,090
v -5.9%	-\$297,381

Financial Figures Year Ended 30 June 2025

Report: Samantha Maiden, Chair Lifeline Regional SA and Far West NSW

In the 2024/25 financial year, Lifeline Regional SA and Far West NSW operated within

a challenging funding environment while achieving a materially stronger financial outcome than originally forecast. The organisation concluded the year with a \$297,381 operating deficit, a significant improvement against the Board-approved budgeted deficit of \$554,000.

Retail Operations remained a significant contributor to the organisation's financial performance throughout the year. Despite income volatility, increased targets and trading pressures across several locations, retail income exceeded budget overall. Strong performance in the early part of the financial year, particularly in July and August, underpinned cash flow and enabled retail operations to close the year with an overall surplus, contributing positively to the organisation's bottom-line result.

Disciplined cost containment was a consistent feature across the financial year. Wages and operational expenses tracked below budget due to staff vacancies, delayed backfilling of roles and tight expenditure controls across services and retail. This approach partially offset underperformance in several budgeted growth income streams and reduced reliance on accumulated reserves.

The timing of contracted funding receipts temporarily increased reported deficits earlier in the year.

These timing variances were largely resolved once payments were received. In addition, the receipt of a \$250,000 one-off grant from the Department for Health and Wellbeing from the South Australian Government provided further support to service delivery and improved the year-end financial position.

Several anticipated new income streams, including fee-for-service counselling, brokerage, training income and corporate sponsorship, did not achieve budgeted levels and were progressively reassessed during the year, highlighting the importance of conservative and achievable income forecasting.

Overall, the organisation utilised \$297,381 of retained earnings (previously accumulated surpluses), which was significantly less than the amount approved by the Board.

Lifeline Regional SA and Far West NSW closed the 2024/25 financial year in a stronger, more solvent and sustainable position than anticipated, providing a sound foundation for the 2025/26 financial year.

Disciplined governance and resilient retail performance delivered a strong result and a solid foundation for future growth.

Samantha Maiden, Chair Lifeline Regional SA and Far West NSW

You Can Help Us

Please donate today and know that every dollar you give helps support people when they really need us.

No one should have to face their darkest moments alone.

Help us continue to grow and save lives in our communities by making a donation today.

We sincerely thank you for your generosity.


To get involved and make a donation please click on the donate button below.

[DONATE](#)

Contact Us

 l1safw1ns1w.org.au

 admin@l1safw1ns1w.org.au

 (08) 8087 7525

