

A large, stylized speech bubble graphic in white and yellow, positioned on the left side of the cover. It has a thick white outline and a yellow fill, with a smaller white bubble inside it.

ANNUAL REPORT 2022-2023

RUOK?TM
A conversation could change a life.



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About R U OK?



Our mission

Our mission is to inspire and empower people to meaningfully connect with those in their world and lend support when they are struggling with life.



Our vision

The R U OK? vision is a world where we're all connected and are protected from suicide.

Incorporation info

R U OK? Limited (ACN 138 676 829) is a public company limited by guarantee. It has a single board of directors and the registered office address is 65 Berry Street, North Sydney, NSW 2060.

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.

Message from the Chair and CEO



Mike Connaghan
Chair



Katherine Newton
CEO



We started R U OK? in the hope that we could open the dialogue in Australia about suicide and mental health. When we began the subject was taboo. Fourteen years later, we are far more open to having that conversation. R U OK? is now part of the nation's lexicon.

The R U OK? conversation movement continues to focus on building confidence so everyone knows how to have an R U OK? conversation when someone they care about is not OK. R U OK? uses a prevention and early intervention model. It is a part of informal community care and a pathway to professional support services if they are needed.

Our Conversation Convoys create meaningful moments for people from all walks of life across regional and rural Australia, often seen as a non-confrontational way to learn more about what might be happening for someone and the best way to provide support without being a qualified expert. We do not underestimate the impact of an interaction between an R U OK? team member and a local person who either planned to visit the convoy or who came across us by chance. We make a connection, give people the time and space to share what they or someone they care about is going through, and if they need additional help, guide them to the appropriate local support service. The focus on everyday life's ups and downs provides an opportunity to reduce stigma and build confidence that we all have what it takes to ask this important question.

R U OK?Day 2022 was prominent in every corner of Australia as people returned to in-person events and we were able to re-connect. Our wide range of digital and hard-copy free resources were available across all social media platforms and media outlets. Our National Day of Action remains a touchpoint in the calendar for those who strive for a more connected society. Thousands of activities were hosted by social and sports clubs, workplaces, schools, councils, and suicide prevention

R U OK? DAY™

8 September 2022

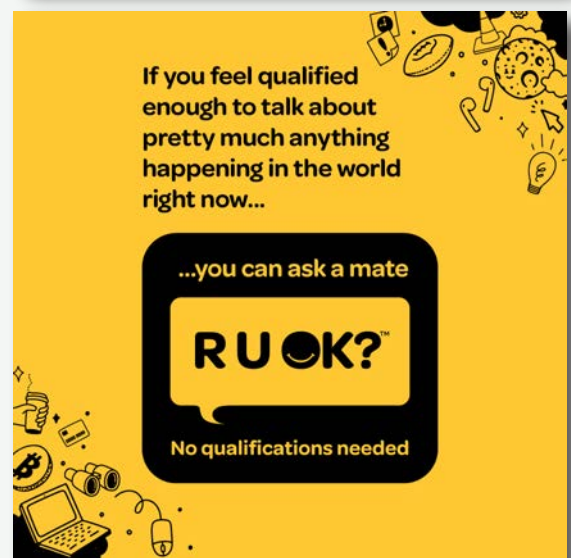
networks. Community and workplace champions across the nation helped us drive the message 'Ask R U OK? No qualifications needed', to remind Australians they already have what it takes to support their family, friends, and colleagues.

This message responded to research¹ that found four in ten Australians feel asking someone, 'are you OK?' is a conversation better had with an expert. We wanted to reassure Australians that you don't need to be an expert to have an R U OK? conversation with someone in your world who might be struggling with life. Listening and giving someone your time might be just what they need to help them through a difficult period. This was reinforced by the finding that more than 80% of people say authentic, genuine R U OK? conversations are making a positive difference.

A highlight this year was affirming a priority focus to increase communication with multicultural communities to ensure they are finding relevancy and safety in our messaging. We have embarked on a suicide prevention pilot in collaboration with Mental Health Australia and Suicide Prevention Australia.

In these times when people are facing challenging circumstances including financial stress, natural disasters, and confronting world events, we remain committed to helping everyone understand their role in suicide prevention and contributing to the wider efforts of valuable support services and awareness initiatives that drive action across the nation.

Source: 1. FiftyFive5 R U OK?Day research 2022.



The impact of

RU OK? DAY™
8 September 2022



“A day like this allows staff to reflect and check in with each other and ensure we are creating environments where students feel connected, a sense of belonging and that they are truly cared for and supported by the staff. This message is more important than ever.” – Teacher



“The beauty of RU OK?Day is that it reminds us we need to continue supporting and checking in with each other regardless of the day.” – Nurse



“I think that’s the message of the day, that it’s OK if they are upset and it’s about getting them to find help or going with them and supporting them to get help, because you can’t fix everybody but sometimes, just listening will help.” – Student



“For the last 30 years, I’ve struggled to stay alive. I know what it means to feel unseen and unheard - it’s debilitating. Just the simple act of checking in and making someone feel like they matter might save their life. To all those who checked in with me today, thank you I’m doing great.” – Male, Instagram



Ask

RU OK?™

No qualifications needed



Conversation Convoy

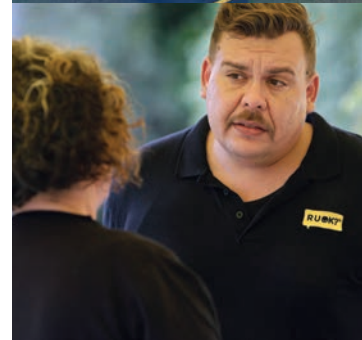
Our R U OK? Conversation Convoy provides an opportunity to connect and collaborate with local communities in regional and remote areas of Australia, whilst engaging with services on the ground. This year the Convoy travelled through NSW, QLD, NT and SA, covering more than 7,500 km.

During the Convoy, we liaise with local services and visit communities, school leaders and workplaces providing resources, helping people as they navigate their concerns and support for loved ones, and listening to feedback. This gives us the opportunity to hear directly from a grassroots perspective and garner a better understanding of current needs. It also helps inform the development of future resources to ensure we remain practical and useful.

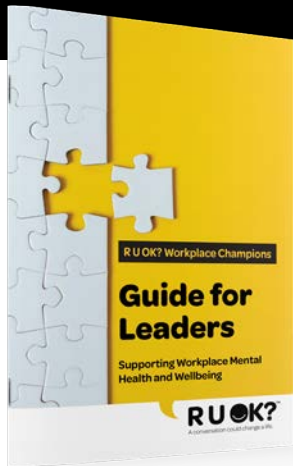
This year, the Convoy trialled a new workshop format for building self-efficacy through ALEC, our 4 steps of an R U OK? conversation framework. The workshops were titled 'Locals Know Best' to reflect the varied needs of the diversity of communities we have in Australia. The workshops focussed on building capacity of local people to have meaningful conversations, how to spot the signs of struggle and importantly how to keep the conversation going when someone says they are not OK. Participants discussed local opportunities and challenges and shared insights with our team regarding the challenges faced by their communities and ways we can increase our reach and impact in an effort to complement other initiatives.

In 2023, the Convoy evolved to be a more informal and engaging environment to help people feel more comfortable sharing what might be going on in their world. The Convoy provided a welcoming space for people to chat over a cuppa and activities to promote community connection.

The R U OK? board and team are grateful for the generous support from our Conversation Convoy partners: The Audi Foundation, KitKat, Nescafé, Connor Clothing and Spirit Super.



Workplace engagement



Workplace Champions

The R U OK? Workplace Champions program was developed to encourage more business leaders, owners, and employees to build an R U OK? Culture year-round in their workplace so that everyone feels safe, supported, and encouraged.

An R U OK? Culture is one where wellbeing is promoted, and all staff are encouraged and feel safe to talk about the challenges or concerns they may be experiencing, knowing they will not be judged, but rather supported by management and colleagues as they work through those challenges.

With the recent changes to WHS legislation regarding psychosocial risks, many organisations reached out for guidance on how HR & Wellbeing teams can address the legislation and weave protective factors into their existing resources and tools. This complementary approach helps to ensure employees are supported in a variety of ways, connected to peer support programs like R U OK? and importantly keep help-seeking pathways visible year round. Thirteen thousand Workplace Champions are now registered across a variety of industries and are weaving the program into their policies and procedures.

R U OK? Breakfast
in the Workplace

Learn about building an R U OK? Culture in your Workplace

Date: Thursday 18 August 2022
Time: 8.30 am - 10.30 am (AEST)
Where: Level 14, 300 Barangaroo Avenue, Sydney NSW
Tickets: \$70pp
Register: Scan here

R U OK? Workplace Champions lead the way in encouraging and enabling peer-to-peer support, promoting regular, meaningful conversations and normalising R U OK? conversations in their workplace. By encouraging your colleagues to genuinely listen to each other and talk about life's ups and downs, you will be building a workplace where everyone feels safe, encouraged and supported.

Join us for the R U OK? in the Workplace breakfast for insights on how to:

- Present practical ways to implement R U OK? in the workplace, any day of the year
- Plan your events for R U OK? Day 2022
- Schedule a calendar of events for the year ahead
- Recruit R U OK? Champions in your workplace
- Discuss the barriers, roadblocks and challenges in your workplace.

Visit ruok.org.au

A series of 'R U OK? at Work' breakfast events were held in Sydney, Melbourne, Perth and Adelaide, and R U OK? was involved in more than 50 webinars and conferences to educate delegates about new resources and provide insights into how and why the workplace is a vital connection point for many.



"Mental health is a big part of our Health, Safety and Wellbeing Strategy and R U OK?Day has assisted us in 'starting the conversation' around many of the ways mental health and wellbeing is important to how we support all team members in thriving whilst working with us."



"We truly appreciate your time in coming into our organisation yesterday and talking with the team. A very impactful session and I am confident the conversation is one that will continue for 365 days."



"We believe it is so important that as a business and human beings we focus on also providing tools to those who are supporting someone who is struggling."

"Having a workplace that wraps support around its staff can actually be lifesaving – never underestimate it"



Colin
Linehaul Truck Driver



R U OK?
inTrucks&Sheds

#RUOKtrucksandsheds

"We all have the ability to start a conversation with someone we're worried about. It really is as simple as asking 'how you been travelling?' and being ready to listen"



Isaac
Wellbeing Officer, De Bruyn Transport



R U OK?
inTrucks&Sheds

#RUOKtrucksandsheds



Your guide to driving conversations and asking R U OK?

R U OK?
inTrucks&Sheds

R U OK?TM inTrucks&Sheds 2023

R U OK? and 'Healthy Heads in Trucks & Sheds' collaborated for a second year to encourage organisations in the road transport, warehousing and logistics industries to get the conversation wheels in motion.

R U OK? in Trucks & Sheds is an industry-wide day of action held in May with companies of various scales coming together to connect, share stories of hope and recovery through adverse times, and learn how to have an R U OK? conversation any day of the year.

This year more than 70 businesses held events across Australia which were attended by more than 3,500 people.

**Drive
conversations
and ask
'are you OK?'**





ARE THEY TRIPLE OK?

This year, Are They Triple OK? added new free resources.

The Are They Triple OK? podcast series was released in early 2023 to encourage life changing conversations, early intervention and supportive behaviour amongst the peers, family, and friends of those who work and volunteer in the police and emergency services.

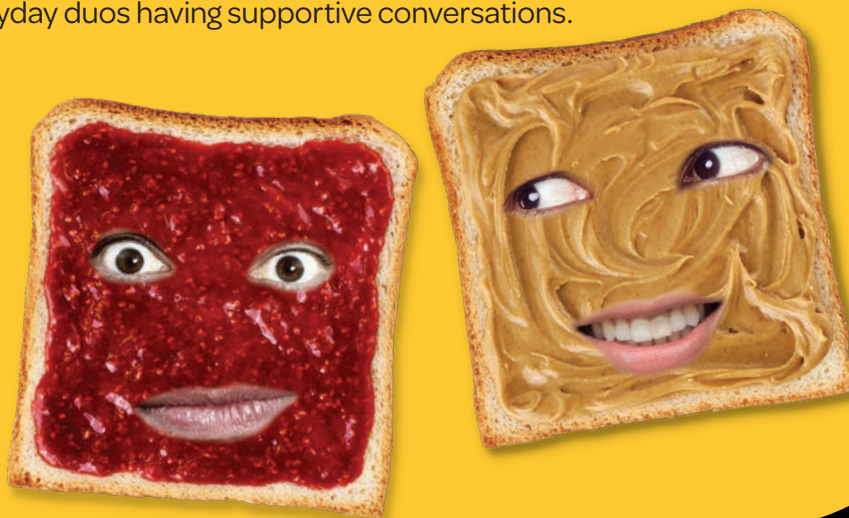
The podcast is hosted by Matt Newlands, R U OK? Community Ambassador and former police officer, is one of a suite of free resources and features personal stories and practical tools to increase social support for emergency services personnel and encourage everyone to build a mentally healthy workplace. It also includes tips on how to ask, 'are you OK?' and navigate a conversation if someone is not OK.



Young people

#FriendBetter with **R U OK?**™

In April 2023, R U OK? launched #FriendBetter, for young Australians aged 16-25 to equip them with the skills and confidence to ask, 'are you OK?' and reinforce that we all have what it takes to help our friends feel supported during what is a transitional phase of life. The digital campaign presents everyday duos having supportive conversations.



BE A MATE



BE A MATE

- IT'S WORTH IT

R U OK?™
A conversation could change a life.

Being an apprentice or trainee can be challenging for young people learning how to transition from classroom to workplace.

'Be a mate, it's worth it' provides free resources to encourage young trainees and apprentices to foster supportive friendships by regularly checking in with their mates and paying attention to life events and any signs that might indicate a mate is struggling.

Education

The R U OK? Education resources empower the school community to increase their own capacity to look after their colleagues, friends and peers by having meaningful R U OK? conversations. The collection of resources are designed for a whole of school approach and to complement existing wellbeing programs.

For R U OK?Day and the start of the school year, we released new, free classroom lesson plans mapped to the Australian Curriculum for primary and secondary schools. The 22 new lessons covered foundation to Year 10. Several new videos, including a collaboration with LifeEd Australia featuring Healthy Harold, brought the R U OK? message to classrooms in an engaging and age-appropriate way.

We continue to see hundreds of schools, TAFEs and universities register their R U OK? activity with us each year and the feedback we receive is overwhelmingly positive.

An addition to the digital resources is a free workshop for teachers. The workshops are held at a time and place suited to busy schedules and often in collaboration with the R U OK? Conversation Convoy which provides another opportunity for local connection and two-way sharing of experience, learning and ideas.

Classroom activity
I'm a Good Friend
Year level: Kindergarten

Duration	20 minutes
Learning intention	Students think about how they can be a good friend
Activity focus	This activity allows students to identify qualities that make a good friend, and to think about how they can be a good friend to someone.
Resources required	Worksheet: I'm a Good Friend worksheet
Curriculum links	Australian Curriculum: Health and Physical Education Communicating and interacting for health and wellbeing • Develop personal and social skills and understand how to interact with others • Contributing to healthy and active communities • Identify activities that promote health, safety and wellbeing
Success criteria	1. I can: • Identify how to be a good friend • Identify why am a good friend • Think of someone who is a good friend
Activity description	1. Talk to students about a good friend of yours. Describe this friend to students. For example, 'I have a good friend and his name is James. He has my good friend because he makes me laugh, he listens to me, he is honest and he knows how to share with me.' 2. Pose question: do you know of anyone who is your friend? (Give it up!) 3. Pose question: what are some things that you do for your friend? 4. Record student answers on the board. Examples could include: making others laugh, being supportive, being a cheerleader, playing together, being a coach, etc. 5. Highlight students the next part of the activity using a template provided, complete the worksheet 'I'm a Good Friend worksheet'. For example, 'I am a good friend because I listen to my friend when they are talking to me.' 6. Guide students to think of their own reasons as to why they are a good friend. Once students think of a reason as to why they are a good friend, they can complete the template activity. 7. Students independently think of a sentence starter: 'I am a good friend because...'. Once they complete the sentence starter, they are asked to share what they have written.
Differentiation	• Supporting Strategies: Students could use the model writing from the board. The student could also use the sentence starter: 'I am a good friend because...'. • Extension Strategies: Students could think of someone they like and write about them.
Reflection question	What does being a good friend look like?

For more resources visit ruk.org.au

Classroom activity
Sounds Like, Feels Like, Looks Like - A Good Friend
Year level: 5

Duration	40 minutes
Learning intention	Students identify what it means to be a good friend
Activity focus	This activity allows students to understand and think about what it means to be a good friend. Students identify what it means to be a good friend and to think about how they can be a good friend to someone.
Resources required	Worksheet: Sounds Like, Feels Like, Looks Like - A Good Friend worksheet
Curriculum links	Australian Curriculum: Health and Physical Education Communicating and interacting for health and wellbeing • Develop personal and social skills and understand how to interact with others • Contributing to healthy and active communities • Identify activities that promote health, safety and wellbeing
Success criteria	1. I can: • Identify what a good friend sounds like • Identify what a good friend feels like • Identify what a good friend looks like
Activity description	1. Ask students to consider what a good friend sounds like, feels like and looks like. Place these three headings on the board and students write down ideas in the boxes. 2. Discuss some things a good friend would say, how a good friend makes you feel and what a good friend might look like. Ask students to write down ideas in the boxes. 3. Distribute the 'Sounds Like, Feels Like, Looks Like' worksheet to students, giving out a variety of copies. 4. Students complete the 'Sounds Like, Feels Like, Looks Like' worksheet, identifying what they think a good friend sounds like, feels like and looks like. 5. Students complete the 'Sounds Like, Feels Like, Looks Like' worksheet, identifying what they think a good friend sounds like, feels like and looks like.
Differentiation	• Supporting Strategies: Students could use the model writing from the board. The student could also use the sentence starter: 'I am a good friend because...'. • Extension Strategies: Students could think of someone they like and write about them.
Reflection question	When do you feel good about your friend? How do you think you make your friend feel?

For more resources visit ruk.org.au

Classroom activity
Opening your eyes and ears - What to look out for
Year level: 11

Duration	20 minutes
Learning intention	Students will be able to recognise the signs that their friend may need help.
Activity focus	During this activity students create a short video or poster which can be shared with others, that highlights signs that someone may need help. The signs that their friend may need help.
Resources required	• Blank paper • Camera/Phone to film and take video
Success criteria	1. I can: • Recognise and identify signs that my friend is not OK.
Activity description	Video or poster 1. Ask students to work in small groups. 2. Explain that they will be creating a short video or poster that highlights the signs that someone may need help. The signs that their friend may need help. 3. Explain that they will be creating a short video or poster that highlights the signs that someone may need help. The signs that their friend may need help. 4. Prompting questions: • What are the signs? • What are they doing? • What are they saying? • What are they thinking? 5. Discuss with groups the 'R U OK?' website. 6. Explain that they will be creating a short video or poster that highlights the signs that someone may need help. The signs that their friend may need help. 7. Ask students to create a short video or poster that highlights the signs that someone may need help. The signs that their friend may need help.
Differentiation	• Supporting Strategies: Students could use the model writing from the board. The student could also use the sentence starter: 'I am a good friend because...'. • Extension Strategies: Students could think of someone they like and write about them.
Reflection question	When should you be looking for signs that someone is not OK?

For more resources visit ruk.org.au



Community engagement



BARBARA HOCKING MEMORIAL AWARDS

The R U OK? Barbara Hocking Memorial Awards recognise efforts to create a world where we are all connected and protected from suicide across five categories; Workplace, Education, Community, Conversation Leader and Young Conversation Leader.

The awards honour Barbara Hocking's lifelong commitment to peer-to-peer support, highlighting that all of us can have a meaningful conversation with someone in our world who might be struggling with the ups and downs of life. Barbara was the first person from the mental health sector who believed in the merit of the R U OK? mission to break down stigma and encourage conversations that can change lives.

We were inspired by the efforts of all the nominees who went above and beyond to encourage people to meaningfully connect, have R U OK? conversations and lend support to the people in their world.

Congratulations to this year's winners:

Workplace:

Rozelle Interchange Project

Community Leader:

Nigel Gould

Young Conversation Leader:

Kohbi Barrow

Education:

Allendale East Area School

Conversation Leader:

James Maskey

Arabic | العربية

تواصل مع كبار السن

خصص وقتًا للحديث معهم بشكل منتظم و ذو مغزى حتى يعرفوا أنك تهتم لأمرهم



RUOK? لمزيد من الأفكار حول كيفية التواصل من خلال المحادثة، تفضل بزيارة ruok.org.au/arabic

Chinese (Simplified) | 简体中文

和老年人保持联系

时常腾出时间进行深度交流，让他们感受到你的关心。



如需了解通过交流保持联系的更多方式，请访问 ruok.org.au/simplified-chinese

RUOK?

Greek | Ελληνικά

Συνδεθείτε με ηλικιωμένους

Βρείτε χρόνο για τακτικές και ουσιαστικές συζητήσεις, ώστε να ξέρουν ότι νοιάζεστε.



Για περισσότερες ιδέες σχετικά με το πώς να συνδεθείτε με συζήτηση, επισκεφθείτε ruok.org.au/greek

RUOK?

Vietnamese | Tiếng Việt

Kết nối với người cao niên

Dành thời gian cho những cuộc trò chuyện thường xuyên và đầy ý nghĩa để họ biết rằng quý vị quan tâm.



Để biết thêm các ý tưởng về cách kết nối thông qua cuộc trò chuyện, hãy truy cập ruok.org.au/vietnamese

RUOK?

Accessibility for diverse audiences

We are continually exploring ways to evolve and ensure our resources are accessible to everyone in Australia, including those from diverse and multicultural communities.

In early 2023, we released videos and resources in five languages to encourage connection and support for senior Australians. Developed in consultation with community representatives, the resources are available in Arabic, Greek, Korean, Simplified Chinese, and Vietnamese. The volunteer representatives from these five communities offered valuable insights into their specific needs, strengths and cultural values ensuring the resources are relevant and effective in empowering community members to connect with senior Australians through conversation, so they feel supported and know someone cares.

We have a range of translated resources available on our website.

We've also collaborated with Deaf Connect on a series of videos in Auslan for deaf and hard of hearing Australians, their families and the allies who support them.

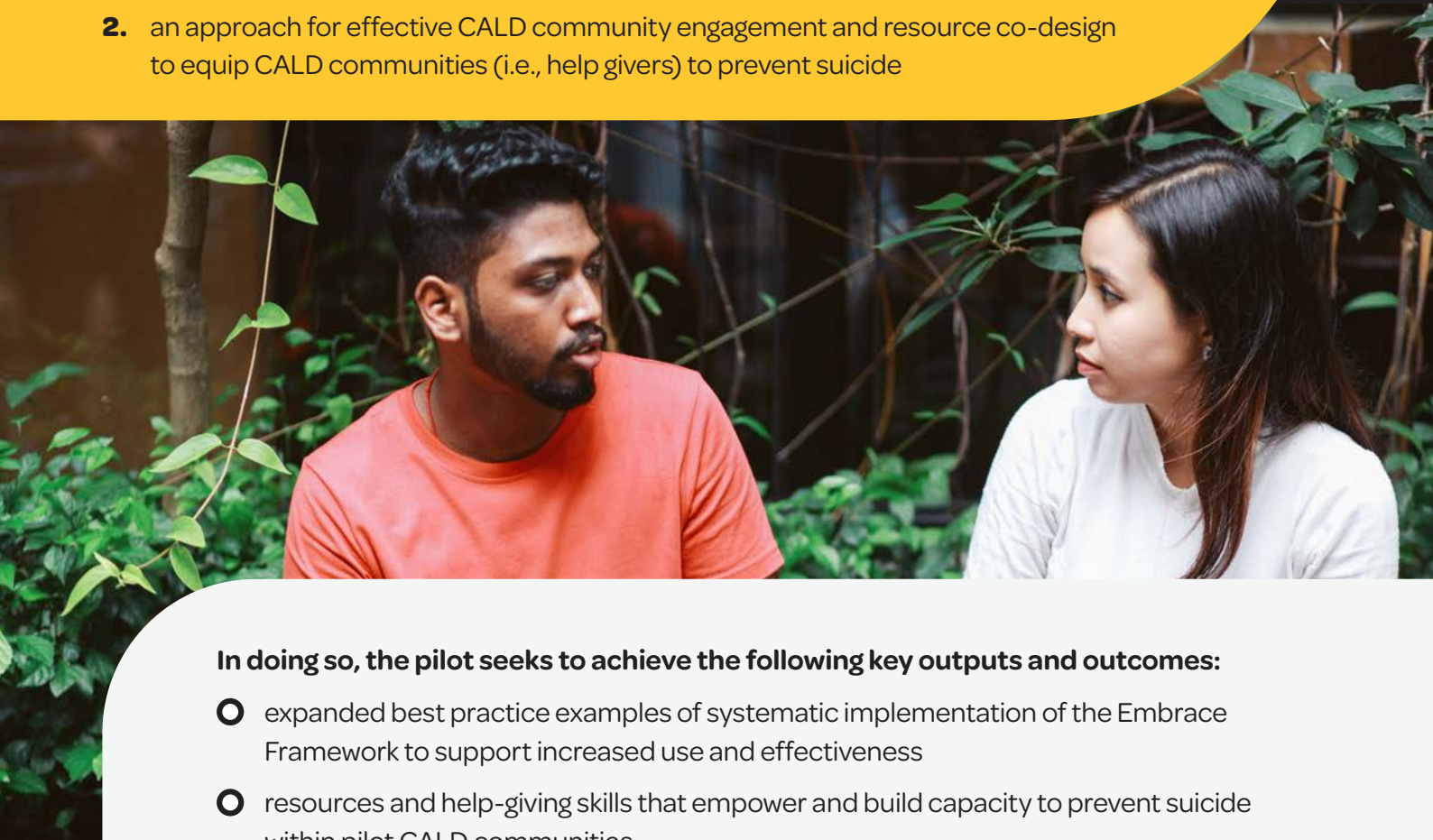
Suicide prevention pilot

In association with Mental Health Australia and Suicide Prevention Australia (SPA), R U OK? has been working on a suicide prevention pilot in multicultural communities.

The Embrace Suicide Prevention Pilot will further inform best practice and increase sector and community capacity to prevent suicide in culturally and linguistically diverse (CALD) communities throughout Australia.

Specifically, the project is piloting:

1. expanded use of the Embrace Framework for Mental Health in Multicultural Australia for improving culturally responsive and inclusive practices within suicide prevention organisations, services, and program design, combined with
2. an approach for effective CALD community engagement and resource co-design to equip CALD communities (i.e., help givers) to prevent suicide



In doing so, the pilot seeks to achieve the following key outputs and outcomes:

- expanded best practice examples of systematic implementation of the Embrace Framework to support increased use and effectiveness
- resources and help-giving skills that empower and build capacity to prevent suicide within pilot CALD communities
- a blueprint for CALD community resource co-design that lays out the principles, process, and key considerations, to inform and build capacity throughout the sector
- Co-located / linked resources on Embrace and SPA resource portals, including a mapping / directory of current CALD suicide prevention resources and research, to foster increased awareness / visibility of what is available and increased sector collaboration.

Our approach to this pilot is to co-design resources with CALD communities that are culturally appropriate when talking about mental health concerns and suicide. The pilot will be evaluated in early 2024 and shared with relevant stakeholders across the sector.

STRONGER TOGETHER

Launched in 2019, Stronger Together has been developed for Aboriginal and Torres Strait Islander peoples, with the objective to increase informal peer-and-kin support for those who are struggling with life.

This year, we rolled out the 'Mob Way' podcast, featuring yarns with First Nations people on their experiences, how they open up in their own way and how they have R U OK? conversations. Guests included Shellie Morris, Fred Leone, and Jack Charles, who shared their stories and wisdom with host Dan Rennie. Each episode contains real examples of how conversations have helped people through tough times in their lives, showcasing the diversity of what support actions can look like and encouraging mob to ask R U OK? in a way that is authentic to them.

In recognition of the the importance of delivering health promotion messages in-language, R U OK? also held its first 'Stronger Together' translations workshop with Central Australian communities. The result is several video and graphic resources in Arrernte, Luritja, Pitjantjatjara, and Warlpiri languages that build capacity and encourage conversations. With 9.5% of Aboriginal and Torres Strait Islander people speaking an Indigenous language at home², translated resources will be an important element of Stronger Together. This process and its resources will serve as a blueprint for translation workshops in more First Nations communities in the future.

R U OK? also worked with First Nations media to reach more communities with the message, 'Ask your mob, your way, are you OK?'. Organisations included Koori Mail, NITV, National Indigenous Times, Brisbane Indigenous Media Association, OneMob and more.



**Wai
nyuntu
palya?**

RU OK? in Pitjanjatjara



**Ngurrju
mayinmpa?**

RU OK? in Warlpiri



**Untu
Mwerre?**

RU OK? in Arrernte



Source: 2. Australian Bureau of Statistics, 2021.

'Tis the *season* to be *asking* R U OK?™



Holiday Season 2022

Christmas and the holiday season can be a difficult time for many. Missing loved ones who are no longer with us, being unable to travel to join family and friends, financial pressure, illness or not being able to meet seasonal expectations and demands. For some, it can also be a time of increased work stress, deadlines, and conflict.

Some people struggle to navigate the celebrations and festivities going on around them.

Our resources featured a series of practical tips to remind people 'Tis the Season To Be Asking', along with a 'calendar of connection' which encouraged Australians to think of those in their world who might find the holiday season challenging and to take the time to check in with them and have a meaningful conversation.



Senior Australians

Senior Australians contribute a wealth of talent and experience to our community, but ageing is not without its challenges. After the age of 65, some people will experience mental health challenges for the first time and not know how or where to find support. Isolation, grief, difficult circumstances and concern about their independence are compounding risk factors.

'Staying Connected', is a free printed activity book of games, puzzles and quizzes with personal stories and conversation tips to help senior Australians feel more connected and supported. This resource highlights the importance of how making time for a chat can mean so much to a friend or loved one.

The 'Staying Connected' activity book is just one of the free resources available from 'Your Natter Matters', which tailors the R U OK? message to encourage seniors to support each other and highlight to their younger friends and family the importance of making time for a genuine chat.



LGBTIQ+ SUPPORT

Although most lesbian, gay, bisexual, trans/transgender, intersex and queer (LGBTIQ+) Australians live healthy and happy lives, research has shown that a disproportionate number experience poorer mental health outcomes and have higher risk of suicidal behaviours than their peers. These health outcomes are directly related to experiences of stigma, prejudice, discrimination and abuse on the basis of being LGBTIQ+.



R U OK? ambassadors and supporters took part in the Sydney Gay and Lesbian Mardi Gras 2023 which celebrated the theme 'Gather. Dream. Amplify.' to inspire hope and imagine a world free of stigma and living as our authentic selves.

We were present at Fair Day 2023, the annual all-day celebration that kicks off the Mardi Gras Festival in Sydney. This was an opportunity to connect with the local community and share our resources to equip people with the tools and confidence to recognise the signs that someone may be struggling with life.

We were also honoured to be invited to the Sydney WorldPride Human Rights Conference, the largest LGBTQIA+ Human Rights Conference to be held in the Southern Hemisphere. We connected with delegates from across the Asia Pacific region and provided resources and support to address the many issues being faced by the LGBTQIA+ communities.

The R U OK? relationship with Sydney World Pride also enabled us to provide a First Nations only gathering space during the 19-day festival. This allowed First Nations people to have a meaningful, culturally sensitive conversation at times that may have been overwhelming or challenging.





Community Ambassador Program

The R U OK? Community Ambassadors form a network of more than 100 passionate volunteers across Australia with lived experience of mental ill-health and/or suicidality. These valued ambassadors have been trained to safely share their stories, speak from experience about how and when to have an R U OK? conversation and how to respond when someone says they're not OK.

Community Ambassadors represent R U OK? in their local areas through hosting events, public speaking opportunities, helping lead suicide prevention efforts in schools, workplaces and community groups.



#KsforRUOK
ksforruok.ruok.org.au



Fundraising

Fundraising efforts by the wider community help R U OK? build a world where friends, family, colleagues, and neighbours feel more connected and are protected from suicide. This support means R U OK? can provide more essential, free resources to schools, workplaces, and communities across Australia.

Key fundraising challenges for the year included the Larapinta Trail, a three day trek covering 40 kilometres and a challenging ascent of Mount Sonder, as well as Conquer Kozi a sunrise summit over Mount Kosziusko in February 2023.

Fundraisers also participated in various running events across Australia while raising funds for R U OK?. These events included the City2Surf, Run Melbourne, Brisbane Marathon, Maribyrnong River Run, Stadium Stomp Adelaide Oval and Canberra Fun Run.

In July 2022, K's for R U OK? returned for the third year to encourage participants to build healthy habits, deepen connections and raise awareness about the importance of taking the time to ask, 'are you OK?'. More than 1,200 participants clocked in excess of 130,000 kilometres and raised more than \$200,000.

From cafes to community centres, schools to sporting clubs, there was significant engagement and involvement by the community in support of R U OK?.

The impact of R U OK?

R U OK? recognises it is critical for not-for-profit organisations to understand the outcomes and impact of their activities on the people and communities they serve.

Our suicide prevention efforts and role in health promotion is guided by Dr Thomas Joiner's Interpersonal Psychological Theory of Suicidal Behaviour and our aim is to increase people's sense of belonging and social connection.



Why do we focus on conversations?

Suicide is an enormously complex and sensitive challenge. A renowned suicide prevention theory is that of Dr Thomas Joiner³, who identified that social connections including regular, face-to-face, meaningful conversations about life, are a protective factor against suicide.



What does R U OK? deliver?

R U OK? delivers free resources that increase the willingness and confidence of all Australians to recognise the signs someone is struggling, start a genuine conversation and lend appropriate support.

R U OK? also tailors resources to meet the needs of priority population groups.

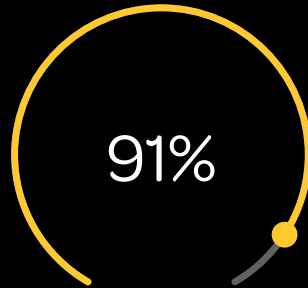


What does R U OK? do?

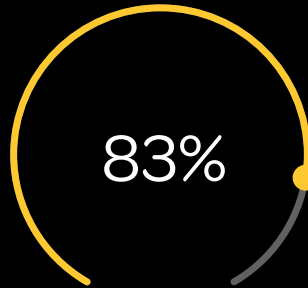
As a public health promotion, we focus on helping people connect in a meaningful way. We're not a service provider or a registered training organisation. Rather, we act to encourage, empower and remind everyone they have what it takes to support the people they care about.

How have we made a difference?

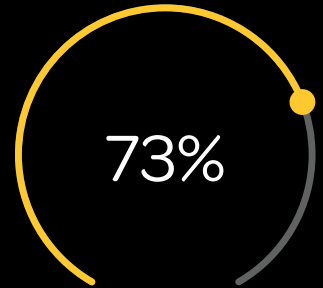
- Those who are engaged with R U OK? continue to connect with and support others significantly more than those who are not engaged⁴



listened to
someone talk about
their problems



asked someone
face-to-face if something
was troubling them



felt someone was
struggling with life and
asked them about it

- In line with this, confidence recognising signs that someone is struggling continues to be higher among those engaged with R UOK?
- The proportion of people referring others to support services has continued to gradually increase, with those aged 16 to 24 being the group most likely to do so
- 8 in 10 Australians engaged in supportive behaviour in the past month.

Source: 4. R U OK? quarterly tracker, KANTAR Public, June 2023



"In March I turned 40 and my own life took a nasty turn and I wasn't OK at all. My friends stepped up and were there for me (they still are). I know that when my friends struggle I can pick up the smallest signs just from having a chat."



"We all want to go home safe at the end of the day. It doesn't mean I need to give them a counselling session I just need to be there for them to listen. I've got two ears, and you can chew them both off."

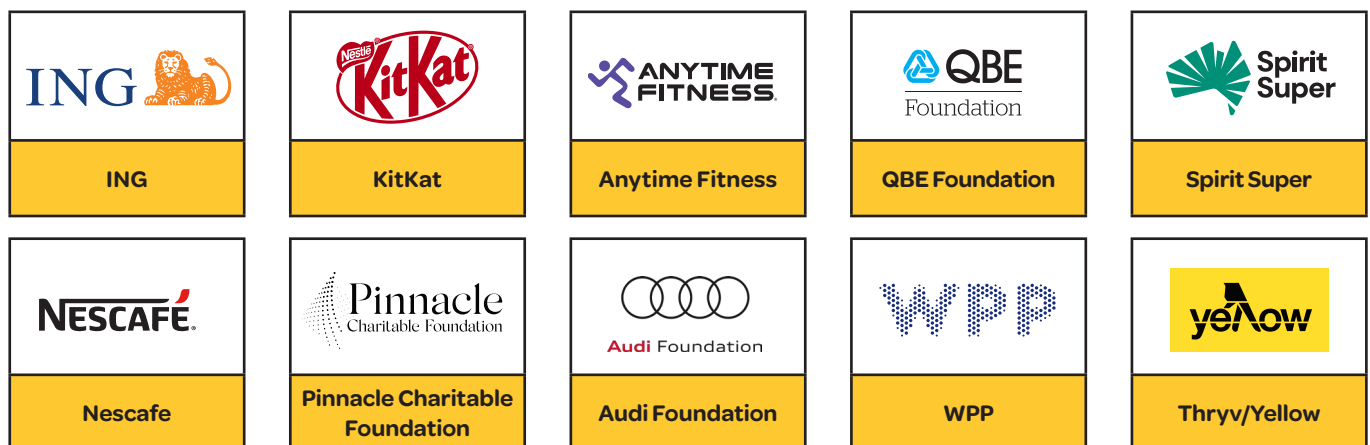
Partners & supporters

Thank you to our Major Partners who support our work through multi-year partnerships. This approach to long-term commitment ensures we can broaden our reach and impact. Such partnerships encompass staff and/or customer engagement, lending knowledge and tools to enhance delivery of our free resources, and the desire to build and maintain an R U OK? Culture all year round.

Principal partner – Connor Clothing

CONNOR

Major partners



Government support



Funding partners and pro/low-bono supporters

- | | | |
|--|--|--|
| <ul style="list-style-type: none">○ AKQA○ Avis Budget Group○ Centre for Corporate Health○ Dare Iced Coffee○ Deloitte○ Elders Insurance○ Fourth Wall○ Foxtel | <ul style="list-style-type: none">○ Hard Yakka○ Healthy Heads in Trucks & Sheds○ Henderson Greetings○ Herbert Smith Freehills○ Hoyts○ Isentia○ JCDecaux○ Liquid Ideas | <ul style="list-style-type: none">○ News Corp Australia○ Pamarma Private Ancillary Fund○ Ritchies IGA○ Social Soup○ Thyne Reid○ TrackSAFE Foundation○ Val Morgan○ Vudoo |
|--|--|--|

Our board



Michael Connaghan

R U OK? Chairman

Managing Director
Commercial Content
NewsCorp



Rhanna Collins

Non-Executive Director

Head of Business
and Operations &
Referendum Unit Lead
NITV/SBS



Graeme Cowan

Non-Executive Director

Mental health
speaker and author

Resigned



Barry Du Bois

Non-Executive Director

Television Presenter



Ann-Maree Fardell Hartley

Non-Executive Director

Ph. D. Candidate
Registered Psychologist
Suicidologist



Kathryn Howard

Non-Executive Director

Partner at Hall & Wilcox



Aya Larkin

Non-Executive Director

Brother of late founder
Gavin Larkin
Hotelier, Musician



Brendan Maher

Non-Executive Director

CEO
St John Ambulance Australia



Mark Soulos

Non-Executive Director

Partner at PwC Australia

Resigned

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Directors' report

The directors present their report on R U OK? Limited for the financial year ended 30 June 2023.

Information on directors

The names of each person who has been a director during the year and to the date of this report are:

Mr Michael Connaghan	Chair of R U OK? Limited since 2009. Mr Connaghan is Managing Director of Commercial Content at NewsCorp Australia and has worked extensively in advertising, including as Managing Director of JWT in 2004-2005, working for John Singleton Advertising from 1993-2004 and CEO of WPP AUNZ until 2019.
Ms Ann-Maree Hartley	Non-executive Director, Ms Hartley is an award-winning psychologist and suicidologist.
Mr Graeme Cowan	Non-executive Director, mental health speaker and author. (Resigned 03/11/2022)
Ms Kathryn Howard	Non-executive Director, Partner of Hall&Wilcox. Ms Howard is a senior lawyer who has practised in Melbourne, Tokyo and London.
Mr Barry Du Bois	Non-executive Director, TV presenter and media communications expert.
Mr Aya Larkin	Non-executive Director, brother of late founder Gavin Larkin, hotelier/musician.
Mr Mark Soulos	Non-executive Director, Partner at PricewaterhouseCoopers. (Resigned 29/11/2022)
Ms Rhanna Collins	Non-executive Director, Head of Indigenous News & Current Affairs at National Indigenous Television (NITV).
Mr Brendan Maher	Non-executive Director, former CEO of R U OK? and Chief Executive Officer of St John's Ambulance.

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

Company secretary

Mr Trent Millane held the position of Company secretary until March 2023. Mrs Katie Johnston was appointed Company secretary in March 2023 and held this position at the end of the financial year.

Review of operations

R U OK? Limited has increased its income from \$7,028,748 by 31.0% through the continuation of activities like R U OK? Day, activating in priority populations, expanding industry engagement, and community fundraising activities.

The financial year ended 30 June 2023 included expenses incurred as a result of Conversation Convoys across 65 communities in QLD, NT, SA and NSW with an evolved format and trial of a new workshop model for building self-efficacy through the 4-Steps conversation framework. The workshops were titled 'Locals Know Best' to reflect the varied needs of diverse communities. Free resources in five languages (Arabic, Greek, Korean, Simplified Chinese, and Vietnamese) were released as an expansion to accessibility for multicultural communities. Engagement with Aboriginal and Torres Strait Islander communities included finalisation of translated resources in Arrernte, Luritja, Pitjantjatjara, and Warlpiri along with a presence at First Nation gatherings at large-scale events and working with First Nations media. R U OK? was also present at a number of large-scale events for the LGBTIQ+ community who experience poorer mental health outcomes and have higher risk of suicidal behaviours than their peers. Evaluation remains a quarterly expenditure to ensure relevancy and salience, and research insights this year centred on interrogating the drivers and barriers to having R U OK? conversations.

The R U OK? Ambassador Program maintained a network of over 100 Ambassadors who are highly valued for their volunteer efforts and trained on how to safely share their stories of lived experience whenever they travel to present at workplaces and communities. Resources were updated for targeted sectors such as Police and Emergency Services and the transport industry, classroom lesson plans for the Education sector, and new resources for young people, apprentices, and senior Australians.

59.8% of salary costs are staff members solely dedicated to health promotion including community engagement in specific areas of focus such as Aboriginal and Torres Strait Islander communities, young people, the education sector, workplaces, and the management of our Ambassador Program.

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 (14 September 2023) and dedicated to reminding people to regularly check in with family and friends.

There were no significant changes in the nature of R U OK? Limited's principal activities during the financial year.

Vision

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

Events after the reporting date

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Company, the results of those operations or the state of affairs of the Company in future financial years.

Future developments and results

There are no future developments for this Company as it is expected to remain dormant.

Dividends paid or recommended

No dividends were paid or declared since the start of the financial year. No recommendation for payment of dividends has been made.

Meeting of directors

During the financial year, 3 meetings of directors (including committees of directors) were held. Attendances by each director during the year were as follows:

	Directors' Meetings	
	Number eligible to attend	Number attended
Mr Mike Connaghan	3	3
Ms Ann-Maree Hartley	1	1
Mr Graeme Cowan	1	1
Ms Kathryn Howard	3	3
Mr Barry Du Bois	3	2
Mr Aya Larkin	3	3
Mr Mark Soulos	1	1
Ms Rhanna Collins	3	3
Mr Brendan Maher	3	3

Indemnification and insurance of officers and auditors

No indemnities have been given or insurance premiums paid, during or since the end of the financial year, for any person who is or has been an officer or auditor of R U OK? Limited.

Auditor's independence declaration

The auditor's independence declaration in accordance with section 307C of the *Corporations Act 2001* for the year ended 30 June 2023 has been received and can be found on page 35 of the financial report.

Signed in accordance with a resolution of the Board of Directors:

A handwritten signature in black ink, appearing to read 'M Connaghan', with a long horizontal flourish extending to the right.

Mr Michael Connaghan
Director

Dated 9/2/2024



PKF(NS) Audit & Assurance Limited Partnership

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info@pkf.com.au

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Auditors' Independence Declaration under Section 60-40 of the Charities and Not-for-profits Commission Act 2012 to the Directors of RUOK? Limited

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2023, there have been:

- (i) no contraventions of the auditor independence requirements as set out in the under Section 60-40 of the Charities and Not-for-profits Commission Act 2012 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

A handwritten signature in black ink that reads 'PKF'.

PKF

A handwritten signature in black ink that reads 'Clayton Hickey'.

CLAYTON HICKEY
PARTNER

12 FEBRUARY 2024

NEWCASTLE, NSW

PKF(NS) Audit & Assurance Limited Partnership is a member of PKF Global, the network of member firms of PKF International Limited, each of which is a separately owned legal entity and does not accept any responsibility or liability for the actions or inactions of any individual member or correspondent firm(s). Liability limited by a scheme approved under Professional Standards Legislation.

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF RUOK? LIMITED

Report on the Audit of the Financial Report

Qualified Opinion

We have audited the financial report of RUOK? Limited (the Company), which comprises the statement of financial position as at 30 June 2023, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion, except for the effects of the matter described in the Basis for Qualification section of our report, the accompanying financial report of RUOK? Limited, has been prepared in accordance with *Division 60 of the Australian Charities and Not-for-profits Commission Act 2012*, including:

- a) giving a true and fair view of the Company's financial position as at 30 June 2023 and of its financial performance for the year then ended; and
- b) complying with Australian Accounting Standards – Simplified Disclosure Requirements and *Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013*.

Basis for Qualified Opinion

Completeness of income

Donations are a significant source of revenue for RUOK? Limited. RUOK? Limited has determined that it is impractical to establish control over the collection of cash donations prior to entry into its financial records. Accordingly, as the evidence available to us regarding revenue from this source was limited, our audit procedures with respect to cash donations had to be restricted to the amounts recorded in the financial records. Therefore, we are unable to express an opinion whether revenue from donations is complete.

Inventory

We were appointed as auditors of RUOK? Limited in December 2023 and therefore did not observe the counting of the physical inventories at balance date. We were unable to satisfy ourselves by alternative means concerning inventory quantities held at 30 June 2023. Therefore, we are unable to express an opinion in relation to the existence and completeness of inventory.



We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We are independent of the Company in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (including Independence Standard) (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the Company's annual report for the year ended 30 June 2023, but does not include the financial report and our auditor's report thereon.

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

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Other Matter

The financial report of the Company for the year ended 30 June 2022 was audited by another auditor who expressed a qualified opinion on the financial report on 25 January 2025.

Responsibilities of Directors for the Financial Report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards – Simplified Disclosure Requirements and the *Australian Charities and Not-for-profits Commission Act 2012*. The directors' responsibility also includes such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

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

The directors are responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

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

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

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

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

We also provide the directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, action taken to eliminate threats or safeguards applied.



Report on Other Legal and Regulatory Requirements

In accordance with the requirements of section 60-45(3) (b) of the *Australian Charities and Not-for-profits Commission Act 2012*, we are required to describe any deficiency, failure or shortcoming in respect of the matters referred to in paragraph 60-30(3)(b), (c) or (d) of the *Australian Charities and Not-for-profits Commission Act 2012*. Our opinion on the financial report is not modified in respect of the following matter(s) because, in our opinion, they have been appropriately addressed by RUOK? Limited and are not considered material in the context of the audit of the financial report as a whole:

A handwritten signature in black ink that reads "PKF".

PKF

A handwritten signature in black ink that appears to read "Clayton Hickey".

CLAYTON HICKEY
PARTNER

12 FEBRUARY 2024
NEWCASTLE, NSW

Directors' declaration

The directors declare that in the directors' opinion:

- there are reasonable grounds to believe that the company is able to pay all of its debts, as and when they become due and payable; and
- the financial statements and notes satisfy the requirements of the *Australian Charities and Not-for-profits Commission Act 2012*.

Signed in accordance with subsection 60.15(2) of the *Australian Charities and Not-for-profit Commission Regulation 2013*.



Mr Michael Connaghan
Director

Dated 9/2/2024

Statement of profit or loss & other comprehensive income for the year ended 30 June 2023

	Note	2023 \$	2022 \$
Revenue	4	9,036,820	7,028,748
Interest income		168,750	-
Cost of sales		(2,530,449)	(1,687,326)
Employee benefits expense		(2,141,237)	(1,963,910)
Consultant expenses		(213,535)	(205,893)
Office and administration		(321,323)	(161,816)
Research, monitoring and communications		(2,416,040)	(1,608,421)
Finance expenses		(2,233)	(3,096)
Surplus before income tax		1,580,753	1,398,286
Income tax expense	2(c)	-	-
Surplus for the year		1,580,753	1,398,286
Other comprehensive income for the year, net of tax		-	-
Total comprehensive income for the year		1,580,753	1,398,286

The accompanying notes form part of these financial statements.

Statement of financial position as at 30 June 2023

	Note	2023 \$	2022 \$
ASSETS			
CURRENT ASSETS			
Cash at bank		2,540,780	6,904,616
Trade and other receivables	6	375,004	269,671
Inventories	7	994,067	722,718
Other financial assets	8	5,000,000	-
Other assets	9	250,353	88,004
TOTAL CURRENT ASSETS		9,160,204	7,985,009
NON-CURRENT ASSETS			
Property, plant and equipment		26,209	22,379
TOTAL NON-CURRENT ASSETS		26,209	22,379
TOTAL ASSETS		9,186,413	8,007,388
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	10	336,847	514,484
Employee benefits		154,373	155,132
Other financial liabilities	11	225,590	482,900
TOTAL CURRENT LIABILITIES		716,810	1,152,516
NON-CURRENT LIABILITIES			
Employee benefits		42,061	8,083
TOTAL NON-CURRENT LIABILITIES		42,061	8,083
TOTAL LIABILITIES		758,871	1,160,599
NET ASSETS		8,427,542	6,846,789
EQUITY			
Retained earnings		8,427,542	6,846,789

The accompanying notes form part of these financial statements.

Statement of changes in equity for the year ended 30 June 2023

	Retained Earnings \$	Total \$
Balance at 1 July 2022	6,846,789	6,846,789
Surplus for the year	1,580,753	1,580,753
Balance at 30 June 2023	8,427,542	8,427,542
Balance at 1 July 2021	5,448,503	5,448,503
Surplus for the year	1,398,286	1,398,286
Balance at 30 June 2022	6,846,789	6,846,789

The accompanying notes form part of these financial statements.

Statement of cash flows for the year ended 30 June 2023

	2023 \$	2022 \$
CASH FLOWS FROM OPERATING ACTIVITIES		
Contributions received	9,309,129	7,013,756
Payments to suppliers and employees	(8,824,307)	(5,363,619)
Interest received	168,750	-
Net cash provided by operating activities	653,572	1,650,137
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of plant and equipment	(17,408)	(19,537)
Transfer to term deposit	(5,000,000)	-
Net cash provided by/(used in) investing activities	(5,017,408)	(19,537)
CASH FLOWS FROM FINANCING ACTIVITIES		
Net cash provided by/(used in) investing activities	-	-
Net increase/(decrease) in cash and cash equivalents held	(4,363,836)	1,630,600
Cash and cash equivalents at beginning of year	6,904,616	5,274,016
Cash and cash equivalents at end of financial year	2,540,780	6,904,616

The accompanying notes form part of these financial statements.

Notes to the financial statements for the year ended 30 June 2023

The financial report covers R U OK? Limited as an individual entity. R U OK? Limited is a not-for-profit Company, registered and domiciled in Australia.

The functional and presentation currency of R U OK? Limited is Australian dollars.

The financial report was authorised for issue by those charged with governance on 09 February 2024.

Comparatives are consistent with prior years, unless otherwise stated.

1. Basis of preparation

The financial statements are general purpose financial statements that have been prepared in accordance with the Australian Accounting Standards - Simplified Disclosures and the *Australian Charities and Not-for-profits Commission Act 2012*.

The financial statements have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

Material accounting policy information relating to the preparation of these financial statements are presented below, and are consistent with prior reporting periods unless otherwise stated.

2. Material Accounting Policy Information

(a) Statement of profit or loss & other comprehensive income

Government Grants/Sponsorships

Government grants and sponsorships are recognised as revenue over the periods necessary to match them with the costs for which they are intended to compensate, on a systematic basis. Government grants that are receivable as compensation for expenses or losses already incurred or for the purpose of giving immediate financial support to the Company with no future related costs are recognised in profit or loss in the period in which they become receivable. Government assistance which does not have conditions attached specifically relating to the operating activities of the entity is recognised in accordance with the accounting policies above.

Donations

Revenue from donations, pledges and bequests is only recognised upon receipt and no provision is made to record, as income, funds that have been pledged or promised.

(b) Cash and cash equivalents

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and subject to an insignificant risk of change in value.

(c) Income tax

The Company is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

(d) Goods and services tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payable are stated inclusive of GST.

Cash flows in the statement of cash flows are included on a gross basis and the GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

(e) Financial instruments

Financial assets

All recognised financial assets are subsequently measured in their entirety at either amortised cost or fair value, depending on the classification of the financial assets.

Amortised cost

The Company's financial assets measured at amortised cost comprise trade and other receivables and cash and cash equivalents in the statement of financial position.

Subsequent to initial recognition, these assets are carried at amortised cost using the effective interest rate method less provision for impairment.

Interest income, foreign exchange gains or losses and impairment are recognised in profit or loss. Gain or loss on derecognition is recognised in profit or loss.

Impairment of financial assets

Impairment of trade receivables have been determined using the simplified approach in AASB 9 which uses an estimation of lifetime expected credit losses.

The Company has determined the probability of non-payment of the receivable and multiplied this by the amount of the expected loss arising from default.

The amount of the impairment is recorded in a separate allowance account with the loss being recognised in finance expense. Once the receivable is determined to be uncollectable then the gross carrying amount is written off against the associated allowance.

Impairment of other financial assets measured at amortised cost are determined using the expected credit loss model in AASB 9. On initial recognition of the asset, an estimate of the expected credit losses for the next 12 months is recognised. Where the asset has experienced significant increase in credit risk then the lifetime losses are estimated and recognised.

Financial liabilities

Other financial liabilities are initially recorded at fair value less transaction costs, subsequently financial liabilities are measured at amortised cost using the effective interest rate method. Other financial liabilities comprise trade payables.

3. Critical Accounting Estimates and Judgments

Those charged with governance make estimates and judgements during the preparation of these financial statements regarding assumptions about current and future events affecting transactions and balances.

These estimates and judgements are based on the best information available at the time of preparing the financial statements, however as additional information is known then the actual results may differ from the estimates.

4. Other Revenue and Income

	2023	2022
	\$	\$
Sponsorship income	2,576,114	2,613,738
Donations received	2,687,292	2,052,873
Merchandise	2,982,541	1,987,161
Government grants	790,873	374,976
	9,036,820	7,028,748

5. Result for the Year

	2023	2022
	\$	\$
ALLOCATION OF EMPLOYEE BENEFITS EXPENSE		
Health promotion staff	1,280,592	1,244,796
Administration staff	860,645	719,114
	2,141,237	1,963,910

6. Trade and Other Receivables

	2023 \$	2022 \$
CURRENT		
Trade receivables	75,550	70,141
GST receivable	299,454	199,530
	375,004	269,671

7. Inventories

	2023 \$	2022 \$
CURRENT		
At cost:		
Merchandise	994,067	722,718

8. Other Financial Assets

(a) Held-to-maturity investments

	2023 \$	2022 \$
CURRENT		
Term deposit, fixed interest securities	5,000,000	-

9. Other Assets

	2023 \$	2022 \$
CURRENT		
Prepayments	8,876	58,004
Accrued income	241,477	30,000
	250,353	88,004

10. Trade and Other Payables

	2023 \$	2022 \$
CURRENT		
Trade payables	304,632	205,141
Sundry payables and accrued expenses	26,831	309,343
Accrued expense	5,384	-
	336,847	514,484

Trade and other payables are unsecured, non-interest bearing and are normally settled within 30 days. The carrying value of trade and other payables is considered a reasonable approximation of fair value due to the short-term nature of the balances.

11. Other Financial Liabilities

	2023 \$	2022 \$
CURRENT		
Deferred income	225,590	482,900

12. Financial Risk Management

	2023 \$	2022 \$
Financial assets		
Held at amortised cost		
Cash and cash equivalents	2,540,780	6,904,616
Other financial assets	5,000,000	-
Trade and other receivables	375,004	269,671
Total financial assets	7,915,784	7,174,287
Financial assets		
Financial liabilities measured at amortised cost	336,847	514,484

13. Members' Guarantee

The Company is registered with the Australian Charities and Not-for-profits Commission Act 2012 and is a Company limited by guarantee. If the Company is wound up, the constitution states that each member is required to contribute a maximum of \$10 each towards meeting any outstanding obligations of the Company. At 30 June 2023 the number of members was 1 (2022: 1).

14. Key Management Personnel Disclosures

The remuneration paid to key management personnel of the Company is \$199,587 (2022: \$198,000).

15. Auditors' Remuneration

	2023 \$	2022 \$
Remuneration of the auditor PKF (2022: Deloitte Touche Tohmatsu), for:		
- auditing the financial statements	8,000	-

16. Contingencies

In the opinion of those charged with governance, the Company did not have any contingencies at 30 June 2023 (30 June 2022: None).

17. Related Parties

There have not been any related party transactions in the financial year.

18. Events After the End of the Reporting Period

The financial report was authorised for issue on 09 February 2024 by those charged with governance.

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Company, the results of those operations or the state of affairs of the Company in future financial years.

19. Statutory Information

The registered office and principal place of business of the company is:

R U OK? Limited
Level 16/65 Berry Street
NORTH SYDNEY NSW 2060

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