



Suicide Prevention
Australia



ANNUAL REPORT / YEAR IN REVIEW

2020-2021

Message from the Chair and CEO

During the past year, we have responded to the global challenges of the COVID-19 pandemic, whilst also maintaining focus on our members and the suicide prevention agenda. The 2020-21 financial year proved to be a time for creativity, resilience and determination. A year where we demonstrated our agility and grew from strength to strength, despite the challenges of the global pandemic.

Our National Policy Platform gained significant traction and resulted in decisions that are game changers for suicide prevention. We reinvented successful ways of working, collaborating, networking and running education events. For the first time in many years, our landmark National Suicide Prevention Conference was cancelled in 2020 due to COVID-19. We quickly refocused our knowledge sharing approach and began a successful online webinar series that reached over 1,000 people. We spearheaded accreditation and quality assurance with the launch of the Suicide Prevention Quality Improvement Program. Amidst all this success, there were some major bumps that forced us and the sector to be nimble and change course quickly. The strain of the global pandemic has pushed the sector to reconsider how to meet the growing demand for services and programs.

Without doubt the past year has been full of uncertainty; for many in our community it has been the toughest of years. When times are tough, we often witness powerful solidarity, extraordinary compassion and empathy; and we've certainly seen that among our members.

The voice of lived experience has continued to strengthen with 20 Lived Experience Panel members contributing to our work. In 2020, we hosted two Connect 2020 webinars focused specifically on how we can include lived experience in everything from research and program design, to peer support. Lived experience is about more than ticking a box. By understanding the variety and diversity of knowledge and experience, we can start to design solutions that are fit-for-purpose and will save lives.



Government attention on suicide prevention has grown and continues to gain momentum at both the federal and state government levels. It's clear that suicide prevention is high on the policy agenda and independent of politics. In May 2021, we saw record Federal Budget funding for mental health and suicide prevention. The release of the National Suicide Prevention Adviser's Final Report, as well as the Royal Commission into Victoria's Mental Health System were also pivotal in shaping substantial suicide prevention policy reform. These reports align closely with our National Policy Platform, developed in consultation with our members.

We also launched the first annual State of the Nation in Suicide Prevention report on World Suicide Prevention Day 2020, which offered a comprehensive survey of the suicide prevention sector. This annual survey will be a significant feature on our calendar and help guide suicide prevention decision making.

One thing that has particularly struck us recently is the diversity and growth in our membership. We have been joined by groups representing Aboriginal & Torres Strait Islander peoples, the construction and trucking industry, men in distress, and a host of other corners of society. From large groups with their own diverse membership, to organisations with less than ten employees, our members genuinely reflect the diversity and difference that is so central to society.

We have continued to focus on building our member offering in the past 12 months. Our collective impact can't be underestimated, and by working together we will continue to be a strong force for change in suicide prevention. Your feedback in the recent Member Benefits Survey will help shape our focus and member offering.

We would both like to acknowledge the contributions of our Board of Directors, leadership team and employees, our Patron His Excellency General the Honourable David John Hurley AC DSC (Retd) and everyone who volunteered, fundraised and supported us in other ways. The work of the Research Advisory Committee and the Policy Committee has been outstanding alongside the newly formed state/territory committees. Their commitment behind the scenes is unwavering and greatly appreciated by us. Special thanks to directors who retire from the Board this year, Luke Mann, Jacinta Hawgood, Bronwen Edwards and Dr Vanessa Lee-Ah Mat, for their outstanding commitment and contribution to the work of Suicide Prevention Australia.

Our strategic approach, Compass 2025 has played a major role in directing our work over the past year and focusing our attention on the core reasons for our existence. We will continue to be guided by this roadmap as we endeavour to move from strength to strength. As ever, our members remain our number one priority.

Most importantly, we remember those we have lost to suicide and acknowledge the suffering suicide brings when it touches our lives. We also recognise the suffering and distress felt by around 65,000 people who attempt suicide each year. We are brought together by experience and unified by hope. We look forward to continuing to work together in 2021-22 towards our vision of a world without suicide.



Angela Emslie AM
BOARD CHAIR
Suicide Prevention Australia



Nieves Murray
CEO
Suicide Prevention Australia

Strategic Plan - Compass 2025

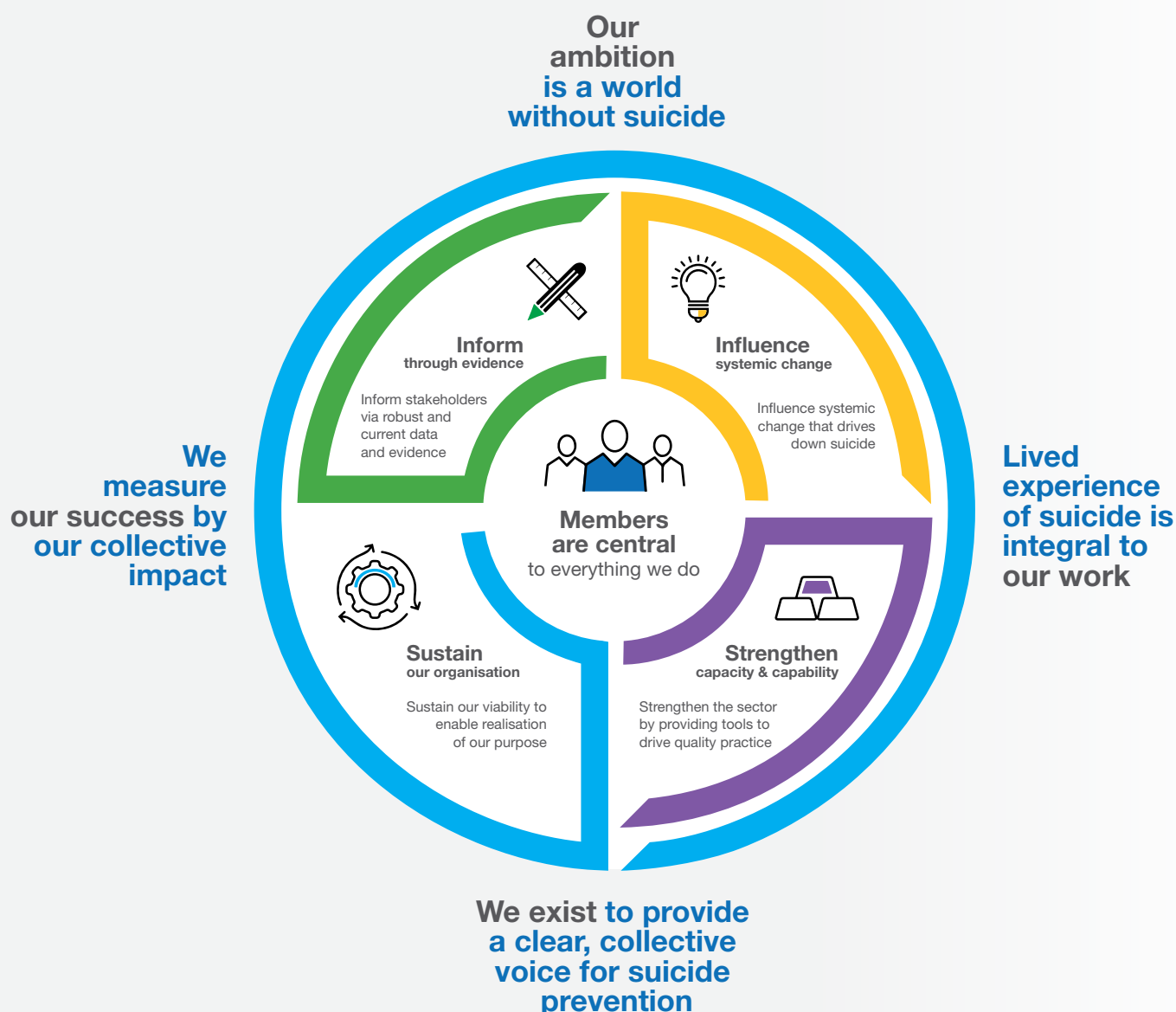
Our framework for decision making and strategy setting, Compass 2025, outlines Suicide Prevention Australia's direction. We have been on this journey for one year now and the benefits of this approach are evident, focusing our attention on the core reasons for our existence.

We have segmented our approach into four areas. These include sustainability; inform through evidence and data; influence systemic change that drives down suicide rates; and strengthen the sector by capacity and capability building.

The Suicide Prevention Australia Board Beliefs Statement was developed in 2019 to further articulate the role, objectives and governance of the organisation.

It consists of a set of statements developed by the Board to communicate a common view of the role of peak bodies, the organisation's objectives within the suicide prevention sector, and the Board's expectations of Suicide Prevention Australia's executive. The statement provides context for decision making and strategy setting. The statement covers governance effectiveness and board culture; performance management; leadership and stakeholder management; and continuous improvement and knowledge.

We continue to strengthen and find new ways to represent member interests effectively, understand the evidence base, listen to the voice of people with lived experience, and support and promote the development of effective policy to address relevant challenges.



Remembering those touched by suicide


We can never underestimate the impact that every life lost to suicide has on family, friends, workplaces and the broader community. Every life lost to suicide is heartbreaking. It's important to remember that every statistic represents a life lost and has a cascading impact across the community.

The latest Australian Bureau of Statistics (ABS) data shows that around nine lives are lost per day to suicide.

These statistics are based on 2020 data which was released by the ABS on 29 September 2021.

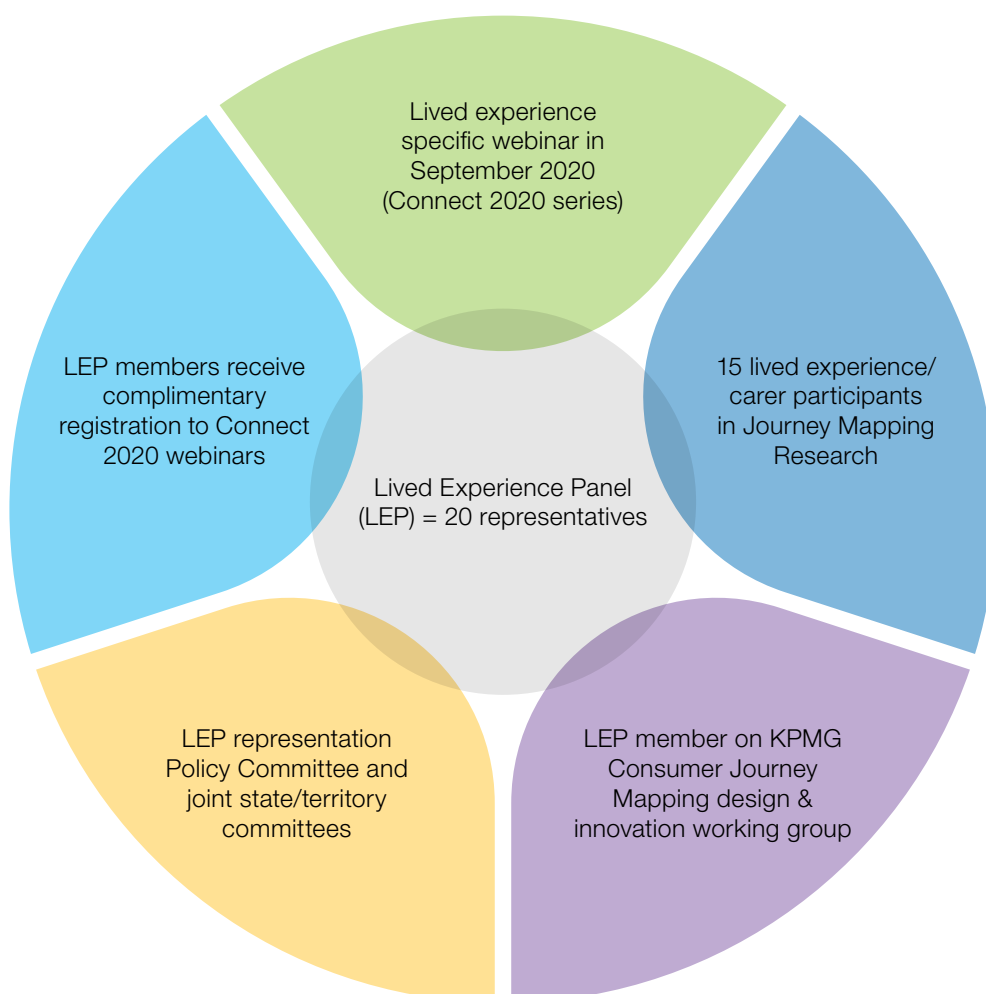
3,139
Australians died
by suicide in 2020

Approx.
60% of deaths
included
psychosocial
risk factors

76% 
deaths by suicide – male

Estimated
65,000 suicide
attempts each year

Lived experience of suicide is integral to our work



Celebrating our success

in 2020-21



MEMBERS
are central

Overall growth

210 ► 300+
members

Organisation
Membership

Retention



95%

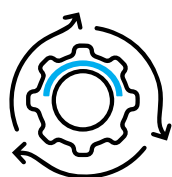


Four joint
state/territory
committees
formed

Expand



Lived Experience Panel 20



SUSTAIN
our organisation



Inaugural
Membership Benefits **Survey**

Increased employee

engagement score

82%

Operating revenue

= \$9.63 million

Reflect
Reconciliation
Action Plan



INFORM
through evidence

Reports x2



Reducing distress in the
community following the
Covid-19 pandemic



State of the
Nation in Suicide
Prevention

Submissions x10



2021/22 Federal
Budget

2x

roundtables

5x

focus groups



SA Draft Suicide
Prevention Bill 2020

10

POLICY
position statements



Suicide Prevention
Australia



INFLUENCE

systemic change

Reform wins:

- ✓ **Creation of National Suicide Prevention Office** announced
- ✓ **Federal Assistant Minister for Mental Health and Suicide Prevention** appointed
- ✓ **National Suicide and Self-Harm Monitoring System** established
- ✓ **National Survey of Mental Health and Wellbeing** commenced

Audience reach

=150k   

LinkedIn
audience
growth

30% 

1,682 media stories  print, online, radio, TV



STRENGTHEN

capacity & capability

Suicide Prevention: A competency framework

300 downloads



Symposium 2021

500+ attendees



Connect 2020
1,100+ participants
(8-part series)

27 new research grants **14** research institutions

Quality Improvement Program
32 programs registered



 **Suicide Prevention Research Grants = \$5.3 million**

Making the most of online learning



Symposium 2021

19 - 22 April 2021
Gateway to excellence

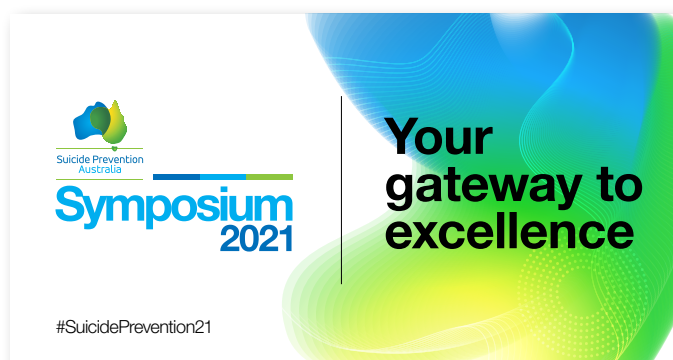
#SuicidePrevention21



The Suicide Prevention Australia Symposium 2021 was held online from 19-22 April 2021. We reconnected virtually as a sector under the theme of Gateway to Excellence which aimed to elevate best practice.

With over 500 delegates attending the Symposium, this was by far the largest online audience for a Suicide Prevention Australia event.

Delegates had the chance to hear from inspiring local and international keynote speakers. In addition, Australian journalist, Jenny Brockie, was the event host during the four-day event.



Our members are central to everything we do

The growth of our member base this year has been significant and diverse. We have grown from 210 members to over 350 with a 95% organisation retention rate. We continue to see interest from organisations which represent a diverse cross-section of our society including Aboriginal and Torres Strait Islander peoples, the construction and trucking industry, men in distress and many others.

States in Focus

This year we launched the joint state/territory committees and hosted the first official States in Focus week. The week featured four online events discussing current events, recent developments in suicide prevention and inspiring local speakers. We had almost 200 people join the discussions across the sector.

Member Net Promoter Score Survey

In 2020, we launched a Net Promoter Score (NPS) to measure customer satisfaction and how members perceive Suicide Prevention Australia quantitatively. Surveys are conducted every quarter and all members (organisation and individual) are invited to complete the survey once during the 12-month period. It is pleasing to note from our first NPS survey, we secured a positive overall score indicating most members are promoters of Suicide Prevention Australia as well as the corresponding increase in retention rate (95%). NPS is intended to be used with the Member Benefits Survey to provide focus on new and/or current benefits requested by members.

Member Benefits Survey

As members are central to everything we do, we wanted to dig deeper into the member experience and identify areas in which we can improve and provide more value to organisations. To do this, we undertook a survey of membership benefits from 7 to 24 June 2021. The survey aimed to gain insights from members into current membership offerings and what benefits would be of interest, relevance, and importance in the future. Members provided anonymous feedback on membership offerings across events, policy, advocacy, programs, and communications.

The results of the survey indicated that members would like more opportunities to engage with Suicide Prevention Australia, more information about the Quality Improvement Program, new and increased offerings, such as targeted events and grant writing and knowledge-based suicide prevention education. We have already started to implement many of these suggestions and plan to continue this survey annually to ensure we're consistently meeting the needs of our members.



Connect 2020 ran from May to December 2020 and brought together thought leaders, experts, and those at the forefront of suicide prevention to share and discuss their latest thinking. The series of eight monthly webinars explored topics from mentally healthy workplaces, male mental health and youth mental health to the incorporation of lived experience into research and groundbreaking new initiatives in suicide prevention. The 1000+ attendees were provided with a unique opportunity to connect and learn from mental health and suicide prevention leaders.

State of the Nation in Suicide Prevention

We published our inaugural State of the Nation in Suicide Prevention Report on World Suicide Prevention Day 10 September 2020. The report draws together the results of our State of the Nation survey, gathering in-depth intelligence from our membership and the broader suicide prevention sector. The report shares insights on the operating, funding and policy environment for the suicide prevention sector. Here are some of the highlights:

Key risks to suicide rates

82% Unemployment

81% Social isolation

77% Relationship breakdown

Ways to address risk



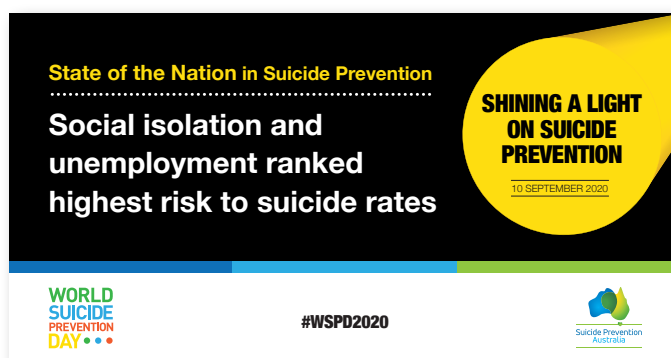
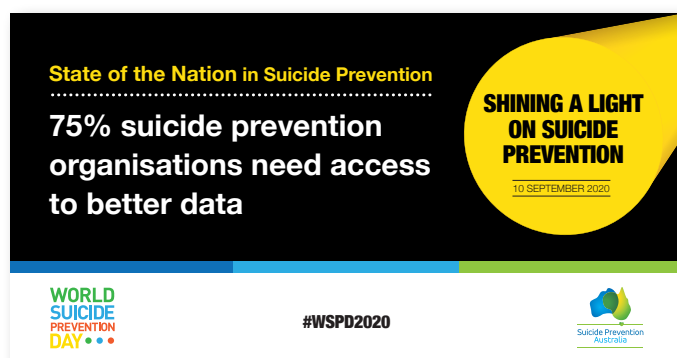
Lift the base rate of JobSeeker Fund and clear vocational pathways to work



Enhance digital and face-to-face peer-to-peer support



Broaden Better Access Scheme to cover relationship counselling



A major shift in suicide prevention

The focus on suicide prevention by governments across Australia is strengthening. The Productivity Commission Inquiry into the Mental Health system, the 'Towards Zero' ambition for suicide rates in Australia, the appointment of an Assistant Minister to the Prime Minister for Mental Health and Suicide Prevention and the Mental Health Royal Commission in Victoria for suicide prevention are all critical milestones. Also, the Federal Government's \$12.8 million budget commitment in May 2021 to set up a National Suicide Prevention Office, signals a major step towards significant system change that could lead to a meaningful reduction in lives lost to suicide.



Policy Platform Scorecard

Suicide Prevention Australia's advocacy activities are guided by our National Policy Platform, which was developed with our members to embody the key calls for change from the suicide prevention sector. The Policy Platform calls for actions under three pillars. This scorecard shows the progress on these actions.

A WHOLE-OF-GOVERNMENT APPROACH

Appoint a Federal Minister for Suicide Prevention



In December 2020, David Coleman was appointed as Assistant Minister to the Prime Minister for Mental Health and Suicide Prevention.

Establish a well-funded and resourced National Suicide Prevention Office



Announced in the 2021-22 Federal Budget, \$12.8 million has been allocated to create a National Office of Suicide Prevention.

Commonwealth Suicide Prevention Act



Suicide Prevention Australia continues to talk with the Federal Government about a Suicide Prevention Act. The work in South Australia on a Suicide Prevention Bill may aid in providing a model for a Commonwealth Act.

National Suicide Prevention Plan



Suicide Prevention Australia continues to talk with the Federal Government about a National Suicide Prevention Plan. The creation of a plan was recommended by the National Suicide Prevention Adviser in their final advice.

RELIABLE DATA

Improving the integrity, collation and distribution of suicide data to assist service delivery and research



Australia is on track to have high-quality, nationally collated data available to inform service delivery and research. Significant progress has been made towards having suicide registers in every state and territory, and the National Suicide and Self-harm Monitoring System has been established to collate, coordinate and report data on suicide.

National Survey of Mental Health and Wellbeing



In February 2021, the Government announced that a national survey, to provide an in-depth understanding of the mental health challenges that Australians are facing, would be undertaken with first data available by the end of 2021.

WORKFORCE STRATEGY

Develop a Suicide Prevention Workforce Strategy



Suicide Prevention Australia continues to talk with the Federal Government about a Suicide Prevention Workforce Strategy. The creation of a workforce development strategy was recommended by the National Suicide Prevention Adviser in their final advice.

A focus on quality

LiFE Award winners

The LiFE Awards recognise excellence in suicide prevention. Nominations are received from all over Australia, and every year we are overwhelmed by the number of quality nominations showcasing the important and innovative work that many Australians are doing in the prevention of suicide and support of people affected by suicide.

Congratulations to the 2020 recipients of the 17th Annual LiFE Awards!



- **Hon. John Dawkins MLC**
Lifetime Achievement Award
- **Dr Zac Seidler**
Emerging Researcher
- **Dr Lynore Geia**
Aboriginal & Torres Strait Islander Award
- **Grapevine Group**
Communities Matter (Organisation)
- **Lindy MacGregor**
Communities Matter (Individual)
- **SANE Australia**
Better Off With You Campaign – Media
- **Ambulance Tasmania**
Workplace

QUALITY IMPROVEMENT PROGRAM



Quality Improvement Program goes from strength to strength

Since the launch of our Quality Improvement Program, we have seen a significant uptake from various organisations. It's Australia's first accreditation program of its kind for suicide prevention. In the first three months, we have seen 32 programs and services registered for accreditation which shows the commitment our members have to ensuring safe, high-quality and effective suicide prevention services and programs that are grounded in evidence. We are currently working with commissioners and funding providers to embed accreditation in suicide prevention funding programs.

Suicide Prevention: A competency framework

In collaboration with over 50 of our members and experts in workplace suicide prevention, we developed Suicide Prevention: A Competency Framework, Australia's first national framework for suicide prevention in the workplace. The framework is designed to help organisations find the gaps within their business when it comes to promoting a culture of wellbeing and recognising when people are in distress. Employers can take the framework, apply it to their business and specific roles and then identify where there needs to be improvements.

Our people - living and breathing our values

We've shifted the way we work following the unpredictable and challenging nature of the pandemic. As a team, we've embraced remote working and found new ways to connect from afar with our colleagues and members. We also opened our office at the beginning of 2021 and enjoyed a few months together working in this new location.

In 2020-21, we saw growth across the organisation, some organisational structure realignment and an unwavering commitment to our strategic vision, Compass 2025.



Suicide Prevention Australia Board meeting (April 2021) in the new office including a Welcome to Country ceremony with Uncle Allan Murray.

First Nations

Reconciliation Action Plan

In 2020, we were very proud to introduce Suicide Prevention Australia's Reconciliation Action Plan (RAP) articulating our commitment to a just, equitable and reconciled nation for all Australians. Implementing this RAP is a key organisational goal for us. With the direction of our Board and executive, we embed the principles of reconciliation in our day-to-day operations and in our strategic objectives. We are regularly reporting on and monitoring the actions outlined in the plan and informing staff of their responsibilities under the RAP and the need to take part in our reconciliation journey.



Cultural Walk

As part of our commitment to understanding more about our local Traditional Owners or Custodians of the lands and waters near our office, we were taken on an Aboriginal Cultural Tour of The Rocks with Elder Aunty Margaret Campbell.



Gratitude and appreciation for our supporters

Suicide Prevention Australia receives donations from members of the public via the PayPal Giving Fund. PayPal Giving Fund is a Public Ancillary Fund and charity registered with the Australian Charities and Not-for-profits Commission that raises funds to benefit Australian charities. It enables people to give via programs operated by PayPal and Facebook, and then grant the funds to charities recommended by PayPal donors with no fees. While we do not actively pursue or ask for donations, the PayPal Giving Fund donations added value to both

the sector and members by enabling the development of the Workforce Competency Framework for Non-Clinical Suicide Prevention and the professional development programs, in which members can participate.

Suicide Prevention Australia would like to thank and acknowledge our pro-bono partners KPMG, Norton Rose Fulbright and Oliver Wyman. Their support is invaluable, as we work together towards a world without suicide.



Suicide Prevention Australia Governance Structure

Board of Directors



Audit and Risk Committee

Governance Committee

Advisory Groups



Research Advisory Committee (RAC)

Guides the work of the Suicide Prevention Research Fund with the support of expert researchers, service providers and people with lived experience of suicide.



Policy Committee

Provides advice on policy development and advocacy plus supporting the development of policy positions, priorities and the National Policy Platform.



Integrating
lived experience

Lived Experience Panel

Sharing the voice of lived experience, and incorporating their voice into policy, events and member engagement.



Joint State and Territory Committee

WA & SA; NT & QLD; ACT & NSW; TAS & VIC

Provides member engagement, intelligence gathering and policy advice; and launch grassroots events.

Australian Institute of Company Directors Governance Standards

AICD Governance Principles	Current Compliance Status
Principle 1: Purpose and strategy The organisation has a clear purpose and a strategy which aligns its activities to its purpose.	<ul style="list-style-type: none"> - Suicide Prevention Australia's purpose is clearly articulated in its Constitution. - Suicide Prevention Australia has a Strategic Plan which is reviewed at least annually at a Board and Leadership Strategic Planning Day. - Suicide Prevention Australia also has an Annual Operating Plan which is driven by the Strategic Plan. - The Board reviews Suicide Prevention Australia's performance against the Key Performance Indicators in the Annual Operating Plan each quarter. - Suicide Prevention Australia produces annual reports and publishes them on its website.
Principle 2: Roles and responsibilities There is clarity about the roles, responsibilities and relationships of the Board.	<ul style="list-style-type: none"> - Roles and responsibilities of directors are articulated in the Constitution and Board Charter. - New directors are given an induction pack and encouraged to meet with senior management and staff as part of their induction. - There is a Governance Committee to provide guidance, as needed, on roles and responsibilities. In addition, there is a policy on delegations of authority.
Principle 3: Board composition The Board's structure and composition enable it to fulfil its role effectively.	<ul style="list-style-type: none"> - The director appointment process is defined in the Constitution including member nomination of directors, a majority of independent directors (including an independent Chair), ballot procedures and maximum terms for directors. - Directors are assessed against a skills and experience matrix and Board diversity (gender, age, culture) is considered in director appointments. - Director succession is discussed by the Board. - There is a Governance Committee to provide guidance, as needed, on Board composition.
Principle 4: Board effectiveness The Board is run effectively and its performance is periodically evaluated.	<ul style="list-style-type: none"> - Suicide Prevention Australia holds face-to-face Board meetings at least quarterly. - The Board receives monthly CEO updates. - The director induction pack as stated above in Principle 2. - The Board Charter provides for regular review of Board, Chair and CEO performance.
Principle 5: Risk management Board decision making is informed by an understanding of risk and how it is managed.	<ul style="list-style-type: none"> - Suicide Prevention Australia has a risk register which is reviewed quarterly by the Audit & Risk Committee and considered by the Board at its meetings. Risks are assessed regularly by the leadership team.
Principle 6: Performance The organisation uses its resources appropriately and evaluates its performance.	<ul style="list-style-type: none"> - There is monthly financial and non-financial reporting to the Board. - The Audit & Risk Committee evaluates the financial performance of Suicide Prevention Australia. - Annual Operating Plan Key Performance Indicators are monitored quarterly by the Board.
Principle 7: Accountability and transparency The Board demonstrates accountability by providing information to stakeholders about the organisation and its performance.	<ul style="list-style-type: none"> - Suicide Prevention Australia produces regular member alerts and briefings. - Suicide Prevention Australia holds an Annual General Meeting where its annual report is presented to members. - Members can nominate to the Board in accordance with the rules detailed in the Constitution. - Suicide Prevention Australia's Strategic Plan aligns with its three organisational objects. - Suicide Prevention Australia has a complaints policy and process, including a whistleblower policy. Suicide Prevention Australia has a range of other policies and delegations which are regularly reviewed by the Governance Committee and the Board.
Principle 8: Stakeholder engagement There is meaningful engagement of stakeholders and their interests are understood and considered by the Board.	<ul style="list-style-type: none"> - Members are invited to attend, and may ask questions of the Board, at Suicide Prevention Australia's Annual General Meeting. - Suicide Prevention Australia holds regular meetings with members and welcomes feedback. - There is member involvement in the annual Strategic Planning Day. - Suicide Prevention Australia produces regular member alerts and briefings. - There is member involvement in and membership of state advisory committees (currently under trial in two states). - Suicide Prevention Australia conducts regular member surveys.
Principle 9: Conduct and compliance The expectations of behaviour for the people involved in the organisation are clear and understood.	<ul style="list-style-type: none"> - Suicide Prevention Australia has a Board Charter, policies and procedures. - Staff have position descriptions and undergo regular performance reviews. - There is a Conflict of Interest Register and conflicts are declared at the start of each Board meeting.
Principle 10: Culture The Board models and works to instil a culture that supports the organisation's purpose and strategy.	<ul style="list-style-type: none"> - The Board articulates the culture it wants for Suicide Prevention Australia to support its mission and appoints the CEO who in turn develops and implements this culture under guidance from the Board. - Board diversity is considered in director appointments, refer to Principle 3 above.

Our Financials

Trading Income	2021 \$	2020 \$
Revenue	9,633,371	7,135,019
Administration expense	(259,140)	(381,058)
Depreciation expense	(61,251)	(48,961)
Employee benefits expense	(2,003,256)	(1,807,032)
Loss on disposal of assets	0	(39,633)
Program expenses	(5,505,695)	(3,492,146)
Surplus before income tax	1,804,029	1,366,189
Income tax	0	0
Surplus for the year	1,804,029	1,366,189
Current assets	15,079,311	12,452,650
Non-current assets	623,021	21,837
Total assets	15,702,332	12,474,487
Current liabilities	6,905,693	7,532,962
Non-Current liabilities	3,304,528	1,253,443
Total liabilities	10,210,221	8,786,405
Net assets	5,492,111	3,688,082
General funds - unrestricted	4,092,111	2,388,082
Reserves	1,400,000	1,300,000
Total equity	5,492,111	3,688,082



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For general enquiries

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www.suicidepreventionaust.org



There are crisis services available 24/7 if you or someone you know is in distress

Lifeline: 13 11 14
www.lifeline.org.au

Suicide Call Back Service: 1300 659 467
www.suicidecallbackservice.org.au

Acknowledgement Statement

Suicide Prevention Australia remembers those we have lost to suicide and acknowledges the suffering suicide brings when it touches our lives. We are brought together by experience and are unified by hope. Suicide Prevention Australia acknowledges the Traditional Owners of Country throughout Australia, and their continuing connections to land, sea and community. We pay our respects to them and their cultures, and to Elders past, present and emerging.