



ANNUAL REPORT

2022-2023

Imagine a world without suicide.

Suicide Prevention Australia is the national peak body for the suicide prevention sector. With over 400 members representing more than 140,000 workers, staff and volunteers across Australia, we provide a collective voice for service providers, practitioners, researchers, local collaboratives, and people with lived experience.

More than 3,000 people tragically die by suicide and an estimated 55,000 people attempt suicide each year. Our shared vision is a world without suicide and with our members, we work to inform through data and evidence; influence systemic changes that drive down suicide rates and build capability and capacity.



Acknowledgements

Suicide Prevention Australia would like to acknowledge the Traditional Owners of all Country throughout Australia. We recognise their continuing connection to land, water and culture and pay our respects to Elders, past and present, for they hold the memories, traditions, culture and hopes of Aboriginal and Torres Strait Islander peoples of Australia.

Suicide Prevention Australia would like to acknowledge the importance of lived experience and all those lost to suicide. We remember those we have lost to suicide and acknowledge the suffering suicide brings when it touches our lives. We are brought together by experience and unified by hope.



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Message from the Chair and CEO

The 2022-23 financial year proved to be a time for agility and determination. It was a year where we demonstrated our strength as the peak body which was reinforced by Suicide Prevention Australia securing funding through the Federal Government's Health Peak and Advisory Bodies Program. We've raised the bar on evidence-based practice; and charted new, innovative approaches to prevention, to better reach those vulnerable and most at-risk.

Our members have worked tirelessly over the last year to address rising levels of distress and prevent suicides across the country. When our community hurts, our sector helps. When people need a hand, our sector lends one. Together, we are building capability across workforces and the community so we can respond better and earlier to those most vulnerable.

Over the years, the sector has become stronger and more collaborative, creating the collective drive needed to strengthen suicide prevention and ultimately, save lives. A collective voice is critical to be able to have an impact and create systemic change.

Thank you to our Lived Experience Panel who so bravely share their stories and insights so that we can all do our work more effectively. This important voice is now playing a critical role in influencing policy, co-designing services, and programs, and sharing messages of hope. There is much more to be done in elevating the voices of lived experience and we will continue to amplify and embed their insights into the work we do and encourage our members to do the same.

Some of the highlights from the past year include: the appointment of designated lived experience representatives for the National Agreement on Mental Health and Suicide, the first appointment of a Parliamentary Secretary for Mental Health and Suicide Prevention in the Victorian state government and the adoption of Suicide Prevention Australia's proposed aftercare design elements in Commonwealth principles for best practice in aftercare.

We've turned the attention of Ministers towards wholeof-government, whole-of-community action in suicide prevention and we look forward to working with government to put that into action. We've also drawn attention to how suicide risk is impacted by gambling, alcohol and other drugs, unemployment, debt, homelessness, and a host of other socio-economic and environmental determinants of suicide.

We remain strongly committed to the need for a National Suicide Prevention Act. We have seen that national suicide prevention legislation in other countries, such as Japan, can have a powerful impact on reducing suicides. There are promising signs locally, South Australia has introduced a Suicide Prevention Act with bi-partisan support and the NSW (New South Wales) Labor Government has committed to introducing an Act.





In September 2022, we launched our Suicide Prevention Australia Community Tracker which has accelerated our advocacy efforts and formed the basis for key meetings with the Assistant Minister for Mental Health and Suicide Prevention, the Minister for Health, the Treasurer and the Governor of the Reserve Bank of Australia. The tracker has been recognised by Ministers as a key source of information on community distress levels and we will continue to utilise this platform for advocacy each quarter through our public affairs and government briefings.

The Suicide Prevention Accreditation Program continues to grow in recognition with over 57 programs and services now accredited as well as 152 currently registered. The Suicide Prevention Australia Standards for Quality Improvement have also been embedded into the commissioning guidelines issued to Primary Health Networks which is responsible for allocating \$42 million in targeted regional initiatives.

Our National Suicide Prevention Conference returned this year after a hiatus due to COVID-19. We had a record number of abstracts submitted and almost 700 delegates attended the three-day event in Canberra with 19 sponsors and 28 exhibitors. The conference brought together government ministers, voices of lived experience, researchers, sector leaders, volunteers and staff from across the country as well as some international quests.

The Board includes both elected and appointed members who bring a very diverse set of skills and experience across finance, research, stakeholder relations, service provision and governance. Of the eleven Board Directors, over half have lived experience, shared across appointed and elected directors. We are fortunate to have one appointed Board Director position designated Aboriginal and Torres Strait Islander. We also continue to strive to meet gender diversity on our Board.

We would 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, raised funds, and supported us in other ways over the last year. We'd also like to thank the members of our Research Advisory Committee, Policy Committee, and joint state/territory committees for their ongoing support this year. So much of this work happens behind the scenes and we appreciate all the time, effort, and dedication of each person.

At our 2022 Annual General Meeting in Parliament House in Sydney, we celebrated our 30th birthday and announced the appointment of one new elected Board Director, Nic Brown, CEO of youth mental health organisation batyr.

During the year we also proudly launched our second Reconciliation Action Plan (RAP), the 2023-25 Innovate RAP. This plan builds on what we learned from our first RAP and outlines our actions to build stronger relationships with our First Nations peoples.

Compass 2025 has continued to be our guiding star over the past year and encouraged us to stay focused on our strategic objectives as the peak body in suicide prevention.

Our members remain at the core of what we do. Due to the substantive work of our members, much has been done to raise awareness of suicide, reduce stigma and save lives in our communities. Yet, we also know there's much more to be done. We will continue working together to elevate suicide prevention and ensure it's at the forefront of policy, decision-making and research.



Angela Emslie AM BOARD CHAIR Suicide Prevention Australia



Nieves Murray **CFO**

Year in review highlights in 2022-2023



Membership

Joint 12x per year

Membership Retention 87%

Lived Experience Panel members = 19



Reports x6 including:



In their Words: How to Support Young People in Suicidal Distress Right from the Start: Report on the Design of Australia's Universal **Aftercare System**

Unfinished Business: Implementation of the Final Advice

Submissions x 21

public hearings for parliamentary inquiries attended as witnesses

position statements

5X roundtables

= Universal Aftercare + 2 x Veterans. Defence Personnel and their families + 2 x State of the States

and individual consultations with 200+ organisations and individuals



State of the Nation in Suicide Prevention - 3rd iteration 283 responses





Suicide Prevention Australia Community Tracker launched



Adoption of our proposed aftercare design elements in Commonwealth - led draft principles for best practice





Tim Richardson First Parliamentary Secretary

for Suicide Prevention appointed in Victoria



New Tasmanian Suicide Prevention Strategy includes key priorities for lived experience

,whole-of-government, workforce and data

across LinkedIn audience growth

25 media releases



opinion pieces in top-tier media







A Suicide Prevention Competency Framework

for Universities



Suicide Prevention: A competency framework 500+downloads

2x States in Focus Forums, Sydney / Brisbane

online events with 463 in attendance

Over 1,311 delegates attend events - online and face to face



Suicide Prevention Research Fund

additional



Innovate Reconciliation Action Plan



Diversified revenue streams

Total revenue

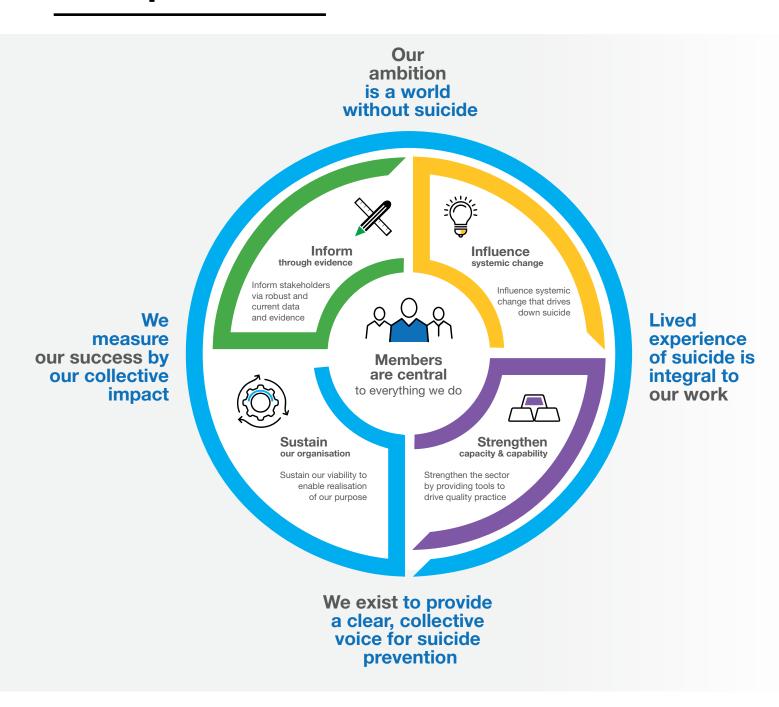
\$4.4 million

Strategic direction

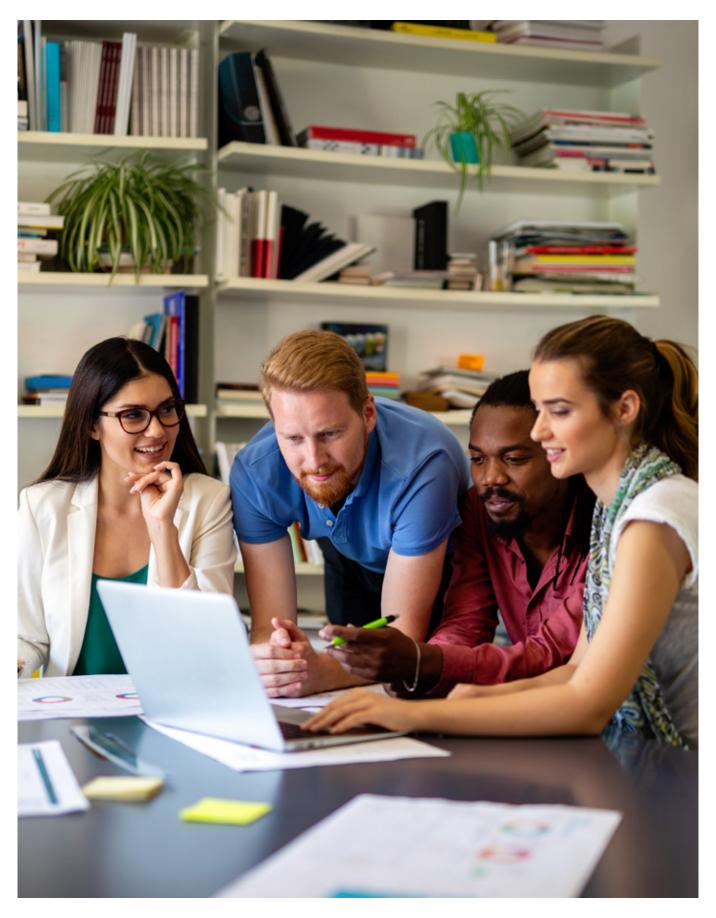
Our framework for decision making and strategy setting, Compass 2025, outlines Suicide Prevention Australia's direction. We have been on this journey for two years now and the benefits of this approach are evident, focusing our attention on the core reasons for our existence.

The Annual Operating Plan drives our organisations direction towards Compass 2025. We are pleased to advise that we are on track to achieve our stated goals by 2025.

Compass 2025







Building our advocacy and influence

Community Tracker

In September 2022, we were proud to launch the Suicide Prevention Australia Community Tracker – a timely health check on the social and economic issues driving distress and subsequent suicide risk in Australia. It is designed to provide real-time, community-wide insights to policy makers, practitioners, and the community and to support suicide prevention. Since the successful launch, we have used data from the Community Tracker to support our public advocacy efforts and to secure meetings with the Assistant Minister for Mental Health and Suicide Prevention, the Health Minister, the Treasurer, and the Governor of the Reserve Bank of Australia.

Policy and reform wins

- The appointment of designated lived experience representatives for the National Agreement on Mental Health and Suicide Prevention.
- Announcement of a legislated independent review body to advise Government on income support payments as advocated for in social security policy position.
- New Tasmanian Suicide Prevention Strategy includes key priorities for lived experience, wholeof-government, workforce, and data.
- Tim Richardson appointed in Victoria as first Parliamentary Secretary for Suicide Prevention and Mental Health.
- Adoption of Suicide Prevention Australia proposed aftercare design elements in Commonwealth-led draft principles for best practice aftercare.
- Increased restrictions on paracetamol reducing the maximum pack sizes announced by TGA.
- Embedded the Suicide Prevention Australia Standards for Quality Improvement in the commissioning guidelines issued to Primary Health Networks.



World Suicide Prevention Day 2022



Suicide Prevention Australia was proud to launch our third annual State of the Nation in Suicide Prevention Report at the World Suicide Prevention Day event in Parliament House with key stakeholders such as; the Prime Minister in attendance, as well as the Opposition Leader, more than 40 other Federal MPs and many of our members. The report included over 350 responses, a record number for our survey which aims to gather insights from service providers, practitioners, researchers, businesses, and individuals who work to prevent suicide in our community.

STATE OF THE SUICIDE PREVENTION SECTOR

A truly national sector

Continuing increased demand

Additional funding is needed



Delivering services and supports across the country and in remote, rural, regional and metropolitan communities 88%

of respondents have seen increased demand for services over the past 12 months

76%

Three out of four respondents require increased funding to meet increased demand

A highly collaborative sector



84% of organisations work in partnership with others



(World Suicide Prevention Day 2022) From Left to Right
Nieves Murray, Julian Leeser MP, Opposition Leader Peter Dutton, Prime Minister Albanese, Susan Templeman MP

Members are central

Member focus groups

Suicide Prevention Australia undertook a range of focus groups between August and December 2022 to better understand our members' needs across all segments and help bolster our value proposition. The primary aim of these focus groups was to enhance membership engagement and improve our benefits for both member organisations and associates.

Our members have told us what matters to them and, more significantly, the value they derive from their Suicide Prevention Australia membership.

What our members value most about Suicide Prevention Australia membership includes:

- Opportunities for connection, to build community and collaboration
- Central access to timely and clear translation of information
- Policy and advocacy engagement highly sought and valued
- · Accreditation seen as a great benefit
- Amplification of the work of members
- A strong respect and representation of lived experience is highly regarded
- Our strategy is highly relevant and critically important

Some of the identified opportunities to further enrich member benefits include:

- More opportunities to connect with peers within jurisdictions and nationally
- Continued opportunities for professional development and guidance
- Access to grants and funding opportunities
- Improved new member onboarding experience to understand membership benefits

These focus group insights informed the development of the FY24 annual operation plan; including initiatives to improve member engagement and benefits.

Members' Muster

Responding to insights from the focus group feedback, Suicide Prevention Australia hosted a Members' Muster in Darwin and Perth to deepen engagement with members at a local level. The gathering saw over 100 delegates come together for Think Tank sessions, networking events, and a Joint Committee meeting. These interactions provided valuable input for our FY24 annual operation plan on ways to further increase engagement, showcase members within their local community settings, and provide opportunity for improved two-way dialogue on local issues and opportunities.

Feedback from attendees and high value stakeholders has been positive, reflecting a high level of engagement.

New member welcome and induction process

In response to the focus group feedback, a new welcome and induction process was introduced during Q3 of FY23 and has proven to be an extremely successful initiative. The member welcome and induction process provides new members with the opportunity to participate in a meeting with the membership team; providing an overview of Suicide Prevention Australia, a breakdown of departments, discussion of member benefits and opportunity for questions, collaboration and conversation.

Leaders from member organisations are also invited to meet with the Suicide Prevention Australia leadership team and provided with an overview of the different areas of responsibility and focus areas for each of our directors.

In addition to providing greater transparency around the work of Suicide Prevention Australia, this process assists us to best facilitate introductions between member organisations, associates, and our team.



Building capacity

NSPC 2023

This year the National Suicide Prevention Conference was held in Canberra, from 1 – 4 May 2023. The Conference attracted close to 700 of the brightest minds in suicide prevention to explore the theme of Reconnect, Reform, Reshape.

With 163 presenters, 127 sessions, and 25 poster presentations, we heard from the voices of lived experience, government ministers, world-class researchers, sector leaders, volunteers, and staff from across the country as well as representatives from overseas.

We had meaningful and productive discussions, exchanged innovative ideas, and shared best practices that will enable us to work together towards achieving our common goal of reducing suicide. We look forward to bringing everyone together in Adelaide next year from the 30 April to 2 May 2024.



Nieves Murray and Assistant Minister Mental Health and Suicide Prevention Emma McBride MP





Lived experience storyteller, Harry on set for the Men's Health Week Campaign

Doing It Tough

Funded by NSW Health, Doing It Tough is a partnership between Suicide Prevention Australia and Australian Men's Health Forum. The 22/23 financial year marked its second year in operation but the first year having launched its website platform in June 2022. The website provides an easy way to connect men in NSW with the appropriate support by understanding their situation, the problems they are facing, and the type of support they would like to receive.

The project team has been executing a Communications Strategy to raise awareness and connect with men in distress. Most notably, the 'I found support that worked' campaign launched during Men's Health Week has been the most successful to date. Developed in partnership with the Silver Lining Agency and in consultation with our Advisory Group of men's suicide prevention experts and men with lived experience. The campaign focused on the stories of John, Harry, Dave, and Russ exploring when and where they found support, this reached more than 2.2 million people. To date, the website has been visited by more than 7,000 people and connected more than 285 people with the right support for them.

LiFE Awards 2022

This year at the National Suicide Prevention Conference in Canberra, we held the 20th Annual National LiFE (Living is For Everyone) Awards which celebrate the commitment and determination of those working towards the reduction of suicide within our communities.

We recognised 12 recipients in the State and Territory Awards, across three main categories; Outstanding Contribution, Workplace, Communities in Action, Priority Populations. Of those recipients, the following were awarded our National LiFE Award:

- Innovation Award: Vicki McKenna, Head of Aboriginal and Torres Strait Islander Lived Experience Network, Black Dog Institute
- Impact Award: Karen Phillips, Former General Manager, StandBy Support after Suicide
- Impact Highly Commended Award: Lifeline Queensland (13YARN)



Assistant Minister Emma McBride, LiFE Award winner Julie Borninkhof PANDA CEO and Bridget Archer MP

Our people – growing from strength to strength



We are very proud of the culture and community we have created among our employees at Suicide Prevention Australia. This year there was a strong focus on training to ensure our staff are best equipped with the skills and knowledge to approach certain situations both personally and professionally. We had two full-day training sessions during the year including one that addressed vicarious trauma.



Reconciliation Action Plan

Suicide Prevention Australia is proud to support reconciliation between Aboriginal and Torres Strait Islander peoples and all Australians. We are committed to ensuring all our actions are informed by First Nations voices. We embed the principles of reconciliation in our operations and our objectives.

In March 2023, Suicide Prevention Australia proudly launched our second Reconciliation Action Plan (RAP), the 2023-25 Innovate RAP. This RAP builds on what we learned from our first RAP. Our Innovate RAP outlines our actions to build stronger relationships with our First Nations peoples.

As part of our commitment to better understand local Traditional Owners and Custodians of the lands and waters which we work, we were taken on a guided journey of Barangaroo where we discovered the cultural importance and significance of this area to the peoples of the Eora Nation.

Our National Suicide Prevention Conference was honoured to have Aunty Violet Sheridan deliver a Welcome to Country to open the conference.

Assistant Minister Emma McBride, Matt McLean and Nieves Murray



Gratitude and appreciation for our supporters

Suicide Prevention Australia is thankful for the donations it receives 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 advancing knowledge, accelerating impact, and increasing advocacy so that together, we can turn the trend toward zero.

Suicide Prevention Australia would like to thank and acknowledge our pro-bono partners KMPG, Norton Rose Fullbright and Oliver Wyman. Their ongoing support is invaluable.







Governance Structure

Suicide Prevention Australia Board

Board Sub-Committees

Audit and Risk Committee

Governance Committee



Board Advisory Committees



Research Advisory Committee

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



Policy Advisory Committee

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

Committees and Panels



Joint State and Territory Committees – WA & SA; NT & QLD; ACT & NSW, TAS & VIC

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



Lived Experience Panel

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

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.	- Suicide Prevention Australia's purpose is clearly articulated in its Constitution The Strategic Plan (Compass 2025) which is reviewed regularly at Board and Leadership Team level There is an Annual Operating Plan which is driven by the Strategic Plan (Compass 2025) The Board reviews performance against the Key Performance Indicators in the Annual Operating Plan each quarter An annual report is prepared and published on the website.
Principle 2: Roles and responsibilities There is clarity about the roles, responsibilities and relationships of the Board.	 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.	 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 and lived experience) 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.	Board meetings are held at least quarterly including both face-to-face and virtual meetings. The Board receives regular 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.	- A risk register is reviewed 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.	- 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 regularly by the Board.
Principle 7: Accountability and transparency The Board demonstrates accountability by providing information to stakeholders about the organisation and its performance.	 Regular member alerts and briefings are produced. An Annual General Meeting is held where the annual report is presented to members. Members can nominate to the Board in accordance with the rules detailed in the Constitution. The Strategic Plan aligns with its four organisational objectives. There is a complaints policy and process, including a whistleblower policy. There is 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.	 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. There is member involvement in Joint State and Territory Committees, the Policy Committee and Research Advisory Committee Lived Experience Panel. Suicide Prevention Australia conducts regular member surveys. There is lived experience representation on the Board and all committees
Principle 9: Conduct and compliance The expectations of behaviour for the people involved in the organisation are clear and understood.	- There is a Board Charter, Board Beliefs Statement, policies and procedures. - 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.	- 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

Financials	2023 \$	2022 \$
Revenue	4,456,391	5,560,893
Administration expense	(473,376)	(430,478)
Depreciation expense	(153,638)	(144,398)
Employee benefits expense	(2,410,757)	(2,262,293)
Loss on disposal of assets	0	0
Program expenses	(973,399)	(2,848,867)
Surplus (deficit) before income tax	445,221	(125,143)
Income tax	0	0
Surplus (deficit) for the year	445,221	(125,143)
Current assets	12,350,778	12,098,402
Non-current assets	387,981	501,723
Total assets	12,738,759	12,600,125
Current liabilities	4,876,691	4,201,729
Non-Current liabilities	2,049,879	3,031,428
Total liabilities	6,926,570	7,233,157
Net assets	5,812,189	5,366,968
General funds - unrestricted	3,712,189	3,266,968
Reserves	2,100,100	2,100,000
Total equity	5,812,189	5,366,968

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

3,000+ suicide deaths each year

People from LGBTIQ+ communities have higher rates of mental ill-health and suicide than the general population in Australia deaths per 100,000 people

Suicide is the leading cause of death among young Australians
15-24 years

Over 55,000 suicide attempts in the past 12 months

The rate of suicides for Indigenous Australians is more than double that of non-Indigenous Australians





suicide deaths per day

2.07x
higher deaths by suicide
for ex-serving ADF females
than females in the general
population in Australia

The economic toll of suicide is up to \$34 billion per annum

Survivors of suicide attempts are among the highest at risk of a future suicide death



People in rural and remote Australia are more likely to die by suicide than those living in our major cities

The highest suicide rates are for males aged Or older

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.



® 2023

For general enquiries

02 9262 1130 admin@suicidepreventionaust.org 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.