WHAT’S INSIDE A SOUND?
A QUESTION
A CONCERN
A CALL FOR HELP?

WHERE IT GOES AND WHO RESPONDS CAN CHANGE A LIFE FOREVER.
OUR VISION
All people are heard and helped in their time of need

OUR PURPOSE
To support people to manage crisis and develop wellbeing by providing specialist, professional counselling and referral services

OUR VALUES
Professionalism
We are a team of qualified professionals, drawing on our specialised skills and experience, to provide expert solutions and effective services to the Australian community.

Integrity
We strive to provide quality services while upholding the highest ethical and moral standards, with a commitment to honesty, transparency and accountability.

Leadership
We strive to be the national leaders in the field of professional telephone and online counselling, committed to best practice, continuous quality improvement, and advocacy for the people we serve.

Compassion
We show compassion and empathy for every individual, offering support and understanding in the face of life’s greatest challenges.

Excellence
We demonstrate professional excellence by consistently going above and beyond to achieve exceptional results in all that we do.
Crisis Support Services (CSS) is Australia’s leading specialist telephone and online counselling and training provider. With a proud 50 year history, CSS has supported hundreds of thousands of Australians through their most challenging times with professional counselling, information and referrals to quality services.

As the only organisation within Australia to have gained international accreditation from the world-renowned American Association of Suicidology, CSS plays an integral role in Australia’s mental health sector by setting the benchmark for quality across the telephone and online counselling industry. The organisation also provides specialist mental health training to a range of community organisations and corporates, offering insights into the wide range of complex issues relating to mental health and wellbeing.

Each year, more than 160,000 calls are received by CSS. Ensuring availability 24 hours a day, seven days a week is paramount and requires the expertise of 140 professionals including qualified psychologists, social workers, counsellors and mental health workers.

During the 2010-11 financial year, CSS effectively managed more than 10 telephone and online support services, including MensLine Australia, the Suicide Call Back Service, SuicideLine (Victoria), the ATAPS After-Hours Support Service, the beyondblue info line, The Shed Online, Australia Post MensLine, Open Universities Australia Care Line, Veterans Line, the Department of Defence All-hours Support Line and the LIFE Communications project.
A WORD FROM THE CHAIR AND THE CEO

Nicholas Voudouris
CHAIR

Alyson Miller
CHIEF EXECUTIVE OFFICER
It is difficult to do justice to the achievements of CSS in just a few paragraphs; such is the strength and diversity of our success in the past financial year. Although not without its challenges, we are immensely proud of the hard work put in by our staff team to cement our organisation as the national leader in telephone and online counselling. At times it has meant finding, and adapting to, new ways of working which allow our services to continue to flourish in what has been a very competitive year.

Having all of our service contracts renewed beyond 2010-11 is an accomplishment that should not be underestimated, with negotiations for some service contracts being an intense focus of the year. Working to renew these service agreements required enormous effort, dedication and agility from our team, and has not only allowed us to keep all our vital services running, but also helped reshape them to better meet the needs of Australians.

After the intense scrutiny of independent external evaluations, our services continued to set a benchmark for high quality telephone and online counselling, and recognised CSS as a leader in customer satisfaction, service level and clinical practice. This was particularly evident in the results of the external evaluations and customer satisfaction surveys for MensLine Australia, the Suicide Call Back Service and the beyondblue info line, which we proudly continue to deliver.

This year, CSS has built a strong foundation for its future, and it is from this solid base that we are preparing for growth. We are now ready to realise our potential and this next stage of development will drive us to expand our services, particularly in new and innovative streams where government funding is limited.

Our successful history as a telephone-based service provider means we are best placed to be leaders in online services, an area which will play an instrumental role in mental health provision into the future. Much work is already happening in the e-counselling space at CSS with the introduction of online counselling in the new MensLine Australia contract, the moderation of The Shed Online, the incorporation of e-therapy into the Suicide Call Back Service and the establishment of unique online components into all major CSS programs.

Despite the big expectations of the federal budget, the mental health sector remains as challenging as ever, with a number of key community issues under-recognised. We are committed to raising awareness at federal and state government levels of the breadth of mental health issues that need to be on the agenda and the potential for services like ours to improve quality of life. Although these services don’t come cheap, we must not waver from the commitment to quality which sets our services apart. CSS services cut through the barriers to save lives, rebuild families and strengthen communities, and with the right level of support they have the potential to do much more.

It has been exciting to further build our industry collaborations this year through partnerships with key stakeholders spanning the government, community, corporate and philanthropic sectors. Our community liaison team are constantly creating new relationships, attending industry events to present papers on our latest research and evidence, and ensure the people who need us know we are there. Month on month, we receive invitations to partner with like-minded organisations seeking to break through the boundaries and provide new and innovative mental health solutions to the community. Working together for better mental health outcomes is a key driver for us all.

We extend our sincere thanks to the board for their leadership and steadfast support for both the organisation and our respective roles. We are all continually impressed by the creativity and leadership of the executive and management teams that has resulted in such an impressive year, despite the most challenging of circumstances. Every member of the CSS team, whether in a clinical or an administrative role, plays a vital part in the life changing work we do. Our heartfelt gratitude goes out to our committed staff team. Your dedication to your work and the community is truly inspiring.

CSS is now ready to build on our efforts and achievements and realise our potential for growth. As an organisation, we are in a strong position, with a reputation as the service provider of choice. We look forward to the 2011-12 year with great anticipation of realising these ambitious goals by living our values of professionalism, integrity, leadership, compassion and excellence.

Nicholas Voudouris
Chair
Alyson Miller
Chief Executive Officer
In the 2010-11 financial year, CSS worked towards building a strong foundation to achieve its strategic vision of being universally recognised as Australia’s leading professional telephone and online counselling provider, known for:

- Delivering excellence and setting the benchmark for the delivery of quality telephone and online counselling services.
- Being an expert voice and valued partner for government, corporate and community organisations striving to improve mental health outcomes.

1). BUILD OUR PROFILE AND POSITION

- Developed new relationships with relevant Ministers and advisors, and government bodies, increasing the visibility and reputation of CSS as a key provider to the Australian public sector.
- Hosted the MensLine Australia “Top Blokes Talk” business luncheon at Etihad stadium in Melbourne to increase awareness of the service’s capability to support men in the workforce.
- Attended more than 35 strategically aligned industry events to increase awareness of CSS programs and build relationships with key organisations and professionals.
- Secured media partnerships with several high profile media organisations, including SBS, Leader Newspapers and Google Ads.
KEY RESULT AREAS IDENTIFIED IN THE 2010-11 STRATEGIC PLAN:

2). STRENGTHEN OUR EVIDENCE BASE
3). CREATE NEW PARTNERSHIPS
4). DEVELOP OUR PROFESSIONAL CULTURE
5). LEAD WITH EXCELLENCE

ACHIEVEMENTS AGAINST THE 2010-11 STRATEGIC PLAN:

- Achieved outstanding results in the independent external evaluations conducted for the beyondblue info line and Suicide Call Back Service.
- Evaluated the impact of CSS’ programs through measures such as a MensLine Australia customer satisfaction survey and the ATAPS pilot program evaluation.
- Commenced more rigorous research and evaluation work in preparation for the introduction of a Research and Innovation department on July 1, 2011.
- Completed our database redevelopment to improve our ability to effectively report, research and evaluate.
- Expanded our online community services database - Jigsaw- to cover almost 5000 community services, and become recognised as the second most popular community service database in Australia.
- Developed several working partnerships with national community and government organisations in order to broaden our reach and create innovative mental health solutions.
- Developed numerous relationships with corporates for the provision of specialised mental health workplace training programs.
- Secured the contract for beyondblue’s The Shed Online.
- Secured a contract with Davidson Trahair Corpsych to support their delivery of an after-hours EAP service.
- Developed and implemented a new online counselling and training program, with the generous support of the Telematics Course Development Fund and the Helen Macpherson Smith Trust.
- Successfully attracted and recruited a range of highly skilled and experienced staff to the CSS workforce.
- Developed opportunities for succession planning and the promotion of high performing individuals to relevant senior roles within CSS.
- Implemented a new three-year Collective Agreement to align CSS with the modern award.
- Invested in our people by providing a diverse internal training program focused on the advancement of clinical skill development, as well as access to external professional development opportunities.
- Markedly improved staff retention rate to become a leading employer of choice in the sector.
- Successfully negotiated and renewed funding contracts resulting in a 16.14% growth in income throughout the 2010-11 financial year.
- Remained the only organisation within Australia to achieve ongoing international accreditation with the American Association of Suicidology through the successful completion of the annual audit.
- Developed an innovative long-term growth strategy based on sophisticated analysis of external trends and opportunities relevant to CSS.
- Conducted an executive review of clinical risk, governance, policies and procedures to enable professional management of organisation-wide risk.
- Developed and implemented a robust leadership framework to strengthen senior management capabilities and improve performance.
Dr Nicholas Voudouris  
**CHAIR**

Nicholas is a clinical psychologist and health researcher and currently the Senior Manager of Science and Education at the Australian Psychological Society, where he manages accreditation and development of psychologist training courses nationally and coordinates the directorate of science and education. He has more than 15 years of experience training and supervising psychologists and has worked for 20 years as a clinical psychologist in public psychiatric services, community mental health, general hospital settings and private practice. Nicholas is a member of the Australian Institute of Company Directors and has held numerous leadership roles and positions on national bodies during his career. He brings a strong understanding of and commitment to good corporate governance and ethical practice. Nicholas became a Director of Crisis Support Services in 2007 and was elected to the position of Chair in 2009.

Seán Hogan  
**DEPUTY CHAIR**

Currently Director of Employee Relations for the Metropolitan Fire and Emergency Services Board (MFB), Seán has more than 20 years experience in operational, industrial relations and human resources management in a broad range of industries as well as government sectors. Before joining the MFB, Seán had worked for a diverse range of organisations including Medibank Private, Coles Myer, RMIT University, Bosch Australia and Pacifica Group. He has developed particular expertise in the area of employee relations and human resources as well as corporate governance and is Chair of the CSS Risk and Governance Committee. Seán holds a Bachelor of Arts (Social Science) and Graduate Diploma in Industrial Relations and Human Resource Management. He became a Director of Crisis Support Services in 2005 and was elected to the position of Deputy Chair in April 2010.

Michael Grigoletto  
**SECRETARY**

Michael is the Director of Development at Swinburne University of Technology. Specialising in fundraising and development, Michael has held both executive and consulting roles with a broad range of organisations in various sectors including health, professional sport, medical research, social welfare, environment/conservation, and tertiary education. Michael commenced his career as an engineer working in the construction industry and later in a marketing capacity in the manufacturing sector. Since moving into the not-for-profit sector, he has successfully established multi-million dollar philanthropic grants and partnerships. Michael has conducted organisational reviews, strategic planning, and development programs for a variety of organisations. Michael holds a Masters Degree in Business Administration as well as a Bachelor of Engineering and became a Director of Crisis Support Services in 2006.
Lynette O’Loughlin  
CHAIR – FINANCE COMMITTEE

Lynette is a CPA and has held senior management positions within the not-for-profit sector for over 25 years. These have included Financial Controller for Berry Street, a leading child and family welfare organisation, and Business Manager for Greening Australia (Vic). This has provided Lynette with extensive knowledge of the financial and governance requirements specific to the not-for-profit sector. She brings considerable experience in reporting and compliance for government funders, financial management, governance and budgeting. Lynette has also had extensive experience with the management of significant investment portfolios and has participated on several Executive and Board Committees. Lynette holds a Bachelor of Commerce and became a Director of Crisis Support Services in 2005.

Ron Forsyth  
DIRECTOR

Ron has over 40 years experience in the manufacturing industry in finance, governance and strategic planning within large public companies and US subsidiaries including Pacific Dunlop, Goodyear, Siddons Industries, Email, Monier, Shaw Industries Inc and Huntsman LLC. Ron has operated in a broad range of industries from commodities through to light and heavy engineering, to fast moving consumer goods with an outstanding track record of exceeding business plans and delivering successful strategy within competitive environments. Ron has served on executive/formal boards with Siddons, Pacific Dunlop/Goodyear, Rocklea Spinning Mills and as director/secretary of each of Huntsman’s four businesses in Australia. Ron is currently operating as a consulting CFO/Director to a number of small and medium enterprises. He became a Director of Crisis Support Services in 2007.

Arthur Papakotsias  
DIRECTOR

Arthur has been Chief Executive Officer of Neami Limited for 20 years. Neami is an accredited national, not-for-profit, community based provider of mental health rehabilitation, housing and support services. Neami provides services in Vic, NSW, SA, Qld and WA in the areas of housing and support, individual and group rehabilitation program and art based practice. Neami employs over 350 staff in 30 different service locations and provides services to over 2500 consumers. Arthur has a background in psychiatric nursing and has completed postgraduate studies in management at Royal Melbourne Institute of Technology. He recently completed a residential program at Harvard School of Business focusing on strategic perspectives in non profit organisations. Arthur is a member of the Australian Institute of Company Directors (AICD), Australian College of Health Service Executives and is a Board Director on the Mental Health Council of Australia. He became a Director of Crisis Support Services in 2009.

Paul Geyer  
DIRECTOR until February 2011

Paul is the State Manager of the Australian Institute of Company Directors, Australia’s peak body for directors from listed, unlisted, small and medium enterprises, not-for-profit and statutory boards. With more than 20 years experience in a range of industries including health, IT and retail, Paul brought a wealth of knowledge to the CSS board. Throughout his career, Paul has been responsible for managing the strategic growth and development of several organisations, markedly increasing each organisation’s profile, revenue and membership. He served as a Director of Crisis Support Services from 2009 to 2011.

John McGrath AM  
DIRECTOR until December 2010

John served as the National Party Member for Warrnambool in the State Parliament of Victoria from 1985 until his voluntary retirement in 1999. He held the position of Deputy Speaker and Chairman of Committees in the Victorian Legislative Assembly from 1992–1999 and also held an executive position on the Commonwealth Parliamentary Association Executive of the Parliament. John’s decision to retire from politics was prompted by his desire to direct all of his energies towards promoting better outcomes for consumers of mental health services and their families. He now derives great personal satisfaction from his many activities in the mental health field. John has now retired from his role as Director of Crisis Support Services after joining the board in 2007.
CSS is governed by a voluntary Board of Directors and under the auspice of the Chief Executive Officer - Alyson Miller, the organisation consists of seven major departments:

- Clinical Services
- Commercial Activities
- Finance
- Human Resources and Administration
- Information Technology
- Marketing and Communication
- Business Development

The Senior Management Team

CSS’ seven departments are led by a team of General Managers who have specialised skills, qualifications and experience in their individual fields, working to support the primary function of CSS - the delivery of professional counselling and training services. Each major counselling service is managed by a dedicated program leader who has a combination of clinical and management expertise relevant to their specific role.

Qualified, professional counsellors

The counselling team at CSS includes more than 100 qualified professionals, who work across a 24-hour, seven day week roster to support the hundreds of people who call our services each day. All CSS clinical staff hold a tertiary qualification in either psychology, social work or counselling, as well
as significant field experience in counselling. Many staff are undertaking further study and the experience gained at CSS enhances their academic pursuits.

**Professional services team**

A team of more than 40 staff provide professional business services in areas of finance, IT, HR, communications, reporting and statistics, workforce planning, business development and administration to support the growth of the organisation.

**Supporting Our People**

CSS’ clinical support department hosts a team of counselling managers, quality assurance, and clinical supervision staff who work to ensure the highest quality of care is provided at all times from a team of well supported counsellors. The counselling centre is overseen by our team of counselling managers who are always available to support counsellors with challenging calls and provide immediate de-briefing as required.

All CSS counsellors receive rigorous on-the-job training and ongoing professional development, through the annual completion of up to 13 clinically focused training modules. To ensure the wellbeing of our people and those in our care, CSS provides all clinical staff with access to regular de-briefing and clinical supervision.

In order to provide the community with quality, professional counselling services and specialised training programs, CSS employs 140 professional staff.
Following a highly successful year, MensLine Australia continues to be nationally regarded as the leading support service for Australian men. As the only service of its kind, MensLine Australia provides men dealing with family and relationship concerns with universal access to quality support through the provision of specialist counselling, information and referrals. Access to this professional service is now provided both online and via telephone, making it easier for men to find support anywhere in Australia, 24 hours a day, seven days a week.

Successful negotiation of a new service provision contract with the Australian Government Department of Families, Housing, Community Service, and Indigenous Affairs (FaHCSIA) will allow this service to continue under the management of CSS for the next three years.

The service has diversified during 2010-11 with online text-based counselling now available nationwide, following a successful pilot. Even with the introduction of online counselling, the number of calls answered by MensLine Australia has increased by more than 5000 when compared to last financial year. In addition, calls on the MensLine Australia Call Back Service, where our counsellors regularly call clients needing longer term support, increased tenfold, providing ongoing support to hundreds of men through more than 5000 outgoing calls.

A new MensLine Australia service for Arabic-speaking men was launched this year to provide culturally appropriate support to men from Australia’s Arabic-speaking community who have limited access to quality counselling services.

With a renewed focus on collaboration, MensLine Australia this year entered into new partnerships with many leading community focused organisations.

Through joining forces, our organisations have broadened their reach and created better outcomes for some of the most vulnerable and disadvantaged men in our community.

I’m a nurse and I’ve been using the MensLine Call Back Service and the open line to help me deal with everything going on in my life. I was overwhelmed after my mother passed away and I broke up with my partner of eight years. Then, on top of everything, I was retrenched. Without the support I have received from MensLine, I would not be where I am mentally, physically or emotionally. You guys are fantastic. I’ve called in tears and during sleepless nights. After speaking to you I could get some sleep. I can’t speak highly enough of the support I have received.

Alan, MensLine Australia caller

The 2010 MensLine Australia business lunchon – Top Blokes Talk – brought together more than 180 prominent business, government and community minded individuals. Pitched as a business lunchon with Australia’s leading voices in men’s health, the event boasted an impressive line-up with Dr Andrew Rochford as MC, Mr Tim Mathieson and a MensLine Australia caller as guest speakers. The primary aim was to engage with leaders of government, corporate and community organisations and increase their awareness of MensLine Australia and the important role it can play in supporting men in their workforce.

MensLine Australia was established in 2001 and is funded by the Australian Government Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA).
Highlights

- Worked with FaHCSIA to develop and secure a further three year contract.
- Received more than 46,000 calls and significantly improved service levels by answering an additional 5000 calls in comparison to 2009-10.
- Launched the MensLine Australia online counselling service. 25 per cent of the services provided by MensLine Australia are now online.
- Introduced Australia’s first telephone counselling service for Arabic-speaking men, a pilot for our future work with CALD communities.

MensLine Australia
1300 78 99 78
www.mensline.org.au
Highlights

- The success of community awareness campaigns saw calls to the service increase from 5500 to almost 10,000.
- Visits to the website and to the suite of online self-help resources increased by 208 per cent.
- Worked with The Australia Government Department of Health and Ageing to shape and secure an additional two year contract.

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

I started to use your service a few months ago after my boyfriend attempted suicide and was diagnosed with bipolar. We were doing it really tough, we didn’t have much support around us, and he was often highly distressed and agitated. Every time your counsellor called she helped to lighten the load just a little bit more. Thank you for guiding us along the road to recovery.

Vanessa, Suicide Call Back Service client
The Suicide Call Back Service is a national service providing specialist support to anyone affected by suicide. Crisis counselling is available 24 hours per day, seven days a week for people at risk of suicide, carers of someone who is at risk of suicide and those bereaved by suicide. Uniquely, the service provides people with access to ongoing professional support through up to six telephone counselling sessions with the same counsellor, where the counsellor calls the client at times scheduled to suit them over a six to 12 week period.

Qualified counsellors, with specialist skills in working with suicide-related issues, assist thousands of callers from across Australia in working through the most difficult emotional challenges.

In addition, the Suicide Call Back Service provides a unique support service to health care providers working with people at risk, by offering:

- A referral point for clients who are at risk of suicide
- Professional advice, information and support in dealing with suicidal clients; and
- Access to debriefing and self-care

As a result of our comprehensive community awareness campaign and the strategic relationships developed with health professionals nationally, demand for the service overwhelming increased. In 2010-11 calls to the Suicide Call Back Service increased by more than 5000, almost double that of the previous year.

To complement this telephone service, an extensive website has been established, housing a wide range of resources and information for people affected by suicide, including digital stories, e-therapy modules and a moderated bulletin board for carers and the bereaved. As a result of these additions, combined with a comprehensive web development and advertising campaign, visits to the website increased by 208 per cent.

The Suicide Call Back Service was established in 2007 as a key initiative of the National Suicide Prevention Strategy, funded by the Australian Government Department of Health and Ageing (DoHA).

I was diagnosed with bipolar disorder seven years ago and I usually manage well. However, I have been having thoughts of suicide in the past few weeks. I’m normally able to manage my symptoms well but I was feeling really erratic - manic one day and flat the next. Your counsellor helped me realise that it was time to seek formal mental health support and I committed to calling my local CAT team for help. I’m now back in touch with my psychiatrist and I know I can call you any time I feel at risk again.

Tom, Suicide Call Back Service client
Highlights

- Strengthened capacity to work with mental health services within the community, ensuring continuity of care for clients through the development of case management plans.
- Managed the safety of the 91.5 per cent of callers to the line who presented at-risk of suicide through specialised counselling, interventions and referrals.
- Provided specialist support to the 69 per cent of callers who had been previously diagnosed with a mental illness.

SuicideLine
1300 651 251
www.suicideline.org.au

Our family has really been struggling ever since Dad’s suicide. Your counsellors have not only helped me keep it together, but helped stop our entire family from falling apart. You provide an invaluable community service and I hope you’ll always be there for people like me.

Jenny, SuicideLine Caller

SuicideLine provides free, professional telephone counselling and information for all people affected by suicide across Victoria. Specialist counsellors provide confidential support and information to people who are thinking about taking their own life, worried about another person’s risk, or have lost someone to suicide.

SuicideLine is available 24 hours a day, seven days a week to listen and support callers across Victoria. It is the only service of its kind in Australia and is funded by the Victorian Department of Health.

More than 11,000 calls are received by the service each year. More than 91 per cent of these calls are from callers who have been assessed to be at some level of suicidal risk, and more than 69 per cent have been diagnosed with a mental illness, accentuating the importance of having skilled professional counsellors available to provide specialist counselling, intervention or referrals.

Throughout the year, SuicideLine has developed numerous partnerships with a wide range of Victorian mental health services and providers. This has strengthened the service’s capacity to work with mental health services on the ground in order to create continuity of care and a seamless transition between services for Victorians at risk of suicide or self-harm. These linkages promote client safety through the development of case management plans which assure clients receive consistent clinical care whether accessing their face-to-face service or SuicideLine.
The national ATAPS After-Hours Support Service is a specialised service designed to support psychologists working with people at-risk of suicide, providing their clients with access to dedicated professional telephone counselling outside business hours.

Psychologists request that the ATAPS After-Hours Support Service makes contact with their client to help keep them safe and provide specialist support when they are concerned for them after-hours (between 5pm and 9am) or on weekends (24 hours a day).

The service also makes contact with clients who are not able to be contacted by their own psychologist within 24 hours of their release from hospital, or following a referral from their General Practitioner.

Officially known as the Access to Allied Psychological Services Additional Support for Patients at Risk of Suicide and Self-harm After-Hours Support Service, this service is funded by the Australian Government Department of Health and Ageing (National Suicide Prevention Strategy) and this financial year provided after-hours support to 18 Divisions of General Practice across Australia. In the 2011-12 financial year, the service will expand to provide after-hours support to all 106 Divisions of General Practice that make up the Australian General Practice Network.

I was working late and out in the field when I was contacted by a client who was extremely distressed and suicidal. He was calling from his mobile and I didn’t know the area he was calling from, so I wasn’t sure which mental health team or hospital to contact. As I’m an ATAPS provider, I called the ATAPS After-Hours Support Service and asked them to call him back. They contacted him straight away, and spent quite a lot of time with him on the phone, successfully guiding him to the hospital emergency department where he was duly assessed by the mental health team. They kept me informed throughout the day and followed up the client after he left hospital and over the weekend. Thank you for the support you’re providing to the community and professionals like me.

Paul, Clinical Psychologist

ATAPS After-Hours Support Service 1800 859 585
The beyondblue info line is a national service operated by CSS, providing the community with access to information and referral to relevant services for depression, anxiety and related issues, 24 hours a day, seven days a week.

Although not a counselling line, the beyondblue info line is staffed by highly qualified, professional counsellors, and is well-utilised by callers across all Australian states and territories.

Throughout the financial year, CSS consistently maintained a service level of 85 per cent (calls answered) for the beyondblue info line, which is now recognised as the industry benchmark for service level. The most recent independent evaluation suggested that the beyondblue info line offered its callers a service of exceptional quality partnered with one of the highest answer rates when compared with other mental health phone services – consistent with that of all other CSS services.

The beyondblue info line now incorporates an online service for the provision of information and referrals. The staff team are responsible for managing and responding to more than 70 emails received by the service each week. This new service requires counsellors to adapt their clinical skills and communication style to provide adequate information and care via email to ensure the wellbeing and safety of every client who contacts us.

CSS also manages the beyondblue resource orders, receiving an average of 822 orders per month. This represents a 38 per cent increase compared with the previous financial year.

The beyondblue info line is funded by beyondblue: the national depression initiative.

Introducing... The Shed Online:

In late 2010, CSS won a contract to provide clinical support for a new beyondblue initiative - The Shed Online. This new online social community for men was founded by beyondblue: the national depression initiative, in partnership with Movember Australia and the Australian Men’s Shed Association and is proudly funded by the Movember Foundation.
I called you guys last week, after not knowing what to do to help my wife. We are new parents to a three-month old baby girl. It should be the happiest time of our lives, but it’s probably been the hardest. After talking to the bloke from beyondblue and reading the info he sent, I now know that my wife is struggling with postnatal depression, and I feel like I can actually help her through it. We’ve got a long way to go, but at least we know what we are dealing with.

Brad, beyondblue info line caller

CSS’ role is to monitor and moderate the rapidly growing online community which has attracted more than 1900 members since its December 2010 launch. Our qualified counsellors monitor all related social media and moderate member activity across all areas of the site 24 hours a day, ensuring the safety and wellbeing of this expanding online community. CSS are honoured to have taken on this new initiative which is helping Australian men to connect with their peers, form friendships and work through some of life’s toughest challenges.
Veterans Line provides professional counselling and crisis support to Australian veterans of war and peacekeeping operations, and their families. CSS manages this line as the after-hours component of the Veterans and Veterans Families Counselling Service (VVCS).

During 2010-11 CSS received more than 7200 calls on behalf of Veterans Line, equating to more than 130 calls each week from members of the veteran community experiencing social or psychological difficulties, such as posttraumatic stress disorder, isolation, distressing memories and loneliness.

Our qualified staff are comprehensively trained in the issues specific to these valued members of our community and provide professional support and crisis counselling. CSS is honoured to provide support for the men and women who have served our country.

I wanted to offer my thanks to your Veterans Line counsellor. I asked him a thousand questions before I’d talk to him. He helped me get through the night. My hat off to the man.

Ron, Veterans Line caller

Highlights

- Worked with the Australian Government Department of Veterans Affairs and Vietnam Veterans Counselling Service to shape and secure an additional three year contract to provide the Veterans Line after-hours service.
- Expanded our role to provide advanced skills training to all specialist staff to further improve quality of care for clients.
- Received more than 7200 calls this financial year.

Veterans Line
1800 011 046

What We Do
The All-hours Support Line (ASL) provides a confidential telephone referral service for Australian Defence Force members and their families. It is primarily a mental health triage service with the goal of linking serving Australian Defence Force members to appropriate mental health service providers and is available 24 hours a day, seven days a week.

Counsellors who work on the All-hours Support Line at Crisis Support Services have been trained to deal with the issues Australian Defence Force members and their families face, and are able to offer advice on services most appropriate to assist them.
The Open Universities Australia Care Line is a free, confidential service for students of Open Universities Australia who face the challenge of studying off-campus.

CSS operates the Open Universities Australia Care Line to give students real, immediate help from professionally qualified counsellors experienced in assisting with a wide range of issues, including adjusting to dealing with study, anxiety, working through issues relating to university life and dealing with personal crises and relationship problems.

This service operates 24 hours a day, seven days a week and ensures students of the university have access to the support they need when juggling multiple responsibilities, such as work, friends, family and study.

The vast majority of calls to the service (more than 40 per cent) are related to difficulties in managing the stress caused by academic, family or relationship issues. Calls relating to conflict or relationship breakdown account for more than 10 per cent of calls.

At OUA, we want students to have access to support when they need it, and having a professional and confidential counselling service easily available to them is an important part of this.

Director, Student Experience Unit, Open Universities Australia
Australia Post MensLine is a specialised, telephone counselling service providing anonymous, confidential support for Australia Post employees and aims to support staff by promoting work-life balance, and healthy work and family relationships.

Australia Post recognises that employee health and wellbeing is a key factor in improving their business by enhancing productivity and attendance levels. The introduction of Australia Post MensLine in 2005 added another dimension to Australia Post’s corporate health and wellbeing program.

The service is available nationally from Monday to Friday between 9.00am and 9.00pm EST. After this time, the service diverts back to MensLine Australia, giving Australia Post a 24-hour service.

Almost half of the calls to Australia Post MensLine are from callers aged between 35 and 44 years.

Facts and Figures

- More than 90 per cent of callers to this service are male.
- Most calls are from people working in the area of mail delivery, with more than 60 per cent of calls from this work area.
- More than 60 per cent of calls are related to interpersonal issues.

Mark, Australia Post MensLine Caller

I’m a postie and called Australia Post MensLine recently when my wife and I were fighting a lot about parenting. We have two littlies and my wife has two older children from a previous relationship. I couldn’t understand the way she disciplined the children, or the lack of it. I felt like my marriage was on the rocks and I could not work my own way through it. The MensLine counsellor helped me recognise that my own childhood experience had influenced my expectations around discipline. Talking to someone who listened and helped me explore my thoughts was invaluable. I felt less angry and overwhelmed.”

Mark, Australia Post MensLine Caller
LIFE Communications is an online resource and professional development network managed by Crisis Support Services and funded by the Australian Government Department of Health and Ageing, under the National Suicide Prevention Strategy (NSPS). Its role is to promote the Living is For Everyone (LIFE) Framework, which sets out the national priorities for suicide and self-harm prevention. CSS was honoured to continue delivering this invaluable service on behalf of the Australian Government for the 2010-11 year.

The LIFE website is a world-class suicide prevention resource. It provides professionals working in the field of suicide prevention with an opportunity to engage and support one another, and brings together the latest resources, research and evidence. In addition to an extensive library of online resources, the LIFE website features:

- the LIFE Framework
- interactive elements such as live expert chats and a moderated discussion forum
- opportunities to share expertise and discuss relevant issues
- profiles of current NSPS projects
- opportunities to review the LIFE Framework and library resources
- access to LIFE News, the e-newsletter of the NSPS.

During the 2010-11 year many of Australia’s leading experts contributed to the LIFE Communications project, sharing their knowledge and opinions with professionals across the country through contributions to LIFE News and our online live chat sessions.

A major achievement was the development of the highly acclaimed “Suicide: worried about someone” resource, which was reprinted more than three times within the first three months of its launch due to an overwhelming demand from a broad range of community services.

Thanks for putting this wonderful resource together, amazing and wonderful to see people actually care out there.

David Jenkins, 2XX Community Radio

A key objective of the project is to ensure all professionals working in suicide prevention across the country are informed and engaged with the LIFE framework and resources. To meet this end, our team attended, exhibited and presented at more than 35 industry events.

In the 2010-2011 financial year, livingisforeveryone.com.au received 54,610 visits - an increase of 9608 visits on the previous financial year. The LIFE professional development network supports more than 600 suicide prevention experts and we are in regular contact with more than 4,500 professional subscribers.
Crisis Support Services training provides expert workplace training programs to Australia’s leading corporate, industry and community organisations. Our specialised training is designed to build capacity, emotional intelligence and resilience throughout these organisations by equipping staff with the skills they need to manage complex issues that may impact their health, wellbeing and productivity.

Based on adult learning principles, CSS training programs are designed to be highly interactive, focus on skills development and offer practical strategies that can be implemented in the workplace.

Our programs are tailored to the individual workplace and include:

- Mental health awareness
- Building resilience – self care and stress management
- Working productively with difficult and/or distressed clients
- Suicide risk assessment – recognition, response and referral
- Managing crisis and diffusing critical incidents
- Managing challenging callers
- Working effectively with men
- Conflict management
- Effectively managing staff who work with distressed clients.

It was invaluable to learn how to deal with someone who may be suicidal, how to address them and offer them referrals. It’s good to know that it may be significant to a person to ask them if they have been having these thoughts because you could be the only one who noticed, which can give them a feeling of value.

Department of Justice
Building on foundations laid in FY2010, major strategic investments were made in the 2010-11 financial year (FY2011) to underpin our core business of providing quality and effective counselling services to the Australian community. The financial results for FY2011 demonstrate that the organisation is beginning to see the benefits of the initiatives put in place over the last two financial years with strong operational growth across the organisation.

**Key financial results**

Crisis Support Services recorded a surplus of $306,700 compared to a deficit of $51,131 for the year ended 30 June 2010. The surplus is primarily due to a focused investment strategy and continued efforts to diversify other income streams.

Total income in FY2011 was $8,786 million. This represents an increase of 16.14% on FY2010. The past year has seen continued strong demand nationally for our programs and services which was gratefully acknowledged and supported by our funders.

Total expenditure in FY2011 was $8,479 million. This represents an increase of 11.33% on FY2010. This increased expenditure is a consequence of the expansion of our funded services.

<table>
<thead>
<tr>
<th></th>
<th>FY 2011</th>
<th>FY 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>8,785,854</td>
<td>7,564,970</td>
</tr>
<tr>
<td>Expenditure</td>
<td>8,479,154</td>
<td>7,616,101</td>
</tr>
<tr>
<td>Surplus / (Deficit)</td>
<td>306,700</td>
<td>(51,131)</td>
</tr>
</tbody>
</table>

**Income streams**

Income in FY2011 increased overall by $1.22 million to a total of $8,786 million.

In line with community needs, government funding for our core services represented 73.7% of income and grew by 20.7%. This growth was mirrored by industry funding which grew by 18.4% and which accounted for 22.8% of income.

A major achievement in FY2011 was the development and implementation of an investment policy which resulted in an increase of 62.7% of investment income which corresponded to 2.3% of income.

Crisis Support Services is especially thankful to the trusts, foundations and all donors who continue to support our operations and without which it would not be possible to constantly improve our current services and to develop and pilot innovative projects. During FY2011, we were able to develop online clinical tools to increase efficiency in our service delivery, commence an online training project and invest in a variety of much needed equipment.
Expenditure patterns

Expenditure in FY2011 increased by $863,000 to a total of $8.479 million. Payroll expenditure increased by 17.7% to $6.752 million — a product of the commencement of the modern award, the implementation of a new three year Collective Agreement, and the growth of several of our funded services.

To safeguard the long-term sustainability of the organisation, 4.0% of total expenditure in FY2011 was directed towards revitalising our information technology systems. Telephony costs grew by 14.49% to $237,000 while infrastructure costs accounted for $217,000 or 2.56% of total costs. Professional and expert consultants engaged throughout FY2011 accounted for 3.41% or $289,000 of total costs.

For FY2011 the organisation prepared special purpose financial statements in accordance with the financial reporting requirements of the Associations Incorporation Act (Victoria) 1981 and applied Australian Accounting Standards as determined by the Board of Directors. These special purpose financial statements are available on request.

As with past years, the guidance and advice given by the Finance Committee members and indeed the Board of Directors as a whole, provided invaluable support.
The important work of Crisis Support Services would not be possible without the generous contributions of our supporters. CSS extends a huge thank you to:

Bell Charitable Fund
Burning House Productions
Canberra Times
Dr Andrew Rochford
Etihad Stadium
Google Grants
Government Relations Australia
Helen Macpherson Smith Trust
HR Anywhere
Ian Potter Foundation
Joseph Hanna
Josh Einam
Kilfera Foundation
Lander and Rogers
Last Minute Radio
Leader Community Newspapers
Miller Foundation
ManSpace Magazine
Neilma Gantner
Northern Melbourne Institute of TAFE
Nous Group
Perpetual Trustee Company Ltd
Phelan Media
Printing Intelligence
Red River Communications
Rotary Club of Footscray
SBS Foundation
Scanlon Foundation
Telematics Course Development Fund
Tim Mathieson
Urban Services
Westpac

Service Partners
Australian Defence Force
Australian Government Department of Families, Housing, Community Services and Indigenous Affairs
Australian Government Department of Health and Ageing
Australian Government Department of Veterans Affairs
Australia Post
beyondblue: the national depression initiative
Davidson Trahaire
Corpsych
Open Universities Australia
Victorian Government Department of Health

Community Partners
Australian General Practice Network
Australasian Men’s Health Forum
Australian Men’s Shed Association
Cancer Council Victoria
Child Support Agency
Community Legal Centres
Dads in Distress
Family Court of Australia
Family Relationship Centres
Family Relationships Services Australia
Leadership Groups of Men and Family Relationships Network
Lifeline
New South Wales Police
Northern Territory Government Department of Children and Families
Prostate Cancer Foundation Australia
Relationships Australia
Salvation Army
Employment Plus
Suicide Prevention Australia
SupportLink
Swinburne University
University of Newcastle
VACRO
Victoria Police
Victorian Transport Workers Union
White Ribbon Foundation

We are proud to again support CSS with another innovative program responsive to community need. Mental health is a serious issue in the community and telephone and online counselling is a very important part of managing this issue.

Telematics Course Development Fund
SUPPORT US

Crisis Support Services Inc. is Australia’s leading specialist telephone and online counselling, and training provider.

Each year, our qualified staff work around the clock to offer specialist counselling, information and referrals to almost 160,000 people in times of need.

As a not-for-profit, community organisation, we are reliant on you - as donors, and community and corporate partners - to continue to provide these vital services. With your help we can continue to improve and expand our support services to help even more Australians during their time of need.

Your tax deductible gift will help make it possible for people in crisis to get specialist help, no matter where they are, or when they need it. It only takes:

$100 to... Make it possible for a recently separated man to receive a professional support session during one of the most difficult times of his life.

$200 to... Provide a young woman contemplating suicide with two 50-minute, specialist counselling sessions.

$1000 to... Give an indigenous community health centre critical information on issues such as children and separation, tips for long distance fathers, and managing conflict.

$5000 to... Ensure 150 people can access a counsellor when they don’t know where else to turn by funding one counselling shift per week for two months.

To support the life saving work of Crisis Support Services, please visit us online at www.crisissupport.org.au