

On the Line Annual Report

2020-2021

Acknowledgement of Country

We acknowledge the Traditional Owners of country throughout Australia and recognise their continuing connection to land, waters and culture. We offer our respect to Elders past, present and emerging.

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Welcome

from our Board and CEO



We are pleased to welcome you to the On the Line Annual Report for the financial year 2021.

In these extraordinary times, On the Line is at the forefront of providing support to communities across the country. While Australia has been luckier than most in dealing with the pandemic, the uncertainty, lockdowns, job losses, and social isolation have negatively impacted many people's mental health.

As a result, our 24/7 counselling and mental health services were more important than ever. We acknowledge the challenges our staff have faced throughout the year, including working remotely, and thank our staff for the dedication they have shown to our clients.

We implemented two major transformation projects to improve upon the high-quality services that we deliver. A new consolidated telephone and online counselling platform and a new client relationship management system have improved the ability of our counsellors to spend less time on administration and more time helping clients. The systems provide our counsellors with a single client view and have also improved our reporting capabilities so we can provide better insights to our funders.

This year has not been without challenge. An internal investigation, subsequently validated by an external Data Governance audit, confirmed some variances (both under-reporting and over-reporting of performance) in four of our twenty-four service lines, although only one of which necessitated an adjustment to prior years' earnings. We recognise this as unacceptable and have implemented new data governance procedures to ensure it won't be repeated in the future. In addition, the Board and the Executive have listened to and worked closely with staff to improve workplace culture, including taking immediate steps to enhance the supports available to them. We remain committed to supporting all our staff, our clients, our funders and the communities we serve.

Despite the challenges, we are optimistic about the future ahead. We have a strong foundation and an even stronger workforce who are committed to our vision of encouraging people to feel better and create a life worth living.

On behalf of the Board and the Executive, we want to thank our hardworking staff, the driving force behind everything we do. We also want to thank our government and commercial funding partners, philanthropic partners and individual donors for your support over the last year.



Jeanette Jifkins
Chair of the Board



Lars Schiphorst
Chief Executive Officer

On the Line

On the Line is a nationwide social health organisation that delivers professional counselling solutions on behalf of our funders.

We operate 24 hours a day, seven days a week and offer:

- **Qualified counsellors**
- **Telephone counselling**
- **Web chat counselling**
- **Video counselling**
- **Single and multi-session counselling**
- **Referral services**
- **Case coordination**
- **Social media and forum moderation**
- **Websites, content and marketing support**

On the Line specialises in supporting clients along the mental health continuum: from those who are high risk and have complex mental health needs through to those with low intensity mental health concerns.

Our Clinical Team

On the Line's dedicated clinical team delivered over 100,000 counselling sessions last year.



All of our counsellors have a minimum three-year tertiary degree in a relevant discipline and at least 456 post-qualification face-to-face hours counselling experience. The average age of our counsellors is 42 years, with 69% identifying as female, 29% male and 2% non-binary.

Our counsellors undergo a comprehensive onboarding process and have ongoing access to a blended learning environment of digital and face-to-face programs. These training programs cover trauma-informed practice, domestic and family violence risk assessment and support, cognitive behavioural therapy (CBT), problem-solving therapy, stages of change, recovery model, and suicide risk assessment and support.

On the Line's counsellors have expertise in:

- **Mental illness (e.g. depression, anxiety)**
- **Suicide prevention**
- **Crisis support**
- **Trauma-informed practice**
- **Relationship issues**
- **Domestic and family violence (using and experiencing)**
- **Substance abuse and addiction**
- **Social isolation and loneliness**
- **Low intensity mental health support**

Mission and Vision

Our mission

On the Line is a professional social health organisation providing counselling support, anywhere and anytime.

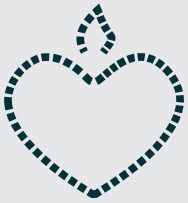
We listen and encourage people to feel better: building resilience, fostering healthy relationships, and connecting people with community support.

Our vision

Encouraging people to feel better and create a life worth living.

Values

Our values



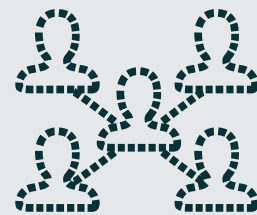
Courage

- Brave and inspired leadership
- Owing our story
- Kindness and compassion for ourselves and others
- Generosity of spirit



Curiosity

- Explore possibility
- Listen, seek to understand
- Be interested in others, what they are passionate about and what drives and inspires them
- Open to new and different ways of working and seeing the world



Connection

- Creating a welcoming and meaningful work environment for ourselves and our clients
- Value and engage with others through the stories people tell
- Highly developed self-awareness. Understand how our actions affect others
- Creating harmonious connections with ourselves, others and our environment

Year in Highlights

Community Impact

All service line insights

109,067

phone and online sessions

68%

clients identified as male

64%

clients under 45 years

11%

clients under 25 years

Reasons for calling

36% mental health

23% relationships

7% suicide prevention

Top 3 client locations

38% VIC

27% NSW

16% QLD

Suicide prevention services insights

66%

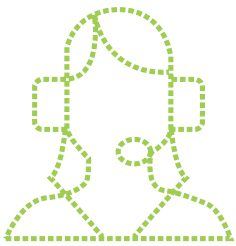
clients identified as female

44%

clients 15-34 years old

71%

clients calling for themselves



Top 3 client mental health diagnoses

27% depression

20% anxiety

10% post-traumatic stress disorder (PTSD)

MensLine Australia service insights

30%

clients 35-44 years old

25%

Clients lived in regional, rural or remote areas

Reasons for calling

33%

relationships

27%

mental health

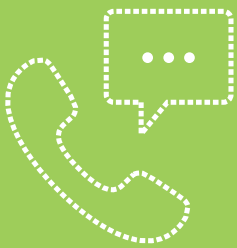


Note: Demographic and location data does not include clients who did not provide information.

Year in Highlights

Digital Transformation

New technology launches



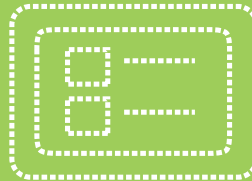
Integrated phone and online counselling platform



Client relationship management system



Website chat widget for online counselling



Digital resource hub for counsellors

1.2m
website users
in Australia

50%
increase in
website users
since FY20

63%
accessed
website via
mobile device

Our Services

On the Line delivered 24 services over the year on behalf of our funders. Our team delivered inbound counselling sessions, outbound multi-session counselling, referrals, case coordination, forum moderation, social media moderation, and marketing.

To provide a better service for our funders and our clients, On the Line invested in and launched new technology to enhance our telephone and online counselling platforms.

Our Service Lines and Funders

Men's Mental Health

MensLine Australia

A 24/7 national telephone, online chat and video counselling, information and referral service for men with family and relationship concerns. MensLine is for all men and all types of relationships.

mensline.org.au

Funded by the Australian Government Department of Social Services

Suicide Prevention

All Hours Suicide Support Service

A specialised national telephone service to support clients of the Primary Health Networks when their allied health provider is not available.

Funded by the Australian Government Department of Health

Suicide Call Back Service

A nationwide service that provides 24/7 telephone, online chat and video counselling to people who are affected by suicide. The service also offers multi-session counselling.

suicidecallbackservice.org.au

Funded by the Australian Government Department of Health

SuicideLine Victoria

A 24/7 telephone, online chat and video counselling service for people in Victoria who are at risk of suicide, concerned about someone, bereaved, or have mental health concerns. The service also offers multi-session counselling, case coordination and inbound referrals.

suicideline.org.au

Funded by the Victorian Government Department of Health

Domestic and Family Violence

1800RESPECT

Specialised trauma support counselling for people who are impacted by sexual assault, domestic or family violence, and abuse.

1800respect.org.au

Funded by Medibank Health Solutions

Changing for Good (MensLine)

A specialist telephone counselling program that supports men to help them recognise their abusive behaviours and end the use of violence in their relationships.

changingforgood.org.au

Funded by the Australian Government Department of Social Services

Government

National Redress Scheme

A 24/7 telephone support and information service for people who have experienced institutional child sexual abuse.

Funded by the Australian Government Department of Social Services

Step Together

A community advice and early intervention support service to help prevent violent extremism in NSW.

steptogether.com.au

Funded by the NSW Government

Primary Health Networks

CAREinMIND

A 24/7 low intensity telephone, video and online chat counselling service for people in northern, central and western suburbs of Melbourne.

careinmind.com.au

Funded by North Western Melbourne Primary Health Network

CAREinMIND Suicide Prevention Service

An intake, assessment and referral allocation service for people who have an increased risk of suicide.

Funded by North Western Melbourne Primary Health Network

Connections Western Sydney Helpline

A 24/7 low intensity telephone counselling service for people in the western Sydney region.

cws helpline.org.au

Funded by the Western Sydney Primary Health Network

Our Service Lines and Funders

(continued)

Head to Help

A phone intake service to enhance the mental health support available during the COVID-19 pandemic.

Funded by Murray Primary Health Network

Mind Health

A 24/7 low intensity telephone and online chat counselling service for people in the Hunter New England and Central Coast region.

mindhealth.org.au

Funded by Hunter New England and Central Coast Primary Health Network

Regional Access

A 24/7 low intensity telephone and online chat counselling service for people in regional South Australia.

saregionalaccess.org.au

Commissioned by the Country SA Primary Health Network

Talk it Out

A 24/7 low intensity telephone, video and online chat counselling service for people in the Murray region.

talkitoutmurray.org.au

Funded by Murray Primary Health Network

Commercial

Australian Institute of Conveyancers NSW Care Line

A telephone counselling service for AICNSW members and their families.

Funded by the Australian Institute of Conveyancers New South Wales Division

Beyond Blue Moderation

After-hours moderation and community management for Beyond Blue's forum and social media channels.

Funded by Beyond Blue

Bupa ADF Health Service

A national 24/7 telephone counselling service for Australian Defence Force members and their families.

Funded by Bupa Health Services

Bupa Mental Health Navigation Service

An early intervention 24/7 telephone service to provide referrals to members who have concerns about their children's mental health.

Funded by Bupa Health Services

Incolink

An after-hours telephone counselling service for Incolink members and their families in Victoria.

Funded by Incolink

MATES Helpline

A national 24/7 triage and support counselling service for construction, mining and energy workers in high distress.

Funded by MATES Helpline

ReachOut Australia Moderation

After-hours moderation for ReachOut's online peer support forums and social media channels.

Funded by ReachOut Australia

StandBy Support After Suicide

An after-hours telephone support service for people and communities who are impacted by suicide.

Funded by United Synergies

Travellers Aid EAP Service



A 24/7 telephone counselling service for Travellers Aid employees and volunteers.

Funded by Travellers Aid

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