

Hello Sunday Morning

Board Pack: Non-Executive Director

December 2024





A world where every individual has the right support
at the right time to change their relationship with alcohol.

HELLO SUNDAY MORNING

Hello Sunday Morning's mission is to change the world's relationship with alcohol. One Sunday at a time.

It began in 2009 when Founder, Chris Raine, documented his year long experiment to take a break from drinking in a blog. The organisation has since grown into Australia's largest alcohol-focused digital health service.

Its flagship technology platform, the Daybreak app, provides free, anonymous, 24/7, peer support for people who want to change their relationship with alcohol, whether that is taking a break, cutting back or quitting entirely. Daybreak has had close to 150,000 registrations and is supplemented by a range of other services and tools to support self-directed change.

Hello Sunday Morning receives government, philanthropic and corporate funding of about \$2.8M a year.

Professor Nicole Lee has led the organisation as Chief Executive Officer since mid-2023 ushering in a new era of sustainable growth for the organisation.

The Board is now seeking to appoint at least two new Non-Executive Directors to oversee Hello Sunday Morning's future growth.

The new Directors will have a strong commitment to the mission and purpose of Hello Sunday Morning, have aligned values and be able to make the necessary time commitment to further develop the strategic direction and support the growth of the organisation.

HELLO SUNDAY MORNING

Our challenge

We're changing the world's relationship with alcohol, one Sunday at a time. For some taking a break, cutting back or quitting alcohol is the first step to a healthier happier life. For others it is a necessity. Everyone's journey is unique. But finding the right support can be difficult. We started as an experiment and have grown into a community of 150,000 likeminded people on their journey of change.

Our approach

Our founder started Hello Sunday Morning to document his own experiences of quitting alcohol for a year and that spirit of self-help and community support is still at the core of everything we do.

We go outside the usual thinking to stay ahead of the digital health curve.

We know how enmeshed alcohol is in Australian society and how difficult it is for many people who want to make changes to do so easily and still be connected to community.

We know that not everyone who wants to change their drinking needs treatment and we aim to provide a range of evidence-based supports for drinkers right along the spectrum from light drinkers to dependent drinkers to make the changes they want.

Our vision is of a service that provides the right support at the right time in the right way to create a one stop shop for anyone who wants to change their relationship with alcohol. We provide the tools that people need to make changes easily.

We use our leading-edge technology platform to achieve our mission, enabling unparalleled reach, anonymity and 24/7 access to help for those who need it.

Our values

Our core values support our work and community, balancing an innovative and evidence based approach and a laser focus on excellence, curiosity and caring.



Innovation

We innovate for impact

We continuously evolve to create truly transformative outcomes. We ask questions, adopt a flexible mindset, and are always open to fresh ideas and new ways of doing things. We believe in pushing boundaries, embracing creativity, and challenging traditional norms to find cutting-edge solutions to problems.



Excellence

We always bring our best

We believe in setting and upholding the highest standards, continuously challenging ourselves to deliver services that exceed expectations. We view excellence as a continuous journey and embrace the opportunity to do better and achieve more. Our commitment to excellence reflects our unwavering dedication to making a positive impact on the lives of those we serve and the broader community.



Curiosity

We are curious to learn and evolve

We ask questions to challenge assumptions, explore new perspectives and solve problems in unique ways. We learn from diverse experiences and encourage a culture that asks questions, seeks first to understand and encourages open conversations. Our curiosity helps us fail forward, inspire innovative solutions and create transformation change.



Caring

We foster connection and understanding through caring

We prioritise empathy, compassion, and genuine concern for the wellbeing of everyone we meet. We are at our strongest when we work together, listening and learning in a spirit of open collaboration. We approach everyone with humility and compassion and value their knowledge. Our commitment to caring empowers individuals to make positive choices, fosters resilience, and builds connection where everyone feels valued and supported.



Evidence based

We prioritise informed decision making

We embrace the scientist practitioner approach and consider the evidence at every touchpoint in our work to ensure that we only provide effective options with the highest impact and best possible outcomes. Our solutions are grounded in a unique combination of data and practice expertise to build trust and enable people to make informed choices.

BOARD



Claire Hanratty GAICD - Director. Chair of the Hello Sunday Morning Board, member of the Finance Risk and Audit Committee, member of the Performance and Remuneration Committee

Claire Hanratty is a seasoned non-profit executive and board director with extensive international experience. With qualifications in commerce, business, and international relations, Claire specialises in driving social and environmental impact. She is a Director at GoodWolf Partners and serves on the Advisory Committee of the Australian International Development Network. Her prior leadership roles include CEO of Pure Leapfrog and Leapfrog Finance in the UK, Managing Director of the Great Barrier Reef Foundation, and global strategy and process improvement roles at Rio Tinto.



Anna Cullinane GAICD - Director. Chair of the Finance Risk and Audit Committee, member of the Performance and Remuneration Committee

Anna Cullinane is a highly experienced finance professional passionate about mental and physical well-being as essential tools for navigating life's challenges. She is currently CFO at the Australian Packaging Covenant Organisation and brings over 20 years of experience across diverse sectors. Anna has held senior financial and operational roles in multinational corporations and start-ups across Europe, the Middle East/North Africa, and Australia, including serving as Head of Finance at a health technology start-up in Sydney. A Fellow of the Institute of Chartered Accountants in England and Wales and a Graduate of the Australian Institute of Company Directors, Anna excels in governance, strategic planning, and operational efficiency.



Dr Fred Hersch - Director. Member of the Clinical and Technology Governance Committee

Fred Hersch is a global health technology expert and Senior Product Manager at Google Health. He specialises in developing open-source tools that enhance mobile-first healthcare systems, improving interoperability, enabling offline capabilities, and streamlining clinical workflows. Fred is at the forefront of integrating artificial intelligence into healthcare to improve access and equity. With a multidisciplinary career spanning roles as a software engineer, medical doctor, public health specialist, and academic, Fred has driven innovations in digital health, including collaborations with the World Health Organization on SMART Guidelines. His unique expertise bridges technical innovation with practical healthcare solutions, delivering meaningful global impact.



Dhanesh Singh - Director. Member of the Finance Risk and Audit Committee, member of the Clinical and Technology Governance Committee

Dhanesh Singh is an accomplished risk and governance professional with over 30 years of experience in risk management and regulatory compliance across Australia and internationally. She has held senior roles in major international banks, where she developed efficient processes, addressed complex regulatory challenges, and ensured robust governance frameworks. Passionate about the not-for-profit sector, Dhanesh supports organisations in identifying, managing, and mitigating ongoing and emerging risks to achieve their strategic goals. Her expertise fosters resilience and sustainability through proactive governance and risk management practices.



Michael Ziviani - Director. Chair of the Performance and Remuneration Committee, member of the Marketing and Fundraising Committee, member of the Performance and Remuneration Committee

Michael Ziviani brings over 25 years of professional experience with expertise spanning engineering, marketing, and business. He is the founder and CEO of Precise Value, a consultancy specialising in creating evidence-based growth strategies through market research, performance evaluation, and artificial intelligence. Michael has collaborated with major organisations, including Microsoft, Vodafone, NAB, and The Smith Family, delivering impactful solutions that drive business outcomes. A thought leader in evaluation best practices, he is a keynote speaker, a judge for the Effies Advertising Effectiveness Awards, and a key contributor to establishing global best practice in evaluation. He has numerous academic engagements with Universities across Australia including developing academic papers, massive open online courses (MOOC), and teaching the new generation of MBA graduates. Michael’s work bridges rigorous analytics with practical business applications, fostering innovation and strategic growth.



Liana Rossi - Director. Chair of the Marketing and Fundraising Committee

Liana Rossi is an award-winning advertising creative, keynote speaker, panelist, and MC with extensive experience in culture and brand influence. Currently a freelance creative consultant, she previously served as Head of Culture and Influence at Ogilvy Australia. Liana also spent five years at the Museum of Old and New Art (MONA), contributing to its groundbreaking approach to art and audience engagement. With qualifications in public relations, advertising, applied communication, design, and branding, she is a regular panelist on ABC’s *Gruen* and a Non-Executive Director for Art Month Sydney, championing contemporary art and creativity.

CHIEF EXECUTIVE OFFICER



Professor Nicole Lee, PhD GAICD

Nicole is a psychologist with 35 years clinical, research and teaching experience in the alcohol and other drug and mental health sectors. She served for 4 years as Non-Executive Director at Hello Sunday Morning and Chair of the Clinical Governance Committee before becoming CEO in July 2023. She is Adjunct Professor at the National Drug Research Institute, Curtin University, a member of the Australian National Advisory Council on Alcohol and other Drugs – the Australian Government’s key advisory group on alcohol and other drugs, and Board Member at The Loop Australia – Australia’s largest drug checking service. She is Fellow of the Australian Association for Cognitive and Behaviour Therapy (AACBT). She has also been Founder and CEO at leading alcohol and other drug specialist consultancy, 360Edge, since 2010. Before that she held the executive positions of Head of Research at Turning Point, Eastern Health, and prior to that Managerial positions at Queensland Health and senior academic positions at Monash University and the National Centre for Training and Education on Addictions at Flinders University.

GOVERNANCE

Role

The Board is responsible for all matters relating to the Company's performance, providing strategic guidance to Hello Sunday Morning and the oversight of the Chief Executive. The Board ensures that Hello Sunday Morning complies with all its contractual, statutory and legal obligations, including the requirements of relevant regulatory bodies.

Structure and composition

As set out in the Constitution, the Board must comprise not less than three (3), nor more than twelve Directors. The Hello Sunday Morning Board currently comprises six Non-Executive Directors and the Chair.

There are 4 Board subcommittees: Finance, Risk and Audit Committee, Clinical and Technology Governance Committee, Marketing and Fundraising Committee and Performance and Remuneration Committee. Involvement in at least one subcommittee is expected of Directors. The Board may also invite contributions from independent experts and key stakeholders to contribute to the development of the Board as required. Members of the Senior Leadership Team may also attend some Board meetings.

Tenure

Directors are elected for a term of three (3) years and may be reappointed for a maximum of two (2) additional terms (i.e. for a total period of not more than 9 years).

Board meetings

Every two months.

Board meeting times

Monday evening 5-7pm.

Remuneration

This is a volunteer Board role. Travel costs are reimbursed.

THE OPPORTUNITY: NON-EXECUTIVE DIRECTOR

About the role

Hello Sunday Morning is seeking to appoint two new Non-Executive Directors to complement our existing Board. You will have strongly aligned values and a commitment to our mission, alongside the necessary time and focus to contribute meaningfully.

To strengthen our current high level Board, Hello Sunday Morning is now seeking Board Directors with any aligned skills and experiences, particularly those who will bring one or more of the following as a priority:

- Government relations
- Large scale fundraising, philanthropy and partnerships, including charitable venture capitalism
- Finance and accounting
- Digital health strategy, governance and innovation
- Public relations, communications, consumer engagement or social media strategy

We are also seeking individuals with strong networks in government, philanthropy, corporate sectors, or other key areas to help us leverage opportunities for growth and impact.

Personal attributes

- A strong values alignment to the purpose and mission of Hello Sunday Morning
- A balanced appetite for risk in a digital health environment
- Strong leadership and strategic thinking skills
- Capacity and capability to be an active contributor with a genuine interest in Hello Sunday Morning
- Knowledge of Directors' responsibilities
- Clear engagement, collaboration and communications skills to work as part of a dedicated team
- Ability to reflect and learn from feedback and be solution-focused embracing new ideas
- High standards of integrity and ethical behaviour to act in the public interest
- Passion about working within the mental health sector, or related sectors, with a strong desire to advocate for mental health reform and a commitment to achieving better mental health for all Australians

THE OPPORTUNITY: NON-EXECUTIVE DIRECTOR

Duties and expectations of Directors

Directors share ultimate responsibility for Hello Sunday Morning's overall success. In addition to legislative and common law duties (including fiduciary duties to Hello Sunday Morning) Directors need to:

- Discharge their duties with care and diligence and according to the business judgement rule
- Act in good faith and in the best interests of Hello Sunday Morning
- Not improperly use their position to gain advantage for themselves or someone else or cause detriment to Hello Sunday Morning
- Not improperly use company information obtained by virtue of their directorship or former directorship of the company to gain an advantage for themselves or someone else, or to cause detriment to the company
- Promptly disclose perceived or actual material conflicts of interest or related party transactions
- Stay up to date and maintain the personal and professional respect of their peers on the Board and the Executive Management team
- Ensure the financial affairs of Hello Sunday Morning are managed in a responsible manner and not allow Hello Sunday Morning to operate while insolvent
- Ensure the practices and programs used by Hello Sunday Morning are managed in a responsible manner
- Have available time and devote sufficient time and capacity to discharge the role properly (i.e. attending meetings adequately prepared to make a useful and considered contribution)
- Develop business, government and community networks and work to promote the reputation of the organisation; and
- Act as ambassadors and have a responsibility to protect the best interests of Hello Sunday Morning, when making public comments

Hello Sunday Morning will also consider candidates with expertise in any other area that would supplement our current Board.

Candidates with lived experience of alcohol or other drug or mental health issues or treatment are welcome at Hello Sunday Morning. Graduates of the Australian Institute of Company Directors or equivalent training would be highly regarded. Previous Board Member experience would be welcomed.

Hello Sunday Morning believes greater diversity on our Board improves decision making, so applicants will be considered for expertise in their field and their ability to contribute across the diversity of communities which Hello Sunday Morning work with.

