


An aerial photograph of a tropical coastline. The top half of the image shows a dense line of green vegetation, including several palm trees, bordering a wide, bright white sandy beach. Below the beach, the ocean water is a vibrant turquoise color, revealing a complex coral reef structure beneath the surface. The water transitions from a lighter blue near the shore to a deeper blue further out. The overall scene is bright and sunny, with clear shadows cast by the trees onto the sand.

Hello Sunday Morning Annual Report 2023-24

**We're changing the world's
relationship with alcohol.**

One Sunday at a time.



In the spirit of reconciliation, Hello Sunday Morning acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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MESSAGE FROM OUR CHAIR

As I write my final Chair's report for Hello Sunday Morning, I reflect on the incredible journey of this organisation and the privilege it has been to serve as Chair.

Hello Sunday Morning's inception in 2010 under the pioneering leadership of Chris Raine, has been nothing short of extraordinary. Chris's vision of leveraging technology and social media to help people rethink their relationship with alcohol was groundbreaking for the alcohol and other drug field.

The early leadership of Chris and Jamie Moore established a strong foundation for Hello Sunday Morning. Their passion, resilience, and creativity were instrumental in transitioning Hello Sunday Morning into an app based technology that has reached and supported countless individuals. Their contributions remain a cornerstone of Hello Sunday Morning's success.

The past two years have brought unique challenges for Hello Sunday Morning, as they have for many not for profit organisations. The global pandemic required us to adapt and evolve, ensuring we remained a vital source of support for those navigating alcohol-related issues.

Our efforts during this time have been both intensive and transformative, including:

- Recruiting Dr Nicole Lee as CEO: Nicole's extensive experience in the alcohol and other drug sector, combined with her leadership and strategic acumen, has already made a profound impact on Hello Sunday Morning's trajectory.
- Refreshing the Board: We've worked to ensure that the Board comprises diverse skills and expertise to guide Hello Sunday Morning's future direction.
- Revamping our business strategy: A renewed strategic focus positions Hello Sunday Morning for sustainable growth and greater impact.
- Overhauling the Senior Leadership Group: Reflecting our forward-looking approach, these changes align with our mission to expand our reach and effectiveness.

- Strengthening risk management: We've undertaken significant work to deepen our governance and enhance our risk management practices.

Hello Sunday Morning remains at the forefront of alcohol behaviour change, with the Daybreak community continuing to grow and positively impact lives. Not just those using Daybreak, but also their family, friends and the community.

The statistics on alcohol-related harms in Australia are staggering – \$66.8 billion annually in costs and over 5,000 deaths each year. Hello Sunday Morning plays a critical role in addressing these challenges, offering early intervention that reduces harm and eases pressure on an overburdened health system.

I am particularly optimistic about Hello Sunday Morning's future under the leadership of Dr Nicole Lee as CEO and Claire Hanratty as incoming Board Chair. Nicole's reputation as a respected leader, her deep understanding of the alcohol and other drug landscape, and her ability to drive strategic and operational change are invaluable assets. Together with Claire, who brings exceptional governance and leadership expertise, Hello Sunday Morning is poised to amplify its impact.

While stepping down as Chair is bittersweet, I am confident that Hello Sunday Morning is entering a new era of growth and innovation. To the entire Hello Sunday Morning community, thank you for your continued support and dedication to changing the world's relationship with alcohol.



John Rogerson OAM
Chief Executive Officer

MESSAGE FROM OUR CEO

It's been a significant year for Hello Sunday Morning as we respond to the growing needs of a community under immense pressure. At this time of extraordinary social upheaval, our services are more important now than ever.

Many Australians are struggling with economic insecurity and cost-of-living stress, and we know that these conditions can lead to increased levels of risky drinking.

It's vital that Hello Sunday Morning is equipped to support those who want to build healthy habits. We've been busy bolstering the foundations of our 2024–2026 strategy, to ensure we reach people before problems snowball into something more serious.

This new direction draws on our beginnings and builds on nearly 15 years of experience delivering peer-driven early intervention for alcohol issues. We recognise the strong link between drinking and mental health, which is why we're focused on expanding access to our services. We're developing new digital tools to fill critical gaps in stepped care, and strengthening our partnerships to amplify our impact.

As always, we have been guided by the Hello Sunday Morning community and the people we support, in and out of Daybreak. Those with lived and living experience are central to what we do and we're grateful to harness their insights and knowledge to codesign tools, programs and services which make a real difference.

The 2024–2026 strategic plan marks a transformative phase for the organisation, which, in a rapidly evolving digital landscape, positions Hello Sunday Morning as world leaders in digital healthcare and early intervention.

It's a plan that leverages the momentum we've gained by leading the way in reducing alcohol harm and promoting healthier lifestyles. With that in mind we have been working to gain accreditation under the National Safety & Quality Digital Mental Health Standards in addition to our health services accreditation through ISO9001.

This year also marks our 15-year anniversary – a milestone worth celebrating! As we reflect on how far we've come, we look forward to continuing to grow, influence change and increase Hello Sunday Morning's impact in 2025.



Dr Nicole Lee
Chief Executive Officer

OUR YEAR IN A SNAPSHOT



150,000

Daybreak
members



1,000,000+

views on
social media



7,723

completed
My Drink Check



71,669

newsletter
subscribers



23K+

website visitors
per month



11,682

new Daybreak
members 2024



70,920

social media
followers



8,256

members used
Drink Tracker

ABOUT HELLO SUNDAY MORNING

Our vision

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

Our mission

To harness technology to create effective, engaging and cutting-edge programs that inspire and empower people to change their relationship with alcohol.



OUR VALUES

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 transformative 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 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.

OUR BEGINNINGS AND EVOLUTION

You had me at "hello"

Hello Sunday Morning was born in 2009 when founder, Chris Raine undertook a year-long experiment to quit drinking.

At just 22 years old, Chris blogged about the challenges and successes of this experiment when he woke up hangover-free every Sunday signing off with "Hello, Sunday Morning!"

As the blog gathered more and more followers, Hello Sunday Morning grew into a community of like-minded people supporting each other on their journey of change.

Hello Sunday Morning is now Australia's largest alcohol-focused online support community with 150,000 members and has expanded its offerings to provide a range of supports for anybody who wants to change their relationship with alcohol.



Chris' first blog: The Odyssey Begins

A year without alcohol – January 11, 2009

"This is a blog about why it is Sunday morning and I am actually sitting at my desk, typing in a mildly coherent fashion on my laptop...as opposed to being completely hungover, bedridden and dreading doing absolutely anything except lay in my bed and eat KFC.

This is a blog about what crazy things can happen to a normal, social, 22 year-old when they don't drink alcohol for an entire year. It is a real-time look into the wonderful Australian pastime of drinking through the eyes of someone who isn't.

Why? Well this project all came about because I work for the Brisbane based youth advertising agency called FRESH. About two months ago, my boss and I were at the pub reviewing a tender submission for a binge drinking campaign, and it was then the thought occurred to us – what would it be like to go without alcohol for a substantial period?

Either of us had no idea. In fact, we don't even have mates that had spent any longer than a month, tops, in that vast unknown land of sobriety.

So, if we were going to have a good crack at binge drinking in Australia, at least one of us would need to know what it means to actually not drink.

...I guess you could call it 'taking one for the team'.

I'm looking forward to seeing what happens and if you know me at all, you would know that it's a massive challenge that I'm up against.

At the agency this year, we will be doing everything we can to identify the key psychological drivers as to why young people feel the necessity to get plastered week in, week out. If you have any ideas, we'd be stoked to get some community interaction on this one."

“

I'm looking forward to seeing what happens and if you know me at all, you would know that it's a massive challenge that I'm up against.

”

WHY WE DO WHAT WE DO

**More than
a third**
of Australians
drink at risky
levels

Alcohol use costs the
Australian community
more than
**\$67 billion
a year**

Regular drinkers
**increase
their risk of
dying by 43%**
and shorten their life
by nearly seven years

The top 5%
of drinkers drink
**40% of
the alcohol**
consumed
in Australia

There is
**less than
half**
the publicly funded
treatment places needed
to meet demand



Over 400 million people across the world are impacted by alcohol. With 2.6 million people dying from illnesses related to alcohol annually, it's responsible for 5% of all deaths and about 13% among young people globally. These deaths are preventable.

Alcohol use also affects the wellbeing of families and communities and is recognised by the World Health Organization as a global health and social issue that requires urgent attention.

From decades of research, we know that alcohol screening and intervention can reduce alcohol harms, yet access to these strategies is limited. Only about one in ten people who need treatment receive it.

“
Hello Sunday Morning is not separate from the drinking culture, it's part of it. We're part of the conversation.
”

Chris Raine

Everyone's journey is unique

At Hello Sunday Morning we know change can be challenging, but we believe that getting access to the right support should be easy. We are an established gateway to 24/7 support wherever you are in Australia. Our services are free and available to all Australians.

Wherever people are in the cycle of change, our challenge is to provide the right tools at the right time to enable them on their journey.

Early intervention is the key.



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.

There are very few options for people who do not have a serious alcohol problem to get support to make changes. And for those who do need treatment, the alcohol and other drug treatment system is over capacity with long waiting lists.

There is enormous stigma in seeking help for alcohol related problems. It takes an average of 18 years for a person to seek help. The cost of alcohol treatment to the health system is in the thousands per person.

The spirit of self-help and community support that started with Daybreak is at the core of everything we do.

“ Our bold mission is to reach 2 million people across the globe by 2030, providing tools and resources for anyone who wants to change their relationship with alcohol, whether they're seeking to quit, take a break or cut back on drinking. We help empower people to change their relationship with alcohol. ”

We know that not everyone who wants to change their drinking wants or needs treatment and we provide a range of evidence-based supports for drinkers right along the spectrum, from light to dependent, so they're empowered 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 go outside the usual thinking to stay ahead of the digital health curve. We use our leading-edge technology platform to achieve our mission and vision, enabling unparalleled reach, anonymity and 24/7 access to help for those who need it.

WE'RE HERE TO MAKE AN IMPACT

We create meaningful community impact by providing effective tools and resources to support anyone who wants to change their relationship with alcohol.

In addition to continuing our core service, Daybreak, the 2023-2024 period was dedicated to significantly expanding our support options.

My Drink Check was launched as the Alcohol and Wellbeing Assessment early in 2022 with the generous support of the nib foundation. In 2024 it was renamed to My Drink Check and adjusted to create a better user experience.

Care Navigator was launched in September 2024.

We also released the Drink Tracker in October 2023, funded by the nib foundation. The remainder of 2024 was spent developing new services and innovative programs to better meet the needs of our clients.

The nib foundation also generously funded the development of the Hello Change program, due to launch early in 2025. This is a six-session self-directed behaviour change program based on cognitive behaviour therapy for anyone who wants to make any type of change to their drinking, whether that's quitting, cutting down or taking a break.



DAYBREAK: OUR FLAGSHIP PROGRAM

Our flagship digital support program, Daybreak, continues to be a transformative resource for individuals seeking to change their relationship with alcohol.

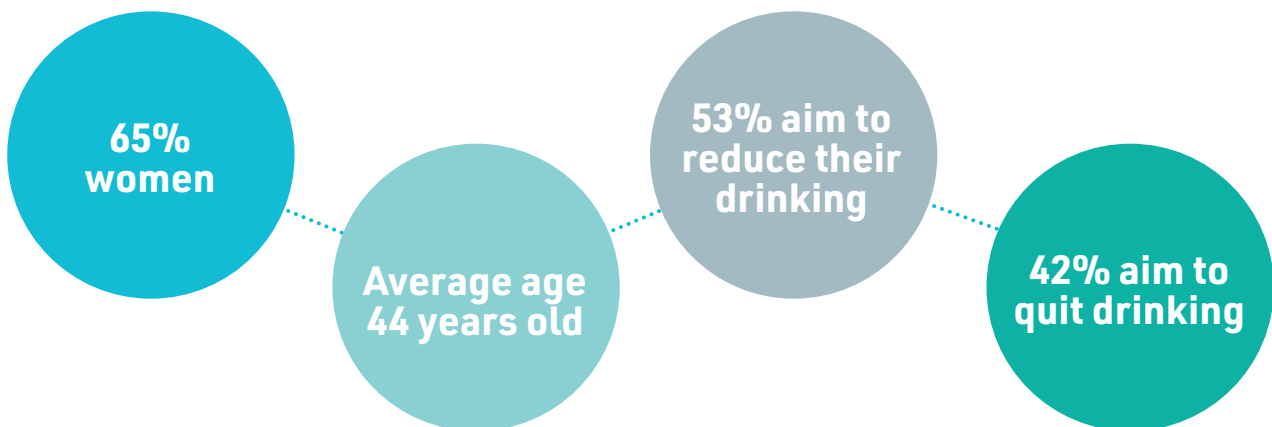
Offering 24/7 peer support, the community has welcomed over 150,000 members and has between 3,000-5,000 active members each month.

Funded by the Australian Government Department of Health, Daybreak offers a safe, free, anonymous and supportive environment where users can take

their first steps towards reducing alcohol or quitting altogether.

Daybreak provides a non-judgmental online community for anyone that wants support from others who are going through their own journey. The peer-led community helps each other to reach their change goals.

Our members



“

Finding Hello Sunday Morning was a pivotal moment. It provided me with a healthy option to replace my drinking habits and a community that held me accountable. Inspired by this, I decided to replace my Sunday morning hangovers with hiking. I planned to set out on the trails the next day, and thus began my alcohol-free journey. Hiking became my new program; replacing my trips to the bottle shop with trips to nature. The benefits were immense: mental clarity, a sense of purpose, reduced stress, improved cardiovascular health and countless others.

”

Daybreak is making a significant impact

We know that Daybreak is effective in helping people change their relationship with alcohol.

- **Sixty one percent** of members reported a significant reduction in their alcohol consumption within three months.
- Risky alcohol consumption **reduced by more than half** and this was maintained for at least six months.
- Psychological distress **decreased by 80%** within three months. The impact was maintained for at least six months.



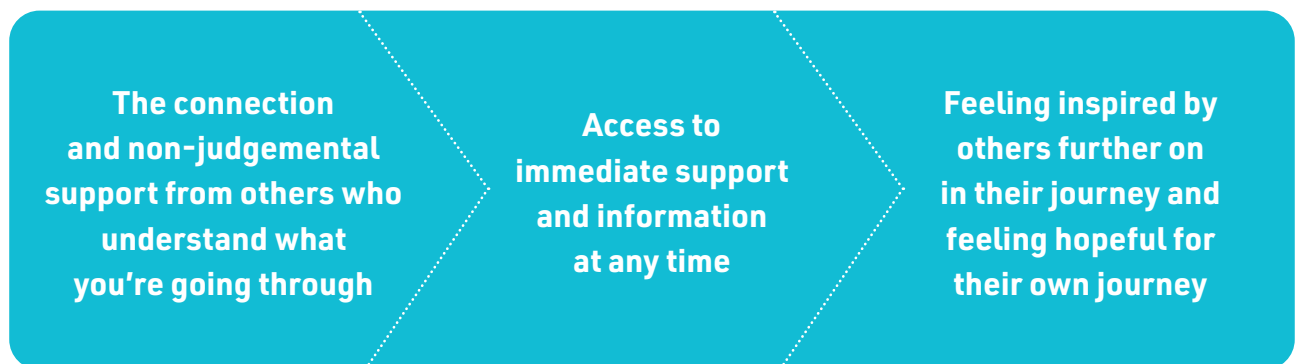
The Daybreak experience is overwhelmingly positive

The annual Daybreak Member Experience Survey takes the pulse of the community. It helps us understand Daybreak members' attitudes, experiences and opinions and to drive continuous improvement.

In 2023-2024, 64% of members had been part of the community for more than a year, and 48% had been part of the community for more than two years. 59% accessed the Daybreak community at least once a day.

People joined the Daybreak community for many different reasons, including seeking information and emotional support from others sharing similar

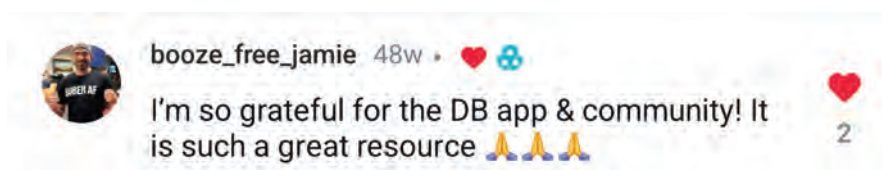
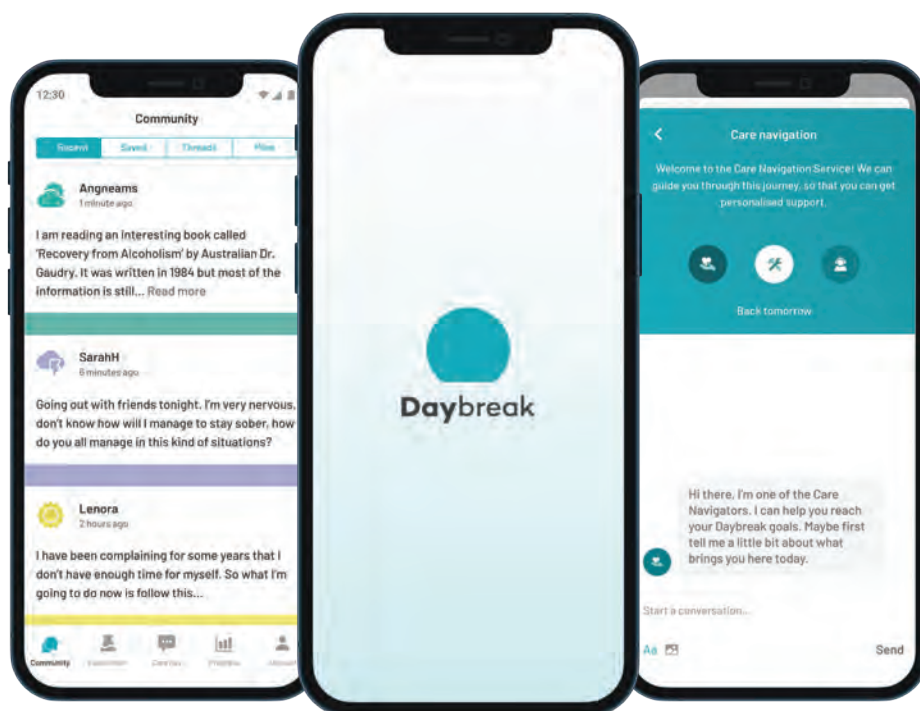
experiences. Members rated Daybreak highly for fostering a sense of virtual community, with 80% agreeing that it provides a safe, non-judgmental space where they can be themselves. Seventy percent of members agreed that they get the support and information they need from Daybreak and that the community promotes hope in their change journey.



Daybreak provides connection, inspiration and non-judgmental support



Nine out of ten members would recommend Daybreak as it provides:



“ I was astonished by all of the support and encouragement I received from a community of people that were dealing with the exact same issue I was. I found it refreshing to speak honestly about my situation without the fear of being shamed or judged. Instead, I was heard. People I had never met were rooting for me – that was powerful. ”

OUR MEMBER JOURNEYS

Fiona stopped drinking and found happiness

"It changed me. It changed everything."

A Daybreak member of ten years and alcohol free for the same duration, Fiona credits her success to Daybreak and meditation, and now runs her own business helping others find happiness in multiple facets of their lives.

"At first, alcohol felt like a natural part of my life – a way to unwind or celebrate. But slowly, it began to take over, impacting my health, relationships, and happiness. Eventually, I felt like I was reaching breaking point, and I knew I had to make a change.

Deciding to quit was daunting, but once I took that first step, everything changed.

I decided to focus on one thing: Happiness. I just wanted happiness in my life.

The seed for The Happiness Hunter was planted. Since January 2013, I've built a life I once thought impossible. I'm now healthier, happier and fully present with my family. I've built a successful business, published two books and launched multiple podcasts, grateful each day for the life I've created.

For me, quitting alcohol wasn't just letting go; it was making room for something better. Through meditation, I found a way to quiet my mind and approach life with acceptance and compassion. I want others to know change is possible for anyone—it's about deciding you deserve a better life and committing to it. If you're struggling, know that you're not alone. When you're ready, a richer, more fulfilling life awaits.

I woke up one day and thought, "How has this become my life? This needs to actually stop." That's when I started searching for ways to stop drinking and found Hello Sunday Morning. That was kind of the real start of a shift in identity for me and my life.

When I got really intentional about why I was here, that was really life-changing for me. I just had this real desire that I wanted to show my kids there was another way that life could be lived that didn't involve alcohol. They've seen a parent grow up completely alcohol-free, really enjoying life, and to be part of a community and to be a contributor to a community is really important as well."



Fiona aka The Happiness Hunter
Daybreak member

MY DRINK CHECK: THE FIRST STEP TO CHANGE

We know that self assessment of drinking is a powerful driver of behaviour change.

It increases awareness of drinking patterns and identifies potential problem areas, motivating change and enabling people to set realistic goals. It facilitates early intervention, reducing the stigma that often prevents people from seeking help. It increases readiness to change and personal accountability by providing immediate feedback and giving people the information they need to ask themselves “Am I happy with my relationship with alcohol?”

These are the reasons we created My Drink Check. It’s an easy five-minute confidential online checkup that provides an easy to understand report that gives feedback on risky drinking and mental health and wellbeing, along with links and recommendations for what actions to take next.

Previously known as the Alcohol and Wellbeing Self-Assessment, in 2024 it was renamed to My Drink Check. The number of questions was also reduced to improve the user experience. As a result, My Drink Check completion rates increased from an average of 87% to 91%.

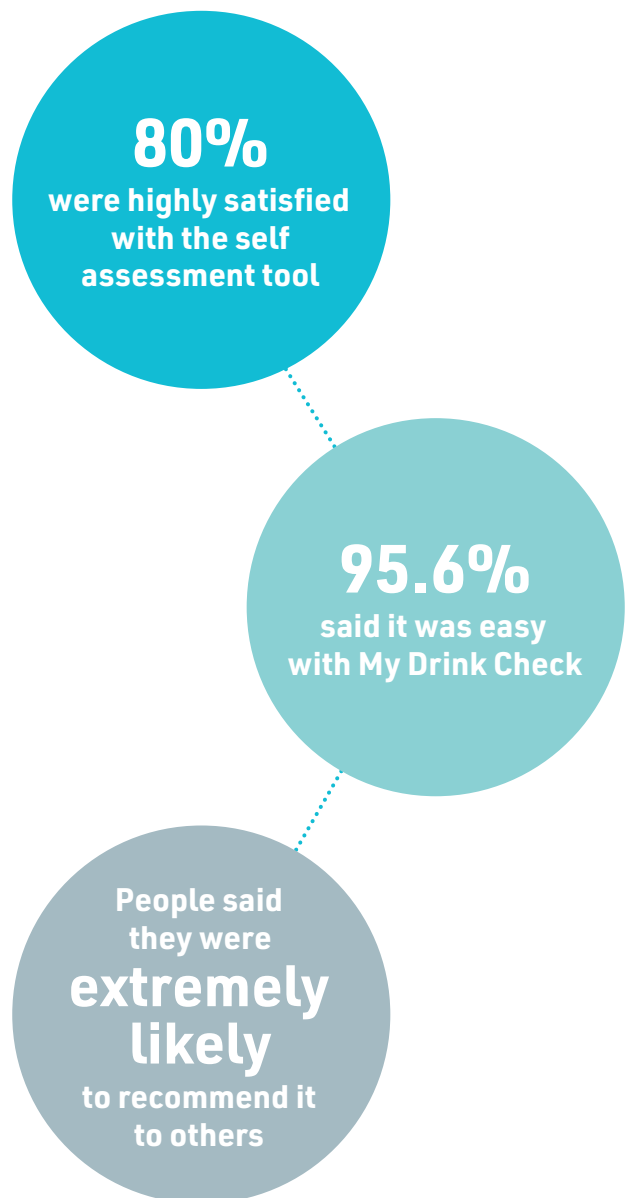


A simple tool with a huge impact

The first step in making changes is understanding your drinking. That's where My Drink Check comes in. It's a short assessment tool that helps those thinking about change to check in with their drinking and mental health.

During My Drink Check's first 12 months, we saw an outstanding level of community engagement, with more than 38,000 Australians completing the assessment. There were significant positive changes in alcohol consumption and wellbeing after three-months. There was a significant reduction in the average drinking days each week from 4.2 to 2.7, average number of drinks consumed each day from 5.5 to 3 and overall risk level of drinking. Psychological distress also significantly reduced from the moderate range at baseline to the low range at three months.

In 2023-2024, 7,723 completed the assessment, receiving their personal snapshot report. Eighty percent of those completing the assessment were from Australia, the average age was 50 years, and 49% were female. The survey highlighted key areas for support, with 44% drinking at levels indicating high risk or potential dependency. More than 45% were drinking four or more days a week, and 33% were drinking 3-4 drinks on a typical day. A total of 49% were experiencing high to very high levels of psychological distress.



DRINK TRACKER

One of the first things people learn in treatment is the art of self-monitoring because we know it is an effective intervention on its own and can have a substantial impact on initial reduction in drinking.

Drink Tracker was designed to assist Daybreak members to monitor their consumption and track drink free days.

It works by increasing awareness and mindfulness about drinking and highlights patterns, like risky days of the week, that can then be addressed. It creates a goal to focus on and creates a sense of achievement through positive reinforcement.



A helpful tool that helps people set and track tangible goals

Since its launch in 2023, Drink Tracker has seen exceptional engagement.

Seventy percent of Daybreak members have used it to set and track their goals.

Around 55% used it multiple times and more than 37% used it more than five times. Three quarters of people (73.3%) who tried Drink Tracker said they were highly satisfied with it and would recommend it to others. Most users reported that Drink Tracker was easy to use (86.7%), helped keep them accountable (73.3%) and improved their understanding of their drinking patterns (73.3%).

Drink Tracker has led to significant reductions in both alcohol consumption and psychological distress.

At the three-month follow-up there were significant reductions in both alcohol consumption and psychological distress. The average drinking level reduced from the moderate risk range to the low risk range, and psychological distress reduced from the high range to the low range.

Finding the bright side: Sunshine's path to moderation

Ten years ago, Sunshine decided it was time to rethink her relationship with alcohol. Drinking nearly a bottle of wine daily had taken a toll on her health and relationships, prompting her to explore change.

That's when she discovered Hello Sunday Morning, with a community that helped and encouraged her along the way. Alcohol-free for 7.5 months became a transformative period. Sunshine unearthed the reasons behind her drinking habits – boredom and a craving for excitement – and began to reshape her perspective. This reflection helped her recognise that while she didn't have a severe dependence, she needed a structured approach to maintain balance.

Choosing moderation as her path, Sunshine created personal guidelines: drink mindfully, stick to social settings, limit intake, and embrace alcohol-free months. A decade later, these practices have brought her balance, health and joy.

Sunshine credits Hello Sunday Morning for its supportive community and lasting friendships.

Her story shines as a beacon of hope, showing that with self-reflection and support, positive change is always possible.

Here's to Sunshine and her bright, balanced future!



"Sunshine"

Long-time Daybreak member

HELLO CHANGE

Hello Change is a six-session self-directed behaviour change program based on cognitive behaviour therapy for anyone who wants to make any type of change to their drinking, whether that's quitting, cutting down or taking a break.

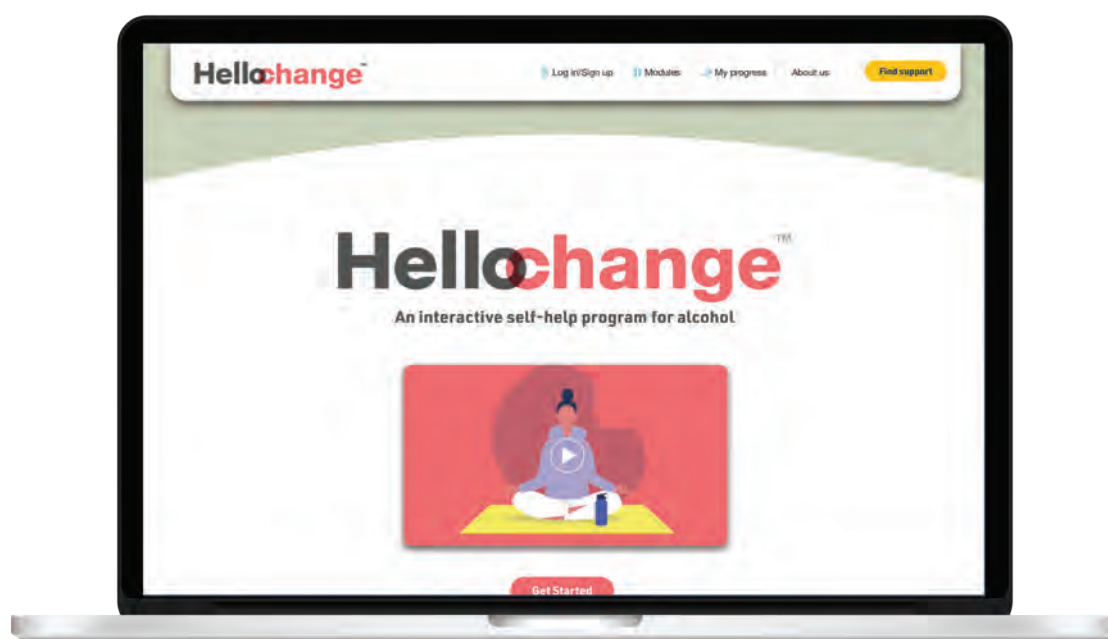
Cognitive behaviour therapy is a skills-focused psychological therapy that focuses on the connection between thoughts, feelings and behaviours.

It is the most researched therapy in the world for alcohol and other drugs, and mental health conditions, which is why we chose it as the basis for Hello Change. We know it works.

Hello Change can be used as an alternative to, preparation for, or adjunct to tertiary treatment, and after for relapse prevention.

The modules cover understanding your relationship with alcohol, how to make changes, managing craving and urges, managing social situations and preventing relapse.

Hello Change is funded by the nib foundation and will be launched early in 2025 alongside a major randomised controlled trial to evaluate its effectiveness to ensure it meets the needs of our members.



CARE NAVIGATOR

Care Navigator is designed to assist members of Daybreak when they need a little something extra to help them meet their goals.

We played with the idea and tested it out in 2020, but it needed a bit more thinking.

So, in 2023, we undertook a detailed review and relaunch. A pilot of Care Navigator in 2024 has seen it go from strength to strength. This free, asynchronous 1:1 chat service is available for both Australian and international Daybreak members

seeking extra support beyond the Daybreak Community Peer Support Forum. Care Navigators engage in online conversations with members to identify obstacles in their relationship with alcohol and assist them in determining their next best steps, including resources and referral options.



WE ARE WORKING TOWARDS A SEAMLESS USER EXPERIENCE

This year marked a significant leap forward in our continuous improvement of the member user experience.

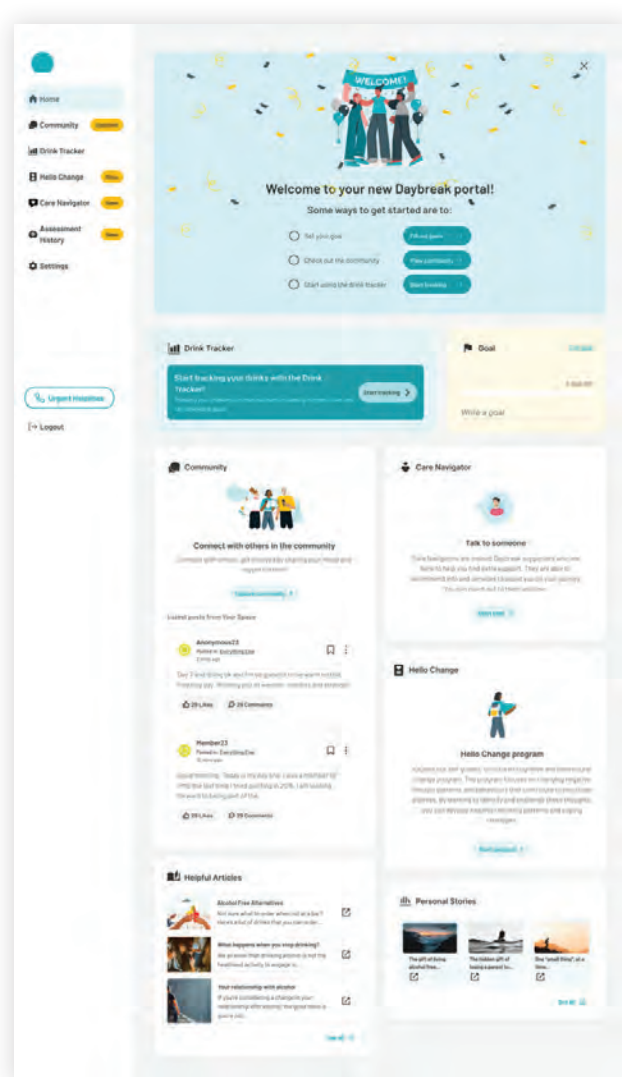
Our current services have developed quickly, and organically, in the last year or so. Some are hosted in the Daybreak app, some on our website. Our longer-term vision is of a seamless, state of the art digital health platform, that integrates all our services into one cohesive experience through a single access point.

Consolidating Drink Tracker, My Drink Check, Care Navigator, Hello Change and any future new services means people who use our products and services can move seamlessly from one service to another to create their own unique digital service system, tailored to their specific needs.

We are also creating a cross-platform solution, which will allow people who use our services to access their tailored service system interchangeably through their web browser and smartphone app.

This year we undertook stage one of this work, we have been working with our design thinking partners at the Mantel Group to design the optimal user experience.

We will be able to capture anonymous user data from interactions across services to better understand member behaviours and preferences so we can better tailor support.



OUR MEMBER JOURNEYS

Jamie's most important fight

Jamie had always had an on-and-off relationship with alcohol, one that alternated between periods of abstinence and wild weekends with friends.

Growing up, partying was routine – nights at the pub or clubs that often lasted until sunrise. His sporting life provided natural breaks from drinking; while training, he'd quit entirely, but after each season, he'd let loose, struggling to control his drinking. Over time, alcohol began taking a stronger hold. Drinking progressed from a casual habit to a coping mechanism, especially during stressful times, but each bout left him with shame and regret.

He attempted moderation many times, joining efforts like "Febfast" and "Dry July," which brought short bursts of clarity and productivity. But once the month ended, his drinking would return, and he realised that moderation wasn't a solution that worked for him.

In June 2019, he took a decisive step and joined the Daybreak app, connecting with a community that understood his struggle.

"I think Hello Sunday Morning is really important. Alcohol is a very big problem. It doesn't get talked about enough. Because of that, a lot of people suffer in silence. Hello Sunday Morning provides a safe place for people to do that.

It's really inspiring to look back on all of my old posts for motivation and see my journey along the way and all of the ups and downs, and triumphs and setbacks that I've had. All of the support and encouragement I received from the Daybreak community is such a big factor in getting to where I am now."

After nine "day ones" and a lot of hard work, Jamie quit drinking for good on December 13, 2021. Shortly after, he was diagnosed with ADHD, which explained his impulsivity and why drinking had always been a challenge. Alcohol had masked his symptoms, giving him a false sense of confidence.

Now, alcohol-free and equipped with self-awareness, Jamie feels inspired to face life's ups and downs, feeling so empowered he now runs his own boxing coaching business helping others to feel empowered, build inner and outer strength, and grow in self-confidence.



Jamie
Daybreak member

OUR PEOPLE

Our Board of Directors

During 2023-2024, the Hello Sunday Morning Board leveraged its expertise across a range of disciplines and skills, and decades of experience in both commercial and not-for profit organisations.

This group of six Non-Executive Directors, alongside our Chair, drives Hello Sunday Morning's vision forward by providing invaluable strategic guidance, governance and industry insights.

Each Director's commitment to excellence has not only strengthened Hello Sunday Morning's operational and strategic objectives but also promoted sustainable growth and resilient governance practices.

Our Board exemplifies leadership that is forward thinking, ethical and they are deeply committed to achieving long-term, positive success for Hello Sunday Morning and its stakeholders.



John Rogerson OAM, GAICD
Board Chair, Member of Risk and Audit Committee
(appointed 08/10/2018)

John Rogerson has 30 years' experience in the alcohol and other drugs field. He was previously the Chief Executive of the Alcohol and Drug Foundation (ADF) for 10 years and held a number of other positions at the ADF including Director of Good Sports. He has been a member of key advisory groups, including the Australian National Advisory Council on Alcohol and Drugs, National Alliance for Action on Alcohol, International Drug Policy Consortium and the Liquor Control Advisory Council (Victoria). He is also Board Chair of the WellSpring Centre.



Dr Nicole Lee PhD GAICD
CEO/Managing Director (appointed 10/12/2019)

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 nearly 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 Monash University and the National Centre for Training and Education on Addictions at Flinders University.



Anna Cullinane, GAICD
Director, Chair of Finance, Risk and Audit Committee, member of the Performance and Remuneration Committee (appointed 28/10/2019)

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.



Fred Hersch
Director (appointed 15/06/2021)

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 Finance, Risk and Audit Committee
(appointed 14/12/2022)**

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.



Claire Hanratty

**Director, Chair of the Performance and Remuneration Committee,
Member of the Marketing and Fundraising Committee
(appointed 12/12/2023)**

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.



Michael Ziviani

**Director, Member of the Performance and Remuneration
Committee, Member of the Marketing and Fundraising Committee
(appointed 24/10/2023)**

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
(appointed 12/12/2023)**

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.



Ishtar Vij, GAICD

Director (appointed 18/02/2019, resigned 20/11/2023)

Ishtar Vij is a public policy and government affairs practitioner who has held senior roles in public policy, government relations and law in private firms and global ICT player. She advises on strategy and advocates across a broad range of policy areas including media, communications, privacy, security, copyright and technology policy. She has a practical understanding of brand and reputation in competitive markets. Ishtar is currently Director of Public Policy and Government Affairs for Google in Australia and New Zealand. She is also on the board of Next Wave Festival and a Graduate of the Australian Institute of Company Directors.

Company secretary

Katie Johnston was appointed on 24 October 2023 and resigned from the role on 16 February 2024. Nicole Lee was appointed on 15 April 2024 and held the position for the remainder of the financial year.

Our Patron in Chief

His Excellency General the Honourable David Hurley AC DSC (Ret'd) has been an incredible advocate for our work at Hello Sunday Morning over many years, amplifying our impact. Mr Hurley retired as Governor General in June 2023 and we are honoured to have had him as our Patron-in-Chief. We thank him for his tireless support of our mission and his service to Australia.

“No families are spared by the impact of alcohol, and in my intimate family and broader family, I've seen how it has damaged lives and held people back, and how difficult it is to get on top of it and to maintain an alcohol-free life for people who are alcoholics, and also how to control it.”

*His Excellency General the Honourable
David Hurley AC DSC (Ret'd)*



**Her Excellency the Honourable
Sam Mostyn AC**
Patron in Chief

Moving forward, we are delighted that Her Excellency the Honourable Sam Mostyn AC will be our new Patron in Chief. Her deep passion for social change and her advocacy for good mental health and wellbeing are deeply aligned with Hello Sunday Morning's mission. We look forward to working with Her Excellency to be a powerful voice for positive change, helping us to reduce harms from alcohol and supporting Australians to make healthy lifestyle choices that improve mental health and wellbeing.

OUR EXCEPTIONAL TEAM

Behind every achievement in this annual report is the dedication of our exceptional team of passionate changemakers making a real impact in the world.

The Hello Sunday Morning team's shared commitment to change the world's relationship with alcohol is reflected in our vision, mission and values. They are the driving force that propels our organisation forward, going above and beyond to ensure our goals are met with excellence.

This year, under the leadership of a new CEO, the organisation transitioned to a new management structure to create the best foundation for our future growth and impact.



Introducing our new Hello Sunday Morning leadership team



Dr Nicole lee
CEO

After more than 3 years as member of the Board of Hello Sunday Morning, Nicole became our new CEO on the 1 July 2023. She is an internationally known leader in the alcohol and other drug sector with 35 years' experience as a clinician, academic and advisor. She is Adjunct Professor at the National Drug Research Institute, Curtin University, a member of the Australian National Council on Alcohol and other Drugs, Australia's key advisory council to the Health Minister on drugs, and a member of the Board of The Loop Australia, Australia's largest drug checking organisation.



Amber Kelaart
Operations Manager

As an Advanced Accredited Practicing Dietitian with over 20 years of experience in healthcare, primary care, and the not-for-profit sectors, Amber is passionate about optimising person-centred outcomes and driving meaningful change through innovative, evidence-based initiatives. Amber holds a Bachelor of Nutrition and Dietetics/Bachelor of Applied Science, a Master of Health Services Management, and is currently pursuing an Executive Master of Business Administration. With extensive senior leadership experience, Amber's expertise extends to managing multidisciplinary teams, fostering collaborative environments and operational efficiencies, strategic planning, leading complex projects, developing commercial opportunities and implementing innovative solutions that ensure the financial sustainability of programs.



Jacinto Santamaria
IT Manager

With a wealth of experience spanning more than 15 years, Jacinto is an accomplished leader in web and mobile software development. His extensive background encompasses a diverse range of sectors, including tech startups, non-profits, and commercial enterprises, endowing him with a distinctive blend of technical prowess and adaptive versatility. Jacinto's expertise is underpinned by a proven track record of spearheading cross-functional teams to conceive and deliver innovative, secure, and scalable software solutions. His leadership extends throughout the entire software development lifecycle, encompassing business analysis, design, development, security and user testing, and ultimately, seamless delivery.



Kate Acosta
Digital Services Manager

A registered nurse with 20 years' experience in healthcare, Kate has an extensive background in emergency nursing, nurse education, medical device sales, portfolio management, quality and risk management and clinical governance. Most recently, Kate was the Assistant Director of Clinical Services at a large private hospital in Sydney. As a consumer-focused clinician, Kate has a strong passion for delivering the highest standard of care and support to ensure optimal outcomes for clients and businesses alike.



Hannah McRae
Program Development Manager

With over 10 years of experience in the field, Hannah is a Clinical Psychologist dedicated to providing exceptional care and making a positive impact. Having worked in private, educational, and research settings in Australia and internationally, Hannah brings a diverse perspective to her practice. Her expertise extends to the digital health and tech start-up industry, where she has successfully led teams towards innovative and compassionate healthcare solutions. With extensive experience in behaviour change, Hannah is passionate about fostering growth and empowering others to succeed.



Kate Whitney
Philanthropy and Partnerships Manager

As a highly experienced partnerships and philanthropy manager of 17 years, Kate is a specialist in managing long-term partnerships with government departments, philanthropy organisations, trusts, foundations and corporates. Kate brings with her a wealth of experience supporting not for profit organisations with fundraising strategies and a foundation of successful multiyear partnerships in this space. With a genuine passion as an advocate for others, Kate proudly nurtures long-term partnerships in the not for profit and philanthropic sector to support its mission and positively impact society.



Katinka van de Ven
Research Manager

Dr Katinka van de Ven is our Research Manager. She also is a Principal Consultant at 360Edge and a Visiting Fellow at the Drug Policy Modelling Program, University of New South Wales. Katinka has extensive expertise in alcohol and other drug treatment services systems research, including program evaluation, workforce needs and client outcomes. She also has significant expertise in evaluation and design of alcohol and other drug policy, harm reduction initiatives and participatory methodologies. Katinka is an Editor-in-Chief of Performance Enhancement and Health and the Director of the Human Enhancement Drugs Network (HEDN). She also regularly acts as an advisor for government bodies in Australia and internationally.



Jane Pearson
People and Culture Manager

Throughout the entirety of her career, Jane has always been a people-centric person, genuinely enjoying the company of others and supporting people. She has been at the forefront of people strategy, development, implementation and engagement in fast-paced, dynamic environments that required a creative, adaptive and energetic approach to bringing out the best in people and processes to deliver operational excellence. Having extensive experience with Flight Centre Travel Group, running both retail and corporate businesses, Jane built a solid foundation for tremendous growth and development with a laser focus on customer service and satisfaction. Add to this a team culture of excellence, hard work and fun, and Jane honed this experience and expertise into senior leadership roles in the disciplines of client relationship management, training design and facilitation, human resource management and people and culture.



Merqtoosha Camilleri-Medina
Marketing Manager

Merqtoosha is a consumer and commercial marketer of 20 years with marketing expertise in the B2C, D2C and B2B markets. Holding a Bachelor of Business (Marketing and Strategy), she has a breadth of experience across a range of industries, including not-for-profit, automotive, energy, financial services, franchising, retail, real estate, SaaS and FMCG, enabling a quick change in focus when needed. In addition to heading up the marketing function in a number of Australian organisations, Merqtoosha has built her career through marketing strategy and campaign management, specialising as a digital marketer in advertising and content marketing across social media and many other channels over the last 10 years.

OUR CONSUMER ADVISORS

Lived and living experience is at the heart of everything we do.

Hello Sunday Morning's beginnings are grounded in lived experience and we continue that tradition to today.

Our team of Consumer Advisors are at the heart of Hello Sunday Morning's mission, guiding us to create ground-breaking services that truly reflect and meet the needs of those looking to change their relationship with alcohol.

They are a team of dedicated and insightful individuals who bring a diverse range of experiences and perspectives to inform our programs, policies, and strategic direction. Their input is instrumental in keeping our services safe, relevant and engaging.

Our Consumer Advisors' ongoing collaboration with our teams is fundamental to bringing our commitment to person-centred innovation to reality.

We are excited to continue strengthening the role of Consumer Advisors within our organisation, recognising their invaluable contributions as we work together to create lasting, positive change.



OUR PARTNERS SUSTAIN OUR MISSION

We are deeply grateful to our major funding partners and the numerous organisations and individuals who generously contribute to Hello Sunday Morning through grants and donations.

Their commitment sustains our mission, allowing us to deliver free 24/7 support to Australians seeking to change their relationship with alcohol. Beyond financial support, these partnerships bring critical resources that amplify our reach and enhance the impact of our programs.

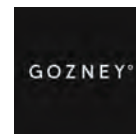
Collaborating with skilled volunteers from our partner organisations also enables us to tap into specialised expertise – from digital product development to marketing and data analytics. This strengthens our programs, enriches the user experience and supports our operational capacity, all while introducing innovative perspectives that drive our growth.

Through these partnerships, we extend our brand's reach, leveraging broader networks and audiences to connect with individuals who may benefit from our programs but may not yet be aware of them. This increased visibility allows us to make a real difference in more lives, bringing our vision of healthier and more positive lifestyles within reach for a greater number of people.

Each partnership, whether through funding, expertise, or advocacy, brings us closer to a future where more Australians can confidently pursue a balanced, fulfilling life and make lasting, positive changes in their relationship with alcohol.



Australian Government
Department of Health and Aged Care



MinterEllison.



FRIENDS OF HELLO SUNDAY MORNING

Our service delivery partners
are helping us create a seamless
digital health system.

This year we have focused on building partnerships
with a number of like-minded organisations.
We are proud of the partnerships we have formed
in 2023-2024.

Collaborations with organisations, including Clean
Slate Clinic, Sober in the Country, Smart Recovery
and Turning Point, have enabled us to extend our
reach and work towards a seamless digital alcohol
and other drug support system.



ADVOCATES AND CELEBRITIES ELEVATE OUR IMPACT

Renowned advocates and celebrities amplify Hello Sunday Morning's mission, inspiring widespread awareness and building trust that drives meaningful change.



“ I used the free Daybreak app by Hello Sunday Morning, which has an amazing community of people ”

Rob 'Millsy' Mills

The public visibility of our celebrity supporters serves as a powerful amplifier for us, reaching diverse audiences and generating interest in our cause.

Every time someone shares their story, it's truly humbling to hear and we appreciate the courage it takes for people to do that.

We're grateful for such advocates and Friends of Hello Sunday Morning like Rob 'Millsy' Mills, Osher Gunsberg and Maz Compton, just to name a few.

One of our biggest supporters of Hello Sunday Morning, Rob 'Millsy' Mills says, "I used the free Daybreak app by Hello Sunday Morning, which has an amazing community of people who were all going through what I was – trying to change our relationship with alcohol. Most importantly, I wasn't alone – and neither are you if you need it."

OUR MEMBER JOURNEYS

Chelle replaced hangovers with hiking

Chelle, a longtime Daybreak member made the decision to replace hangovers with hiking after quitting drinking and feeling refreshed after a good night's sleep.

Her journey to healing began with a powerful realisation: There has to be more to life than this. Growing up in a challenging environment, she began drinking at 13, using it to navigate life's complexities. For over 20 years, she balanced motherhood, marriage as a FIFO spouse and a business, with alcohol as a means to unwind and cope.

In 2012, a personal development workshop gave her new insights, revealing that her patterns were simply outdated coping mechanisms. Inspired, Chelle began her journey toward change. After an early attempt at being alcohol-free, she ultimately committed fully in 2014, joining Hello Sunday Morning. Replacing hangovers with hiking, this brought renewed clarity, purpose and a renewed sense of self. Personal growth practices and connecting with nature allowed her to rebuild, strengthening her relationships and her commitment to her family, passions and business.

Now, a decade alcohol-free, Chelle feels empowered and authentic, embracing a future rich with hope. Her story is a testament to the fulfillment and possibility that a life beyond alcohol can offer. To celebrate ten years alcohol-free, Chelle hiked the Murchison River Gorge, raising an incredible \$5,600 for Hello Sunday Morning.



Chelle
Daybreak member

LOOKING BACK TO LOOK FORWARD

It started with a revolution 14 years ago. As we look towards our 15th anniversary in 2025 we reflect on our beginnings as we enter a bold new phase with a new 3-year strategy and direction. Looking back to look forward reminds us where we came from, of the values that drive us and how much we have learnt along the way as we have matured as an organisation. It reminds us of the incredible impact we've had and want to continue.

The 2024-2026 Strategic Plan marks a transformative phase for Hello Sunday Morning as we continue to lead the way in reducing alcohol harm and promoting healthier lifestyles. Building on 14 years of innovation and impact, this plan reflects our dedication to expanding our reach and enhancing our impact, particularly through cutting-edge digital health solutions.

In a rapidly evolving digital health landscape, we are seeing significant growth and change for our organisation. This strategic plan leverages that momentum, firmly establishing us as leaders in high-impact, user-centred digital healthcare. Over the next three years, our commitment and focus is on:

- **Expanding access** to our services, especially in underserved regional areas.
- **Developing new digital tools** that address critical gaps in stepped care for those seeking to change their relationship with alcohol.
- **Strengthening partnerships** to amplify our collective impact and deliver more comprehensive support.

At the heart of this plan is the involvement of consumers and carers in every aspect of our work. We recognise that our greatest strength lies in our people—their dedication, expertise and well-being are essential to achieving our goals.

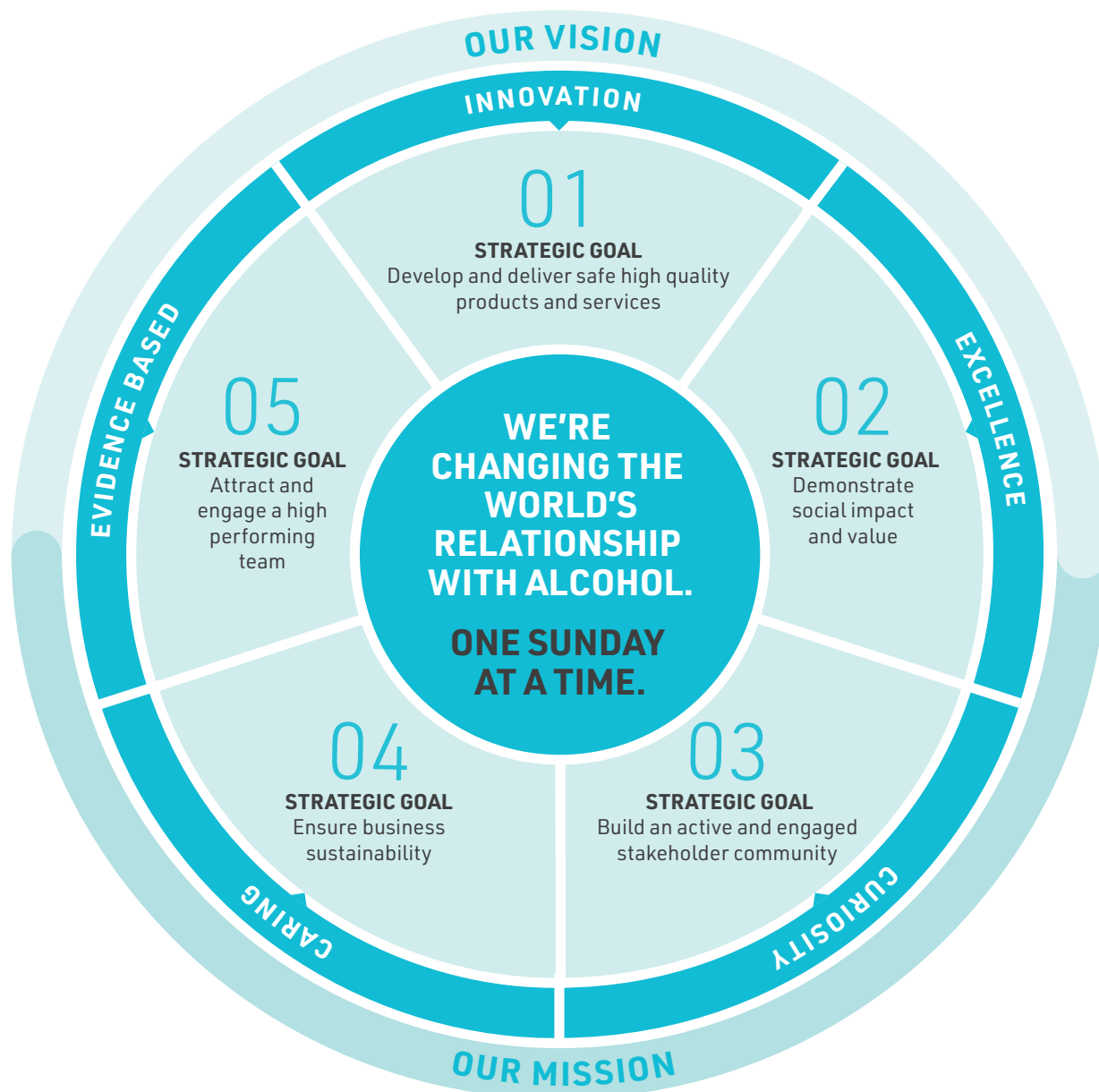
Through continued collaboration and partnership, we will continue to lead the charge in creating a healthier, more supportive world for those affected by alcohol use.

OUR VISION

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

OUR MISSION

To harness technology to create effective, engaging and cutting edge programs that inspire and empower people to change their relationship with alcohol.



INNOVATION

We innovate for impact

EXCELLENCE

We always bring our best

CURIOSITY

We are curious to learn and evolve

CARING

We foster connection and understanding through caring

EVIDENCE BASED

We prioritise informed decision making

Celebrating 15 years

“ It all starts with hello... ”

Chris Raine

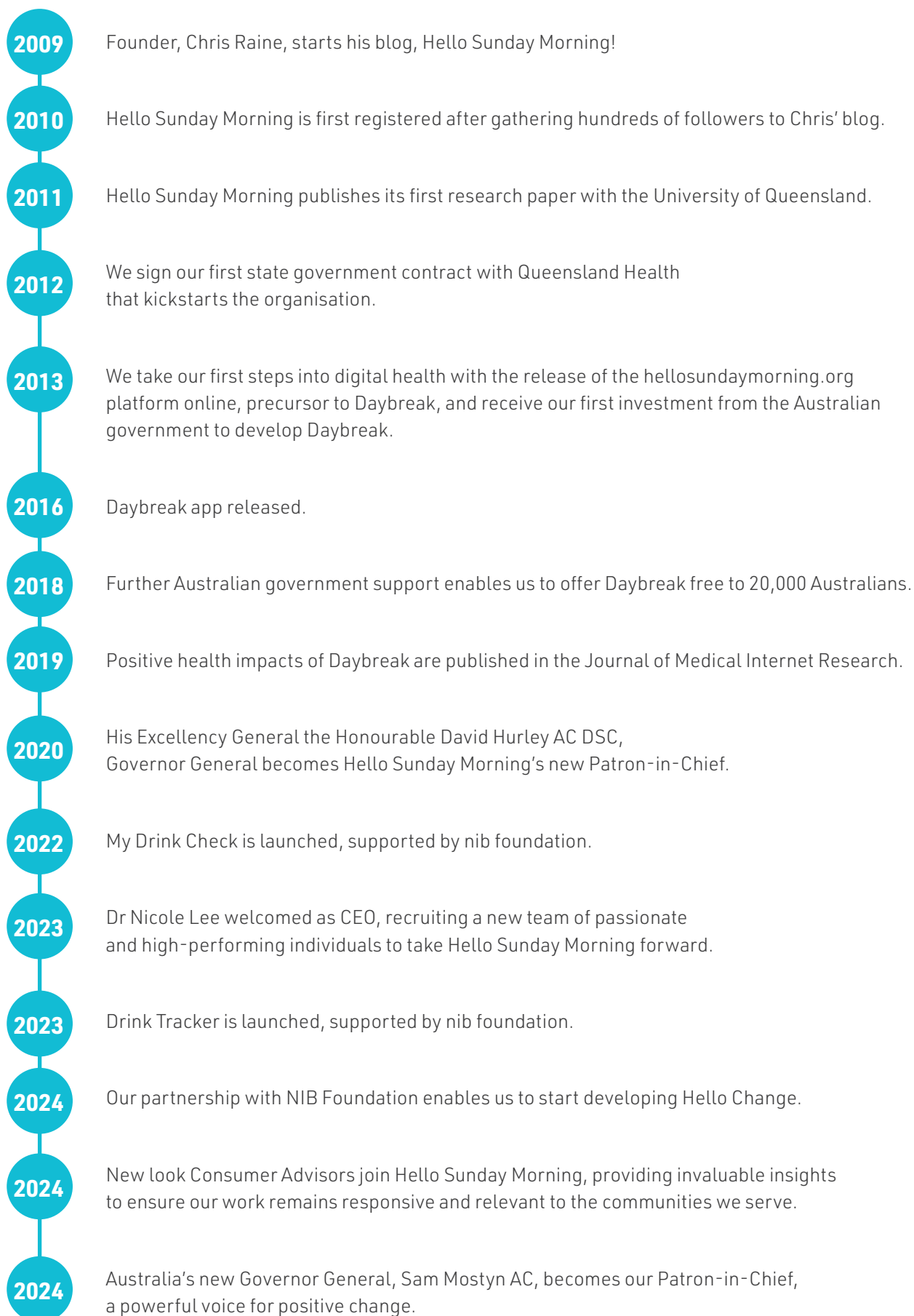
When Chris started his year-long journey of avoiding drinking and created the Hello Sunday Morning blog, he wanted it to be “...something positive, fun, light-hearted, and focused on individuals”. He says, “It was like ‘carpe diem’, you know? Hello Sunday Morning, for me, was a call to action. It’s about making the most of every day, not just Sunday. You only have one opportunity to make the most of your life. And it all starts with ‘hello’”.

After seeing the positive impact his blog had on people over the year, Chris registered Hello Sunday Morning as an organisation so he could continue the conversation he started.

In 2025, we’re thrilled to celebrate 15 years of changing the world’s relationship with alcohol. Continuing our successful expansion of programs, designed to help empower anyone along the continuum of drinking to make changes, we have a bold plan to both elevate our current services through cutting-edge technology and broaden our reach to support even more people, amplifying our impact.



15 years, 15 milestones



OUR MEMBER JOURNEYS

Our own Marathon Man

When Oliver, aged 20, decided to abstain from alcohol in 2024, he admitted, “I always thought non-drinkers who spoke highly of their decision not to drink were being disingenuous- like they were secretly envious of those who appeared to have more fun while drinking.”

Before his decision, alcohol was a regular companion at social events and activities. However, once he stopped drinking, Oliver discovered he could enjoy these occasions just as much, and in some cases, even more so. While navigating larger, alcohol-centric environments posed some challenges, he didn't view these experiences as “lesser”—simply different.

Reflecting on his journey, Oliver acknowledges that there were rare occasions where he wondered if drinking responsibly might have enhanced certain experiences, such as reconnecting with old friends. As a result, he's open to the idea of having the occasional drink in the future when it feels right. However, he emphasizes, “What I've gained from not drinking far outweighs any sense of sacrifice. The positive changes I've experienced in my relationships, clarity of mind, emotional stability, and overall happiness are extraordinary.”

If given the choice between being a regular, undiscerning drinker or staying sober, Oliver says he'd choose sobriety every time. That said, he believes in finding a balance, drawing the line where drinking responsibly enhances—not detracts from—the experience.

Oliver's personal journey inspired him to help others reconsider their relationship with alcohol. To raise awareness and support Hello Sunday Morning, he organised a fundraiser: running a 100km ultramarathon. Pledging \$1 for every minute it took to complete the race, Oliver finished in 14 hours and 54 minutes, raising an incredible \$894 through his dedication and effort.



Audited Financial Statements FY 23–24

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AUDITED FINANCIAL REPORT

Operating and financial review

The financial result for the Company for the year ended 30 June 2024 was a surplus of \$391,893 (2023: loss of \$650,605). This was largely due to increased revenue from non-government partners and improved alignment between grant revenue and associated expenditure, relative to the prior financial year.

Environmental regulation

The Company is not subject to any significant environmental regulations under either Commonwealth or State legislation. However, the Board believes that the Company has adequate systems in place for the management of its environmental requirements and is not aware of any breach of those environmental requirements as they apply to the Company.

Events subsequent to reporting date

Since 30 June 2024, there have been no subsequent events requiring disclosure.

Likely developments

The Company will continue to operate as a provider of community support services.

Further information about likely developments in the operations of the Company and the expected results of those operations in future financial years has not been included in this report because disclosure of the information would be likely to result in unreasonable prejudice to the Company.

Indemnification and insurance of officers and auditors

The Company has agreed to indemnify any person who is or has been an officer or auditor of the Company against liability.

Insurance premiums

During the financial year the Company has paid premiums in respect of directors' and officers' liability and Professional Indemnity Insurance for the year ended 30 June 2024 and since the end of the financial year, the Company has paid, or will pay, premiums in respect of such insurance contracts for the year ending 30 June 2025. Such insurance contracts insure against certain liability (subject to specific exclusions) persons who are or have been directors or executive officers of the Company.

The directors have not included details of the nature of the liabilities covered or the amount of the premiums paid in respect of the directors' and officers' liability and legal expenses insurance contracts, as such disclosure is prohibited under the terms of the contract.

Directors' meetings

The number of directors' meetings (including meetings of committees of directors) and number of meetings attended by each of the directors of the Company during the financial year are:

	Meetings attended	Meetings held during office
John Rogerson	6	6
Dhanesh Singh	5	6
Anna Cullinane	4	6
Ishtar Vij	1	2
Fred Hersch*	3	6
Dr Nicole Lee	6	6
Michael Ziviani	5	5
Claire Hanratty	3	3
Liana Rossi	3	3

*Leave of absence granted

Lead auditor's independence declaration

The Lead auditor's independence declaration is set out on the following page and forms part of the directors' report for financial year ended 30 June 2024.

This report is made in accordance with a resolution of the Directors.



Claire Hanratty
Director

Dated at Sydney this the day of 18 December 2024.

DECLARATION OF INDEPENDENCE BY CLAYTON EVELEIGH TO THE DIRECTORS OF HELLO SUNDAY MORNING

As lead auditor of Hello Sunday Morning for the year ended 30 June 2024, I declare that, to the best of my knowledge and belief, there have been:

1. No contraventions of the auditor independence requirements of section 60-40 of the *Australian Charities and Not-for-profits Commission Act 2012* in relation to the audit; and
2. No contraventions of any applicable code of professional conduct in relation to the audit.



Clayton Eveleigh
Director

BDO Audit Pty Ltd

Sydney, 18 December 2024

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the year ended 30 June 2024

In AUD	Note	2024	2023
Revenue			
Government grants		1,531,400	1,554,877
Non-government grants		1,149,669	577,011
Service revenue		20,171	24,301
Donations and bequests		42,103	107,196
Other revenue	4	13,024	48,076
		2,756,368	2,311,461
Expenses			
IT & design expenses		(226,464)	(146,419)
Property expenses		(1,831)	(5,234)
Advertising expenses		(53,069)	(50,550)
Fundraising expenses		(3,428)	(337,362)
Personnel expenses	6	(1,680,787)	(2,028,064)
Depreciation expense	8, 13	(3,957)	(126,435)
Other expenses	5	(456,700)	(288,867)
		(2,426,236)	(2,982,931)
Profit/(loss) from operating activities		330,132	(671,469)
Finance income		61,762	25,938
Finance expense		-	(5,073)
Net finance income	7	61,762	20,864
Surplus/(deficit) for the year		391,893	(650,605)
Total comprehensive income for the year		391,893	(650,605)

The notes on pages 58 to 69 are an integral part of these financial statements.

STATEMENT OF FINANCIAL POSITION

As at 30 June 2024

In AUD	Note	2024	2023
Assets			
Cash and cash equivalents	10	3,162,171	2,210,086
Trade and other receivables	9	14,919	15,876
Prepayments	13	73,445	52,590
Total current assets		3,250,535	2,278,552
Property, plant and equipment	8	3,524	11,388
Right of use asset	13	-	-
Total non-current assets		3,524	11,388
Total assets		3,254,059	2,289,941
Liabilities			
Trade and other payables	12	210,806	159,306
Lease liabilities	13	-	-
Employee benefits	11	51,903	119,176
Deferred income		642,831	45,002
Total current liabilities		905,540	323,484
Employee benefits	11	12,914	22,745
Total non-current liabilities		12,914	22,745
Total liabilities		918,454	346,229
Net assets		2,335,605	1,943,712
Equity			
Accumulated surplus		2,335,605	1,943,712
Total equity		2,335,605	1,943,712

The notes on pages 58 to 69 are an integral part of these financial statements.

STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2024

In AUD	Accumulated Surplus	Total
Balance at 1 July 2022	2,594,317	2,594,317
Total comprehensive losses for the year	-	-
Loss for the year	(650,605)	(650,605)
Total comprehensive losses for the year	(650,605)	(650,605)
Balance at 30 June 2023	1,943,712	1,943,712
Balance at 1 July 2023	1,943,712	1,943,712
Total comprehensive profit for the year		
Profit for the year	391,893	391,893
Total comprehensive income for the year	391,893	391,893
Balance at 30 June 2024	2,335,605	2,335,605

The notes on pages 58 to 69 are an integral part of these financial statements.

STATEMENT OF CASH FLOWS

For the year ended 30 June 2024

In AUD	Note	2024	2023
Cash flows from operating activities			
Cash receipts in the course of operations		3,693,154	2,414,527
Cash payments in the course of operations		(2,803,099)	(3,193,441)
Cash generated from/(used in) operations		890,055	(778,914)
Interest received		62,031	25,921
Payment of interest on lease liabilities		-	(5,073)
Net cash flows from/(used in) operating activities		952,086	(758,067)
Cash flows from investing activities			
Net cash flows from/(used in) investing activities		-	-
Cash flows from financing activities			
Payments for lease liabilities		-	(122,662)
Net cash flows used in financing activities		-	(122,662)
Net increase/(decrease) in cash and cash equivalents		952,086	(880,729)
Cash and cash equivalents at beginning of the year		2,210,086	3,090,815
Cash and cash equivalents at end of the year	10	3,162,172	2,210,086

The notes on pages 58 to 69 are an integral part of these financial statements.

NOTES TO FINANCIAL STATEMENTS

1. Reporting entity

Hello Sunday Morning (the 'Company') is an Australian Public Company Limited by Guarantee domiciled and incorporated in Australia. The address of the Company's registered office and principal place of business is 103 Alexander Street, Crows Nest NSW 2065

The Company is a not-for-profit entity, primarily involved in providing continuous and moderated Daybreak community access and support services, developing improved alcohol behaviour change-focused technology, and running awareness campaigns on digital platforms.

2. Basis of preparation

a) Statement of compliance

In the opinion of the directors the Company is not publicly accountable. The financial statements are Tier 2 general purpose financial statements which have been prepared in accordance with Australian Accounting Standards – Simplified Disclosures adopted by the Australian Accounting Standards Board (AASB) and the Australian Charities and Not-for-profits Commission Act 2012.

The financial statements were approved by the Board of Directors on 18 December 2024.

b) Basis of measurement

The financial statements have been prepared on the historical cost basis, unless otherwise stated.

c) Functional and presentation currency

These financial statements are presented in Australian dollars, which is the Company's functional currency.

d) Use of estimates and judgements

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities (refer to the respective notes) within the next financial year are discussed below.

Employee benefits provision

The liability for employee benefits expected to be settled more than 12 months from the reporting date are recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and pay increases through promotion and inflation have been taken into account.

Determining whether a grant contains enforceable and sufficiently specific obligations.

The interaction between AASB 15 and AASB 1058 requires management to assess whether the government grants and other funding received need to be accounted for under AASB 15 or AASB 1058. Key to this assessment is whether the government grants and other funding agreements contain:

- a contract with a customer that creates 'enforceable' rights and obligations, and;
- the contract includes 'sufficiently specific' performance obligations.

Critical judgement was applied by management in assessing whether a promise is 'sufficiently specific', taking into account all facts and circumstances and any conditions specified in the arrangement (whether explicit or implicit) regarding the promised goods or services, including conditions regarding:

- the nature or type of the goods or services.
- the cost or value of the goods or services.
- the quantity of the goods or services.
- the period over which the goods or services must be transferred.

e) Going Concern

The financial statements have been prepared on the going concern basis, which contemplates continuity of normal business activities and the realisation of assets and discharge of liabilities in the normal course of business.

As presented in the financial statements, the entity generated a profit before comprehensive income of \$391,893 and had net cash inflows from operating activities of \$952,086 for the year ended 30 June 2024.

The Directors believe that the entity will continue as a going concern and that it is appropriate to adopt the going concern basis in the preparation of the financial report after consideration of the improved position of the organisation, including significant grant funding from the Commonwealth Department of Health and Aged Care continuing into financial year 2025.

3. Material Accounting Policies

For the financial year ending 30 June 2024, the Company has adopted new and revised standards regarding the disclosure of accounting policies in financial statements. Entities complying with the Australian Accounting Standards are required to disclose only material accounting policy information, that is, accounting policy information that, when considered together with other information included in the financial statements, can reasonably be expected to influence decisions made on the basis of those financial statements.

The accounting policies set out below are considered material on this basis, have been applied consistently to all periods presented in these financial statements, and have been applied by the Company.

a. Financial instruments

Non-derivative financial instruments

Non-derivative financial instruments comprise trade and other receivables, cash and cash equivalents and trade and other payables.

Cash and cash equivalents comprise cash balances and term deposits with original maturities of twelve months or less.

Non-derivative financial instruments are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition they are measured at amortised cost using the effective interest rate method less any impairment losses.

(i) Recognition and initial measurement

Trade receivables and debt securities issued are initially recognised when they are originated. All other financial assets and financial liabilities are initially recognised when the Company becomes a party to the contractual provisions of the instrument.

(ii) Financial assets – Subsequent measurement and gains and losses

Financial assets at amortised cost are subsequently measured at amortised cost using the effective interest method. The amortised cost is reduced by impairment losses. Interest income, foreign exchange gains and losses and impairment are recognised in profit or loss. Any gain or loss on derecognition is recognised in profit or loss.

The Company's financial assets are classified as trade and other receivables.

(iii) Financial assets – Derecognition

The Company derecognises a financial asset when the contractual rights to the cash flows from the financial asset expire, or it transfers the rights to receive the contractual cash flows in a transaction in which substantially all of the risks and rewards of ownership of the financial asset are transferred or otherwise not retained and it does not retain control of the financial asset.

(iv) Financial liabilities

The Company derecognises a financial liability when its contractual obligations are discharged or cancelled, or expire. The Company also derecognises a financial liability when its terms are modified and the cash flows of the modified liability are substantially different, in which case a new financial liability based on the modified terms is recognised at fair value. On derecognition of a financial liability, the difference between the carrying amount extinguished and the consideration paid (including any non-cash assets transferred or liabilities assumed) is recognised in profit or loss.

(v) Impairment

An impairment loss is recognised if the carrying amount of an asset or its cash-generating unit exceeds its recoverable amount. A cash-generating unit is the smallest identifiable asset Company that generates cash inflows from continuing use that largely are independent of the cash flows of other assets and Companies.

The recoverable amount of an asset or cash-generating unit is the greater of its value in use and its fair value less costs to sell. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset.

The gross carrying amount of a financial asset is written off when the Company has no reasonable expectations of recovering a financial asset in its entirety or a portion thereof. For individual customers, the Company has a policy of writing off the gross carrying amount when the financial asset is 365 days past due based on historical experience of recoveries of similar assets. For corporate customers, the Company individually makes an assessment with respect to the timing and amount of write-off based on whether there is a reasonable expectation of recovery. The Company expects no significant recovery from the amount written off. However, financial assets that are written off could still be subject to enforcement activities in order to comply with the Company's procedures for recovery of amounts due.

b. Employee Benefits

(i) Defined contribution plans

A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. Obligations for contributions to defined contribution plans are recognised as an employee benefit expense in profit or loss in the periods during which services are rendered by employees. Prepaid contributions are recognised as an asset to the extent that a cash refund or a reduction in future payments is available. Contributions to a defined contribution plan that are due more than 12 months after the end of the period in which the employees render the service are discounted to their present value.

(ii) Other long-term employee benefits

The Company's net obligation in respect of long-term employee benefits other than defined benefit plans is the amount of future benefit that employees have earned in return for their service in the current and prior periods plus related on-costs; that benefit is discounted to determine its present value, and the fair value of any related assets is deducted.

(iii) Short-term benefits

Short-term employee benefit obligations are measured on an undiscounted basis and are expensed as the related service is provided.

c. Revenue

(i) Service Revenue

Revenue from service agreements is recognised in the accounting period in which services are performed. In a fixed price contract revenue from the rendering of services is recognised in proportion to the stage completion of the work performed at the reporting date.

(ii) Government and non-government grant revenue

Revenue from government grants received under enforceable agreements, where there are sufficiently specific performance obligations imposed, is deferred until the obligations are satisfied. Performance obligations are measured based on the entity's efforts to satisfy the performance obligations.

If the performance obligations are not sufficiently specific, revenue will be recognised upon receipt.

(iii) Donations

For the purposes of the Charitable Fundraising (NSW) Act 1991, a fundraising appeal is where revenue is raised by a person who represents that it is for a charitable purpose. This excludes appeals made to any Commonwealth, State or local government authority. Hello Sunday Morning, in common with most organisations receiving fundraising contributions, is unable to establish absolute control over all voluntary donations, due to their nature, prior to their initial entry into the accounting records. Therefore, revenue from fundraising, including donations and bequests, is recognised when received or receivable.

d. Lease Payments

The lease liability is initially measured at the present value of the lease payments that are not paid at the commencement date, discounted using the interest rate implicit in the lease or, if that rate cannot be readily determined, the Company's incremental borrowing rate. Generally, the Company uses its incremental borrowing rate as the discount rate.

The Company determines its incremental borrowing rate by obtaining interest rates from various external financing sources and makes certain adjustments to reflect the terms of the lease and type of the asset leased.

Lease payments included in the measurement of the lease liability comprise the following:

- Fixed payments, including in-substance fixed payments;
- variable lease payments that depend on an index or a rate, initially measured using the index or rate as at the commencement date;
- amounts expected to be payable under a residual value guarantee; and
- the exercise price under a purchase option that the Company is reasonably certain to exercise, lease payments in an optional renewal period if the Company is reasonably certain to exercise an extension option, and penalties for early termination of a lease unless the Company is reasonably certain not to.

The lease liability is measured at amortised cost using the effective interest method. It is remeasured when there is a change in future lease payments arising from a change in an index or rate, if there is a change in the Company's estimate of the amount expected to be payable under a residual value guarantee, if the Company changes its assessment of whether it will exercise a purchase, extension or termination option or if there is a revised in-substance fixed lease payment.

When the lease liability is remeasured in this way, a corresponding adjustment is made to the carrying amount of the right-of-use asset, or is recorded in profit or loss if the carrying amount of the right-of-use asset has been reduced to zero.

Short-term leases and leases of low-value assets

The Company has elected not to recognise right-of-use assets and lease liabilities for short-term leases of machinery that have a lease term of 12 months or less and leases of low-value assets, including IT equipment. The Company recognises the lease payments associated with these leases as an expense on a straight-line basis over the lease term.

e. Finance Income and Expenses

Finance income comprises of interest earned on cash and cash equivalents.

Foreign currency gains and losses are reported on a net basis as either finance income or finance expense depending on whether foreign currency movements are in a net gain or net loss position.

f. Income Tax

The Company, as a charitable institution, has been granted an exemption from the payment of income tax under Section 50-145 of the Income Tax Assessment Act 1997.

g. Contract Liabilities

Contract liabilities represent the entity's obligation to transfer services to a customer and are recognised when a customer pays consideration, or when the consolidated entity recognises a receivable to reflect its unconditional right to consideration (whichever is earlier) before the entity has transferred the services to the customers.

4. Other Revenue

	2024	2023
Recovered expenses	13,024	48,076
	13,024	48,076

5. Other Expenses

	2024	2023
Travel and accommodation	44,579	13,179
Research	10,631	47,585
Strategy and development	97,743	101,542
Office supplies	4,201	3,733
Recruitment	83,193	33,926
Accounting fees	116,859	12,000
Insurance	21,109	20,446
Other expenses	78,384	56,456
	456,700	288,867

6. Personnel Expenses

	2024	2023
Wages and salaries	1,564,533	1,843,774
Superannuation	178,151	190,949
Workers compensation	14,460	16,436
Movements in liability for annual leave	(43,447)	(19,008)
Movements in liability for long-service leave	(32,910)	(4,087)
	1,680,787	2,028,064

7. Finance Income and Expense Recognised in Profit or Loss

	2024	2023
Interest income	62,031	25,921
Net foreign exchange income / (loss)	(270)	17
Finance income	61,762	25,938
Interest expense	-	(5,073)
Finance expense	-	(5,073)
Net finance income recognised in profit or loss	61,762	20,864

8. Property, Plant and Equipment

	Computer software and hardware	Office equipment	Total
Cost			
Balance at 1 July 2022	97,706	38,724	136,430
Disposals	12,199	-	12,199
Balance at 30 June 2023	85,507	38,724	124,231
Balance at 1 July 2023	85,507	38,724	124,231
Disposals	25,073	34,268	59,341
Historical balancing adjustment	20,497	4,456	24,953
Balance at 30 June 2024	39,937	-	39,937
Depreciation and impairment losses			
Balance at 1 July 2022	71,930	38,724	110,654
Depreciation charge	2,189	-	2,189
Balance at 30 June 2023	74,119	38,724	112,843
Balance at 1 July 2023	74,119	38,724	112,843
Depreciation charge	8,347	-	8,347
Disposals	(21,166)	(34,268)	(55,434)
Historical balancing adjustment	(24,889)	(4,456)	(29,343)
Balance at 30 June 2024	36,413	-	36,413
Carrying amounts			
At 1 July 2023	11,388	-	11,388
At 30 June 2024	3,524	-	3,524

9. Trade and other receivables

	2024	2023
GST receivable	14,919	11,036
Other receivable	-	4,840
	14,919	15,876

10. Cash and cash equivalents

The Company held two term deposits on 30 June 2024, with the current period for both term deposits reaching maturity in September 2024. Interest earned is held as cash at bank and reported as finance income in profit or loss.

	2024	2023
Cash at bank	1,862,171	910,086
Term deposits	1,250,000	1,250,000
Bank guarantees	50,000	50,000
	3,162,171	2,210,086

11. Employee benefits

	2024	2023
Current		
Liability for annual leave	51,903	96,097
Liability for long service leave	-	23,079
	51,903	119,176

Non-current		
Liability for long-service leave	12,914	22,745
	12,914	22,745

12. Trade and other payables

	2024	2023
Trade payables	189,806	96,982
Accrued expenses	21,000	62,323
	210,806	159,306

13. Leases

Leases as lessee

The Company did not lease any assets of property in financial year 2024 but did lease one asset of property in the previous financial year. Information about the lease for which the Company is a lessee is presented below. The Lease ended 5 June 2023.

	2024	2023
Right of use assets (Building)		
Balance at 1 July		113,514
Reduction in right of use assets		(342)
Depreciation charge for the year		(113,172)
Balance at 30 June	-	-
Lease liabilities		
Current	-	-
Non-current	-	-
	-	-
Amounts recognised in profit or loss		
Balance at 1 July	-	129,997
Reduction in lease liability	-	(129,997)
Adjustments due to revised lease term	-	-
Balance at 30 June	-	-

14. Related parties

Key management personnel compensation

The key management personnel compensation included in 'personnel expenses' (see note 6) for the year ended 30 June 2024 was \$474,984 (2023: \$478,664).

15. Subsequent Events

Since 30 June 2024, no events have arisen that have a significant impact on the Company.

16. Member's Liability

The Company is limited by guarantee. If the Company is wound up, the Constitution states that each member is required to contribute a maximum of \$100 each towards meeting any outstanding obligations of the Company. As at 30 June 2024 the number of members was 7 (2023:5).

17. Fundraising appeals

Hello Sunday Morning continues to conduct limited fundraising activities however the Company no longer conducts fundraising appeals to the extent that it has during past years. Fundraising appeals do not include appeals to (or the receipt of money or a benefit from) any Commonwealth, State or local government authority.

During the year, the Company had one employee with a proportion of their time allocated to fundraising activities. Reported fundraising expenses were primarily related to software licensing costs and fees associated with donations received via electronic transactions.

During the year, the Company achieved a net profit of \$38,676 (2023: \$346,845) from fundraising activities defined under the Charitable Fundraising Act. This surplus will be used to provide community development and support services.

18. Remuneration of auditors

During the financial year the following fees were paid or payable for services provided by BDO PTY LTD, the auditor of the company:

Audit Services – BDO Audit Pty Ltd

In AUD	2024	2023
Audit of the financial statements	17,250	12,000

Hello Sunday Morning Directors' declaration

In the opinion of the directors of Hello Sunday Morning (the "Company"):

- (a) the Company is not publicly accountable.
- (b) the financial statements and notes that are set out on pages 58 to 69, are in accordance with the Australian Charities and Not-for-profits Commission Act 2012, including:
 - (i) giving a true and fair view of the Company's financial position as at 30 June 2024 and of its performance for the financial year ended on that date; and
 - (ii) complying with Australian Accounting Standards – Simplified Disclosures and the Australian Charities and Not-for-profits Commission Regulations 2022.
- (c) there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of the directors.

A handwritten signature in black ink, appearing to read 'CH Hanratty', with a stylized, cursive script.

Claire Hanratty
Director

Dated at Sydney this the day of 18 December 2024.

INDEPENDENT AUDITOR'S REPORT

To the members of Hello Sunday Morning

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Hello Sunday Morning (the registered entity), which comprises the statement of financial position as at 30 June 2024, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial report, including a summary of significant accounting policies, and the responsible entities' declaration.

In our opinion the accompanying financial report of Hello Sunday Morning, is in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- (i) Giving a true and fair view of the registered entity's financial position as at 30 June 2024 and of its financial performance for the year then ended; and
- (ii) Complying with Australian Accounting Standards – Simplified Disclosures and Division 60 of the *Australian Charities and Not-for-profits Commission Regulations 2022*.

Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the Financial Report* section of our report. We are independent of the registered entity in accordance with the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* (ACNC Act) and the ethical requirements of the Accounting Professional and Ethical Standards Board's *APES 110 Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other information

Those charged with governance are responsible for the other information. The other information obtained at the date of this auditor's report is information included in the Hello Sunday Morning's annual report, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed on the other information obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of responsible entities for the Financial Report

The responsible entities of the registered entity are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards – Simplified Disclosures and the ACNC Act, and for such internal control as the responsible entities determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, responsible entities are responsible for assessing the registered entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the responsible entities either intends to liquidate the registered entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the registered entity's financial reporting process.

Auditor's responsibilities for the audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website (<http://www.auasb.gov.au/Home.aspx>) at:

http://www.auasb.gov.au/auditors_responsibilities/ar4.pdf

This description forms part of our auditor's report.

BDO Audit Pty Ltd



Clayton Eveleigh
Director

Sydney, 18 December 2024

 **Hello Sunday Morning**