



Annual highlights

FY 2021–2022



Griefline recognises the continuous and deep connection to Country of Aboriginal people as the first peoples of this nation.

We acknowledge their displacement, disconnection and grief caused by colonisation and recognise their generosity of spirit as we begin the process of reconciliation and healing.

We pay tribute to Elders past, present and emerging and respect the collective ancestry that has brought us all here today.

EXEC MESSAGE

What a difference 12-months makes.

From providing a largely Victorian-centric grief and loss telephone support service over the past 35 years, we are now providing a full-circle care framework that starts with education and early-intervention (non-crisis) support services and resources, through to specialised care and counselling programs.

In addition to our national toll-free helpline, we are now offering online bereavement support groups national, online forums, self-care information, education, and resources, as well as grief literacy education training programs.

Our specialised sessional counselling and support programs include Policeline (VIC), Care to Call (VIC, NSW, FNQ) and Integrating Grief (NSW).

It's a suite of services with a combined objective to support people through their personal grief experience and foster their ability to develop healthier responses to grief to help prevent an escalation to mental-ill health.

We are energised by the support of our volunteers, Board and team to continue finding ways to deliver free services and resources to support all Australians in their experience of grief and loss.

Kate Cahill and Louisa Smith
Griefline executive team

- Online Grief & Loss Resources
- Grief literacy education and training programs

Prevention

- Online Moderated Forums
- National Telephone Support
- National Bereavement Support Groups

Early Intervention

- Care to Call (VIC, NSW, FNQ)
- Policeline Sessional Grief Support (VIC)
- Integrating Grief Sessional Counselling (NSW)

Specialised

BOARD MESSAGE

With another year coming to a close, Griefline has experienced a higher level of demand and expansion of impact to our community due to the hard work and dedication of our staff and volunteers, our executive team, our partners and the continued dedication by our board members.

With the alignment of Griefline to support the growing need to normalise the experience of grief through education, research-led support resources, our Helpline and call-back service, we are proud of our contribution towards being the support service of choice for an ever-growing cohort within the Australian community.

Our community has had many challenges over the last year with the continuing impact of the global pandemic and successive natural disasters, stretching many within our community to periods of extreme personal challenge and subsequent grief and loss.

Griefline has worked with a high level of passion and commitment in building a robust multi-tiered care framework to share our message and elevate our national reach by promoting compassionate communities and nurturing emotional resilience while supporting people faced with grief and loss.

Our focus is to change the way Australian society thinks and talks about grief. To normalise grief, rather than medicalise grief.

Whilst as a NFP we continue to be challenged by sustainable funding streams, we remain committed to making a difference and continuing our focus on growing, learning and supporting initiatives for allied health professionals, community members and as a strategic government partner to normalise the experiences of grief and loss, within the Australian community.

We thank our team, our stakeholders, our community, our invaluable volunteers and every individual who trusts us to walk alongside them through their grief experience.

Sarah Godfrey and Nicky Mackie
Griefline board co-chairs



Vision	Mission	Values
<p>To lead and inspire the mental health industry in finding collaborative ways to prevent the escalation of mental ill-health in people as a result of grief and loss.</p>	<p>To normalise grief by having courageous conversations and supporting communities to grow from loss.</p>	<p>Courage Connection Compassion</p>

STRATEGIC GOALS

1. **Optimise our care model** by improving the effectiveness and efficiency of the delivery of Griefline's support services.
2. **Build brand equity** by maintaining consistent delivery of quality services by utilising service user feedback, clarifying our organisations area of expertise and partnering with leading industry advisors and community partners.
3. **Establish a self-funding model** for scalability and financial sustainability

ACTIVITIES

1. Optimise our care model

- Helpline: introduction of the 'call back' service on the Helpline (to enable help seekers to leave a message during the times volunteers were on other calls or it was outside of Helpline operating hours)
- Forums: introduced 'volunpeers' (volunteer + peer) to support moderation to enable more timely responses (and remove reliance on one sole moderator)
- Care to Call: moved from 'check in' call to 12 week be-friending program. Pilot program ended as not scalable, and became the seed for the Addressing Loneliness online modules and workshops
- Sessional/Specialist Counselling: expanded sessional counselling support into NSW as part of the integrated full circle care model (and funded by NSW Ministry of Health)
- Engaging with service users to provide feedback

ACTIVITIES cont'd

2. Build brand equity

- Implementation of the service user feedback survey across all programs and services
- Published the "Life After Loss" podcast series with the purpose of informing the community about coping with grief and loss caused by natural disasters
- Launched "Courageous Conversations" a YouTube series of interviews with everyday people sharing their stories of loss and grief
- Launched "In Conversation With the Experts" a YouTube series of in-depth interviews with the world's leading experts in grief and loss
- Fact sheets covering different topics that are easy to understand and can benefit a wide range of people in the community, translated into multiple languages
- Partnered with the Psychotherapy and Counselling Federation of Australia (PACFA) to deliver training in specialised grief and bereavement care to support clients referred from our Integrating grief and Policeline programs
- Partnered with Kiwanis Brighton Bayside to collaborate on ways to improve the health and wellbeing of their community members who are experiencing grief and loneliness
- Partnered with The Tin Shed Port Douglas to collaborate on ways to reduce the incidence of loneliness and isolation in their community

3. Establish a self-funding model

- Developed Griefline Knowledge - grief literacy and education programs for individuals, corporates and community groups
- Participants can pay to access on-demand, self-paced online learning modules or bespoke training programs tailored to the needs of the organisation
- Piloted the Addressing Loneliness online learning and face-to-face workings with participants working in community services in the City of Glen Eira (funded by a City of Glen Eira community grant)
- Developed and piloted the Advanced Grief Theories online learning and workshop with provisional and clinical members of PACFA (program development funded by NSW Government Ministry of Health)



Are you grief-informed?
Get to know grief to better support yourself and others.

Griefline Knowledge provides grief literacy education and training for workplaces, individuals, schools and community groups.

Our evidence-based courses draw on decades of experience supporting Australians through all forms of grief and loss.

GRIEFLINE | KNOWLEDGE

Learn how to confidently interact with others experiencing grief, loss and loneliness. Discover coping strategies and self-care routines.

Griefline's online courses and workshops can be delivered as a package or as stand-alone learning experiences.

Our programs include:

- ▶ Grief-informed workplace*
- ▶ Addressing loneliness
- ▶ How to support a grieving friend
- ▶ Advanced grief theories**
- ▶ Workplace support groups

* can be adapted for for health care professionals and clinicians
**developed specifically for professional therapists and mental health care providers

For more information about our courses and workshops visit:
knowledge.griefline.org.au

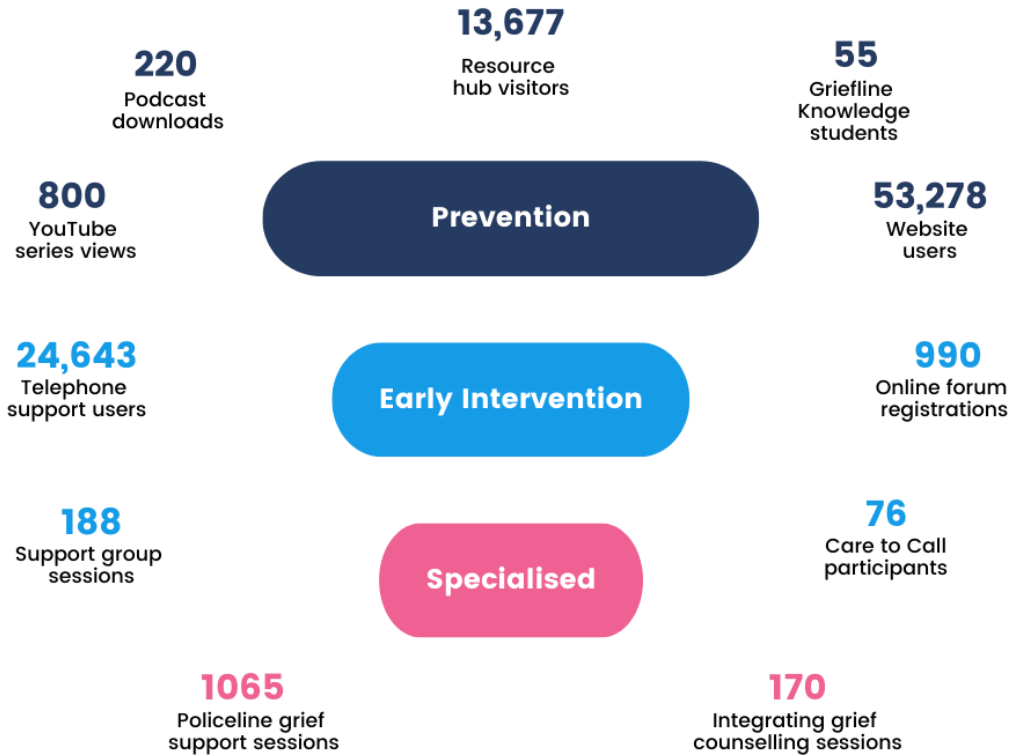
GRIEFLINE | KNOWLEDGE

“Griefline has been there for me for over the past two years. The volunteers are not only kind and understanding but they have given me suggestions on how to deal with my grief. They have listened to me sob hysterically and they have explained that the feelings I did not expect to have after a loved one passed, were completely normal. I cannot speak highly enough of Griefline.”

GRIEFLINE HELPLINE USER

HELP-SEEKER ENGAGEMENT

How people accessed support from Griefline in FY 2021/22



NOTES

YouTube series views include the following programs:

- Courageous Conversations
- In Conversation With the Experts

Podcast downloads include the following episodes:

- The Black Summer Bushfires
- The Floods of 2011 and 2022

Griefline Knowledge Students include:

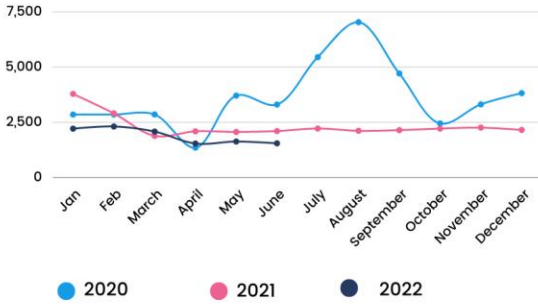
- PACFA counsellors trained to receive referrals from Policeline and Integrating Grief programs
- City of Glen Eira Reducing Loneliness grief literacy training and education program

The Integrating Grief Program funded by NSW Government Ministry of Health launched the 1st February 2022.

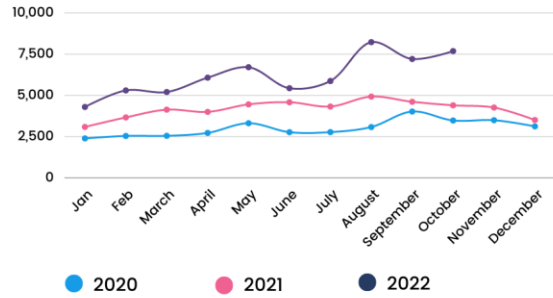
HELP-SEEKER BEHAVIOUR

How optimising our care model is influencing how help-seekers access grief support and resources

Calls to helpline



Website users



2020

- Transition to VoIP phones enabling helpline calls to be answered remotely.
- Enhanced call data reporting.
- Spike in call numbers during peak of Victorian COVID-19 lockdowns (Jul-Sep)
- Majority of calls went unanswered due to volunteer withdrawal to support their own self-care and family needs during time of COVID-19 uncertainty and lockdowns.

2021

- Easing of COVID-19 restrictions.
- Increase in callers living outside of Victoria.

2022

- Calls stabilised back to pre-COVID19 levels.
- Volunteer retention <6 months.
- Marketing of the helpline service to raise public awareness on hold until more funding is received to ensure it is appropriately resourced.

2020

- Despite poor performing website, visitors start searching online for grief support during lockdowns and find our website.

2021

- Stage 1 of new SEO-optimised website launches in January with grief and loss resource hub and online forums.
- Stage 2 launches in November with better accessibility and additional resources.

2022

- Number of users from NSW surpass number of users from Victoria.
- Resource hub and online forums are second and third most frequented sections of the website.
- Launch of fact sheets translated into 6 languages other than English.
- Frequent requests from community groups, local government and professional services seeking grief literacy information and support resources for their grieving workforce.

“Thank you for being so open and honest, I appreciate that so much, there’s quite a few here who have no other avenue to express themselves, and would go quietly crazy if we felt like the only one going through this. I joined this forum to connect with others, maybe even sort of journal, because I know even if you don’t receive replies, there are people sitting at home reading and silently wiping their tears alongside us.”

**EXCERPT FROM GRIEFLINE
ONLINE FORUMS**

HELP-SEEKER BEHAVIOUR cont'd

Grief support for living losses

Support for coping with bereavement remains the primary reason people call the helpline. However, we continue to see a marked increase in callers requesting information and support for coping with living losses. The top presenting reasons in the FY 2021/22 period were:

- Family issues
- COVID-19
- Loneliness and isolation
- Changing life situations such as natural disasters
- Mental health issues
- Chronic health issues

MEASURING IMPACT

Service user feedback survey

The survey was launched in May 2022 to engage feedback from service users to inform program services improvements.

- 9 responses received between in the months of May and June 2022 providing feedback on the helpline service, online forums and sessional counselling and support programs (Policeline, Integrating Grief and Support Groups)
- All respondents rated their service experiences with Griefline as "excellent"
- All respondents rated Griefline as "very good" to "excellent" in the three areas of positive effect on hopefulness for future, ability to manage day-to-day activities and overall wellbeing

Integrating Grief: PG-13 assessment tool

PG13 is a screening tool, developed by Holly G. Prigerson, Ph.D., Paul K. Maciejewski, Ph.D*, used to measure the level of functional impairment as a result of the death of a loved one.

Elevated scores for certain feelings, thoughts and actions and any associated functional impairment 6 months post the loss could indicate Prolonged Grief Disorder.

The PG13 tool is used during the intake and triage process, and again during and at the end of sessional support, to provide an indication of the level of functional impairment as a result of the loss and any change that occurred during the sessional counselling support.

Griefline do not use the PG13 tool to diagnose prolonged grief.

Early indications since the launch of the Integrating Grief Program in February 2022 are clients showing a positive improvement in PG-13 score (in the range of 2 to 4 points) over the course of their support with Griefline.

*<https://endoflife.weill.cornell.edu/pg-13>

ORGANISATIONAL STRUCTURE

30 June 2022



Our counselling team has grown with the national expansion of our bereavement support groups and launch of the Integrating grief sessional counselling program in NSW. Our volunteers welcomed the opportunity to be trained in supporting help-seekers across a range of our programs including Policeline, Care to call, Online forums, the Helpline and call back service.

In total we recruited and trained 210 volunteers with 114 still active by June 2022.

We welcomed 18 Masters of Social Work students who joined us for their field education placement from Melbourne University, Monash University, La Trobe University and RMIT.

BOARD OF DIRECTORS

Chair

Sarah Godfrey

Co-chair

Nicky Mackie

Treasurer

Susan Chadwick

Secretary

Veronica Barbetta

Non-executive directors

Melinda Jackson

Rebecca Malka

EXECUTIVE LEADERSHIP

Chief Operating Officer

Kate Cahill

Chief Marketing Officer

Louisa Smith



“I participated in one of Griefline’s 4-week 2hr counsellor facilitated online groups. The validation of sharing with like-minded others wonderful. Understanding the journey & learned mindful therapies I found very valuable.
Highly recommended.”

**GRIEFLINE BEREAVEMENT SUPPORT
GROUP PARTICIPANT**

THANK YOU TO OUR SUPPORTERS

We value our community and business relationships and the support that many organisations and individuals provide us.

Without our partners and financial supporters, we would not be able to achieve the positive impact on the wellbeing of tens of thousands of Australians each year.

Griefline would like to extend our deepest gratitude to all our supporters from the Commonwealth and NSW State Governments, the South Eastern Melbourne Primary Health Network for their ongoing support, as well as philanthropic grants and trusts, corporate and community groups and suppliers, and individual donors and fundraisers.

Grants and funding

- Commonwealth Government
- NSW Ministry of Health
- SEMPHN
- City of Glen Eira
- Wesley Mission (Older Persons Welfare)
- The Tin Shed Port Douglas
- NAB Foundation

Corporate and community partners

- Kiwanis Brighton Bayside
- Ending Loneliness Together
- PACFA
- Sally Douglas and Imogen Carn from Good Mourning
- Evonne Madden
- Pat Panetta from Tell Your Story Media
- Nick Parker, Francis Nicholls-Wunder and Kim Gardner from Light Creative
- Ned Nikolic from Viscore
- SBS In Language
- Stephanie Chiu from Noema
- Louise Cooper-Shaw

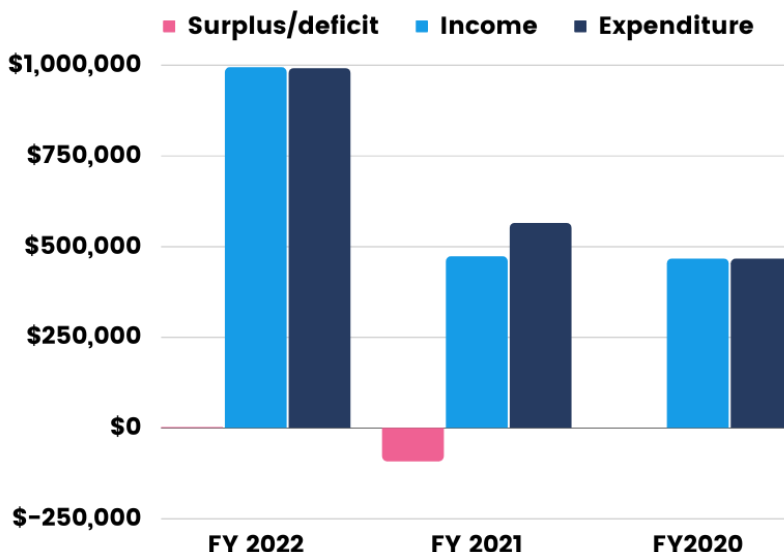
Fundraising

- Susan Wilson
- Amanda Bridgewater
- Rachael Audrey Anger
- Eirini Evangelou
- \$85 Jumbuck Mini-Spit Society

Donors

- The Magistrates Court of Victoria
- Datt Family Foundation
- Phillips and Cohen
- Swift Electrical Pty Ltd
- Picaluna Funeral Services
- Ann Barber
- Graham Swalwell
- Naomi Shen
- Stephen Lee
- Hayley Smith
- Danna McConnell
- Tess Currie
- Yincong Chen
- Lauren B
- Tiffy Moore
- Sen Flaubert
- Julie-Anne Samuels
- Thomas Hong
- Alyscia Watt
- A number of anonymous donors

FINANCIALS



Griefline's operating result for the 2021 2022 financial year was a \$2,383 surplus, compared to a \$91,963 deficit in the previous financial year.

The increase in income from \$471,181 in the 2020/21 financial year to \$993,008 in the 2021/22 financial year was due to securing the contract to provide bereavement support services for NSW (the Integrating Grief Program, funded by NSW Ministry of Health), renewal of funding for Policeline (funded by South Eastern Metropolitan Primary Health Network), and the sale of grief & loss training courses.

Expenses increased from \$562,874 to \$990,665 due to the additional salaries and wages, client management systems, telephone infrastructure and costs to support the Integrating Grief and Policeline programs.

You can access the full financial report from the ACNC website or request a copy by emailing admin@griefline.org.au

BOARD REFLECTIONS

"Throughout 2022, Griefline has continued to adapt to become more inclusive and reach more help seekers. With continuing natural disasters across the country, Griefline's increased presence interstate couldn't have been at a more needed time and I am so grateful to the wonderful extended team at Griefline for taking this humble not for profit national. Becoming a reliable resource for education and training on grief and loss has been a key focus this year and we are seeing real demand and very promising progress in this space also. I am excited about the positive influence we are having on the community through this support, and believe this is truly making a difference in preventing longer term mental ill health. Whilst ongoing funding continues to be a real challenge, I am confident that we will be able to secure new partnerships during 2023 and make further headway with the important work we do to normalise the grief experience."

- Veronica Barbetta, Secretary

This has definitely been a year of transformation for Griefline, as the organisation has shifted the conversation around normalising grief. Griefline has matured in the preventive and educational space, to provide the community with resources and tools during their grieving. Providing community connection through online forums, a website of rich and educational resources and kindness and compassion through our dedication and caring volunteer community.

It is amazing to be involved with Griefline and its wonderful dedicated staff and volunteers that achieve greatness through being relentless, courageous, visionary and a spirit to make a difference. We say a big thank you !

- Susan Chadwick, Treasurer

"The development of the Griefline Knowledge products is an amazing achievement that strives to support and educate many community members in the destigmatising of grief and providing strategies and tools on how to support those experiencing grief. Our current training programs inform professionals as well as those interested in learning more about grief and how support those around them. We believe that we are providing a service to our community that is much needed and hope to continue to develop further training to meet those needs."

- Melinda Jackson, Non-executive director

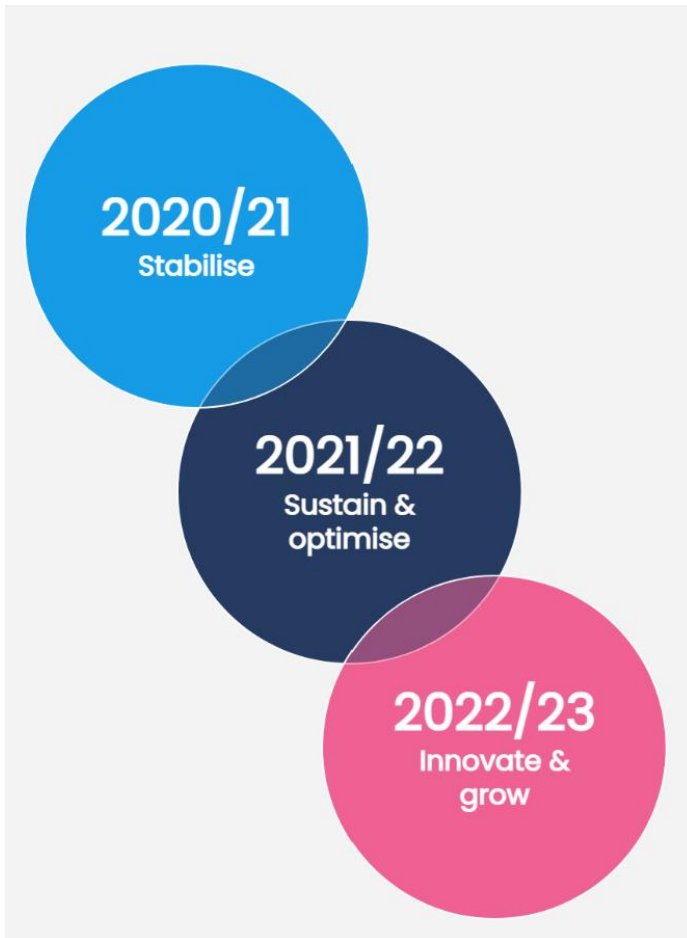
"Over the past year, Griefline has continued to grow and create more ways to connect and support the community, working towards a multi-tiered framework. From online resources, translated fact sheets and introducing a 'callback' service to 188 national bereavement support group sessions and sessional grief counselling. The Griefline team has worked tirelessly, creating more avenues to support and normalise grief and loss.

I'm looking forward to stepping into the next year to continue the incredible work that has been done."

- Rebecca Malka, Non-executive director

“Griefline has been invaluable to me in helping me gain some perspective as a carer working through my grief. . . helped me find focus and navigate my sense of self and grief.
The service has been a true gem. . . Thank you!
Thank you! Thank you!”

**MEGAN WILLIAMS,
HELPLINE CALLER AND INTEGRATING
GRIEF COUNSELLING PARTICIPANT**



Already underway in this new financial year is the expansion of Griefline Knowledge to generate consistent income through the delivery of grief literacy and education programs to corporates and community groups.

Partnerships

In addition to these group learning opportunities, we are also targeting mental health and allied health professionals to deliver training and development in enhanced grief and bereavement care.

Partnerships are also playing an integral part in our innovation and growth strategy.

Strategic partnerships with organisations and not-for-profits supporting carers, palliative services and young adults are key to ensuring that we are providing the appropriate and necessary information and resources to audiences most in need of grief literacy, education and support.

Equitable access to grief support and resources

High on the agenda is the scoping and development of relationships with Aboriginal and Torres Strait Islander stakeholders in deciding our vision for reconciliation, developing our plan and how we will embed the principles and purpose of reconciliation.

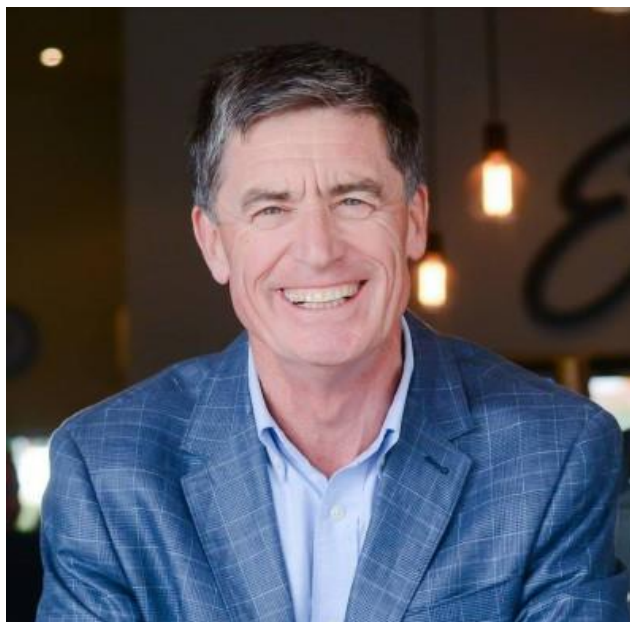
Equally as important is engaging with CALD and LGBTQIA+ community leaders to create culturally safe and inclusive programs and resources.

IN MEMORIUM

Christopher John Shaw 1952 – 2022

Former Griefline board member Chris lived a life filled with adventure and love, underpinned by a deep commitment to his community, family and friends.

As stated on his family's memorial page "From cycling and sailing, to adventures overseas with mum, throwing himself into board roles at Bendigo Bank and Griefline and teaching us the importance of good, healthy food."



We will forever be grateful for Chris's commitment and contribution to our organisation and the legacy he leaves through his professional 'volunteer' career.

Our heartfelt sympathy is extended to his colleagues, friends and family, and in particular, his wonderful wife Louise who is a cherished member of the Griefline volunteer community.



GRIEFLINE OFFICE

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GRIEFLINE SUPPORT

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8am-8pm AEST
Monday-Friday

griefline.org.au/get-help/book-a-call
griefline.org.au/get-help/online-forums
griefline.org.au/get-help-support-groups

www.griefline.org.au

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GriefLine ABN 34129399173 is a registered charity with the Australian Charities and Not-for-profits Commission (ACNC) and is endorsed as a Deductible Gift Recipient Item 1 (DGR1).