

Impact report 2023–2024



Acknowledgement of Country

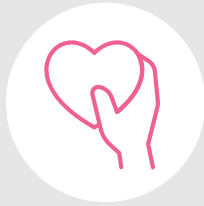
Griefline acknowledges the Traditional Custodians of the lands across Australia. We pay respects to Elders past and present, recognising their enduring connection to the land, water, and sky. Following the outcome of the 2023 Voice referendum, we stand in solidarity with First Nations Australians, committed to healing and connection.

The artwork featured to the right we acquired through The Torch is titled *Southern Songlines #3* and it is by Luke Mc, a Wulgurukaba artist. This piece symbolises Griefline's dedication to inclusivity and cultural sensitivity, reflected in our Reflect Reconciliation Action Plan (RAP).



Our mission

Griefline is committed to normalising grief by having courageous conversations and supporting individuals and communities to grow from loss. We aim to reduce stigma, educate on the diverse impacts of grief, and build supportive communities so no one grieves alone.



Our vision and values

We envision a national mental health ecosystem where grief is met with empathy and effective support. Guided by **courage**, **compassion**, and **connection**, we work to prevent mental health challenges linked to unresolved grief.



Our impact
2023–2024

A message from our Chair

For over 35 years, Griefline has been a pillar of support for grieving Australians. In my five years as Board Chair, I've had the privilege of witnessing Griefline's evolution from a local community service to a national leader in grief care. Through preventive and early intervention services, alongside grief literacy programs and resources, we're making a meaningful impact, helping individuals across diverse communities navigate the complexities of grief.

At Griefline, our mission is to normalise grief through courageous conversations, empowering individuals and communities to grow through loss. Our goal is clear: no one should feel alone in their grief. By creating safe and supportive spaces, we encourage help-seeking behaviours at the times they're most needed.

As a member of Mental Health Australia, we are attuned to the sector's challenges, particularly in securing sustainable support and funding.

Griefline remains steadfast in its vision of becoming a cornerstone of the mental health ecosystem, working collaboratively to address the mental health risks associated with unresolved grief and loss.

The year ahead presents opportunities to build on our strengths, focusing on sustainable growth and accessibility. By working together, we will continue to provide critical services to those most in need, ensuring that Griefline remains a trusted resource for all Australians navigating grief.

“Griefline remains steadfast in its vision of becoming a cornerstone of the mental health ecosystem, working collaboratively to address the mental health risks associated with unresolved grief and loss.”



Nicky Mackie
Griefline Board Chair

Our impact
2023–2024

Executive message

The 2023/24 financial year marked a period of transformation and achievement for Griefline. Despite the challenges posed by societal and economic pressures, we have continued to deliver on our mission to normalise grief and provide the tools and support needed for individuals and communities to grow through loss.

This year, Griefline focused on three key priorities: Financial Stability, Influence, and Nurturing Talent. Through these efforts, we've achieved the following milestones:

- **Influence:** Accreditation under the National Safety and Quality Digital Mental Health Standards, demonstrating our commitment to safe, quality, person-centred care.
- **Outreach:** Expansion of grief literacy programs, with over 500 participants across sectors, fostering grief-informed workplaces and communities.
- **Financial innovation:** Griefline Knowledge, our grief literacy initiative, generated \$200,000 in volunteer and workplace training revenue this year. This marks a significant step in our strategy to enhance financial stability through innovative, self-funded programs, ensuring the continuity of our core services.

In October 2024, we transitioned into a new executive structure: Kate appointed as CEO, and Louisa the Director of Strategic Innovation.

While these appointments occurred outside the reporting period, they reflect a new chapter of growth for Griefline. Together with our team, we are focused on developing sector collaborations and delivering innovative programs that support Australians experiencing grief. Griefline's work is deeply influenced by the broader challenges facing society—from rising living costs to divisive political climates. These factors highlight the growing need for spaces where individuals can connect, heal, and access the support they deserve.

As we reflect on this year's achievements, we remain deeply grateful to our team, volunteers, and supporters who make this work possible. Together, we are shaping a future where grief is understood, and no one faces their loss alone.



Kate Cahill
Chief Executive Officer

Louisa Smith
Director of Strategic Innovation

Our impact
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Our strategic focus areas 2024–2026

As we look to the future, Griefline is committed to strengthening its foundation and expanding its impact through three strategic priorities: Financial Stability, Influence, and Talent Growth.

Financial stability

Goal: Secure sustainable funding for the continuity and growth of core programs.

- Build partnerships with government, corporates, and grant-makers.
- Expand fundraising efforts and grow revenue from Griefline Knowledge education programs.

Influence

Goal: Position Griefline as the go-to resource for grief and bereavement support.

- Amplify awareness through purpose-driven partnerships and media engagement.
- Collaborate with government and policymakers to shape best practices in grief and bereavement care.

Nurturing talent

Goal: Attract, develop, and retain a passionate and skilled team.

- Provide meaningful development opportunities and create a workplace of choice for staff and volunteers.
- Foster a supportive, inclusive, and values-driven workplace culture.
- Contribute to the development of future mental health professionals through student field education placements.

**Our impact
2023–2024**

Highlights

NSQDMHS Accreditation

In May 2024, Griefline proudly became the only grief and bereavement service in Australia accredited under the National Safety and Quality Digital Mental Health Standards, affirming our commitment to safe, person-centered care. For more information, visit safetyandquality.gov.au



Mental Health Australia membership

Our acceptance as a full member of Mental Health Australia in December 2023 allows us to contribute to advancing our advocacy efforts in shaping national health policies and further our vision of finding collaborative ways to prevent the escalation of mental ill-health resulting from grief and loss.



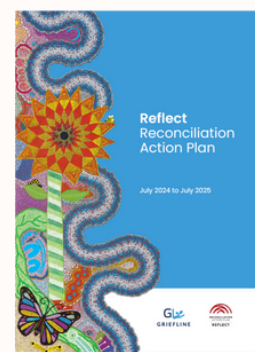
Digital accessibility

We implemented the Recite Me accessibility and language toolbar, improving inclusivity through translation and customisation tools for our website resources.



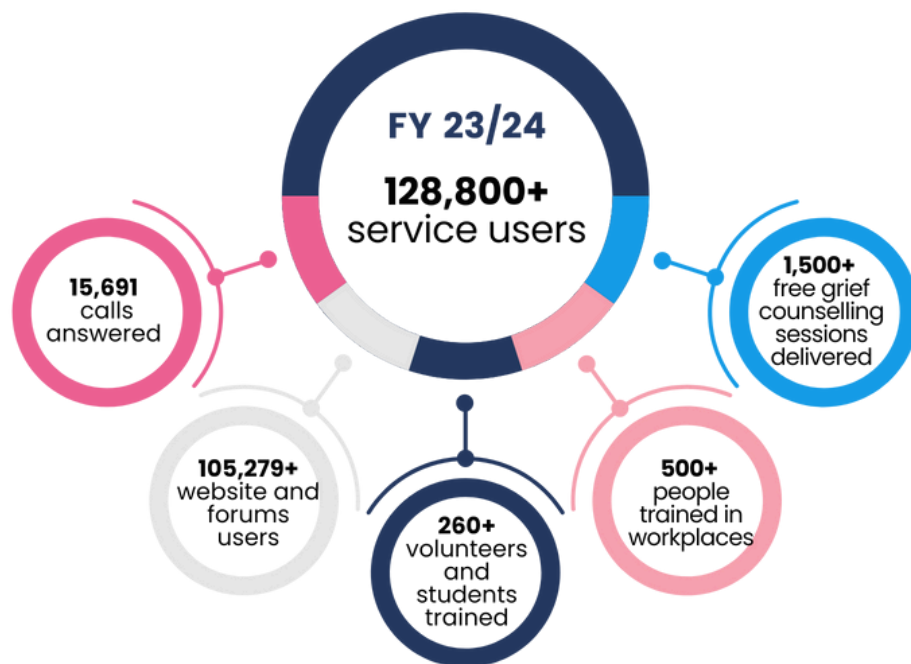
Reconciliation

Our Reflect Reconciliation Action Plan (RAP) was endorsed by Reconciliation Australia. To learn more about our reconciliation journey and download our Reflect RAP visit: <https://griefline.org.au/about/our-reconciliation-journey/>



Our impact 2023-2024

Service impact



Service user satisfaction increased from 2.8/5 in July 23 to 4.5/5 in June 24, with an **average of 3.9/5 across the year**. 82% of service users rated Griefline's programs and services as having a **good to excellent** effect on their sense of hopefulness for the future, and 78% as having a good to excellent effect on their overall sense of wellbeing.

Helpline	• 31,737 calls received (+112% YoY), 14,683 calls answered (+95% YoY)
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Website	• 10,000 monthly users accessing digital resources (+30% YoY) • 816 new registrations for the online forums with over 2,000 users
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Counselling programs	Results from the Integrating Grief NSW program using the PG-13-R outcome measure showed all clients completing counselling sessions showed improvement in grief related distress, with a downward shift in PG-13-R scores in a range from 4 to 18 points.
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Research into the effectiveness of the Integrating Grief Program was conducted by doctoral candidate Candice Mace from the **Cairnmillar Institute**. The phase one findings indicated a significant reduction in psychological distress post-intervention, with participants showing an average **6.5-point reduction in K10 scores** (a standardised measure of psychological distress).

Program partnerships

Seniors Connected G'day Line



In December 2023, Griefline launched the **G'day Line** under the Commonwealth Government Department of Social Services (DSS) Seniors Connected program, providing nationwide telephone support to alleviate loneliness and social isolation in older Australians. By June 2024, the interim service handled **10,800 calls**, often from repeat users seeking connection. After the program ended in June 2024, Griefline submitted a detailed report to DSS with insights and user-driven recommendations for future initiatives.

Voluntary Assisted Dying (VAD) Support Groups



In an Australian-first initiative funded by **Dying with Dignity Victoria**, Griefline launched a groundbreaking support program for families and friends grieving after a loved one's VAD decision. In its inaugural year, two groups supported eight participants, with 66% reporting reduced feelings of isolation and improved mental outcomes. We are proud to continue this impactful partnership with Dying with Dignity Victoria, who have committed to funding the VAD Support Groups program for FY 2024/25. For more information about this service visit:

<https://griefline.org.au/get-help/vad-support-groups/>

“Kerrie and Jane were wonderful facilitators. Their caring and supportive leadership created a safe and cohesive space. The group seemed well-selected and I'm grateful to have made some meaningful connections with not only the participants but also with Jane and Kerrie. Varying topics were covered in the 6 weeks that helped us on our grief journey. They held space and encouraged all emotions.”

Grief text support pilot



With a grant received from **Arcare Family Foundation**, partnered with Help Texts to deliver tailored, expert grief support via text messaging to 200 subscribers. 66 subscribers to Help Texts received text-based support between April – June, with 615 messages sent. 100% of subscribers found the text messages helpful, and 91% felt Help Texts supported their grieving process. Griefline and Help Texts partnership will continue into FY 2025/26.

Our impact
2023–2024



Awareness and advocacy

Courageous Conversations YouTube series

We launched the Courageous Conversation YouTube series to transform how grief is discussed, fostering compassion and understanding. Through conversations with leaders, organisations, and communities, we're normalising discussions about loss. Since its debut, the series has featured 20 interviews, received 2,937 unique viewers and created a growing impact.

Grieve 2024



Launched by the Hunter Writers' Centre in 2013, The Grieve Project is a storytelling competition providing a space for people to express the often-hidden aspects of grief and loss through art and prose. Griefline was the proud sponsor of the "Men and Loss" category in Grieve 2024 which received an incredible 143 entries, recognising men's courage in sharing grief stories. We'd like to congratulate the winner J.F. Bolton for their moving entry titled Lovely Freyja.

Grief literacy training in community and workplaces

We have delivered grief literacy training to over 500 individuals across community services, mental health, and corporate sectors, including **State Trustees, Centre For Excellence in Child and Family Welfare, Uniting VIC.TAS, TrackSAFE, and Youth Off the Streets**. Through workplace training, webinars, and CPD self-paced sessions, we are fostering grief-informed workplaces and enhancing support for those experiencing grief.

“Griefline have presented several webinars for Carer Kafe on grief related topics relevant for carers. Carer feedback on the seminars has been consistently very good and the Carer Kafe team have found the Griefline team professional, responsive and caring. Griefline are also developing short on-demand modules for Carer Kafe which will be a valuable resource for carers to access flexibly. ”

- Jessica Featherston, Program Manager - Carer KaFE, Centre for Excellence in Child and Family Welfare

Our impact
2023-2024

Nurturing talent

Building grief literacy in Australia starts with our dedicated team of staff, volunteers, board members, and field education students. Whether they are social work students, practicing mental health therapists, or professionals in the NFP and NGO sectors, they share a common thread—lived experience of loss and grief. Each member receives foundational grief and loss training and contributes valuable insights to enhance our programs and services, ensuring we continue to meet the needs of grieving Australians.

Staff 12 FTE

Volunteers 260 trained volunteers, essential to sustaining our 365-day service

Students 17 master's students completed field training placements

Griefline is immensely grateful to all of our volunteers and recognises their generous contribution to helping us achieve our mission to be present for people in a safe space to help them find courage through their grief and discover hope and healing after loss.

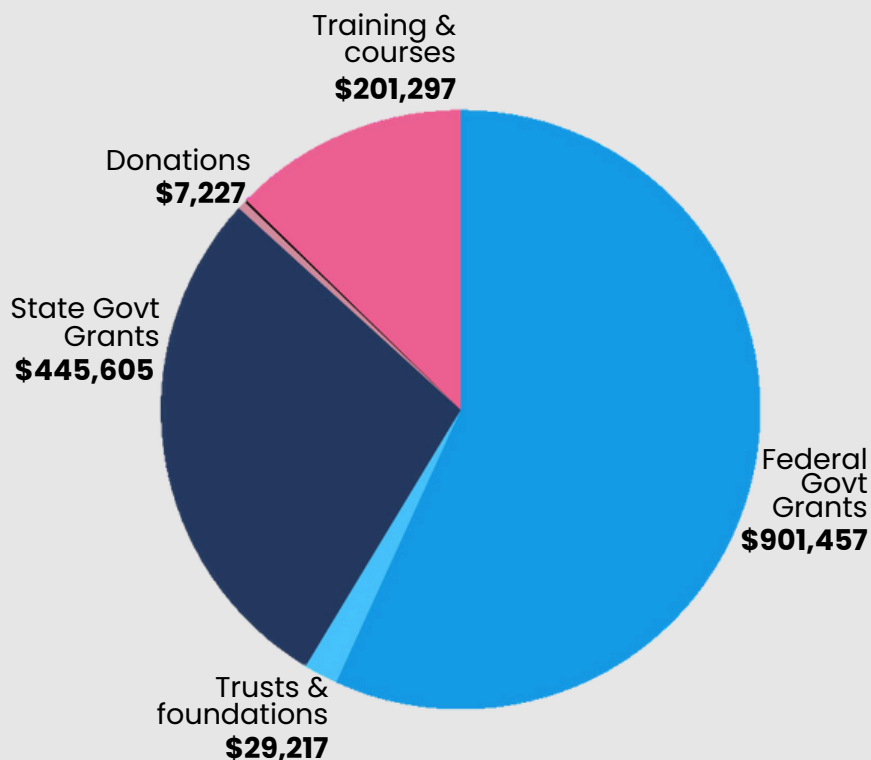
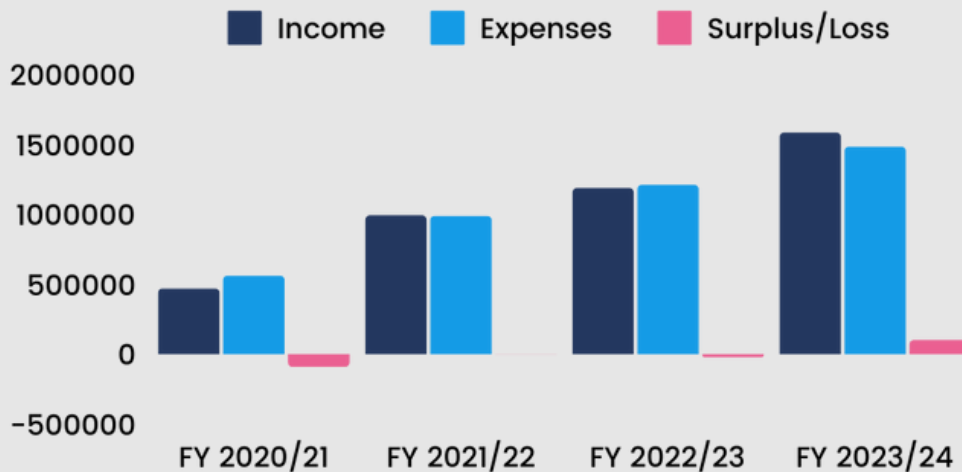
In June, we celebrated the exceptional contributions of our volunteers through our annual Griefline Volunteer Values Awards, honouring their commitment to Griefline's core values and their vital role in our mission.



Picture features some of the students who completed their field placement with Griefline in 2024. Front row: Gabrielle Orr, Casey MacKenzie, Junyi Tao, Kiki Ma. Back row: Shelley Duggleby, Calvin Munsayac, Weiqing Wen

Financial performance

FY 2023–2024



Our impact
2023–2024

Treasurer's report

Griefline received \$1,586,639 in income during FY 2023/24 with expenses of \$1,485,081, and a \$101,558 surplus for the year.

85% of Griefline's income was derived from the following government grants – Commonwealth Dept of Social Services (G'day Line) and Commonwealth Dept of Health (Helpline), NSW Ministry of Health (IGP NSW), SEMPHN (IGP VIC). Income from volunteer and workplace training represents 12% of Griefline's total annual income.

Operational costs have risen across salaries and wages and telephony infrastructure, increased operational expenditure was predominately due to the program delivery of the G'day Line which was funded through Commonwealth Government Dept of Social Services Seniors Connected Program which has ended.

Current funding contracts with Commonwealth Dept of Health (Helpline), NSW Ministry of Health (IGP NSW), SEMPHN (IGP VIC) are due to expire in FY 2024/25.

Griefline is actively participating in the Commonwealth Government funding submission to deliver programs under the Digital Mental Health framework, with a funding pipeline until 2028. Successful funding partner organisations will be notified February 2025. Ongoing funding opportunities are being explored with NSW Ministry of Health (IGP NSW), for the continuation of the successful program around the early intervention model for help seekers experiencing grief and loss.



Sue Chadwick
Griefline Treasurer

In memoriam

With heavy hearts, we farewelled our beloved colleague Salomie Joseph who died after a short illness. Salomie was an integral part of the Griefline family, working tirelessly to support others through grief and loss.

Her warmth, faith, and generosity touched countless lives, and her presence in our community will be deeply missed. This profound loss affected everyone who had the privilege of knowing her.

We continue to keep her family and loved ones in our hearts and minds.



Salomie Joseph

February 28, 1984 – September 19, 2024

We couldn't have done it without our supporters.

Our achievements are a testament to our incredible network of supporters. With your continued support, we look forward to expanding our impact and reaching more Australians in need.

Grants, fundraising and donors

- Commonwealth Department of Health and Aged Care
- Commonwealth Department of Social Services
- NSW Ministry of Health
- South Eastern Melbourne Primary Health Network
- Dying with Dignity Victoria
- Picaluna Funerals
- Magistrates Court Victoria
- Arcare Family Foundation
- Bentleigh Football and Netball Club
- Swift Electrical
- AFL
- Cygnett
- People Assets

And the many individual donors, many who have received grief support from our staff and volunteers

Our ambassadors and advocates

- Sally Douglas
- Imogen Carn
- Stephanie Chiu
- Rachel Pope
- Catherine Ashton
- Tim Richardson MP, *Parliamentary Secretary for Mental Health and Suicide Prevention, Parliamentary Secretary for Men's Behaviour Change, and Member for Mordialloc.*

Research

- Candice Mace
- The Cairnmillar Institute

Community and corporate partners

- School of Global, Urban and Social Studies – RMIT University
- Department of Social Work – Monash University
- School of Educational Psychology and Counselling – Monash University
- Psychotherapy and Counselling Federation of Australia
- ACAP University College
- Kellie McCartney
- Light Creative
- Priority IT
- Aspire Web
- Recite Me

We'd also like to recognise our referral partners and organisations from within the Australian mental health sector who have contributed to our impact over the last 12 months

- Victoria Police e-Referral program
- Mental Health Australia
- Ending Loneliness Together
- Southern Metropolitan Cemeteries Trust
- LGPA
- NALAG
- Critical Info
- Healthdirect
- Head to Health
- SANE
- Lifeline
- Kids Helpline

And all of our peers within the NOTSS group

Our impact
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Messages from some of our individual donors

The generosity of our donors goes beyond financial contributions—it reflects their belief in our mission and the difference Griefline makes in the lives of grieving Australians. Many donors also take the time to share their personal stories and words of gratitude, reminding us why our work is so vital. Here are some of the touching messages we received with donations over the last financial year:

"Thank you for the work you do. It makes a huge difference 😊"

"Helptexts are spot on! Thanks."

"Thanks so much for this service. I'm finding it invaluable in my time of need."

"Recently I lost my brother in a tragic accident and my experience of grief was overwhelming and complex. Although I was lucky to have tremendous supports around me, not everyone does. This donation is to help make a difference to the people who need assistance in the darkest of times who are alone."

"Losing my father at the age of 17 changed my life as well as the loss of my beloved Nanna and Grandad years later. I unfortunately did not reach out for support early on, which I now understand is extremely important. I am only now, at 32 finally giving myself an opportunity to grieve, heal and find peace. Such a fantastic organisation for anyone dealing with the awful loss of a loved one or pet. Thank you."

"... I'm totally blind, hearing impaired and I want to thank you all for helping me after I lost my little darling Chihuahua and H who was like an adopted father to me because without you I don't know where I would be! Thanks again."

"Very grateful for your amazing help."

"Thank you Kerrie Arthur for your wonderful support, kindness and generosity, you are truly a Walking Angel. Much love & happiness always."

Griefline support services

Griefline helpline

1300 845 745 (8am–8pm AEDT/AEST, 7 days)

Request a callback

<https://griefline.org.au/get-help/request-a-callback/>

24/7 online forums

<https://griefline.org.au/forums/>

Bereavement support groups

<https://griefline.org.au/get-help/support-groups/>

VAD support groups

<https://griefline.org.au/get-help/vad-support-groups/>

Integrating Grief Program (NSW)

<https://griefline.org.au/get-help/integrating-grief-program/>

Integrating Grief Program (VIC)

<https://griefline.org.au/about/igp-victoria/>

Grief and loss resource hub

<https://griefline.org.au/resources/>

To access our support services online, scan the QR code.



Griefline office

8/181 St Kilda Road St Kilda VIC 3182
(03) 9935 7444
admin@griefline.org.au

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