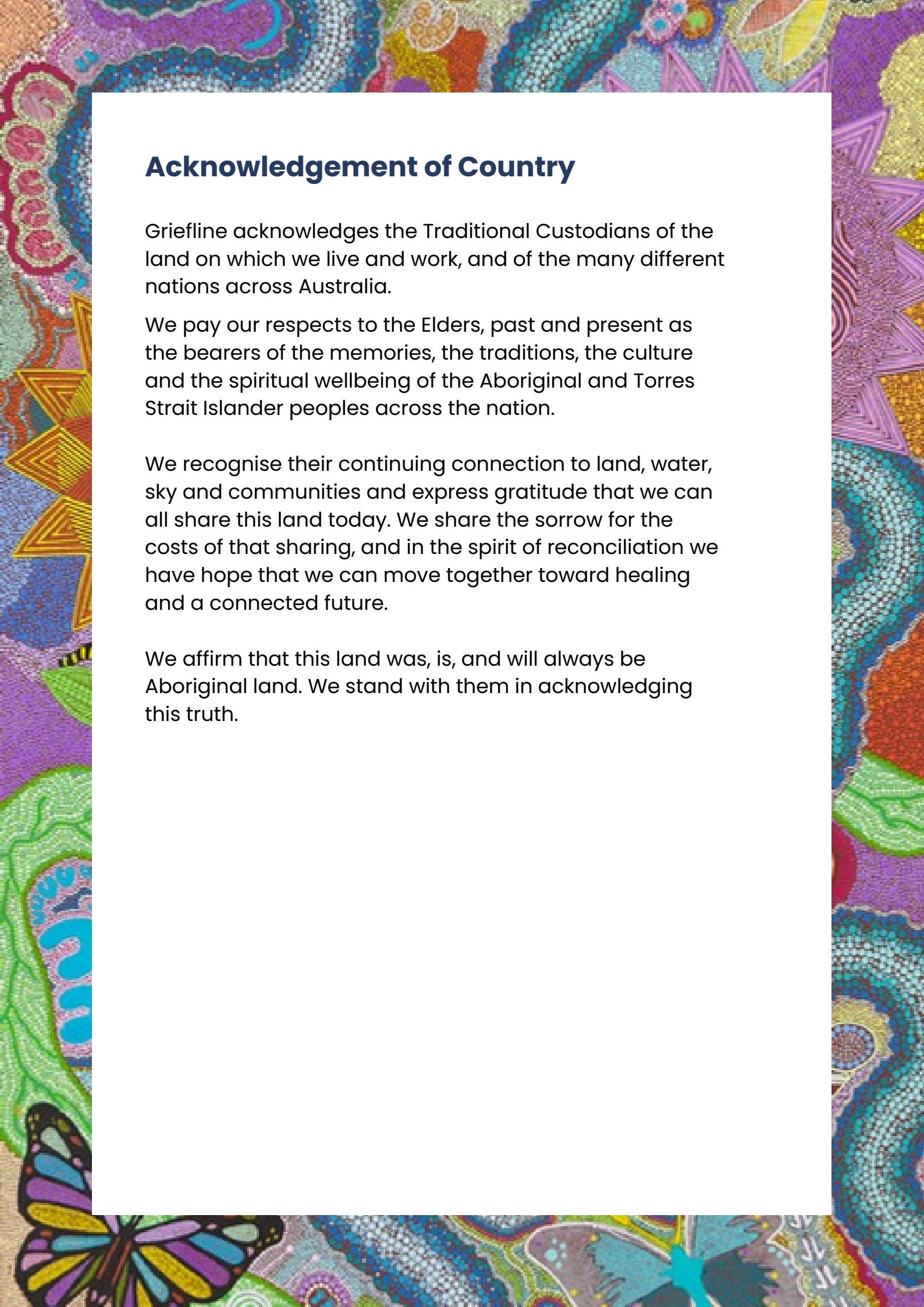


Griefline Annual Report 2024-25





Acknowledgement of Country

Griefline acknowledges the Traditional Custodians of the land on which we live and work, and of the many different nations across Australia.

We pay our respects to the Elders, past and present as the bearers of the memories, the traditions, the culture and the spiritual wellbeing of the Aboriginal and Torres Strait Islander peoples across the nation.

We recognise their continuing connection to land, water, sky and communities and express gratitude that we can all share this land today. We share the sorrow for the costs of that sharing, and in the spirit of reconciliation we have hope that we can move together toward healing and a connected future.

We affirm that this land was, is, and will always be Aboriginal land. We stand with them in acknowledging this truth.

Chair's reflection – year in review

As I reflect on the year that was, I am filled with immense pride and gratitude. On behalf of the Board, I want to acknowledge the extraordinary dedication, compassion, and resilience of the Griefline team. It is through your commitment and passion—and through the trusted partnerships we have nurtured across our communities—that we have seen a truly sustainable uplift in the connection and support we offer to those who turn to us in times of loss.

Throughout the year, we have consistently heard from our help seekers that their connection with Griefline has strengthened their ability to cope and find hope again. These outcomes speak to the heart of what we do—our incredible volunteers and team members, who embody empathy and professionalism in every conversation, every interaction, and every act of support.

At Griefline, our mission remains our compass: **to normalise grief through courageous conversations, empowering individuals, and communities to grow through loss.** We believe deeply that no one should feel alone in their grief. Every initiative, every partnership, and every innovation we pursue is grounded in that simple yet profound belief—creating safe, inclusive spaces where help-seeking is encouraged and healing can begin.

This has been a year of reflection and renewal—one that has challenged us to think deeply about sustainability and legacy. We remain profoundly thankful for the partners, health professionals, and organisations who continue to walk beside us in extending the reach of grief and loss support across Australia.

With heartfelt thanks to all who continue to believe in and champion our work.

Nicky Mackie
Chair, Griefline



CEO message

As I reflect on the past financial year, I'm reminded of the extraordinary strength and compassion that define Griefline's community. FY 2024/25 was a year of challenge and deep connection — one that tested our resilience and reaffirmed our purpose to ensure Australia's stories of loss and grief are heard, understood, and supported.

In March 2025, we faced the heartbreaking closure of our Helpline due to a funding shortfall. The decision was not made lightly — our Helpline receives around 30,000 calls each year, each representing someone reaching out in their moment of grief. We are deeply grateful to the volunteers, staff, partners, and community supporters who rallied behind us. Your advocacy and shared grief stories helped secure the funding needed to continue operating the Helpline and ensure this vital support remains available.

Our trained and compassionate volunteers supported over 16,500 callers, our counselling staff delivered 1,089 counselling and group sessions, we welcomed 116,524 new visitors to our website and Griefline's workplace training reached hundreds of professionals — building more grief-informed workplaces across Australia. Looking ahead, we remain focused on strengthening our financial position, expanding grief literacy, and ensuring grief support is free, accessible, and sustainable.

To our volunteers, donors, partners, and community — thank you. Your courage, compassion, and connection fuel everything we do. Together, we're growing around grief and building a future where no one grieves alone.

Kate Cahill

Chief Executive Officer, Griefline



Our purpose

It's heartbreaking that people feel overwhelmed and isolated in their grief.

We believe this happens because grief is misunderstood and often dismissed in Australia's 'she'll be right' culture.

That's why we provide free support across multiple channels, meeting people where they are.

In doing so, Australia's stories of loss and pain can be normalised, and no longer escalate into mental health challenges.

Putting purpose into practice

Our vision

We envision a society where grief is supported with compassion, community and evidence informed care – embedded across health systems, workplaces and everyday life.



Our mission

To normalise grief by having courageous conversations and supporting individuals and communities to grow from loss.

Our values

Compassion – We meet every person with empathy, creating a safe and non-judgemental space to be heard in their grief.

Courage – We stand strong in the face of grief, offering unwavering presence through life's most difficult moments.

Connection – We nurture belonging through accessible support and a caring community that understands.

2024 -25 Highlights

1,054

counselling & group support sessions



100%

staff recruited through Helpline volunteer and student placement



16,536

Helpline calls answered **(up 13%)**



VAD grief support
35

sessions of pre and post VAD support



12

Masters field education placements



6,208

volunteer hours
(equivalent to \$348,080 in FTE wages)



116,524

new website users. Up **10.68%**



196

volunteer and workplace grief and loss training programs delivered



203

active volunteers



Social footprint

Instagram reach up 566.5% to 52.5K.
Facebook reach up 157.9% to 45.8K



The people we support

Each year, 180,000 people die, leaving 1.6 million people grieving. For 1 in 5 people (that's around 320,000 people every year) grief becomes so overwhelming they cannot move forward or participate fully in life, with their mental and physical health significantly compromised.

Within the next 15 years, annual deaths are forecast to exceed 400,000, dramatically increasing the number of Australians that will be in need of bereavement support.

“I felt listened to. I felt understood. I felt supported & cared for. Thank you!
Woman, 65+”

Helpline callers reached out for support with:

- Recent bereavement (34%)
- Past bereavement (19%)
- Pet bereavement (3%)
- Living losses (23%)
- Anticipatory grief (4%)
- Carer grief (2%)
- Loss of social connection (15%)



Grief doesn't only follow a death. "Living losses" are experienced throughout Australia everyday— like relationship breakdowns, estrangement, serious illness, job loss, migration, and dementia in loved ones.

Griefline supports grief that arises before, during and after any type of loss. Griefline supported over 130,000 of people in FY 2024/25 – only a fraction of the total number of people grieving. Through building strategic partnerships and increasing grief awareness, Griefline is aiming to double our reach in the next 3 years.

Community impact

Service users continue to share positive experiences with Griefline’s support. On average, they rated their overall experience 3.7 out of 5, with scores of 3.3 for hopefulness and 3.1 for wellbeing, reflecting meaningful improvements in their outlook and emotional health.

In our June 2025 survey, 75% of Helpline callers reported feeling better able to cope with their grief after speaking with a volunteer – a powerful indicator of the difference compassionate listening can make.

Our volunteers also felt the benefits of their involvement, rating their training 4 out of 5 for building the skills and confidence to support others and care for themselves. Beyond the Helpline, 96% of volunteers said they had conversations about grief in their everyday lives, demonstrating the ripple effect of increased grief literacy across communities.

“My calls to griefline have mattered to me in that I lost a brother & sister within 5 months of one another. The emotions & downside of it all have impacted on my everyday living. When other difficulties arise they also impact on my wellbeing & griefline has been such a wonderful help in supporting me.”
Joan

“Knowing that grief is normal and it can take time to get over and being able to talk about it has also helped me to release my own grief through supporting others who were in this space. Experiencing grief is part of life, its understanding how to navigate through that grief is the challenge and volunteering at Griefline has equipped me with that knowledge of navigating through the challenges when faced with grief.”
Volunteer

Death
of a loved
one Serious
illness of a loved
one Breakdown of
a marriage or family
unit Relationship break-up
Loss of a livelihood Death of a
beloved pet Loss of identity Loss
of friendship Death of a friend Loss
of physical abilities A miscarriage
Loss of a home or community Personal
illness Retirement Emigration Loss of
cognitive abilities Loss of abilities Life
transitions Loss of predictability in life
Unemployment Emigration Loss of abilities
Life transitions Loss of predictability in life
Estrangement Death of a hero Loss of
faith in community Loss of hope due
to climate change Loss of ability
to have a child Addiction
Leaving home

Our strategic focus areas 2024-2026

1 Strengthen financial sustainability

Goal: Secure and diversify funding to ensure continuity and growth of programs and services.

- build partnerships
- expand fundraising
- grow income from education and training

2 Increase grief awareness

Goal: Increase awareness of grief and the risks of unsupported grief and physical and mental wellbeing.

- national communications focused on growing grief literacy
- leveraging partnerships to amplify grief advocacy efforts
- public campaigns and thought leadership initiatives

3 Nurture talent

Goal: Retain and develop the team and become a workplace of choice for grief and bereavement professionals and volunteers.

- provide meaningful development opportunities
- foster a values driven, supportive and inclusive workplace culture
- contribute to the development of future mental health professionals through student placements

Strategic plan

1

Strengthen financial sustainability

Goal: Secure and diversity funding to ensure continuity and growth of programs and services.

Achievements

- Helpline funding secured until June 2028 through the Commonwealth Department of Health continuation of the Digital Mental Health Program.
- Integrating Grief Program NSW contract and funding extended to June 2028 – providing enhanced bereavement support through early intervention and specialist counselling for residents of NSW (funded by the NSW Ministry of Health).
- Integrating Grief Program VIC contract and funding extended to June 2026 – providing early intervention support and care for Victorians referred by Victoria Police following a sudden, non-suspicious, death.
- Griefline Knowledge generated \$118,000 in income from sale of workplace education and volunteer training.
- OMCEL Bendigo Bank donation enabled additional bereavement support groups.
- Dying with Dignity Victoria donation enabled specialist support for grief related to a voluntary assisted death

Strategic plan

2 Increase grief awareness

Goal: Increase awareness of grief and the risks of unsupported grief on physical and mental wellbeing

Achievements

- Let's Talk About Grief (Aug 2024): Panel with Ambassadors Stephanie Chiu, Sally Douglas and Imogen Carn spotlighted the need for better workplace grief support.
- Social media growth drove new website users: Instagram reach up 566.5% (52.5K), Facebook reach up 159.9% (45.8K) with 26.1% more followers
- 116,254 new website users (up 13% on last year)
- Media & partnerships: 55 media mentions, including Critical Info podcast guest and &Mrs the Movie charity partner.
- Sector engagement: 27 presentations and workshops, including SMCT grief retreats, SANE Australia, CECFW, Carer Kafe and ACA Conference.
- Thought leadership: Shared insights from the Griefline-DWDV White Paper and VAD support group learnings at the VANAZ Conference.
- Research: Launched Australia's first national grief survey to better understand grief experiences and support needs, with results to be released in FY25.

“ Very, very grateful to be connecting with someone to talk too who understands.

Woman, 55



Strategic plan

3 Nurture talent

Goal: Retain and develop the team and become a workplace of choice for grief and bereavement professionals and volunteers.

Achievements

- 100% of volunteers and client-facing staff recruited from Griefline's Helpline volunteers.
- 4.6 / 5 - rating from staff and volunteers for Griefline as a place they would recommend to work or volunteer.
- 8 professional development sessions held - supporting the ongoing development of Helpline volunteers grief support skills.
- 11 experienced volunteers trained as 'volunteer peer supporters' - providing on-shift peer-to-peer support to Helpline volunteers.
- 16 volunteers developed as 'peer co-facilitators' - sharing insights and guidance for Helpline trainees during Practice Conversations workshops.
- 12 Master of Social Work and Master of Counselling students completed field education training - building grief literate mental health professionals.

“Very, very grateful to be connecting with someone to talk too who understands.”
Woman, 55

Our volunteers

Our volunteers sit at the heart of our mission and are the driving force behind creating a ripple effect of connection, compassion and courageous conversation – one Helpline call at a time.

In FY 2024/25 Griefline had 203 active volunteers, from all across Australia, ranging from 20 to 80 years of age with a diverse range of backgrounds and lived experience.

Collectively, Griefline volunteers donated the equivalent of \$348,080 in volunteering hours to support the thousands of Australians phoning for the Helpline for support with their experience of grief.



In addition to donating their time on the Helpline, Ian Read and Kristen Brennan further supported Griefline

with community fundraising efforts. Helpline volunteer Ian Read turned his purpose, training over 500km for a 21.1km half marathon and raising \$2,110 to support Griefline's services.

Thank you Ian

Kristen Brennan hosted Candles, Creating, Connection, Cake & Cuppa for Griefline, bringing people together in reflection and raising \$1,020 to help ensure no one grieves alone. *Thank you Kristen*



Griefline's steps towards reconciliation

In FY 2024/25, Griefline strengthened its commitment to reconciliation and cultural understanding through the implementation of our **Reflect Reconciliation Action Plan (RAP)**, endorsed by Reconciliation Australia.

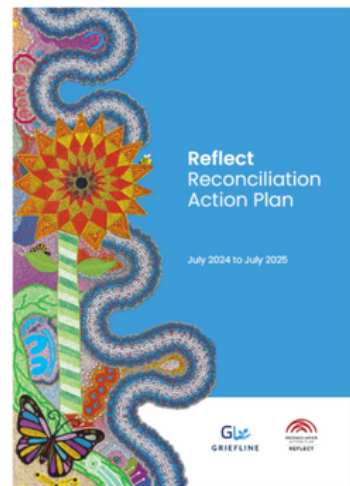
Guided by this framework, we continued learning, listening, and building meaningful connections with Aboriginal and Torres Strait Islander peoples and cultures.

Some of the steps that we took towards reconciliation included;

- building cultural awareness and understanding through team training with Australians Together and BlackCardUndertake
Australians together training for the Griefline team to build cultural observing cultural protocols through Acknowledgment of Country whenever team and volunteers gathered
- learning about local history, traditional owners and place names, and incorporating that into our Acknowledgement of Country and sharing what we learned with other team members
- celebrating NAIDOC week through inviting staff, volunteers, and board members to nominate Aboriginal and Torres Strait Islander people who inspire them. Each nominee reflecting a powerful story of strength, truth-telling, advocacy, joy, and cultural leadership.

Griefline continues to commit to reconciliation through:

- Building on the steps taken in our Reflect RAP
- Continuing to build our cultural awareness and understanding
- Identify the barriers that might exist in our workplace that prevent meaningful inclusion or engagement
- Reviewing our programs and services and making any changes to ensure they are culturally safe
- Celebrating Reconciliation and NAIDOC weeks.



The artwork featured on our RAP is called Southern Songlines #3, 2024 by Luke Mc, Wulgurukaba

Vale Amanda Trotter

We were heart broken by the sudden death of our dearest colleague Amanda Trotter.

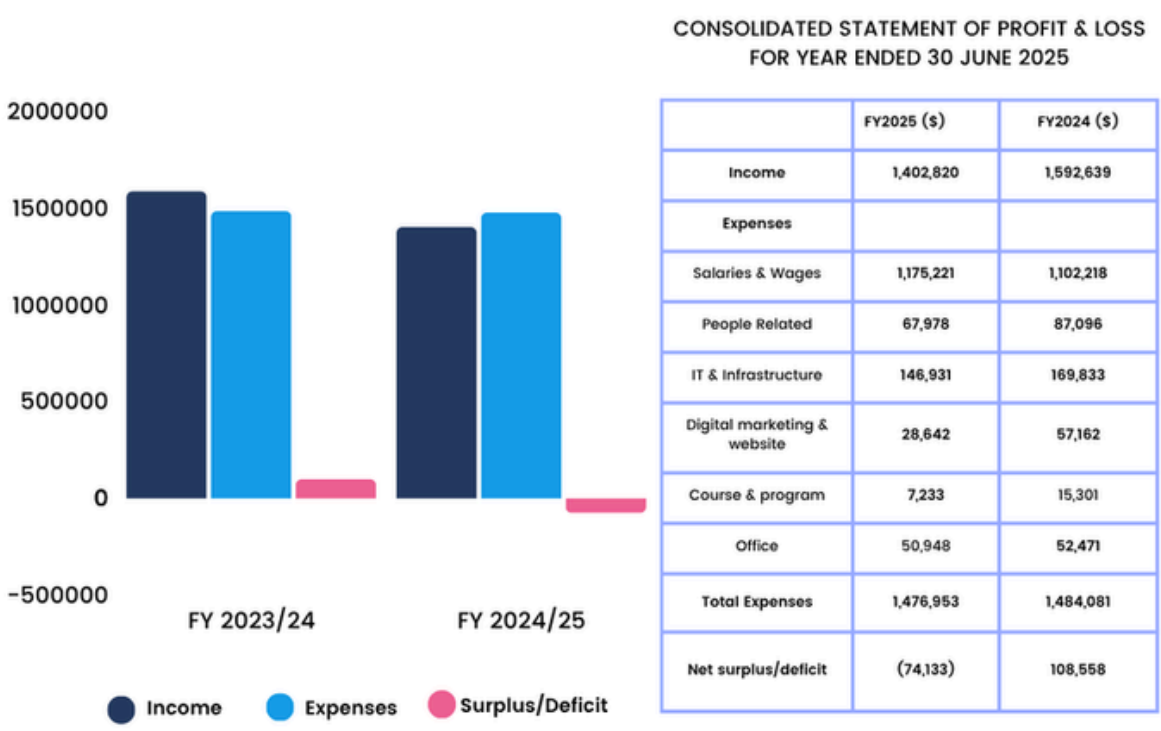
Amanda made a significant and lasting contribution to Griefline – developing our online community engagement guidelines and “volunpeer” program, producing and co-hosting Griefline’s Life After Loss podcast series, co-creating our loneliness support initiative and playing a pivotal role in building the Griefline Knowledge training suite.

Amanda’s warmth, curiosity, impeccable style, hunger for learning, love of tea and way of making everyone feel seen and valued is greatly missed.

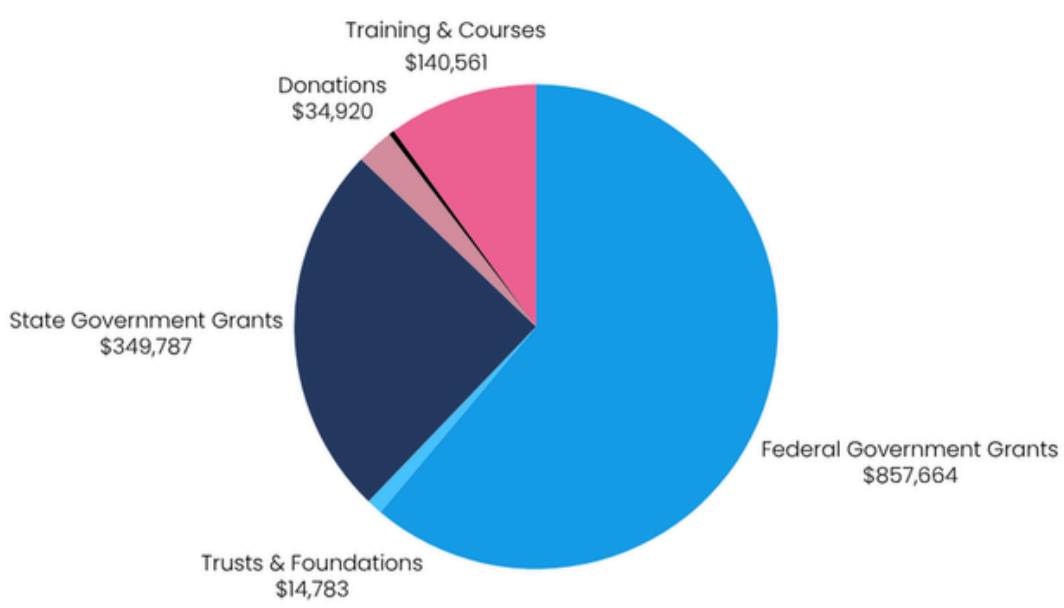
We continue to keep her family and loved ones in our hearts and minds.



Financials



GRIEFLINE FY25 INCOME

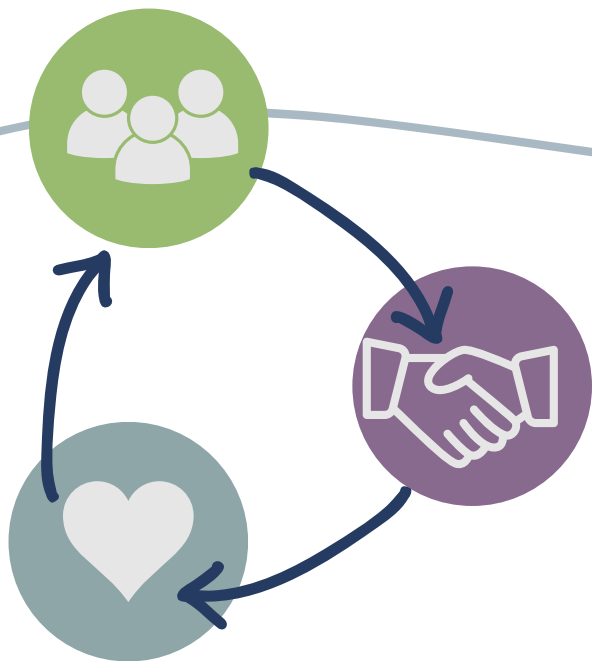


Thank you

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 and donors

- Commonwealth Department of Health, Disability and Aged Care
- NSW Ministry of Health
- SEMPHN
- Dying with Dignity Victoria
- Magistrates Court Victoria
- OMCEL Bendigo Community Bank
- Picaluna Funerals
- Bentleigh Football and Netball Club
- Cygnett
- Swift electrical
- And the many individual donors, many who have received grief support from our staff and volunteers



“ It just helps validate your feelings/emotions when talking to another person. Sometimes when you're isolated, the thoughts bounce around in your head and you can't express them properly. ”
John, 45 – 54

Our ambassadors

We're proud to be supported by Sally Douglas and Imogen Carn from Good Mourning and Stephanie Chiu, who each use their platforms to raise awareness, spark conversations about grief, and help more Australians feel seen, supported, and understood in their loss.



Community and corporate partners & suppliers

- Light Creative
- Viscore
- Aspire Web
- The Torch



Griefline office

(03) 9935 7444

admin@griefline.org.au

griefline.org.au

Griefline helpline

1300 845 745 8am-8pm AEDT/AEST, 7 days

Follow us



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).

