

# 2020-2021 Annual Report



## Chair and CEO's message

The impact of the past year on Australia's workplaces and workers has been profound.

SuperFriend's latest research found that nearly 60% of workers experienced a mental health condition, an 8.9 percentage point increase from 2019. However, organisational supportiveness of employee mental health has improved greatly – 51.9% of organisations are highly supportive (up 8.8 percent points from 2019).

Through our work, we've seen greater interest in prioritising workplace mental health, and a dialogue has opened up with organisations about how they can better support the wellbeing of their employees. We're privileged that we've been able to help organisations on their mental health journey and assist them improve employee wellbeing and organisational productivity.



### *Strategy 2024: Pivoting for Differentiation*

With increasing demand for workplace mental health services and supports, SuperFriend and the Board began an organisational strategy at the beginning of 2021. Finalised in April, *Strategy 2024: Pivoting for Differentiation* focuses on SuperFriend becoming a sustainable, viable and impactful business by:

- Expanding access to our services to new markets and industries
- Continuing to invest in building our product system around the Indicators of a Thriving Workplace, and
- Working more strategically with our Partners to meet their needs and amplify our combined reach to their industry sector employers (and members).

By 2024, we want to be an acknowledged leader in workplace mental health, to be able to demonstrate our impact, innovate and reinvest in future opportunities.

This strategy is incredibly exciting and with it, brings new opportunities for SuperFriend to evolve and grow, while ensuring that our future is bright.

### *SuperFriend Board*

After three years as Board Chair, we farewellled David Atkin in June. David provided SuperFriend with exceptional leadership during a time of organisational change and growth and showed a steadfast dedication to SuperFriend's vision. SuperFriend could not have achieved its many successes without David's guidance, passion, and continual support for the work that we're doing. Thank you, David.

We were thrilled to announce the appointment of our new Board Chair, Elizabeth Proust, AO. Bringing more than 30 years' experience in senior leadership roles across Australia's private and public sectors, Elizabeth has an outstanding record of delivering strong leadership, governance and change management in large and diverse organisations. We have no doubt that Elizabeth's leadership and extensive experience will be invaluable to SuperFriend as it implements *Strategy 2024: Pivoting for Differentiation*.

**David Atkin**  
Chair Board of Directors, SuperFriend  
CEO, Cbus

**Margo Lydon**  
Chief Executive Officer, SuperFriend

## Partner highlights

This year, SuperFriend was excited to welcome Commonwealth Superannuation Corporation (CSC) as a new Partner in August 2020. This took the total number of Partners to 30.

### Partner highlights



**23**

Superannuation Fund partners



**7**

Insurer Partners



**13**

Partners utilised MySuperFriend



**1603**

Partner employees on MySuperFriend



**94%**

of Partner employees intend to apply what they've learnt

### Superannuation Partner update

Ongoing fund merger activity in the superannuation industry introduced a significant amount of organisational change within our Partner organisations.

To support our Partners through this period of change and uncertainty, we delivered workshops, presentations and consulting projects all centred around how leaders can best support their workforce, as well as how staff can manage their own mental health and wellbeing throughout the pandemic.



### Insurer Partner update

We continued to invest in the skills and capability of the industry staff by delivering practical workshops and training, as well as facilitated the development of Industry Guidelines to respond to people in distress, including suicidal distress. We also provided capability uplift for staff who support customers who may be impacted by a mental health condition.

### Thank you

We could not do our valuable work without Partners and their commitment to positive workplace mental health and wellbeing, so to our Partners, thank you.



## Solutions highlights

The workplaces (including Partners) SuperFriend supported faced a variety of challenges this year. Whether it was ensuring that they were compliant with legislation, supporting their team through COVID-19 and working remotely, building mental health literacy and capability in their organisation or helping them understand and prioritise areas of focus to build a 'whole of business' approach to creating a mentally healthy workplace, we were there to assist and guide them.

### Solutions highlights



**81**

organisations engaged our services, including 22 Partners.



**37**

organisations utilised our most popular solution, Workplace Mental Health Essentials for All Staff (online).



**13**

organisations engaged us for consulting work to tailor a workplace mental health solution(s) to their needs.



**51%**

of the organisations we worked with were in the financial services industry. The second biggest industry was government.



**3**

organisations purchased SCORM files of MySuperFriend training to house on their LMS.

### MySuperFriend

The changing landscape of the financial services industry, feedback from our Partners and other organisations, plus the realities of the pandemic challenged us to look at our solutions and how we deliver them.

We pivoted from face-to-face to completely virtual training with the introduction of our online learning platform, MySuperFriend in August 2020. Through MySuperFriend, we have helped 34 organisations (including 13 Partners) upskill their staff using fresh and interactive training modules and resources. All of our modules and resources are evidence-based and practical.

*"We are delighted with the results and they speak volumes. Of the targeted staff, 77% completed the course with 65% of the team stating that they had gained knowledge and better yet, 81% of people said that they intended to implement this knowledge."*

**Amra Broughton, Ralph Lauren**

### MySuperFriend highlights



**1869**

users on MySuperFriend



**2853**

courses completed



**76%**

of users have gained knowledge



**84%**

of users have gained confidence



**94%**

of users intend to apply what they've learnt

## Consulting

As part of our new strategy, we have focused on building our consulting capability and are increasingly identifying opportunities to establish deeper and more strategic relationships with clients. There has been considerable interest in our capability to create and licence bespoke content as part of the consulting engagements, and this is a developing a new opportunity for scalable impact.

As part of our consulting engagements we:

- Developed SuperFriend's **Workplace Wellbeing Audit** consulting service which is designed to identify key areas of opportunity to promote the mental health and wellbeing of employees at a strategic level across an organisation
- Developed **workplace mental health and wellbeing strategies** with Woollahra Municipal Council and Twinings. The strategies were tailored to their organisational needs and based on their existing frameworks and employee input from focus groups
- Provided input into the **design and content of e-learning** aimed at promoting mental health literacy and self-care and developing peer-support skills across the organisation for PwC Australia, and
- Began a three-phase project with the Australian Veterinary Association to develop an **industry-wide approach** to manage psychological risks and promote wellbeing within the workplace. The first phase comprised of a desktop analysis, which reviewed the current industry landscape as well as academic literature and best-practice international approaches to supporting wellbeing in the veterinary industry. The second and third phases continue into the next financial year.



*“We chose SuperFriend because it was just really clear speaking to you both [Pippa and Mark] that you are people who are really genuine, really authentic, easy to talk to – you weren’t trying to bamboozle us with lots of fancy acronyms or language about things. You were truly listening, so it was really a two-way discussion. You genuinely wanted to understand our business, what was going on for us.*

*It was really clear talking to you that you understood this topic, you’re very experienced in it, you spoke to lots of good examples and were tangible and brought them to life, but you didn’t do it in a pushy way. And it was really clear from the first discussion that you weren’t going to put a one-size fits all solution; it was very much a conversation where you were asking good questions, you were listening and were you thinking about the Twinings business and what our needs were.”*

**Jo McManus, Twinings**

## Advocacy highlights

SuperFriend proudly represent our Partners and their members through several strategic alliances aimed at driving practical and lasting systems change in Australian workplaces.

### Advocacy in financial and insurance services

We've worked with peak bodies from the financial and insurance services industry as a trusted advisor and provider of workplace health and wellbeing consulting services, and contributed our expertise to inform workplace initiatives, policy positions and advocate for positive change.

Our highlights include:

- Participated in FSC, AIA and Connexus roundtables on mental health
- Presented at the Group Insurance Summit, Healthy Heads in Trucks and Sheds Board Meeting, PwC Changing Places event, the Commonwealth's Deputy Secretaries' Safety and Compensation Forum as well as delivered a guest lecture at University of Melbourne Master of Applied Positive Psychology program
- Co-created with our Industry partners and suicide prevention experts, Guidelines for Responding to Distress, including Suicidal Distress. This work was undertaken by SuperFriend's Insurance Mental Health Collective. The guidance will be formally launched in 2022.



SuperFriend CEO Margo Lydon with PwC's Sharon Ponniah at PwC's Changing Places event in March 2021.

### Advocacy in the mental health sector

We also worked closely with leading organisations in the mental health and suicide prevention sector and continued to build strong and lasting relationships with them. Together we advocated for systems change and provided our capability and knowledge to inform workplace initiatives and create change in policy at both state and federal levels.

In addition to working with organisations in the sector, SuperFriend is a member of the Mentally Health Workplace Alliance. Through this, our CEO Margo Lydon chaired the Stakeholder & Communications Working Group and was actively involved in the development of the National Workplace Initiative (NWI). The NWI will create a framework for all Australian workplaces to enable them to create, implement and embed sustainable mental health strategies across their business and we're thrilled to be a part of its creation.

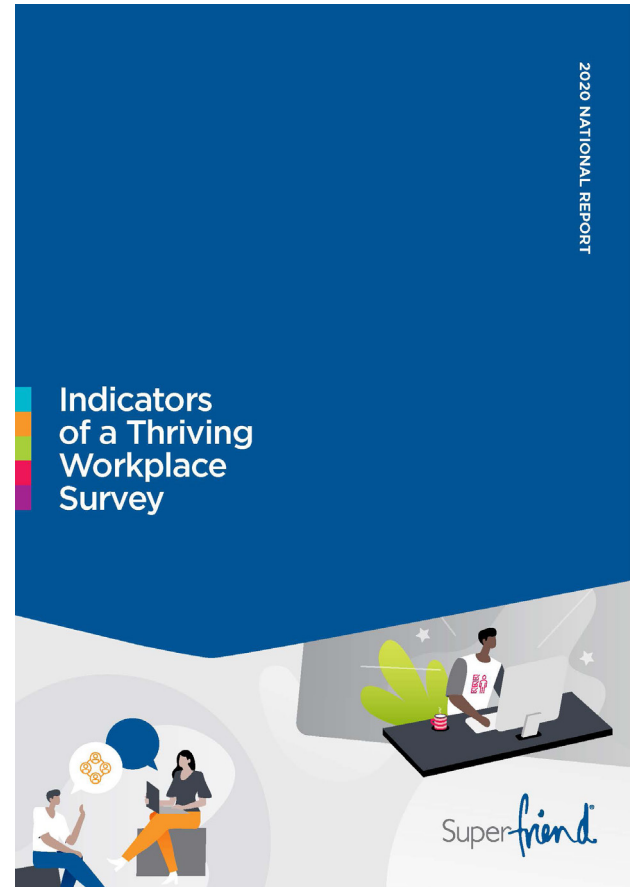


SuperFriend CEO Margo Lydon (bottom row, middle) pictured with the speakers from AIA's roundtable on mental health.

## Insights and impact highlights

SuperFriend's [2020 Indicators of a Thriving Workplace National Report](#) was released on the 9th of October 2020. With the COVID-19 pandemic causing monumental change in Australian workplaces, there's never been a more important version of the report.

In July 2020 we surveyed over 10,000 Australians who worked and/or received JobKeeper payments between March and June 2020 (inclusive). After two years of remaining steady at 62.7, we saw a 2.4 point rise in the overall thriving workplace score to 65.1 out of 100, despite the challenges COVID-19 presented to workplaces and our broader community.



### 2020 Indicators of a Thriving Workplace highlights

**14%**

of workers report that workplace connection has improved since the start of the pandemic.

**17.1%**

of workers believe their current workplace caused or worsened their mental health condition (down from 21.8% in 2019).

**77.5%**

of workers plan to stay with organisations that have implemented at least eight actions to improve workplace mental health.

**3 in 5**

workers (59.7%) reported that mental health concerns reduced their productivity.

**48.5%**

of workers report that the pandemic has resulted in a better work-life balance.

## Financials

SuperFriend is a registered not-for-profit organisation with the Australian Charities and Not-for-Profits Commission (ACNC). Under the Charities Act 2013, a not-for profit organisation must be:

- Not-for-profit
- Have only charitable purposes that are for the public benefit
- Not have a disqualifying purpose, and
- Not be an individual, a political party or government entity.

Revenue	2021	2020
	\$	\$
<b>Insurer contributions</b> <i>Consists of revenue contributions paid to SuperFriend on behalf of Funds.</i>	3,608,902	3,707,813
<b>Fee for service</b> <i>Revenue generated from commercial arrangements with Partner and non-Partner organisations for services such as mental health consulting and bespoke mental health and wellbeing content creation.</i>	282,284	234,995
<b>Sundry income</b> <i>One off revenue income received in the financial year – for FY21, this was a cash boost from the ATO.</i>	54,405	61,221
<b>Joining membership fees</b> <i>Joining fees received from new Partner Funds.</i>	20,000	10,000
<b>Interest income</b> <i>Income generated from investing cash reserves into term deposits throughout the financial year and interest received on positive bank balances.</i>	13,890	48,974
<b>Reimbursable income</b> <i>Revenue received from an external source to offset relevant expenses that have been incurred.</i>	636	406,878
<b>JobKeeper subsidy</b> <i>Subsidy received between July and September 2020 in line with ATO guidance due to COVID-19 related business impacts.</i>	265,500	232,500
	<b>4,245,618</b>	<b>4,702,380</b>
<b>Expenses</b>		
<b>Employer related</b> <i>All expense costs relating to SuperFriend staff employment costs.</i>	3,827,439	4,312,891
<b>Professional fees</b> <i>All costs incurred by SuperFriend for external professional services.</i>	127,691	59,102
<b>Initiative delivery and development</b> <i>Consists of all costs related to SuperFriend solutions delivery &amp; development.</i>	153,121	551,772
<b>Business operations</b> <i>All supporting costs to enable SuperFriend to operate.</i>	486,689	774,530
	<b>4,594,940</b>	<b>5,698,295</b>
<b>Surplus/(Deficit) before tax</b>	<b>(349,323)</b>	<b>(995,914)</b>

Key project investments in 2020-2021	
Indicators of a Thriving Workplace Survey	\$86,000
Indicators of a Thriving Workplace tool development	\$18,000

## Summary

We sincerely thank all of our Partners and customers for the opportunity to work with you and support you on your path to creating thriving workplaces for your staff and customers. We also wish to thank the extensive network of strategic stakeholders and our service provider network who have guided our work and enabled us to make a real difference in the lives of thousands of Australians in a wide range of industries around the country. We also thank our Board and Committee members for your continued support and guidance as SuperFriend continues to go from strength to strength!

