



2021-2022

Annual Report

Superfriend[®]

Acknowledgement of Country

We would like to acknowledge the traditional custodians of the lands, their elders past and present. As we are an organisation with National reach, we would also like to pay our respects to elders past and present across Australia. We acknowledge all Australian communities who, through their lived experience, help guide the research and resources developed at SuperFriend. We recognise their valuable contribution at all levels and value the courage of those who share this unique perspective for the purpose of learning and growing together to achieve better outcomes for all.



Chair and CEO's Message

“Work nourishes noble minds.”

– Seneca, Moral Letters, 31.5.

The impact of the Covid-19 pandemic has created a completely different world for all people including the way we work and live. Work plays such an essential part of our lives, giving people purpose and meaning and for some, it is even considered therapy.

At SuperFriend, we remain dedicated to our original purpose, that is, to reduce the incidence and impacts of mental illness and suicide. Together we can positively impact Australian workers so that they may enjoy happy and productive lives, long into retirement.

Our strategy

Despite the challenges of the last year, our Strategy 2024: Pivoting for Differentiation remains on course and SuperFriend continues to:

- elevate our focus on measuring the state of Australian workplace mental health through the Indicators of a Thriving Workplace and the launch of the Thriving Workplace Index. Both ongoing initiatives will provide the evidence to influence systems level change so all workplaces can be mentally healthier
- support our industry sector specialty by developing and launching much-needed training, FSC Standard 21 Mental Health Training
- deliver some exceptional client programs, including for the Australian Veterinary Association, Australia Catholic Primary Principals Association, Funds SA, Twinings and Essity.

Our fundamental research continues to strengthen and is an integral part of our work. SuperFriend's Indicators of a Thriving Workplace annual national survey was successfully completed in July 2021, for the seventh consecutive year, by 10,009 working Australians.

The research highlighted that more than half (55.3%) of Australia's workforce experienced at least one major organisational change in the past year. Further, mental health conditions were more likely in workers who experienced a major workplace change (38.5%) than those who did not experience any (27.5%).

On a positive note, the findings identified that people who worked remotely at least some of the time reported more mentally healthier workplaces than on-site only workers. Striking the right balance for individual workers is vital for future success.

Using the Indicators of a Thriving Workplace survey as a framework, SuperFriend also saw an opportunity for workplaces to measure, track and benchmark mental health on an organisational level. In early 2022, in conjunction with PwC, we commenced a pilot for the Thriving Workplace Index, a new, innovative tool.

Our Board

After 12 years at the helm, the announcement that SuperFriend's well-regarded CEO, Margo Lydon was stepping down was significant news. We thank Margo for her steadfast commitment and dedication to SuperFriend.

We also said farewell to some of our Board Directors and would like to thank each for their commitment and support to SuperFriend including Vicki Doyle, Fund Representative Director, Megan Bonny, Independent Director and Mitch Wallis, Independent Director.

We are pleased to announce some new members to our Board, Nicholas Vamvakas (Group Executive Strategy and Growth, Cbus) and Tyrone O'Neill (Group Executive Member Engagement, Rest).

Leanne Nicholson was welcomed in late 2021 as SuperFriend's General Manager, Business Operations and Performance and as Company Secretary of Board.

The Board would like to express gratitude to Dina Goebel, GM Strategy & Innovation, for stepping into the role Acting CEO through the remainder of the year and to the SuperFriend team for their perseverance during a challenging year.



Elizabeth Proust
Chair
Board of Directors,
SuperFriend



Dina Goebel
Acting CEO,
SuperFriend

Partner news

There has been a flurry of mergers during the last financial year including LUCRF merging with Australian Super in July 2022, Australian Super also picked up Club Plus in December 2021 and Media Super merged with Cbus in April 2022. With the recent changes and mergers, SuperFriend's number of Partners changed to 20 (in total) in the financial year.

Our Partners in the Industry Superannuation and Group Insurance sectors are the predominant source of funding for SuperFriend. With our Partners (and their members) ongoing financial support SuperFriend is able to:

- conduct Australia's largest and trusted workplace mental health survey and benchmarking tool, the Indicators of a Thriving Workplace. The 2022 survey will be our 8th year of this unique longitudinal data with rich insights into workplace mental health
- continue our advocacy efforts to improve the mental health of working Australians across several industries
- deliver practical and relevant mental health solutions and training to Australian workplaces.

Industry Superannuation Partners

This financial year we continued several training and consulting projects centred around how leaders can best support their workforce, as well as how staff can manage their own mental health and wellbeing as we all emerge from the pandemic. Specific training was also developed to ensure that our Partners (and any organisation in the financial services sector) can meet the mental health training requirements of the Financial Services Council (FSC) Standard 21. SuperFriend also collaborated with Roses in the Ocean to ensure a lived experience view of suicide was included in the development of the content for this course.

Group Insurer Partners

We continue to invest in the skills and capability of the industry staff by delivering practical workshops and training, as well as finalising 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 from the SuperFriend team!

Without the support of our Partners, our valuable work and research towards measuring and improving the state of Australian workplace mental health and wellbeing, would not be possible. To our all Partners, we thank you for your ongoing commitment to SuperFriend.

Insights and impact

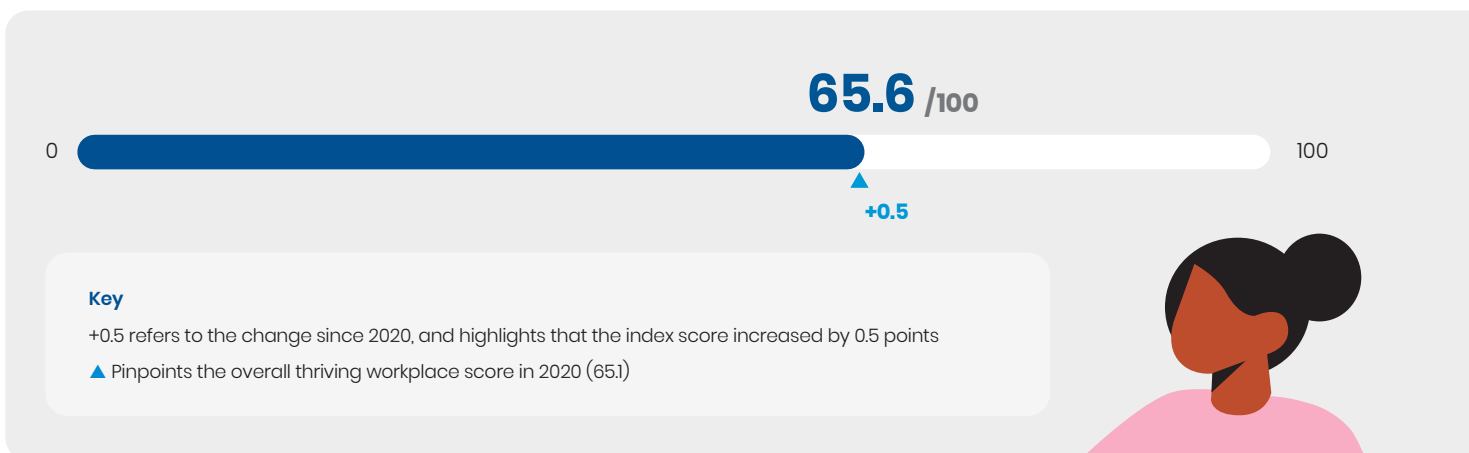
SuperFriend's 2021 Indicators of a Thriving Workplace National Report was released in October 2021 through a [new microsite](#) which demonstrated valuable insights into the state of Australia workplaces during another one of the most challenging years in history.

Despite these challenges, we saw another rise in the national thriving index score from 65.1 in 2020 to 65.6 in 2021. The pandemic forced workplaces to look at new ways of working, and people who were able to work remotely at least some of the time, reported clear benefits, with an overall thriving workplace score of 68.1 compared to 64.0 for on-site only workers.

Further, the data indicated that people intuitively knew which working arrangements maximise their productivity and their wellbeing. Workers who are happy with their flexible working arrangements reported low prevalence of mental health conditions in the last 12 months (48.6% compared to the national average of 53.5%).

Workers who experienced a major workplace change in last year, including technology overhaul, restructures, mergers, new corporate strategies and changes to delivery channels were more likely to experience a mental health condition (38.5%) compared to those who did not (27.5%).

Organisations continue to go through change and evolve to meet shifting demands however, the 2021 survey highlighted thriving workplaces are better equipped to help people manage change.



Advocacy

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

In 2021-22, we continued to advocate for practical and lasting systems change in Australian workplaces, by working collaboratively across the mental health sector and with our Industry Superannuation and Group Insurance Partners.

Some of the highlights include:

- Participating in roundtables on mental health with organisations including Suicide Prevention Australia, the Financial Services Council, AIA and Connexus
- Continuing to support the Mentally Healthy Workplace Alliance and the National Workplace Initiative (since its inception) and direct input into scalable industry-level guidance to inform mentally healthy workplaces
- Continuing to support and participate workplace mental health networks across Victoria, New South Wales, Queensland and South Australia. Through these networks we work to promote and amplify the positive work happening across our nation.

Solutions

SuperFriend supported a number of organisations (including Partners) that continued to face ongoing challenges such as legislation changes, supporting staff through COVID-19, working remotely, promoting mental health literacy and capability in their organisation or helping them build an integrated approach to workplace mental health.

Product development

In partnership with PwC, SuperFriend launched a pilot of the Thriving Workplace Index, an innovative Australian workplace benchmarking tool that helps workplaces identify their current state of workplace mental health based on their employees' experiences and identifies practical actions to help their business and employees thrive. This product remains in pilot phase of testing with some of SuperFriend's Partners and customers.



Training – MySuperFriend

Through our online learning platform, My SuperFriend (launched in Aug 2020), we continue to help organisations upskill their employees by providing relevant and contemporary mental health training content, including some new courses introduced in the financial year. These new courses include:

Be Your Best at Work: Positive Strategies for Success – an introduction to positive workplace psychology topics that help boost productivity and wellbeing at work. Learners develop an increased understanding of how to leverage their strengths at work, how to job-craft, how to boost intrinsic motivation, and how to develop a growth mindset so they can be their best at work.

Elevate Your Leadership: Positive Strategies for Successful Teams – an introduction to positive workplace psychology topics that help boost team productivity and wellbeing. After completing leaders have an increased understanding of strengths-based leadership and how to leverage team strengths, build positive team culture, support job-crafting, increase motivation and promote growth mind-set within their team.

FSC Standard 21 Mental Health Training – this course is designed to support Financial Services Council (FSC) members to provide their employees with appropriate mental health education and training as outlined by recent changes in the FSC Standard No. 21. It is available online or as a workshop. Online modules can also be licensed to organisations with their own Learning Management (LMS) Systems. Course content explores topics related to mental health and supporting people in a crisis situation.

MySuperFriend highlights



2197

new users on MySuperFriend



2198

courses completed



88%

of users have gained knowledge



86%

of users have gained confidence



94%

of users intend to apply what they've learnt

Consulting

SuperFriend continued to support Partners and customers throughout the financial year with consulting engagements including Australian Veterinary Association, Australia Catholic Primary Principals Association, Funds SA and Essity.

At an industry level it was wonderful to work with the Australian Veterinary Association (AVA) on a seminal industry framework aimed at improving the health of the entire veterinarian sector. We were also encouraged by our emerging work and relationship across the Australia Catholic Primary Principals Association.

Further consulting and advisory work through the financial year also included mental health audits and strategy development for the leading hygiene and health company, Essity, the investment management partner for the South Australian public service, Funds SA, plus ongoing work with the consumer goods company Twinings.



SuperFriend's 2021 research has provided us with the much needed evidence pertaining to the state of mental health of Australian veterinary professionals. It has enabled us to form a strategic plan that will assist us in improving mental wellness within the profession, and facilitate sustainable and thriving careers.

In May 2022 we launched an AVA veterinary wellness initiative, THRIVE, aiming to support veterinarians and veterinary staff to lead satisfying, prosperous and healthy careers. For FY22-23 we will formalise a veterinary wellness steering committee and develop an industry specific mental health and suicide prevention framework, in collaboration with SuperFriend.

Our partnership with SuperFriend has been collaborative in the deepest sense. They have provided clear guidance and a practical approach that has assisted us to move forward with confidence to provide the necessary support for our veterinary colleagues.

Monika Cole, Executive Officer Wellness, Australian Veterinary Association



Thanks to our partnership with Australian Catholic Super we were introduced to the services of Superfriend - they suggested that SuperFriend's services would be of significant benefit to our Principal members.

SuperFriend has given Australian Catholic Primary Principals' Association a renewed sense of purpose around mental health and wellbeing for Principals in schools - they made the whole topic accessible, relevant and real.

We hope to continue working with them and utilise their valuable resources, education and training.

Paul Colyer, Executive Officer - Australian Catholic Primary Principals' Association

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	2022 \$	2021 \$
Insurer contributions		
Consists of revenue contributions paid to SuperFriend on behalf of Funds.	3,675,278	3,608,902
Fee for service		
Revenue generated from commercial arrangements with Partner & non-Partner organisations for services such as mental health consulting & bespoke mental health content creation.	503,117	282,284
Sundry income		
One off revenue income received in the financial year.	2,007	54,405
Joining membership fees		
Joining fees received from new Partner Funds.	0	20,000
Interest income		
Income generated from investing cash reserves into term deposits throughout the financial year and interest received on positive bank balances.	12,126	13,890
Reimbursable income		
Revenue received from an external source to offset relevant expenses that have been incurred.	0	636
JobKeeper subsidy		
Subsidy received between July and September 2020 in line with ATO guidance due to COVID-19 related business impacts.	0	265,500
	4,192,529	4,245,617

Expenses		
Employer related		
All expense costs relating to SuperFriend staff employment costs.	3,509,362	3,827,439
Professional fees		
All costs incurred by SuperFriend for external professional services.	50,707	127,691
Initiative delivery and development		
Consists of all costs related to SuperFriend solutions delivery & development.	267,932	153,121
Business operations		
All supporting costs to enable SuperFriend to operate.	579,708	486,689
	4,407,707	4,594,940

Surplus/(Deficit)		
Surplus/(Deficit) before tax	(215,179)	(349,323)

Key project investments in 2021-2022		
ITW Survey / Fieldwork		\$123,772
Lived Experience Content Review		\$20,750

Summary

We sincerely thank all of our Partners and customers for the opportunity to work with them and support them on their journey to creating mentally healthy workplaces for their staff and members. 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 to the lives of so many Australians in a wide range of industries. Last but not least, we thank our Board and Committee members for their continued support and guidance in helping create our vision for all Australian workplaces to be mentally healthy.

