

**Stay Kind Limited**  
(A Company Limited By Guarantee)

**A.B.N. 61 161 682 962**

**General Purpose Financial Report**  
**30 June 2021**

**Stay Kind Limited**  
**A.B.N. 61 161 682 962**

**Financial Report**  
**For the year ended 30 June 2021**

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**Stay Kind Limited**  
**A.B.N. 61 161 682 962**

**Company Particulars**  
**For the year ended 30 June 2021**

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**Directors**

David Anstee  
Eric Cao  
Justin Greiner (Chairperson)  
Kathryn Kelly  
Ralph Kelly  
Mark Langsworth (Deputy Chairperson)  
Simon McGrath

**Secretary**

Ms Natalie Zelinsky

**Registered Office in Australia**

1005/41 Refinery Drive  
Pyrmont NSW 2009  
AUSTRALIA

**Principal Place of Business**

1005/41 Refinery Drive  
Pyrmont NSW 2009  
AUSTRALIA

**Auditors**

PricewaterhouseCoopers  
One International Towers  
Watermans Quay  
Barangaroo NSW 2000

**Bankers**

Westpac Banking Corporation  
319-323 Bong Bong Street  
Bowral NSW 2576

**Directors' Report**  
**For the year ended 30 June 2021**

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The Directors present their report, together with the financial statements of Stay Kind Limited ('the Company' or 'Stay Kind') for the year ended 30 June 2021.

**1. Directors**

The following persons were Directors of the Company during the financial year and up to the date of the report, unless otherwise shown:

David Anstee  
Eric Cao  
Justin Greiner (Chairperson)  
Kathryn Kelly  
Ralph Kelly  
Mark Langsworth (Deputy Chairperson)  
Simon McGrath

**Company Secretary**

Natalie Zelinsky

Meeting attendance for the year was as follows:

|                        | <b>Total</b> | <b>Possible</b> |
|------------------------|--------------|-----------------|
| Mr. Justin Greiner     | 5            | 7               |
| Mr. Mark Langsworth    | 2            | 7               |
| Mr. Ralph Kelly        | 7            | 7               |
| Mr. David Anstee       | 6            | 7               |
| Ms. Kathryn Kelly      | 6            | 7               |
| Mr. Simon McGrath      | 0            | 7               |
| Mr. Eric Cao           | 5            | 7               |
| Miss. Natalie Zelinsky | 7            | 7               |

**2. Principal Activities**

The company is a not for profit registered charitable institution established and located in Australia. The company was formed on 17 December 2012, following the unprovoked attack and death of Thomas Kelly at 18 years of age, with the aim of fostering a safer and healthier community. Following the death of Stuart Kelly at 18 from suicide, Stay Kind reviewed its strategies in order to further address, at grass roots level, the promotion of prevention of harm.

The principal object of the Company is the promotion of the prevention or control of harm from suicide, physical and/or emotional abuse, substance abuse and anti-social behaviour amongst people, in particular young people in Australia through simple daily acts of kindness.

**3. Long Term Objective**

In order to further the principal object, Stay Kind will carry out the following activities:

- Develop initiatives and strategies that impact Australian communities (including for example in homes, schools, online, on the sporting field, in workplaces and on our streets).
- Conduct public campaigns to increase awareness on how embracing values and actions of kindness can change and save lives by reducing or preventing suicide, physical and/or emotional abuse, substance abuse and anti-social behaviour.

**Directors' Report (continued)**  
**For the year ended 30 June 2021**

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**3. Long Term Objective (continued)**

- Develop and maintain university partnerships to support research and other initiatives that further the principal object.
- Ongoing implementation of informed strategy from evidence based findings.
- Contribute to and/or support community forums and activities that target families and young people in Australia.
- Collaborate with and share learnings and data with like-minded organisations.
- Ensure youth perspective contributes to, and/or informs on, the development and enhancement of the Company's youth communication strategies on suicide, physical and/or emotional abuse, substance abuse and anti-social behaviour including for example through youth directorship role(s).
- Undertake advocacy to address harm from suicide, physical and/or emotional abuse and substance abuse.

**4. Vision and Mission**

As a values based organisation, Stay Kinds' vision to make Australia kinder is supported by its mission to reduce violence, bullying, substance abuse, and suicide among young Australians and the wider community.

- stay kind
- do something kind
- be inclusive
- stay courageous
- be respectful and
- never give up

**5. Key Strategies and Outcomes**

Stay Kind will achieve its principal object through the following activities and any further activities in future which it considers will further its principal object.

- Develop initiatives and strategies that impact Australian communities.
- Conduct public campaigns to increase awareness on how embracing values and actions of kindness can change and save lives by reducing or preventing suicide, self-harm, substance abuse and anti-social behaviour.
- Contribute to and/or support community forums and activities that target families and young people in Australia.
- Develop and maintain university partnerships to support research and initiatives that inform intervention strategies for suicide prevention.
- Collaborate with and share learnings and data with like-minded organisations to create greater social impact.
- Ensure youth perspective contributes to and/or informs the Company's communication strategies at board and/or operational level.
- Undertake advocacy to address harm from suicide, bullying, hazing, violence and/or substance abuse.
- Do all things as are incidental or conducive to the attainment of the principal object.

**Directors' Report (continued)**  
**For the year ended 30 June 2021**

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**6. Explanation of how business activities helped meet key objectives**

Stay Kind engaged in a number of activities in the 2020/2021 financial year that contributed to the pursuit of the principal object and positive outcomes. A summary of these activities is listed below:

- Stay Kind conducted its annual operational strategy review on January 28 2020 to ensure focus of its lens on activities.
- Raising ongoing community awareness of the rebrand to Stay Kind and launching its do something kind value.
- Partnering with JCDecaux, oOh!media, QMS, Australian Community Media, QMS and Channel Nine to share and inspire community engagement.
- Partnering with Mirvac Retail for Kind July 2021 resulting in the activation of messaging in 16 shopping centres. The Mirvac Kind July 2021 campaign included digital billboards, social media, website information as well as opportunities for retailer, customer and staff engagement.
- Partnering with KPMG NSW for Kind July and provision of four key note speakers on kindness including Stay Kind's Allan Sparkes, Ralph Kelly and Kristen Flex.
- Recorded Channel 10 News segment and podcast with Steve Hart.
- Podcast with Katrina Roe for the Morning Show for Hope Radio 103.2.
- Podcast with Mamamia Chelsea McLaughlin.
- Podcast with Dianne Jack, The Australia Government Job Directory.
- Presentation to Criminology Students UNSW.
- "All in the Mind" Podcast with Lynne Malcolm.
- Podcast Bambuddha Group with Anna Sheppard.
- Podcast "Travel without Limited" with Sophie Cullen.
- Graeme Day "Live Interview with Ralph Kelly" 2ST Southern Highlands.
- Joblink Plus Presentation.
- University of Newcastle Research Proposals.
- Greg Page Stay Kind Ambassador.
- Jane Hutcheon meeting and appointment as Advisor on Communications.
- Meeting Tom Malone, Nine Entertainment, 2GB
- Meeting NSW Education, NSW Police, Transport NSW on Kind July.
- Attend monthly NSW 24 Hour Economy Strategy Group Meetings.
- World Kindness Day 2020 Community Event Newcastle.
- Eagle Vale High School meetings.
- Mirvac Retail meetings.
- Co-ordinated Take Kare Safe Space Steering group meetings.
- Member Sydney Liquor and Night Time Safety Operations Group (now defunct).
- Meeting NDARC UNSW.
- Greg Page filming with NSW Police Band.
- Meetings with Google, Facebook and Adobe for Kind July.
- Ongoing participation Westpac Board Observer Program
- Testing Stay Kind - Kind July Harbour Bridge lighting.
- Maintain digital presence on Stay Kind website and social media platforms.

**Directors' Report (continued)**  
**For the year ended 30 June 2021**

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**6. Explanation of how business activities helped meet key objectives (continued)**

- Ongoing collaboration and pursuit of further suicide prevention research opportunities in partnership with universities.
- Ongoing collaboration with UTS for enhancements to Take Kare Safe Space App.
- Raising funds to support the development and expansion of Stay Kind initiatives including Stay Kind at Home, Stay Kind at Work, Stay Kind at School, Stay Kind Online, and Stay Kind on the Streets (Take Kare Safe Space programs).
- Maintain a public fund, the sole purpose of which is to receive all gifts of money or property for the objective.
- From inception to 30 June 2021, the Take Kare Safe Space program in Sydney facilitated over 73,400 interventions that supported and primarily assisted young people. The following seven incidents are examples of the numerous interventions by Take Kare Ambassadors (TKAs):

*1) July 6 2019 - 10:20pm - Harbourside - Darling Harbour*

TK referred by Rangers to unconscious female, alone and accompanied by female ranger. TK arrived on scene and observed female covered in vomit sitting slumped up against a wall. Non responsive and unable to be woken by TK. As TK moved female to recovery position her eyes rolled back and she was flaccid. TK ensured airway was clear and female was breathing. TK called for ambulance and monitored female until paramedics arrived. Female was transported to hospital.

*2) 7 July 2019 - 2.05am Pyrmont Bridge*

TK was stopped by member of the public and referred to male who had been assaulted by 4 other males and had a major injury to the face. TK was taken to scene by male witness. On arrival TK found a male sitting with blood spatter everywhere. The male had a complete split lip to the nose and moderate bleeding. TK contacted rangers with description of offenders and location of assault. Whilst waiting for rangers and police TK assessed male and started first aid. Bleeding was controlled and assessment of male concluded he was on holiday with no insurance and was worried about cost of ambulance. TK strongly advised male to seek help from paramedics and was insistent on calling 000 however the male attempted to run away. The male was convinced to sit and let TK provide aid. The witness to the assault showed care for the male and convinced male to get in a taxi with him and go to St Vincent's. The male eventually agreed and was helped to taxi. TK strongly advised an ambulance but the male blatantly refused and was happy to go with witness in taxi. Police and rangers arrived shortly after and the area was taped off. TK found a bag of cocaine covered in blood and this was handed to police.

*3) 14 July 2019 - 2.20am George Street*

A roving TK team came across a homeless male known to the program. TK checked in with him and had a friendly chat about some things he had been going through. The male had some money for food and was relatively okay. TK provided the male with some thongs, bottles of water and his favourite Chupa Chups. The homeless male was very grateful for the time spent talking with him and the little essentials provided by TK.

*4) 28 July 2019 - 1.20am - The Rocks*

Whilst roving in the vicinity of The Rocks, a TK came across a male alone, passed out on a bench. TK approached the male and he was not responsive to verbal stimuli but roused to painful stimuli. The male sat up disorientated and started vomiting. TK assisted the male with vomit bags and water. TK established the males phone was flat and began charging it for him. Male wanted his girlfriend to come and pick him up and once his phone had charge, TK called his girlfriend. The males girlfriend declined to pick him up. TK worked with the male for a solution to get him home once sober enough. The male requested a taxi and TK escorted the male to a taxi rank. Total time with male exceeded 2 hours.

**6. Explanation of how business activities helped meet key outcomes (continued).**

*5) 11 August 2019 - 12.50am George Street*

Whilst roving, a TK team observed two males walking very unsteadily on their feet. TK approached the males and checked in. The males showed clear signs of alcohol and drug use and also had visible injuries to their face and hands, covered in blood. One of the males became unable to walk whilst the other male tried to encourage him to keep walking so they could get home. The male was unable to continue and laid on the footpath. The males disclosed they had taken a cocktail of drugs including; cocaine, ecstasy, Xanax and pot along with consuming a lot of alcohol. TK provided aid to the male who was on the floor and with the help of another passing TK team, called an ambulance due to serious concerns for the males health. The friend spoke with TK and when paramedics arrived, agreed the male needed to be transported to hospital. The male was conveyed to hospital by ambulance.

*6) 25 August 2019 - 12.30am King Street Town Hall*

TK came across a female who was visibly upset. The team checked in with her and asked if she was okay, the female replied she just needed to get home and didn't want any help. The female walked off but the team noticed she was walking in the wrong direction of any transport. The team caught up to the female and persisted to check if she was okay. The female disclosed she had no money or wallet as her friend had taken it and she needed to get to Chatswood. The team escorted her to the train station and bought her a ticket to get to Chatswood. The female was very appreciative and thanked the team for their generosity. The female was escorted to the train.

*7) 21 September 2019 - 11.40pm - Town Hall Safe Space*

Two females approached the tent with a visibly intoxicated female. The two females had found the other female, passed out on the floor in the train station. The female was covered in vomit and unable to stand unassisted. The females knew about Take Kare and had previously thought about volunteering. They had already accessed the intoxicated females phone and were calling friends to come and help. The females were not getting anywhere with the females friends so brought her to the tent for further help and first aid if needed. The TK team assessed the female as high intox and convinced her to stay in the tent. A friend agreed to come via train from Marrickville and meet the female. TK cleaned the female of vomit and provided water. The female sobered up whilst waiting for friend and TK spoke with her about her night. She had been out with friends but they had left her alone and went home. The female was found by strangers who looked after her before deciding to bring her to safe space. The females friend arrived and sat with her until she was able to walk without stumbling and make their way to the train station and go home.

*8) 19 October 2019 - 02.00am Castlereagh x Campbell Street*

TK team noticed a shirtless male dancing in the middle of an intersection, first observations indicated the male was under the affects of a substance. TK notified CCTV and slowly approached the male. The male was sweating profusely and yelling. TK team leader tried to engage with the male by means of water and chupa chup. The male approached however refused all assistance and continued down the middle of the road. TK followed from a distance and requested police through CCTV. After stumbling 30m's the male fell over and laid sprawled out on the footpath, half in the gutter. TK team leader approached and tried to verbally rouse the male. The male was breathing heavily and unresponsive to pain stimuli. Team established the male was unconscious and called 000. Male was rolled into the recovery position and police arrived soon after. Paramedics arrived and the male was treated for a drug overdose. Police found a vile of liquid in the males pocket which was believed to be GHB. TK assisted the paramedics with inserting an airway and spine boarding the male to move onto stretcher. The male woke up and pulled his airway out. Once on the stretcher the male became unconscious again. Male was transported to hospital.

**Directors' Report (continued)**  
**For the year ended 30 June 2021**

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**7. Trading results**

The deficit from activities for the Company for the year ended 30 June 2021 after income tax expense was - \$14,324 (2020: surplus of \$56,689).

**8. Review of operations**

In the opinion of the directors, the results of the operations of the Company for the year ended 30 June 2021 were not affected by any item, transaction or event of a material or unusual nature.

**9. Changes in the state of affairs**

Stay Kind Limited was directly impacted by both the national bush fires, the COVID-19 pandemic and experienced certain challenges. Primarily, immediate impact occurred in our campaign plans, community work, traditional daily operations and our fundraising channels. Further to this impact, COVID-19 resulted in the suspension of the Take Kare Safe Space program from March 2020 until February 2021. Through these challenging times and whilst our flagship Take Kare Safe Space program was offline we continued to adapt to the changing environment by modifying our community engagement activities, public campaigns. We commenced a detailed review and improvement of TKSS quality controls and systems and also provided remote training opportunities to our street teams. Stay Kind Limited continues to pursue and activate financial opportunities that support its work.

**10. Dividends**

No dividends have been paid, declared or recommended since the company's incorporation.

**11. Information on directors**

**Justin Greiner**

*Chairperson / Director of Risk*

Justin Greiner's experience spans over 20 years across Banking, Advisory, Wealth Management and Retail. Justin is a values-centred leader with a strong track-record of strategy development and delivery, people engagement and transformational change. Justin is currently the CEO of JBWere Australia and New Zealand, and oversees more than \$50b in Funds Under Advice. JB Were provides a wide range of investment, advisory and philanthropic services and has over 500 employees. Prior to joining JBWere, Justin was General Manager, Transformation for ANZ Wealth. In this role, he had responsibility for the customer transformation agenda with a specific focus on the digital, online and physical channels. Justin holds a Master of Business Administration (MBA) from Harvard Business School and a Bachelor of Accounting from the University of Technology, Sydney. He is also the President of the Harvard Club of Australia, a Director of the Financial Industry Community Aid Program (FICAP), a Director of the Institute of Bone & Joint Research and an Advisory member of the Youngcare Sydney Leadership Team. Passionate about diversity and leadership, Justin is also a current member of the JBWere Diversity Council.

**Mark Langsworth**

*Deputy Chairperson / Director of Governance*

Mark is an experienced Banking and Finance senior executive and business originator who has been active on the Australia financial markets for over 25 years. Mark's roles have encompassed risk management, sales and distribution, origination, product development and strategic planning. He has the ability to drive business initiatives and has extensive strategic management experience in the finance industry and as well as positioning capabilities and product strengths. Mark's extensive risk management experience will prove invaluable in his role as Director of Governance.

**Directors' Report (continued)**  
**For the year ended 30 June 2021**

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**11. Information on directors (continued)**

**David Anstee**

*Director of Marketing, Fundraising and Sponsorship*

David Anstee is co-founder of rapporr and is a seasoned founder with CEO experience across the start-ups, media and technology sectors. He founded and sold two media and communications businesses to establish Australia's 2nd largest direct advertising agency. Very early in his professional career David worked with American Express, he then founded what was to become a leading Direct Response Advertising and Communications Group, with prestigious clients including American Express, British Airways and St George Bank. Selling the business to McCann Erickson, David led the combined agency to become the country's 2nd largest. David later founded a new start-up, MMI, which he built to become a leading provider of customer loyalty services running British Airways Frequent Flyer program.

**Eric Cao**

*Director of Youth Communications and Marketing*

Eric Cao is a high achieving UNSW student majoring in marketing and psychology. He has spent the last two years kick starting his career by working full time in the marketing industry whilst also studying full time. Through both personal experiences and experiences of the people around him, Eric understands the importance of responsible drinking and listening to those who may be suffering mentally. He believes that everyone innately cares and wants the best for themselves and others. Eric considers community awareness of social issues and appropriate behaviours a critical element for our social structure. He is a firm believer in the importance of empowering individuals to do the right thing, in order to help shift the underlying culture.

**Kathy Kelly**

*Founder Thomas Kelly Youth Foundation*

*Director for Kelly Family*

Kathy Kelly is the mother of Stuart and Thomas. She is an advocate for behavioural change in the community, harm reduction and the provision of social support for victims of violence. Kathy sees communication, prevention and education as key platforms supporting the drive for social change.

**Ralph Kelly**

*Founder Thomas Kelly Youth Foundation*

*CEO, Director of Foundation Operations, Initiatives, Sponsorship and Relationships*

Ralph Kelly is the father of Thomas and Stuart. Initially with the support of a friend and then as CEO of the Thomas Kelly Youth Foundation, Ralph has pro-actively campaigned for behavioural change in the community, social support for victims of violence as well as violence protection. Initially with the support of a friend, the Thomas Kelly Youth Foundation was founded. Now as CEO of Stay Kind, Ralph has pro-actively campaigned for behavioral change in the community in relation to violence, bullying, hazing and suicide. He has also advocated for social support for victims of violence as well as violence protection. Ralph's work has resulted in the provision of Take Kare Safe Spaces in the Sydney CBD, a Financial Hardship Victim Support program through the Department of Justice, a UNSW research study of the Take Kare Safe Spaces and the development of the Take Kare app in partnership with UTS. Notably the Take Kare Safe Space program has recorded over 72,000 incidents of assistance since December 2014. Ralph voluntarily oversees the Take Kare program initiatives, day to day operations of Stay Kind as well as the relationship management of all stakeholders.

**Directors' Report (continued)**  
**For the year ended 30 June 2021**

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**11. Information on directors (continued)**

**Simon McGrath**

*Director of Strategy*

Simon joined Accor Hotels in 2005 as General Manager, Sofitel Reef Casino Cairns and was later appointed Regional General Manager, overseeing all hotel operations in Northern Australia and Western Australia. In December 2006 Simon was appointed to the position of Vice President Australia responsible for all Accor's Australian hotels and in May 2012 Simon was promoted to the role of Chief Operating Officer for Accor Hotels Pacific. In his role as the Chief Operating Officer of Accor Hotels in the Pacific Simon currently oversees the operation of 250 hotels, employing 11,000 employees with annual revenue of over 1.6 billion. Simon currently sits on a number of Boards including Tourism and Transport Forum (TTF), Accommodation Association of Australia (AAA), Blue Mountains International Hotel Management School and Genesis Care.

Simon brings great depth of experience to his role in Strategy and Finance as well as excellent input into our community programs. Simon has played a major advocacy role in advancing Indigenous employment in hospitality and wider economic employment. He has also championed and taken a lead role to greatly improve gender diversity in the tourism sector. Simon has been recognised for his contribution to the hospitality industry with numerous company and individual awards of excellence. He was awarded Australasian Hotelier of the Year 2009 in the HM (Hotel Management Awards) and Accor Hotels was named Best Accommodation Chain 2013 also at the HM (Hotel Management) Awards. In addition, Simon received a Gold Bernache - the highest accolade for Accor Hotels globally - for Performance in 2012.

**12. Information on committees**

**Audit and Risk Committee**

The audit and risk committee will assist the board in exercising its authority and effective discharge of its authorities for statutory reporting, internal control systems, risk management systems, insurance and legal proceedings, and the internal and external audit functions.

***Members***

David Anstee

Justin Greiner

Mark Langsworth

**Directors' Report (continued)**  
**For the year ended 30 June 2021**

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**12. Information on committees (continued)**

**Finance Committee**

The finance committee will assist the board in exercising its authority and effective discharge of its authorities for by providing advice and guidance on issues affecting the financial strategy. The finance committee will ensure financial controls are in place, review and monitor expenditure on a monthly basis, and report income and expenditure against annual budget.

***Members***

Mark Langsworth

David Anstee

Ralph Kelly

**13. Information on advisory board**

To bring specialist skills to the programs and operations of Stay Kind Limited and provide non-binding strategic advice through an informal and flexible process.

**Elizabeth Broderick AO**

*Legal and Violence against Women*

Elizabeth has brought together captains of industry, governments and Defence Force chiefs to address gender inequality in Australia and beyond. As Australia's longest serving Sex Discrimination Commissioner (2007-2015), Elizabeth worked tirelessly to break down structural and social barriers faced by women and men, and to promote gender equality. A key advocate for Australia's paid parental leave scheme, Elizabeth influenced changes to regulations to increase the numbers of women at decision-making level, and to elevate the voices of women in marginalised communities. She also established and convenes the globally recognised 'Male Champions of Change' strategy, enlisting a 'who's who' of powerful male leaders to tackle workplace gender inequality. Her review into the treatment of women in the Australian Defence Force led to sweeping cultural reforms. She is a powerful and influential voice in the struggle for gender equality, enlisting both women and men as agents of change.

Elizabeth is Special Advisor to the Executive Director of UN Women on Private Sector Engagement, and Global Co-Chair of UN Global Compact's Women's Empowerment Principles Leadership Group. She is a member of the Australian Defence Force Gender Equality Advisory Board, the Australian Rugby Union Board, and formerly a member of the World Bank Gender Advisory Council. She is Senior Advisor to the Australian Federal Police Commissioner on cultural change. In 2016 Elizabeth was appointed an Officer of the Order of Australia and was named 2016 NSW Australian of the Year. She holds Honorary Doctorates of Law from the University of Sydney, University of New South Wales, and the University of Technology Sydney.

**Directors' Report (continued)**  
**For the year ended 30 June 2021**

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**13. Information on advisory board (continued)**

**Howard Brown**

*Community Programs (Victims of Violence)*

Howard is a 61 year-old failed legal student who after studying Law for six years found himself unable to pass the subject of Taxation. He then became a Private Investigator and was working as same in 1988 when one of his friends was murdered. It was at this point that Howard realised that what he had learned at Law School was not really accurate and that there was no real protection for Victims of Crime. Howard attended the inaugural meeting of VOCAL and became a member and went straight onto the committee, in 1989. Howard then established the Sydney arm of the Victims of Crime Assistance League (Vocal) in 1991.

Howard is a member of the Victims Advisory Board, NSW Sentencing Council, and the DNA Review Panel. He provides assistance to Homicide Victims Support Group, Enough is Enough, Mission Australia, Stacsa (stand together against Sexual Abuse) Gunnedah, Homicide Victims Association. He has also held the positions of President, Vice-President of VOCAL Hunter, and is a Life Member.

Howard is a Victims Advocate for Victims of Crime before the Mental Health Review Tribunal and NSW Parole Authority. He is also engaged in restorative justice programs through The Department of Juvenile Justice and was involved as a Victims representative in the trial of the Forum Sentencing Scheme out of Liverpool Court. Howard is now working with Burwood Court as the rollout of Forum Sentencing is extended to that court. Howard was awarded the Order of Australia Medal in June of 2004 for his work with Victims of Crime. In 2011 Howard was made an Honorary Fellow of the University of New South Wales for his work with the University and for Victims of Crime.

**Professor Peter Miller**

*Research Partnerships and Community Programs*

Peter Miller is Professor of Violence Prevention and Addiction Studies at the School of Psychology, Deakin University. Peter has recently completed three of the largest studies ever conducted into licensed venues, comparing 11 Australian cities (and Wellington, NZ) over 5 years and talking to more than 15,000 patrons. Peter has edited one book and has over 100 peer-reviewed articles as well as numerous government reports.

Peter's current projects include: an Australia Research Council Linkage grant in collaboration with the Cancer Council and the Foundation for Alcohol Research and Education (FARE) to investigate the role of vested interests such as the tobacco, alcohol and gambling in preventing effective health policy; Drug and Alcohol intoxication and Subsequent Harm in night-time Entertainment Districts (DASHED), examining the relationship between alcohol consumption, intoxication, substance use, crime and other risky behaviour in and around licensed premises in Canberra and Hobart; Alcohol and Drug Involvement in family and Domestic Violence in Australia (ADIVA), focusing on alcohol and other drug (AOD) - related violence and the impact of different police responses on recidivism rates; and an ARC Discovery project evaluating risk-based licensing (RBL) schemes for the sale of alcohol at on-licensed premises in Australia. Peter is also working with eight Emergency Departments across Australia on systematic screening of alcohol-related harm including a public health intervention identifying the sources of alcohol which drive emergency department attendances.

**Directors' Report (continued)**  
**For the year ended 30 June 2021**

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**14. Member's guarantee**

In accordance with the company's constitution, if the company is wound up during the time of a Member's membership or within one year afterwards, each member undertakes to contribute to the assets of the Company for payment of:

- (a) debt and liabilities of the Company contracted before the Member's membership ceases;
- (b) costs, charges and expenses of the winding up of the Company; and
- (c) adjustment of the rights of the contributions amongst themselves, such amount as may be required, but not exceeding \$10.00

**15. Events subsequent to balance date**

In the opinion of the directors, there are no other matters or circumstances that have arisen since the end of the financial period which are not otherwise dealt with in this report, that have significantly affected or may significantly affect the operations of the Company, the results of those or the state of affairs of the company in subsequent financial periods.

**16. Likely developments and expected results of operations**

The directors are not aware of any matter or circumstance that will have had or may have on the operation of the operations of the company, the results of those operations or the state of affairs of the company in subsequent years.

**17. Indemnification and insurance of officers and auditors**

The Company has not, since the end of the previous financial year, in respect of any person who is or has been an officer or auditor of the Company:

- indemnified or made any relevant agreement for indemnifying against a liability incurred as an officer, including costs and expenses in successfully defending legal proceedings; or
- paid or agreed to pay a premium in respect of a contract insuring against a liability incurred as an officer for the costs or expenses to defend legal proceedings.

**18. Directors benefits**

The Directors are not entitled to be paid for their services. Subject to the approval of the Directors, the Directors may be reimbursed for all expenses properly incurred in attending or in connection with their attendance at any meeting of the Company or of the Board or any committee of Directors.

**19. Related party transactions**

Ralph Kelly remains in a voluntary capacity, as the CEO and as a Director of the Company.

**Stay Kind Limited**  
**A.B.N. 61 161 682 962**

**Directors' Report (continued)**  
**For the year ended 30 June 2021**

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**20. Auditor's independence declaration**

The auditors' independence declaration as required under section 60-40 of the Australian Charities and Not-for-Profit Commission (ACNC) Act 2012 is set out on page 16 and forms part of the Director's report.

This report is made in accordance with a resolution of directors.

On behalf of the directors:

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Ralph Kelly  
Director

Sydney

Dated:



## Auditor's Independence Declaration

As lead auditor for the audit of Stay Kind Limited for the year ended 30 June 2021, I declare that to the best of my knowledge and belief, there have been no contraventions of any applicable code of professional conduct in relation to the audit.

A handwritten signature in black ink that reads 'S Hadfield'.

Scott Hadfield  
Partner  
PricewaterhouseCoopers

Sydney  
31 January 2022

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PricewaterhouseCoopers, ABN 52 780 433 757  
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Liability limited by a scheme approved under Professional Standards Legislation.

**Statement of Comprehensive Income**  
**For the year ended 30 June 2021**

|  | Notes | 2021<br>\$             | 2020<br>\$           |
|--|-------|------------------------|----------------------|
| <b>Revenue</b>   |       |                        |                      |
| Government incentives                                      |       | 111,414                | 78,440               |
| Grant income   |       | 909                    | 123,197              |
| Program income   |       | 110,738                | 181,818              |
| Public fund donations                                      |       | 144,090                | 71,917               |
| Other donations  |       | 1,507                  | 887                  |
| Other income   | 4     | <u>3,216</u>           | <u>18,175</u>        |
| Total revenue  |       | <u>371,874</u>         | <u>474,434</u>       |
| <b>Expenses</b>  |       |                        |                      |
| Administrative expenses                                    |       | (11,453)               | (10,911)             |
| Computer expenses  |       | (150)                  | (738)                |
| Depreciation expense                                       |       | -                      | (2,706)              |
| Donations  |       | (282)                  | (692)                |
| Employee expenses  |       | (280,343)              | (300,377)            |
| Fundraising and appeal costs                               |       | (26,652)               | (26,828)             |
| Insurance expenses   |       | (9,946)                | (12,861)             |
| Motor vehicle expenses                                     |       | (15,320)               | (17,158)             |
| Occupancy expenses   |       | (34,234)               | (36,019)             |
| Telephone expenses   |       | (6,010)                | (5,861)              |
| Travel expenses  |       | <u>(1,808)</u>         | <u>(3,594)</u>       |
| Total expenses   |       | <u>(386,198)</u>       | <u>(417,745)</u>     |
| <b>(Deficit) / surplus for the year</b>                    |       | <u>(14,324)</u>        | <u>56,689</u>        |
| <b>Total comprehensive (deficit) / income for the year</b> |       | <u><u>(14,324)</u></u> | <u><u>56,689</u></u> |

The above Statement of Comprehensive Income should be read in conjunction with the accompanying notes.

Statement of Financial Position  
As at 30 June 2021

|                                  | Notes | 2021<br>\$     | 2020<br>\$     |
|----------------------------------|-------|----------------|----------------|
| <b>Current assets</b>            |       |                |                |
| Cash and cash equivalents        | 5     | 376,453        | 300,996        |
| Trade and other receivables      | 6     | 25,000         | 40,606         |
| Other current assets             | 7     | 6,714          | 6,529          |
| <b>Total current assets</b>      |       | <u>408,167</u> | <u>348,131</u> |
| <b>Total assets</b>              |       | <u>408,167</u> | <u>348,131</u> |
| <b>Current liabilities</b>       |       |                |                |
| Trade and other payables         | 8     | 60,474         | -              |
| Provision for employee benefits  | 9     | 36,080         | 22,194         |
| <b>Total current liabilities</b> |       | <u>96,554</u>  | <u>22,194</u>  |
| <b>Total liabilities</b>         |       | <u>96,554</u>  | <u>22,194</u>  |
| <b>Net assets</b>                |       | <u>311,613</u> | <u>325,937</u> |
| <b>Equity</b>                    |       |                |                |
| General funds                    | 10    | <u>311,613</u> | <u>325,937</u> |
| <b>Total equity</b>              |       | <u>311,613</u> | <u>325,937</u> |

The above Statement of Financial Position should be read in conjunction with the accompanying notes.

Stay Kind Limited  
A.B.N. 61 161 682 962

**Statement of Changes in Equity**  
**For the year ended 30 June 2021**

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|  | <b>General funds</b>       | <b>Total</b> |
|--|----------------------------|--------------|
|  | <b>Surplus / (deficit)</b> | <b>\$</b>    |
|  | <b>\$</b>                  | <b>\$</b>    |
| <b>Balance at 30 June 2019</b>           | 269,248                    | 269,248      |
| Total comprehensive income for the year  | 56,689                     | 56,689       |
| <b>Balance at 30 June 2020</b>           | 325,937                    | 325,937      |
| Total comprehensive deficit for the year | (14,324)                   | (14,324)     |
| <b>Balance at 30 June 2021</b>           | 311,613                    | 311,613      |

The above Statement of Changes in Equity should be read in conjunction with the accompanying notes.

**Statement of Cash Flows**  
**For the year ended 30 June 2021**

|  | Notes    | 2021<br>\$            | 2020<br>\$            |
|--|----------|-----------------------|-----------------------|
| <b>Cash flows from operating activities</b>                          |          |                       |                       |
| Donations, grants, program income and government incentives received |          | 420,633               | 415,651               |
| Payments to suppliers and employees                                  |          | (347,993)             | (430,571)             |
| Interest received  |          | 422                   | 958                   |
| Other income received  |          | 2,795                 | 5,986                 |
| Net deposits (paid) / received                                       |          | (400)                 | 6,870                 |
| <b>Net cash inflow / (outflow) from operating activities</b>         |          | <u>75,457</u>         | <u>(1,106)</u>        |
| <b>Cash flows from investing activities</b>                          |          |                       |                       |
| Proceeds from sale of property, plant and equipment                  |          | -                     | 40,455                |
| <b>Net cash inflow from investing activities</b>                     |          | <u>-</u>              | <u>40,455</u>         |
| <b>Net increase in cash and cash equivalents</b>                     |          | 75,457                | 39,349                |
| Cash and cash equivalents at the beginning of the financial year     |          | <u>300,996</u>        | <u>261,647</u>        |
| <b>Cash and cash equivalents at the end of the financial year</b>    | <b>5</b> | <u><u>376,453</u></u> | <u><u>300,996</u></u> |

The above Statement of Cash Flows should be read in conjunction with the accompanying notes.

**Notes to the Financial Statements**  
**For the year ended 30 June 2021**

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**1. Corporate information**

Stay Kind Limited is a company limited by guarantee, incorporated and domiciled in Australia. The company was registered by the Australian Charities and Not-for-profit Commission on 17 December 2012. The nature of the operations and principal activities of the company are described in the directors' report.

**2. Basis of preparation**

(a) Statement of Compliance

These general purpose financial statements have been prepared in accordance with Australian Charities and Not-for-profits Commission (ACNC) Act 2012, Australian Accounting Standards - Simplified Disclosure Requirements, Accounting Interpretations and other authoritative pronouncements of the Australian Accounting Standards Board.

The financial statements were authorised for issue by the Board of Directors on 1 February 2022.

The company is a not-for-profit entity for the purposes of preparing these financial statements.

(b) Basis of measurement

The financial statements are prepared on the historical cost basis. Cost is based on the fair values of the consideration given in exchange for assets.

(c) Functional and presentation currency

The Company financial statements are presented in Australian dollars, which is the Company's functional currency.

(d) Use of estimates and judgements

The preparation of financial statements requires the Directors to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets and liabilities, income and expenses. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future periods.

In the current and prior year, management consider that there were no significant judgements or estimation uncertainties encountered in the preparation of the financial statements.

**3. Significant accounting policies**

**(a) Revenue recognition**

Revenue is measured at the fair value of consideration received or receivable. Revenue is recognised net of the amounts of goods and services tax (GST) payable to the Australian Taxation Office.

Notes to the Financial Statements  
For the year ended 30 June 2021

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**3. Significant accounting policies (continued)**

**(a) Revenue recognition (continued)**

(i) Donations

Donations collected, including cash and goods for resale, are recognised as revenue when the company gains control, economic benefits are probable and the amount of the donation can be measured reliably.

Public fund donations are tax deductible donations greater than \$2 and is the voluntary transfer of money or property without receiving, or expecting to receive, any material benefit or advantage in return. A material benefit is an item that has a monetary value. The gift or donation must be of money or property. This can include financial assets such as shares.

Other donations include Safe Space bucket donations or unsolicited third party fundraising.

(ii) Interest income

Interest income is brought to account when the company's right to receive payment is established. Interest income is brought to account using the effective interest method.

(iii) Program income

Program income relates to promoting harm prevention through a specific program or specified services as agreed to with a third party. Program income is recognised as revenue when the company establishes the right to receive payment, economic benefits are probable and the amount of income can be measured reliably.

(iv) Grant income

Grant income is received for promoting the prevention of harm through specific programs or community awareness initiatives. Grants received for specified services are initially recognised as a liability and revenue is recognised as services are performed or conditions fulfilled.

(v) Government incentives

Government incentives relate to JobKeeper and cash flow boost payments received. Government incentives are recognised at fair value where there is reasonable assurance that the incentive will be received and the company will comply with all the attached conditions.

(vi) Other income

Other income is income that is not derived from the company's main activities. This includes interest, rent, and gains resulting from the sale of property, plant and equipment.

**(b) Expenditure**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Fundraising costs are those incurred in seeking voluntary contributions by donation and do not include costs of disseminating information relating to the activities carried on by the company.

Support costs are those costs directly incurred in supporting the objectives of the company and include project management carried out by central administration, bank fees and travel expenses.

**Notes to the Financial Statements**  
**For the year ended 30 June 2021**

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**3. Significant accounting policies (continued)**

**(c) Cash and cash equivalents**

Cash and cash equivalents in the balance sheet comprise cash at bank and in hand and short-term deposits with an original maturity of three months or less where the investment is convertible to known amounts of cash and is subject to insignificant risk of changes in value. For the purposes of the cash flow statement, cash and cash equivalents consist of cash and cash equivalents as defined above, net of any outstanding bank overdrafts.

**(d) Trade and other receivables**

Trade receivables include amounts when the economic right to receive payment is established. Interest is accrued at the reporting date from the time of last payment using the effective interest rate method. Amounts are generally received within 30 days of being recorded as receivables.

Trade receivables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method, less provision for expected credit losses. Trade receivables are generally due for settlement within 30 days. They are presented as current assets unless collection is not expected for more than 12 months after the reporting date.

**(e) Trade and other payables**

These amounts represent liabilities for goods and services provided to the group prior to the end of financial year which are unpaid. The amounts are unsecured and are usually paid within 30 days of recognition. Trade and other payables are presented as current liabilities unless payment is not due within 12 months from the reporting date. They are recognised initially at their fair value and subsequently measured at amortised cost using the effective interest method.

**(f) Property, plant and equipment**

Items of property, plant and equipment are measured at cost less accumulated depreciation and accumulated impairment losses. Cost includes expenditure that is directly attributable to the acquisition of the asset.

Items of property, plant and equipment are depreciated from the date that they are installed and are ready for use. Depreciation is calculated to write off the cost of property, plant and equipment less their estimated residual values using the straight line basis over their estimated useful lives.

**(g) Taxation**

**Income tax**

The company is a charitable institution for the purposes of Australian taxation legislation and is therefore exempt from income tax. This exemption has been confirmed by the Australian Taxation Office. The company holds deductible gift recipient status.

**Goods and services tax (GST)**

Revenues, expenses and assets are recognised net of the amount of GST except where the amount of GST incurred is not recoverable from the Australian Taxation Office, in which case it is recognised as part of the cost of acquisition of an asset or as part of an item of expense.

Receivables and payables are recognised inclusive of GST.

The net amount of GST recoverable from or payable to the Australian Taxation Office is included as part of receivables or payables.

Cash flows are included in the cash flow statement on a gross basis. The GST component of cash flow arising from investing and financing activities that is recoverable from or payable to the Australian Taxation Office is classified as operating cash flow.

Notes to the Financial Statements  
For the year ended 30 June 2021

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3. Significant accounting policies (continued)

(h) Employee benefits

Wages and salaries and annual leave

Liabilities for wages and salaries, including non-monetary benefits and annual leave expected to be settled within 12 months of the reporting date are recognised in provision for employee benefits in respect of employees' services up to the reporting date and are measured at the amounts expected to be paid when the liabilities are settled.

It is noted that the charity had ten employees at year end 30 June 2021 (2020: fourteen).

(i) Lease commitments

Payments associated with short-term leases are recognised on a straight-line basis as an expense in the profit and loss statement. Short-term leases are leases with a lease term of 12 months or less.

A lease agreement was entered into on 22 February 2021 for rental of office premises to 23 February 2022. The bond paid in relation to the lease is recognised in trade and other receivables while lease payments are shown in the profit and loss statement on a straight-line basis over the lease term.

It is noted that the guarantor of the lease is a director of the Company.

(j) Comparative information

Where necessary, the amounts shown for the previous year have been reclassified to facilitate comparison.

(k) New accounting standards and interpretations

The directors have elected to apply AASB 1060 General Purpose Financial Statements – Simplified Disclosures for For-Profit and Not-for-Profit Tier 2 Entities prior to its mandatory effective date (annual reporting periods beginning on or after 1 July 2021).

As a result of the early application of AASB 1060, these financial statements have been prepared in accordance with Australian Accounting Standards – Simplified Disclosures.

The entity previously prepared general purpose financial statements under Tier 2 – Reduced Disclosure Requirements. There were no transition adjustments other than a few disclosure changes on the adoption of Australian Accounting Standards – Simplified Disclosures. As the entity is a not-for-profit entity, there are no reliefs available on early adoption.

|   | 2021         | 2020          |
|---|--------------|---------------|
|   | \$           | \$            |
| 4. Other income                               |              |               |
| Interest income                               | 422          | 958           |
| Merchandise sales                             | 2,794        | 4,332         |
| Gain on sale of property, plant and equipment | -            | 11,231        |
| Miscellaneous income                          | -            | 1,654         |
| <b>Total other income</b>                     | <u>3,216</u> | <u>18,175</u> |

Notes to the Financial Statements  
For the year ended 30 June 2021

|   | 2021<br>\$     | 2020<br>\$     |
|---|----------------|----------------|
| <b>5. Cash and cash equivalents</b>       |                |                |
| Cash at bank                              | 323,389        | 248,271        |
| Term deposit                              | 53,064         | 52,725         |
|   | <u>376,453</u> | <u>300,996</u> |
| <b>6. Trade and other receivables</b>     |                |                |
| Donations receivable                      | 25,000         | 25,000         |
| ATO receivable                            | -              | 15,606         |
|   | <u>25,000</u>  | <u>40,606</u>  |
| <b>7. Other current assets</b>            |                |                |
| Prepayments                               | 3,834          | 4,049          |
| Deposits                                  | 2,880          | 2,480          |
|   | <u>6,714</u>   | <u>6,529</u>   |
| <b>8. Trade and other payables</b>        |                |                |
| Income received in advance                | 36,368         | -              |
| ATO payable                               | 24,106         | -              |
|   | <u>60,474</u>  | <u>-</u>       |
| <b>9. Provision for employee benefits</b> |                |                |
| Accrual for annual leave                  | 26,037         | 15,823         |
| Superannuation payable                    | 10,043         | 6,371          |
|   | <u>36,080</u>  | <u>22,194</u>  |

**10. Total funds**

(a) Movements in funds

Details of the movement in funds are provided in the Statement of Changes in Equity.

(b) Details of reserves and funds included in the Statement of Changes in Equity.

*General funds*

The general funds represents the funds of the charity that are not designated for particular purposes.

(c) Members' guarantee

The company is limited by guarantee.

If the Company is wound up during the time of a Member's membership or within 1 year afterwards, each Member undertakes to contribute to the assets of the Company for payment of:

- (i) debts and liabilities of the Company contracted before the Member's membership ceases;
- (ii) costs, charges and expenses of the winding up of the Company; and
- (iii) adjustment of the rights of the contributories amongst themselves, such amount as may be required but not exceeding \$10.00.

**Notes to the Financial Statements**  
**For the year ended 30 June 2021**

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**11. Lease commitments**

The Company entered into an operating lease on 22 February 2021 for a non cancellable period of 1 year. The remaining lease commitments as at 30 June 2021 are \$24,480 (2020: \$21,552).

Lease payments recognised in the statement of profit and loss amount to \$34,177 (2020: \$35,781).

**12. Related parties and related party transactions**

(a) Directors' compensation

The directors act in an honorary capacity and receive no compensation for their services in this capacity.

(b) Transactions with director-related entities

During the year, no other payments were made to directors or director related entities. No amounts are payable to or receivable from directors or director-related entities at the reporting date.

**13. Economic dependency**

The company is dependent upon the ongoing receipt of grants and donations to ensure the continuance of its operations.

**14. Public fund expenditure**

The company incurred \$140,116 (2020:\$46,088) as public fund expenditure during the year. The public fund expenditure comprises expenses of various nature and are currently included as part of the expense line items on the Statement of Comprehensive Income.

**15. Auditors' remuneration**

The auditors received no remuneration for services provided during the period (2020: nil).

**16. Events occurring after reporting date**

Except for the above matters disclosed, the directors are not aware of any other matters or circumstances that have occurred since the end of the period that have significantly affected or may significantly affect the operations of the Company, the results for the financial period or state of affairs.

**Stay Kind Limited**  
**A.B.N. 61 161 682 962**

**Directors' Declaration**  
**For the year ended 30 June 2021**

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1. In the opinion of the directors of Stay Kind Limited:
  - (a) the financial statements and notes, set out on pages 17 to 26, are in accordance with the Australian Charities and Not-for-profit Commission (ACNC) Act 2012, including:
    - (i) complying with Accounting Standards - Simplified Disclosure Requirements, the ACNC Act 2012 and other mandatory professional reporting requirements, and
    - (ii) giving a true and fair view of the Company's financial position as at 30 June 2021 and of its performance, for the financial year ended on that date;
  - (b) there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the directors.

---

Ralph Kelly  
Director

Sydney

Dated