



Board Pack

Hello Sunday Morning
Non-Executive Director

September 2023

PRIVATE & CONFIDENTIAL



Hello Sunday Morning

Hello Sunday Morning's mission is to change the world's relationship with alcohol. One Sunday at a time.

It began in 2009 when Founder, Chris Raine, documented his year-long experiment to take a break from drinking in a blog. The organisation has since grown into Australia's largest alcohol-focused digital health service.

Its flagship technology platform, the Daybreak app, provides free anonymous 24/7 peer support for people to change their relationship with alcohol, whether that is taking a break, cutting back or quitting.

Daybreak has had close to 130,000 registrations and is supplemented by a range of other services and tools to support self directed change.

Hello Sunday Morning has government, philanthropic and corporate funding of about \$2.5M a year.

The Board has recently appointed Professor Nicole Lee to lead the organisation as Chief Executive Officer and is now seeking to appoint two new Non-Executive Directors as the organisation grows.

The new directors will be committed to the mission and purpose of Hello Sunday Morning, have strongly aligned values and be able to make the necessary time commitment to further develop the strategic direction and support the growth of the organisation.



Hello Sunday Morning

Our challenge

Our mission is to change the world's relationship with alcohol, one Sunday at a time. For some taking a break, cutting back or quitting alcohol is the first step to a healthier happier life. For others it is a necessity. Everyone's journey is unique. But finding the right support can be difficult. We started at as an experiment and have grown into a community of 130,000 likeminded people on their journey of change.

Our approach

Our founder started Hello Sunday Morning to document his own experiences of quitting alcohol for a year and that spirit of self help and community support is at the core of everything we do. We go outside the usual thinking to stay ahead of the digital health curve. We know how enmeshed alcohol is in Australian society and how difficult it is for many people who want to make changes to do so easily and still be connected to community. We know that not everyone who wants to change their drinking needs treatment and we aim to provide a range of evidence-based supports for drinkers right along the spectrum from light drinkers to dependent drinkers to make the changes they want.

Our vision is of a service that provides the right support at the right time in the right way to create a one stop shop for anyone who wants to change their relationship with alcohol. We provide the tools that people need to make changes easily.

We use our leading-edge technology platform to achieve our mission, enabling unparalleled reach, anonymity and 24/7 access to help for those who need it.

Values

Our core values support all our work, balancing an innovative can-do mindset with empathy, respect and support:

- **Pioneering:** We ambitiously innovate. We make good ideas a reality through strategic risk-taking, a future-focus and courageous action. We 'fail forward' and see this as learning, and we leverage our learning to help us to work smarter and achieve more.
- **Empathic:** We cultivate awareness. We strive towards greater understanding of ourselves and our membership. Empathy and self-reflection are a daily practice for us as we continuously consider our impact on each other and the community we support.
- **Authenticity:** We adapt to opportunities and challenges in a way that draws upon consistent core values but that considers the impact on self and others. We cultivate and encourage self-reflection so that through knowing ourselves, we can continue to grow both individually and collectively.
- **Respectful:** We provide care with dignity. We protect, honour and respect our membership and acknowledge their value, autonomy and worthiness. We believe that everyone has the right to health and wellbeing and we are deliberately just, non-judgmental and inclusive in all that we do.
- **Supportive:** We believe in everyday kindness. We serve our membership with compassion and we create better outcomes by willingly helping and supporting our members and each other.



Board



John Rogerson AO, GAICD - Board Chair, Member of Risk & Audit Committee

John Rogerson has 30 years' experience in the alcohol and other drugs field. He was previously the Chief Executive of the Alcohol and Drug Foundation (ADF) for 10 years and held a number of other positions at the ADF including Director of Good Sports. He has been a member of key advisory groups, including the Australian National Advisory Council on Alcohol and Drugs, National Alliance for Action on Alcohol, International Drug Policy Consortium and the Liquor Control Advisory Council (Victoria). He is also Board Chair of the WellSpring Centre.



Anna Cullinane, GAICD - Director, Chair of Finance, Audit & Risk Committee

Anna is an experienced finance professional with a passion for the whole of self mental and physical health as a means of taking on life's challenges. Her current role is Head of Finance at the Butterfly Foundation. She has over 20 years of experience across a breadth of company sectors holding senior financial and operational roles in established multinational firms and start-up enterprises in Europe, the Middle East / North Africa and Australia and more recently as Head of Finance at a health technology start-up in Sydney. As a Fellow of the Institute of Chartered Accountants of England and Wales and a Graduate of the Australian Institute of Company Directors Anna has extensive experience around governance and fit for purpose systems and processes and providing strategic advice to senior leadership teams and Boards.



Ishtar Vij, GAICD - Director

Ishtar Vij is a public policy and government affairs practitioner who has held senior roles in public policy, government relations and law in private firms and global ICT player. She advises on strategy and advocates across a broad range of policy areas including media, communications, privacy, security, copyright and technology policy. She has a practical understanding of brand and reputation in competitive markets. Ishtar is currently Director of Public Policy and Government Affairs for Google in Australia and New Zealand. She is also on the board of Next Wave Festival and a member of the Australian Institute of Company Directors.



Board



Dr Fred Hersch - Director

Fred is a self-declared Global Health Technologist working to transform access to essential healthcare through design led, data driven technological innovation. He is a lapsed software engineer, clinical doctor, public health specialist and 'failed academic' with experiences across tech start-ups, clinical medicine, global health research and digital health. Fred is passionate about harnessing technology to improve access to quality healthcare and was a pioneer in the early days of telemedicine back when a 56k internet connection was blazing fast! In 2018, Fred landed his dream job working within the research & innovation team at Google Health. As a product/program manager he is working on open source tools for mobile first healthcare systems and research into how AI can improve access to care ... anywhere (imagining what's possible with mobile broadband today!).



Dhanesh Singh - Director, Member of Risk & Audit Committee

Dhanesh is a Risk and Governance Professional with 30+ years of experience in Risk Management and Regulatory Compliance across multiple countries. She has worked across major international Banks throughout her career managing risks, designing efficient and cost-effective processes, addressing regulatory issues, and providing overall assurance and governance. Dhanesh is passionate about the not-for-profit sector and supports several organisations to identify, manage and monitor ongoing and emerging risks to support their ultimate objectives.



Michael Ziviani - Director

With over 25 years IT industry experience, Michael is responsible for driving client business growth by developing new go-to-market strategies, delivered through targeted market research, data analytics, performance evaluation, advanced customer modelling and their application to digital transformation. Michael provides strategic advice at board and senior management level to organisations including Vodafone, The Smith Family, Coliban Water and Royal Botanic Gardens of Victoria. Michael is an MBA Analytics Lecturer at the Business School, University of Technology (UTS), Sydney. He has a Bachelor of Business (International Marketing) and a Diploma of Export Management, from the University of Technology, Sydney, Australia.



Hello Sunday Morning – Chief Executive Officer and Managing Director

Professor Nicole Lee, PhD GAICD



Nicole Lee is a psychologist with 33 years clinical, research and teaching experience in the alcohol and other drug and mental health sectors. She served for four (4) years as Non-Executive Director at Hello Sunday Morning and Chair of the Clinical Governance Committee before becoming CEO in March 2023.

She is Adjunct Professor at the National Drug Research Institute, Curtin University, a member of the Australian National Advisory Council on Alcohol and other Drugs (ANACAD), Board Member at The Loop Australia and Fellow of the Australian Association for Cognitive and Behaviour Therapy (AACBT). She is also Founder and CEO at leading alcohol and other drug specialist consultancy, 360Edge. Prior to 360Edge she was in the executive level position of Head of Research at Turning Point, Eastern Health.



Governance

Role

The Board is responsible for all matters relating to the Company's performance, providing strategic guidance to Hello Sunday Morning and the oversight of the Chief Executive. The Board ensures that Hello Sunday Morning complies with all its contractual, statutory and legal obligations, including the requirements of relevant regulatory bodies.

Structure

The Hello Sunday Morning Board currently comprises five (5) Non-Executive Directors and the Chair.

Composition

As set out in the Constitution, the Board must comprise not less than three (3), nor more than twelve (12) Directors. There are three (3) Board subcommittees: Finance, Risk and Audit Committee, Clinical Governance Committee, and Nominations Committee. Involvement in at least one (1) subcommittee expected for directors. The Board also invites contributions from independent experts and key stakeholders to contribute to the development of the Board as required. The executive also attend most Board meetings.

Tenure

Directors are elected for a term of three (3) years and may be reappointed for a maximum of two (2) additional terms (i.e. for a total period of not more than nine (9) years)

Board Meetings

Every two months

Meeting Dates

Usually Tuesday afternoons 3:30-5pm. These dates and times are currently under review for 2024.

Remuneration

This is a voluntary, unpaid position. All Directors volunteer their time, energy, professional and governance expertise, but are reimbursed for travel costs.



Strategic pillars

Deliver safe high quality products and services

Maintain a strong governance framework

Embed risk assessments across the organisation

Compliance and maintenance of ISO9001 accreditation

Develop new and improved products and services

Continuously develop Daybreak

Develop innovative flagship products

Partner with others to increase social impact

Demonstrate social impact and value

Understand social impact through data

Build in research and evaluation

Communicate impact

Build an active and engaged community

Grow and sustain the Daybreak community

Integrate with the health sector

Implement a codesign approach to products and services

Ensure business sustainability

Develop a strong fundraising plan

Maintain a strong business model

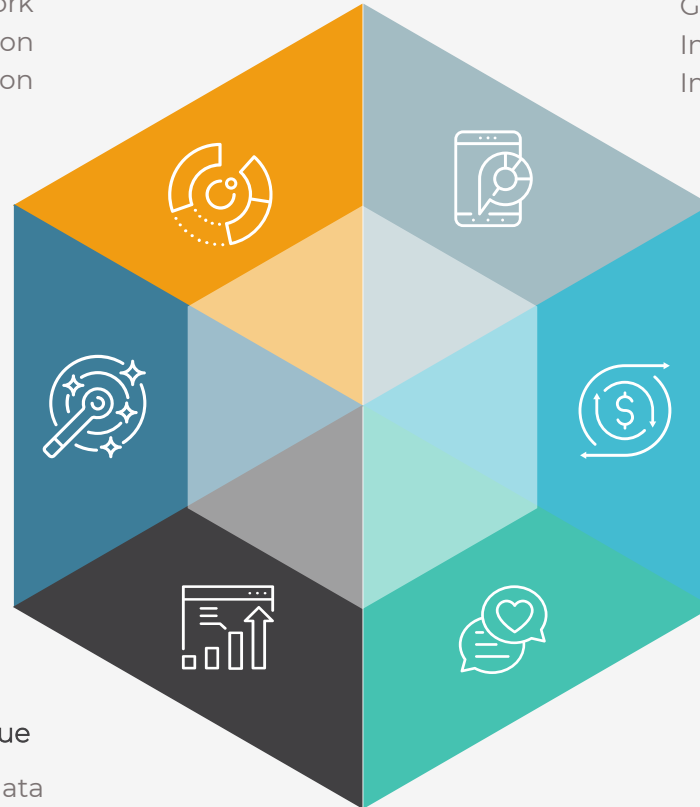
Ensure a strong brand

Maintain an engaged and high performing team

Create strong and stable leadership

Support an inclusive culture

Invest in people



The opportunity – Non-Executive Director

Duties and expectations of Directors:

Directors share ultimate responsibility for Hello Sunday Morning's overall success. In addition to legislative and common law duties (including fiduciary duties to Hello Sunday Morning) Directors need to:

- Discharge their duties with care and diligence and according to the business judgement rule
- Act in good faith and in the best interests of Hello Sunday Morning
- Not improperly use their position to gain advantage for themselves or someone else or cause detriment to Hello Sunday Morning
- Not improperly use company information obtained by virtue of their directorship or former directorship of the company to gain an advantage for themselves or someone else, or to cause detriment to the company
- Promptly disclose perceived or actual material conflicts of interest or related party transactions
- Stay up to date and maintain the personal and professional respect of their peers on the Board and the Executive Management team
- Ensure the financial affairs of Hello Sunday Morning are managed in a responsible manner and not allow Hello Sunday Morning to operate while insolvent
- Ensure the practices and programs used by Hello Sunday Morning are managed in a responsible manner
- Have available time and devote sufficient time and capacity to discharge the role properly (i.e. attending meetings adequately prepared to make a useful and considered contribution)
- Develop business, government and community networks and work to promote the reputation of the organisation; and
- Act as ambassadors and have a responsibility to protect the best interests of Hello Sunday Morning, when making public comments



The opportunity – Non-Executive Director

The key skills and abilities of all Non-Executive Directors at Hello Sunday Morning:

- A strong values alignment to the purpose and mission of Hello Sunday Morning
- A balanced appetite for risk in a digital health environment
- Strong leadership and strategic thinking skills
- Capacity and capability to be an active contributor with a genuine interest in Hello Sunday Morning
- Knowledge of Directors' responsibilities

Key skills and experience Hello Sunday Morning requires:

Having completed a skills matrix for the Board, Hello Sunday Morning is now seeking Board directors who will bring one or more of the following as a priority:

- Marketing communications or public relations expertise
- Fundraising, philanthropy and partnerships expertise
- Experience in start-ups and scaling up small businesses
- Digital health strategy and governance

Hello Sunday Morning would also consider candidates with expertise in public policy, government relations, clinical governance, and product development.

Candidates with lived experience of alcohol or other drug or mental health issues are welcome at Hello Sunday Morning.

Graduate of the Australian Institute of Company Directors or equivalent training would be highly regarded but not mandatory. Previous board member experience would be welcomed but not mandatory.

Hello Sunday Morning believes that greater diversity on their Boards improves decision making, so applicants will be considered for expertise in their field and their ability to contribute across the diversity of communities which HSM work with.



Further information

Website

hellosundaymorning.org

Annual Report

[Annual Report 2022](#)

Videos

[2015 Macquarie Social Innovation Award winner – Hello Sunday Morning](#)



For more information



For all enquiries please contact

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