



**REACH  
OUT.COM**

**2014–15  
Annual Report**

**Helping all young people  
be happy and well.**





**1 in 4**

young Australians is experiencing a mental health difficulty.<sup>1</sup>



**70%**

of those who need help aren't getting it.<sup>1</sup>



**Suicide**

remains the leading cause of death among young Australians.<sup>2</sup>



**The internet**

is the first place young people with a mental health difficulty turn to for support, after their friends.<sup>3</sup>

**We're here for them.**

1. T. Slade, A. Johnston, M. Teesson, H. White, P. Burgess, J. Pirkis and S. Saw, *The Mental Health of Australians 2. Report on the 2007 National Survey of Mental Health and Wellbeing*, Department of Health and Ageing, Canberra, 2009.

2. Australian Bureau of Statistics, *3303.0 – Causes of Death, Australia 2013*, Commonwealth Government, Canberra, 2015.

3. Mission Australia, *Young People's Mental Health Over the Years: Youth Survey 2012–14*, Mission Australia, 2015.

Cover: EY cadet Leon, 18, and ReachOut Fundraising Coordinator Jen, 24, celebrate this year's Sydney City2Surf. Centre: Youth Ambassadors collaborate on an activity during a workshop held in Melbourne.





## About us

We are Australia's leading online mental health organisation for young people, providing practical support to help them get through everything from everyday issues to tough times.

Since 1998, we have worked alongside young people to deliver online tools that address youth mental health and reduce youth suicide. Available anytime and pretty much anywhere, ReachOut.com was visited by 3.91 million people in 2014–15, including 1.31 million Australians.

## Acknowledgement of country

We acknowledge the Aboriginal and Torres Strait Islander peoples as the traditional owners of the land upon which we work, and pay our respects to community members and elders, past and present.

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# Our impact: 2014–15



**1.31 million**

Australians accessed  
ReachOut.com



**922 fact sheets**

articles and multimedia stories  
available on ReachOut.com



**135**

Youth Ambassadors



**35,000 posts**

in our Peer Support Forums

Centre: A Youth Ambassador enjoys an activity at a workshop held in Melbourne.







# Our vision, mission and values

## Our vision

Helping all young people be happy and well.

## Our mission

Delivering innovative e-mental health services that enable young people to take control of their mental health and wellbeing.

## Our values

### COURAGE

We take on work that stretches our capabilities, knowing that we may not always succeed. We confidently rely on each other to deliver on our promises and to help achieve our goals. We listen actively, question thoughtfully and challenge openly.

### COMPASSION

We support others while looking after ourselves and those closest to us. We believe that everyone can get through tough times, while recognising there isn't always an easy answer. We understand that compassion sometimes requires making a tough call.

### GENEROSITY

We give our time and skills willingly to each other. We show appreciation to all who enable us to achieve our mission. We share our knowledge and experience with our partners.

### INCLUSIVENESS

We value difference and treat everyone with respect. We share the load, and openly communicate our ideas, knowledge, feelings and perceptions. We create meaningful opportunities for involvement with all people, groups and communities who can help us achieve our mission.

### RESPONSIBILITY

We take initiative, focus on outcomes, and learn from our mistakes as well as our successes. We are open, honest and accountable with everyone we work with, including with each other. We are receptive to new ideas, value innovation, and manage money and risk wisely.

### FUN

We enjoy what we do and make it fun to be involved with ReachOut. We're creative, playful and don't take ourselves too seriously (most of the time). We celebrate our achievements and successes in imaginative ways.



# A message from our Chair and CEO



Over the last 12 months we've seen astonishing growth in our organisation and our service. We've developed, tested and released a number of new tools and features to support young people's mental health, and we've had record numbers of people turn to ReachOut.com – confirming our important role as Australia's leading gateway and support service for young people.

Improving access to mental health services was a focus for Australian governments this year, with the National Mental Health Commission releasing a strong set of recommendations in its *Review of Mental Health Programmes and Services*, published in April. Among other changes, the Review echoed our call for better integration of e-mental health support into the mental health system. The research we completed with EY and published in May went one step further by modelling how quickly online interventions can reach people and how they can scale to address capacity constraints. We would never say e-mental health services are a substitute for face-to-face care, but they are an essential part of a twenty-first-century mental health system. Our certainty of this is further reinforced by the preliminary findings of Australia's largest longitudinal study of young e-mental health users, a project we'll complete with the University of Melbourne and the University of Wollongong in 2016.

As always, we continued to innovate and embrace new opportunities to use technology to help young people in ways that better suit their needs. This included building two new mobile apps and integrating a new recommendation tool into ReachOut. We also trialled personalisation on ReachOut.com so that we can build towards a service that automatically matches people with the most relevant content from a body of more than 900 fact sheets, articles and stories. On top of this, moderators on the ReachOut Peer Support Forums facilitated a record 35,000-plus posts, providing a unique source of compassion to young people around Australia who need someone to talk to about what they're going through.

Across the entire year, we worked with young people to ensure our service remains relevant and meaningful in their lives. We held three Youth Ambassador workshops, two moderator workshops and one content production workshop, keeping young people involved in developing content for our service. We also held around 13 user experience workshops in a number of regional centres and cities, evaluating specific aspects of new tools we're working on and refining them so that they're as relevant and effective as possible once released on ReachOut.com.

This year we increased our head count by 30 per cent to ensure we can build on our strengths and increase activities so that more young people can access help. While growing larger and increasing the impact of our work, we focused on maintaining our strong culture and values.



Top: Jono Nicholas, CEO. Above: Julie White, Chair.



We also introduced a new value, 'courage', by popular demand from the team, encouraging us to step outside our boundaries and to challenge ourselves and each other.

The courage to embrace new initiatives will guide our work next year when we extend our service by offering new support for parents to help them build family resilience and maintain and improve the mental health and wellbeing of their children. We know from our research and from the many years of talking with parents that there's not enough support for families whose teenagers are experiencing tough times. And we know that young people wish their parents better understood what they were going through and what they could do to help. So, with support from the Federal Government's Department of Social Services and in collaboration with partners such as the Benevolent Society and the Raising Children Network, we'll draw on our 17 years of experience to address this gap from the first half of 2016.

As ever, our work is a credit to our staff, the young people who volunteer as ReachOut Youth Ambassadors, our Board, and the communities and companies who back us. We're forever grateful for the confidence of government funders, our corporate backers, grant makers and community fundraisers.

In an incredibly busy year of change and growth, we've responded to new challenges and opportunities with openness and enthusiasm. Our Board has been an instrumental part of our work this year, and their stewardship, guidance and commitment to supporting young people to be happy and well is integral to our success. We thank them for this dedication and support.

To everyone who believes in and supports our work, especially those featured in this Annual Report: thank you. Please enjoy looking over our achievements from the last year – you've been an essential part of making them possible.

**Julie White**  
Chair

**Jono Nicholas**  
Chief Executive Officer





STRATEGIC PRIORITY 1

**Design and develop the next generation of ReachOut.com using high-speed broadband and mobile**





## Our goals

### Future service

Design and develop a seamless, integrated online mental health service using the full advantages of online delivery.

### Evidence-based and effective

Research, develop and implement new products to better help more young people through ReachOut.

### Helping the hard-to-reach

Ensure that ReachOut reaches those young people who are unlikely to access traditional mental health services, such as young men and those who identify as lesbian, gay, bisexual, trans, queer/questioning or intersex (LGBTQI).

Left: We've released a number of new products and improvements to ReachOut, including an updated mobile version of ReachOut.com and the iPad game ReachOut Orb.



# Developing the next generation of ReachOut

We've developed and implemented a huge range of features, content and apps that have expanded the ways ReachOut.com provides help to young people. Dr Kerrie Buhagiar, Director of Service Delivery, and Rod Tobin, our new Director of Product, reflect on our achievements this year.

The past year has seen ReachOut help more young people experiencing mental health difficulties than ever before. Our new online apps, tools and resources, streamlined pathways to clinical services, and ongoing focus on hard-to-reach groups ensure that young people can access the right help at the right time.

Our new Product team will help improve and drive ReachOut's technical delivery, and we continue to engage young people in the design, delivery and evaluation of our services. In the coming year, we'll integrate products developed through our research and development partnerships (The Toolbox and Link) into our service offering, providing even more engaging and effective support to young people.

We also have the exciting opportunity to develop a service for parents and carers that will build family resilience and ensure that even more supports are available for young people.



Top: Kerrie Buhagiar, Director of Service Delivery.  
Above: Rod Tobin, Director of Product.



## Two anxiety-reducing apps provide help to young men anytime, anywhere

We launched two new apps in June 2015 that put evidence-based methods for reducing stress and anxiety in young people's hands. Supported by Lotterywest, ReachOut Breathe and ReachOut WorryTime were designed with young men in mind to help increase their engagement with mental health interventions.

Both apps provide a way for young people to access proven cognitive-behavioural therapy strategies in a way that works for them, regardless of where they are. They can also aid in clinical treatment by providing an effective way to continue treatment between sessions. The apps have been downloaded more than 28,000 times in just six months.

## Piloting new ways to access help in regional New South Wales

In mid-2015, we piloted a new online tool in the Western NSW Local Health District: an expanse of regional, rural and remote areas including Dubbo, Mudgee, Parkes, Bathurst, Orange and Lightning Ridge, where accessing mental health services can be challenging for young people.

Developed in partnership with the Mental Health Commission of New South Wales and young people from the local area, the project tested an online self-assessment tool designed to identify the issues concerning a young person and connect them with help that's appropriate for them – from online information and Peer Support Forums to face-to-face services such as psychologists and counsellors. By integrating online and offline support, innovations like these can help take pressure off overburdened local services.

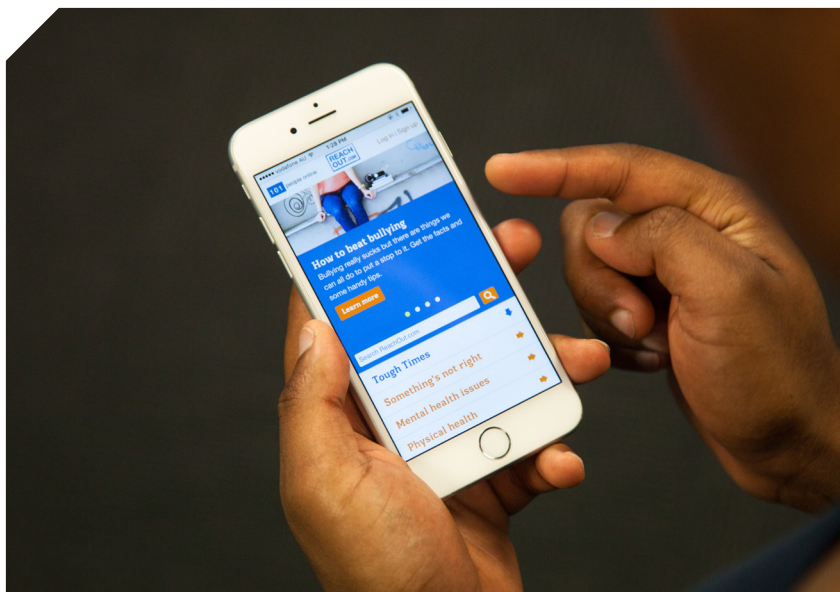
Left: ReachOut Youth Ambassador Akhil tries out our new ReachOut Breathe app on his smartphone.  
Above: ReachOut Ambassador and former *Home and Away* star Andrew Morley launches the Western New South Wales Pathways Project at Dubbo College.

**'That Breathe app is AMAZING. Honestly. Incredible.'**

**Aidan, 21, regional New South Wales**



Right: More than ever before, we're focusing on increasing our engagement with hard-to-reach audiences, including through mobile tech.



## Increasing engagement with hard-to-reach audiences

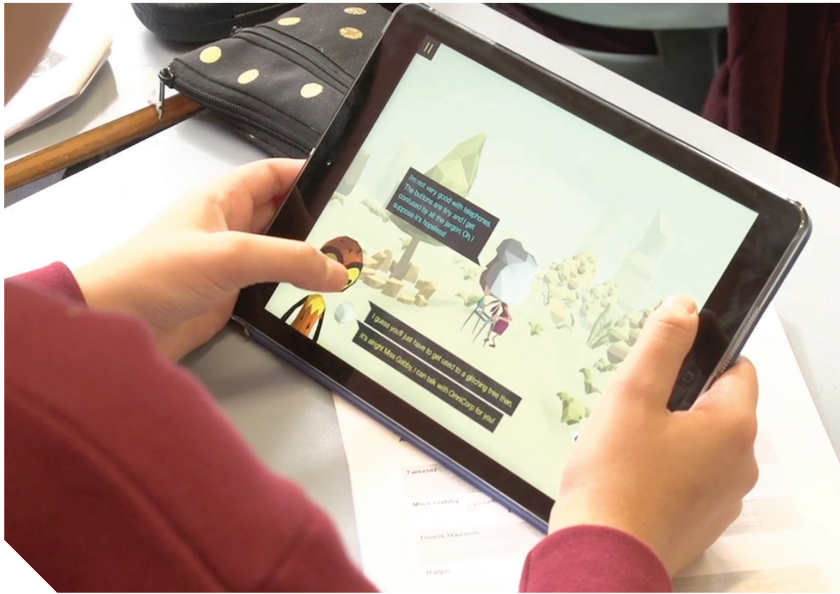
We're committed to increasing our engagement with young people who live in regional, rural and remote areas; young men; and those who identify as LGBTQI. These young people are either more vulnerable to experiencing mental health difficulties or are less likely to access traditional forms of mental health support.

With support from nib foundation, in 2015 we created audio content that includes our most popular personal stories, and factual and descriptive information, to increase user engagement.

We've also improved the usability and navigation of our mobile service. Thanks to support from EY, Macquarie Foundation and Teen Spirit Foundation, mobile users now spend more time on each page and navigate more deeply into the site.

'As an organisation committed to improving health outcomes for Australians, nib foundation is excited to support ReachOut's work to adapt some of their most-accessed content into podcasts, an alternative format that will help to engage hard-to-reach groups of young people.'

**Amy Tribe, Executive Officer, nib foundation**



## ReachOut Orb positive psychology game tested in schools

Funded by the Telstra Foundation, ReachOut Orb is an interactive, serious game built for iPad that uses virtual experiences to introduce Year 9 and 10 students to tools and strategies that can improve and sustain wellbeing.

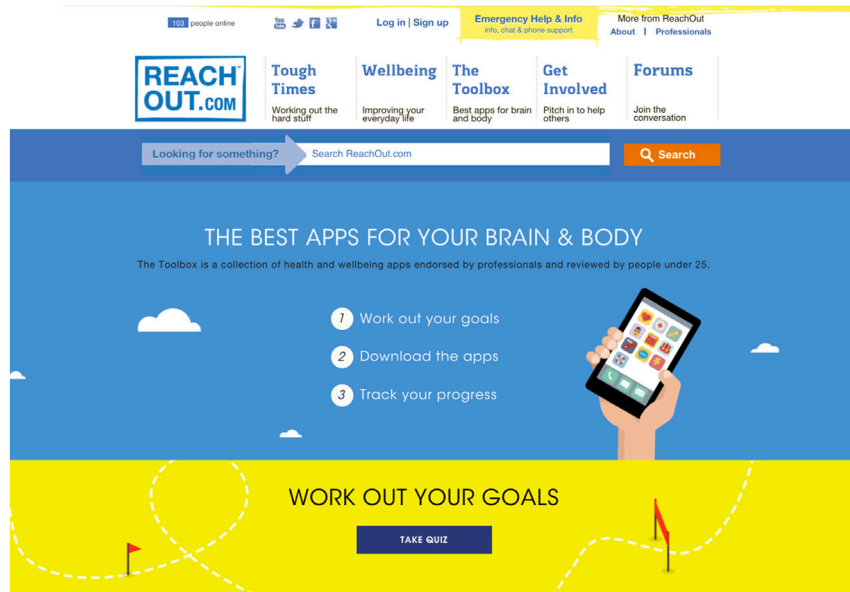
This year, we developed a playable prototype of ReachOut Orb with additional support from Soap Digital, and trialed it across four schools with nearly 200 students. Around half the students said that, after playing, they could identify more good things in their life, and around 70 per cent of teachers said they were very likely to use ReachOut Orb again. We're rapt with these outcomes and can't wait to take the final version of ReachOut Orb to schools around Australia in 2016.

## Testing personalisation capabilities to drive young people to the help that's right for them

ReachOut.com is built on Sitecore, a powerful content management system that allows a range of advanced features, including content personalisation. We're testing this functionality so that we'll soon be able to learn from user behaviour, recognise issues the user may be experiencing, and recommend relevant content they may not have found otherwise.

Above: Around 200 students took part in a trial of the ReachOut Orb positive psychology game.





Right: The Toolbox recommends the best apps to help young people manage specific mental health and wellbeing issues.

## The Toolbox recommends the best apps for mental health help

Not all apps are created equal and it can be hard for young people to know which ones to use. With support from the Young and Well Cooperative Research Centre, and in partnership with the Queensland University of Technology, we've built The Toolbox into ReachOut.com. It houses more than 50 apps that have been rated and reviewed by mental health professionals and young people, providing recommendations that match users' wellbeing goals.

## Peer Support Forums continue to provide essential connection

The ReachOut.com Peer Support Forums continue to provide young people with a place to share their experiences and to find help in coping with complex challenges. This year, around 4000 members posted more than 35,000 times in the forums – a record for ReachOut. More than 46,000 people visited the forums, spending an average of ten minutes reading around 12 pages. The stories help countless other young people understand what they're going through.

'You've all been of great help to me and I would love if someone else read anything I have said and could benefit from it. I really love this website, such a strong and proactive community. I am always amazed at how much the things you all say help and at how quickly you respond.'

**'Mr-Brightside', 17, Peer Support Forum member from rural New South Wales**





Right: Fifty of our Youth Ambassadors, Backers and friends joined us in the 2015 Sydney Gay and Lesbian Mardi Gras Parade.

## Showing our support for LGBTQI young people

Our research shows that around 75 per cent of LGBTQI young people visiting ReachOut.com are in high psychological distress, making their wellbeing an important focus for our work. In addition to the information and support available on ReachOut.com, this year we participated in Sydney's Gay and Lesbian Mardi Gras Parade, wore our purple best on *Wear It Purple Day*, and declared our support for marriage equality.

## Trialling natural language processing technology to speed up the moderation process

In partnership with the University of Sydney's School of Electrical and Information Engineering, we're testing new technologies to enable Peer Support Forum moderators to enhance and improve the efficiency of their responses to young people online. The Moderator Assistant tool uses natural language processing to triage, classify and flag forum posts. Funded by an Australian Research Council Linkage Grant, Cybermate explores natural language processing and generation to help automatically detect distress, classify messages, and respond to young people via online chat, social media and forums. By enabling moderators to semi-automate their work, we'll be able to get relevant help to those at high risk even sooner.

## Coming up in 2016

- ▶ We extend our service to parents and carers
- ▶ We release the Link tool to young people nationally
- ▶ We release ReachOut Orb
- ▶ We continue to focus on increasing engagement with young people who live in regional, rural and remote areas

'ReachOut.com has helped me through my depression, and for that I'm grateful.'

**Anonymous female, 16,  
New South Wales**



STRATEGIC PRIORITY 2

**Leading transformational  
change to give young people  
the help they need, where  
and when they need it**







## Our goals

### Reach

Significantly increase the awareness of, and trust in, ReachOut among young people, educators, mental health professionals and the broader community.

### Innovation

Pioneer new thinking and research that prepares the youth mental health sector for future service delivery models.

### Collaboration

Collaborate with partners to improve the efficiency and effectiveness of mental health service delivery for young people.

Left: ReachOut Ambassador Andrew Morley chats with students from Dubbo College at the launch of the Western New South Wales Pathways Project.



# Helping more young people than ever before



In a year that saw us dramatically increase the number of young people we reach through our work, we continued our advocacy for effective e-mental health services as a part of Australia's mental health system. Ashley de Silva, Director of Marketing and Communications, and Deepika Ratnaike, Director of Research and Policy, reflect on the past year.

ReachOut.com was accessed by 3.91 million people this year, including 1.31 million Australians. Having already surpassed our 2017 target, increasingly we are focusing on the impact we have locally, where traffic from Australians has increased by 47 per cent.

Our Cohort Study showed how vital ReachOut is for young people and confirmed the positive impact we are having on facilitating help seeking. And *A Way Forward* (our third collaboration with EY) indicated how online interventions can significantly benefit a mental health system that is constrained by both budget and capacity.

We continued to make ReachOut accessible to young people everywhere through our busy program of outreach activities. Mobile ads for our two new apps, and targeted advertising and social media strategies, were seen by millions of young Australians.

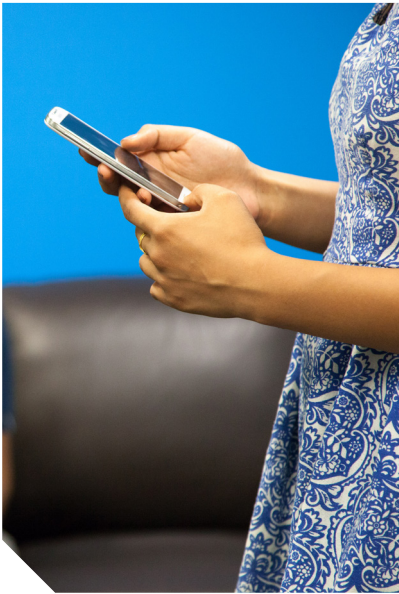
Next year, we'll continue to build on our innovative program of access initiatives so that more young people know they can turn to ReachOut during tough times. We will also connect with parents – an evolution that will see even more young people access the right help at the right time.



**'Together, ReachOut and EY are working to help shape policy, resulting in more young people getting the right help at the right time through efficient service delivery.'**

**Tony Johnson, CEO and Regional Managing Partner, EY**





### Expanding our reach and enhancing impact with young Australians

We're mid-way through conducting Australia's largest longitudinal study of young people's use of an e-mental health service, monitoring how more than 1500 young people use ReachOut.com between surveys at four points across three months. Findings from this project will help us to learn more about how young people are using ReachOut.com, and how we can make the service even more impactful and effective.

Preliminary results from the study paint a striking picture of the mental health needs of young people accessing ReachOut.com. Around half have considered suicide recently, and nearly half of first-time visitors are experiencing extremely severe depressive symptoms. Significantly, the majority of users have not recently accessed a mental health professional, making ReachOut an important pathway to further care for many young Australians.

Service use by Australians increased by 47 per cent this year, with 1.31 million Australians visiting ReachOut.com – exceeding even our 2017 target. This means an increasing number of young people accessed help directly, and that there were also more visits from people in their support networks – teachers, school counsellors and health professionals.

### A Way Forward: Advocating for mental health reform

We've continued to advocate for improved mental health services for young Australians, and in May 2015 we released *A Way Forward*: a collaborative research report we co-authored with EY.

The report found that smart investments in existing e-mental health services will immediately boost the capacity of Australia's mental health system and help a greater number of young people. The report's findings echoed many recommendations made in the National Mental Health Commission's *Review of Mental Health Programmes and Services*,

a key document that's guiding the Federal Government's mental health reform agenda. With as many as one in four young people experiencing a mental health difficulty, and more than 70 per cent not getting the help they need, it is a crucial time to increase the capacity and effectiveness of our mental health system.

Top left: This year, around 1.31 million Australians visited ReachOut – many of them from mobile devices. Top right: *A Way Forward*, our report co-authored with EY, explores the efficiency of e-mental health services.



➔ 500%

increase in access to stress- and anxiety-related content on ReachOut.com.

42%

of Year 12 students have concerning levels of anxiety, and more than half say that too much is expected of them in Year 12.<sup>4</sup>

Top: We expanded our 2015 *There's Life After Year 12 Exams* campaign to feature more than 100 campaign ambassadors, including high-profile Australians like Melissa Doyle, Osher Günsberg, Andrew Morley, Yael Stone and Prime Minister Malcolm Turnbull.

### Millions hear that *There's Life After Year 12 Exams*

In 2014, our first iteration of the campaign *There's Life After Year 12 Exams* sparked a national conversation about the stress and anxiety experienced by Year 12 students, so in 2015 we took it even further. Messages of support from more than 100 Australians have reached well over six million people online and countless more through media interviews around the country. A classroom package to equip teachers with resources to help their students in the lead-up to exams was downloaded more than 800 times, taking our practical tips into classrooms far and wide. Online, cinema and taxi advertising has connected communities around what Year 12 students are going through and raised awareness of ReachOut as a key place to seek help for mental health issues.

### Equipping hundreds of thousands of teachers, GPs and youth workers with e-mental health tools

E-mental health tools are a valuable resource for professionals assisting young people with their mental health. We work hard to educate and equip them with these tools, reaching around 157,000 professionals through ReachOut and a further 67,000 through ReachOut Professionals – an 80 per cent increase on the previous year. This year, we launched the *Being Tech Savvy and 'Appy* webinar series with NSW Kids and Families, and received an excellent response from professionals using our services, with 96 per cent saying they are likely to visit again in future.

*'Your Facebook page had me in hysterics. Whoever runs that deserves a pat on their back; humour is so helpful in dealing with my horrible anxiety.'*

**Anonymous female, 23, South Australia**

<sup>4</sup> Preliminary results from a study published by B. North, M. Gross and S. Smith at the UNSW School of Education, 'Study confirms HSC exams source of major stress to adolescents', *The Conversation*, 11 September 2015. The full report is not scheduled for release until 2016.





## Social media: Connecting young people with ReachOut

Over the past 12 months, our content on Facebook has been viewed more than 53 million times, reflecting our strategy to connect Australians with youth mental health through channels they regularly use. By using social media to share engaging content that's relevant to young people's everyday lives, we've been able to drive awareness of ReachOut.com and increase brand trust.

## Nutri-Grain and Just Car Insurance connect young men with ReachOut.com

Young men are less likely than young women to seek help for mental health issues, with only 20 per cent of young men likely to seek help compared with 30 per cent of young women. These statistics make our partnerships with Nutri-Grain and *Mighty Car Mods* incredibly important for connecting young men with the help they need through ReachOut.

Young men can be particularly difficult to reach with mental health information, so featuring ReachOut.com on Nutri-Grain cereal boxes on breakfast tables around the country was a novel but effective way to expand our reach with this audience. Another effective method was the Just Car Insurance auction of a Honda S2000, which saw ReachOut.com featured on the hugely popular YouTube show, *Mighty Car Mods*.



Left: Sera Harris (social worker and university lecturer), Meredith Turnbull (social work educator) and Vicki Cottier (social worker and young person) presented the *Being Tech Savvy* and *'Appy* webinar to social workers online around the country. Above: Moog and Marty from *Mighty Car Mods* in the Honda S2000 auctioned for ReachOut, thanks to Just Car Insurance.

## Coming up in 2016

- ▶ A new collaborative policy report with EY
- ▶ We expand our work with schools
- ▶ New campaigns connecting young people with mental health and wellbeing messages



A group of cheerleaders in blue uniforms are shown from the chest up, holding blue pom-poms. They are positioned in a line, with their arms raised. The background is a clear, bright blue sky. The overall mood is energetic and positive.

STRATEGIC PRIORITY 3

**Be a high-performing  
organisation that effects  
social change**





## Our goals

### People

Provide the capabilities to deliver our strategic priorities through developing our people and attracting new talent.

### Finances

Diversify and increase sustainable funding across both government and non-government sectors.

### Processes

Implement effective systems, policies and procedures to support a growing organisation.

Left: Jen Arceo, Fundraising Coordinator, cheers on finishers at Sydney's City2Surf.



# A strong and growing organisation



The expansions in our service and reach were driven by huge growth in the number of people in and around our organisation. Heather Doig, Deputy CEO, and Judith Parke, Director of Fundraising, reflect on the people driving our work this year.

This year, both Suncorp Group and EY renewed their commitment to supporting young people's mental health and ReachOut for another three years. These partnerships deliver vital funding for our work, raise awareness of ReachOut's services, and demonstrate the commitment from Suncorp and EY to improving the mental health and wellbeing of their staff, communities and all young Australians.

With increasing support from our corporate and community Backers and new funding from the Department of Social Services to extend ReachOut, we've seen a massive year of growth and change. We grew our head count by 30 per cent to 40 employees, expanding every team and increasing the reach of our work. We even created an entirely new Product team to drive innovation across our digital programs. In 2016, we'll continue to develop the strong foundations of our organisation with more effective processes and systems, and especially our values and culture.



'Our workplace giving program, Helping Hands, provides the team at ReachOut essential funds to build their capability so that they continue their great work with young people's mental health.'

**Richard Murray, CEO, JB Hi-Fi**





## Team ReachOut and Race competes across Australia

A sense of competition really gets people raising funds for, and awareness of, ReachOut as we found when Team ReachOut and Race (Team ROAR) raised more than \$90,000 across Australia this year. The 130-strong team ran marathons, rode and swam in triathlons, and beat personal bests across a range of competitive events, all in support of ReachOut.com and youth mental health.

The highest fundraiser in Team ROAR, Greg Ziegler, was inspired to run for ReachOut after he lost a young colleague to suicide. Greg brought his family, friends, workmates and clients in on his fundraising and closed out the year having raised an unbelievable \$21,007 across 390.2 kilometres of triathlons, including an Ironman race.

We can't wait to cheer even more fundraisers over their finish lines as we expand Team ROAR further around Australia in 2016.



Top: Team ReachOut and Race gets together in Hyde Park before the 2015 Sydney City2Surf. Above: Former ReachOut team member Billy Russell powers towards the City2Surf finish line, having raised the second-highest amount of all Team ROAR fundraisers participating in the event.

'I'm doing it for him, in his memory, and for his family. That's the most important thing.'

**Greg Ziegler, Team ReachOut and Race**





## Living our values and introducing 'courage'

Our values are much more than statements on the wall; we live them in our everyday work and recognise each other for going above and beyond the call in doing so. This year, our employees gave more than 1100 *YAY YOU!* awards to each other, each one a brief note showing appreciation for another's actions. The awards reinforce our values as an intrinsic part of working at ReachOut.

Part-way through the year we introduced a sixth value, 'courage', to acknowledge the change the organisation was about to go through. We look forward to our new focus on courage driving us all to build on failure rather than fearing it, to challenge ourselves and each other, and to create bold new work that benefits young people's lives.

## Maintaining our culture as we grow

Our work wouldn't happen without employees who live our values and culture. In preparation for the growth and change of this year, we focused on ensuring that ReachOut continued to be guided by our values and remained a great place to work. Throughout the 12-month growth period, we focused our staff conferences on how growth will change the way we work together. We also ensured our new starters had a great introduction to the organisation, so they could be up and running as soon as possible. So far, our staff engagement survey tells us that we're doing well, with a 76 per cent engagement rating. We have especially high marks on staff believing in our values and purpose, and understanding how their role contributes to the organisation's success.

Above: Our team grew by more than 30 per cent this year.





Left: In 2016 we'll look to expand our community fundraising activities even further, including at Sydney's City2Surf.

## Working with companies to expand ReachOut and raise awareness of mental health

When national companies choose to support ReachOut, they're saying to thousands of their employees that mental health is an important part of their workplace. We're delighted that Suncorp Group has chosen ReachOut as the charity partner for its Brighter Futures program, connecting the communities it works in with our service and raising awareness of youth mental health.

As part of our focus on expanding our multimedia content to help young people with low literacy levels, nib foundation has supported an audio content series and Telstra Foundation has backed a new online game – ReachOut Orb – focusing on positive psychology.

We were also able to completely revise the mobile version of ReachOut, thanks to support from EY, the Macquarie Foundation and the Teen Spirit Foundation. And over the coming years a new listed investment company, Future Generation Global, will support us to expand our work with young people who live in regional, rural and remote areas.

'By combining the powerful mix of science with digital innovation, ReachOut is really ahead of the curve when it comes to understanding and leveraging the transformational potential of technology.

Our partnership, through the Telstra Foundation, will enable young people to connect with the next generation of serious games for mental wellbeing as part of their school curriculum.'

**Tim O'Leary, Chief Sustainability Officer, Telstra**

## Coming up in 2016

- ▶ We expand Team ReachOut and Race Australia-wide
- ▶ We finalise our Reconciliation Action Plan
- ▶ We transform our systems and processes with new finance and resource management tools
- ▶ We continue to expand our work with new partnerships



# Working with young people from around Australia

‘Volunteering at ReachOut is important to me because I’ve been through tough times myself and I want to change how society views mental health.’

Roseanna, 20, Sydney

We aim to work with young people on every aspect of ReachOut.com, from content development to website design, raising awareness and visioning our future service. Our Service Delivery and User Experience teams drive our work with young people, co-creating new content and services, and collaborating as much as possible under a participatory design model. It’s fun and rewarding work for us. We want to thank every young person we work with who generously gives their time to help improve young Australians’ mental health.

## Youth Ambassadors raise awareness of youth mental health

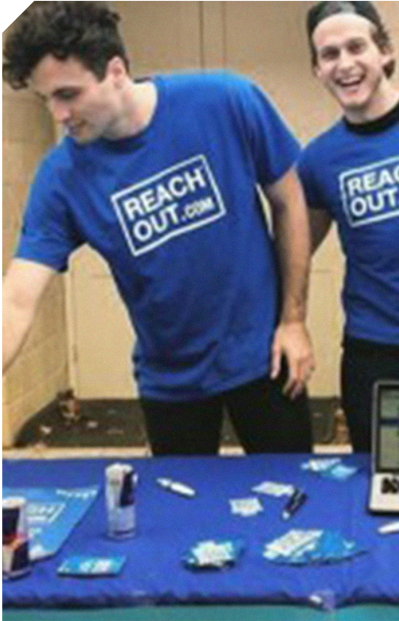
Around 135 young Australians raised awareness of youth mental health and ReachOut around the country through community forums, university open days, online discussions, local services, fundraising events and sharing their stories in the media. This year, we extended the program to Western Australia and Queensland, welcoming 37 new Youth Ambassadors from these states. Overall, they completed hundreds of activities, enabling tens of thousands of people to get the message that ReachOut is here to help.

Right: Youth Ambassadors from Western Australia join ReachOut.

Opposite page, clockwise from top left: Grady and Jake held a ReachOut stall at the University of Western Australia’s Stress Less Week; Youth Ambassadors collaborate on content development for ReachOut at a workshop in Brisbane; ReachOut Producers are creating a range of multimedia content for ReachOut.com; Youth Ambassadors Sophie and Akhil co-hosted our 17th birthday celebration in March.







### ReachOut Producers create multimedia content

Our newest youth involvement program, ReachOut Producers, brings together a group of 15 young people who are dedicated to designing and creating new multimedia content for ReachOut. They've received training in our content strategy, end-to-end production and project management, idea generation, and creative storytelling from ReachOut staff and media industry experts from a range of fields. The content they create will mean that even more young people can find something on ReachOut.com to help them.



### Youth Editorial Board reviews content for ReachOut.com

Our online Youth Editorial Board, a rotating team of 10–12 young people, takes a fine-tooth comb to all new content before it's released on ReachOut.com. They check over all our new fact sheets before they're published, ensuring that the language and content reflect young people's needs. This year, they reviewed every one of 80 new pieces of content released on ReachOut.com, part of a series of quality reviews including by content experts at our partner organisations.





Right: Former Youth Involvement Coordinator Billy farewells intern Lisa at an overwhelmingly Australia-themed party. Below: Rosie, Social Media and Promotions Coordinator, farewells intern Brandon at an America-themed party.



### Moderators facilitate hundreds of conversations on Peer Support Forums

A team of 19 young people working tirelessly on our Peer Support Forums ensures conversations are constructive and safe, and that everyone who posts a comment receives a reply.

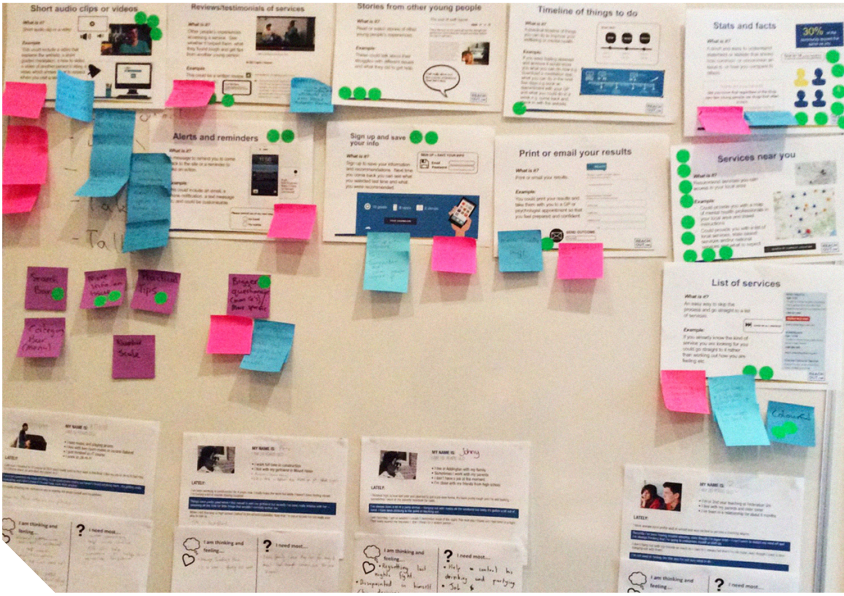
### Social Media Editorial Board reaches millions with engaging social content

Our Social Media Editorial Board (or SMEB – our best-worst acronym) has proven this year that memes can create change, with one SMEB-sourced image reaching nearly 1.1 million people on Facebook. The SMEB is a group of around 53 Youth Ambassadors who help our social media team to source youth-friendly mental health images for our official Facebook, Twitter and Instagram accounts.

### Students travel across the world to intern at ReachOut Australia

In early 2015 we were excited to have two students from universities in the United States join us for a couple of months each. Brandon Rohlwing travelled from Chicago's Roosevelt University to extend his studies in integrated marketing communications, and psychology student Lisa Goldstein joined us from Boston University. They not only brought excellent ideas, but left us with a truckload of sass, energy and heaps of great memories. And they learned that Australians say 'heaps'.





Left: Collaboration at co-design workshops usually involves many sticky notes, cutting and pasting to remake layouts, and voting with labels on the wall. Below left: Senator Ricky Muir announced his support of marriage equality at an event in regional Victoria organised by Youth Ambassador Amber.



‘Before I became a Youth Ambassador I wanted to go into teaching. Since becoming a YA I chose to become a social worker instead, to work with people to make change in their lives.’

**Megan, 25, Tasmania**

**Feeding into service improvement via studies and surveys**

Alongside volunteering with us, thousands more young people contribute to ReachOut.com through online surveys and research. This year, more than 17,000 young people responded to pop-up short surveys on ReachOut.com, and 1000 more contributed to our annual Brand and Help-Seeking Study. Upon completion, our in-depth Cohort Study will have explored the impact of ReachOut on the lives of more than 1500 young people.


**Co-creating ReachOut through participatory design**

Across the year, we run a wide-ranging program of participatory design and user experience (UX) testing workshops, all coordinated by our User Experience team, to make sure that our services are as relevant and easy to use as possible. This year, we held 13 workshops with young people in cities and regions around Australia, focusing on new features like The Toolbox and WorryTime, upcoming tools such as Link (working title), and improvements to the ReachOut.com mobile site.






# Working with young people from around Australia

## Queensland

-  11 Youth Ambassadors
-  1 Youth involvement workshop




## New South Wales

-  46 Youth Ambassadors
-  2 Youth involvement workshops
-  9 User experience and co-design workshops, including Sydney, Bathurst and Dubbo

## Australian Capital Territory

-  1 Youth Ambassador

## Victoria

-  41 Youth Ambassadors
-  1 Youth involvement workshop
-  3 User experience and co-design workshops, including Ballarat and Melbourne




## Tasmania

-  8 Youth Ambassadors

## South Australia

-  1 Youth Ambassador

## Western Australia

-  26 Youth Ambassadors
-  1 Youth involvement workshop
-  1 User experience and co-design workshop in Perth

## Northern Territory

-  1 Youth Ambassador

131,393

people from Western Australia visited ReachOut.com



## Legend

 STATE-WIDE VISITORS TO REACHOUT.COM

 YOUTH AMBASSADOR

 YOUTH INVOLVEMENT WORKSHOP

 USER EXPERIENCE AND CO-DESIGN WORKSHOPS



**6419**

people from the Northern Territory visited ReachOut.com

**223,748**

people from Queensland visited ReachOut.com

**88,294**

people from South Australia visited ReachOut.com

**462,561**

people from New South Wales visited ReachOut.com

**27,510**

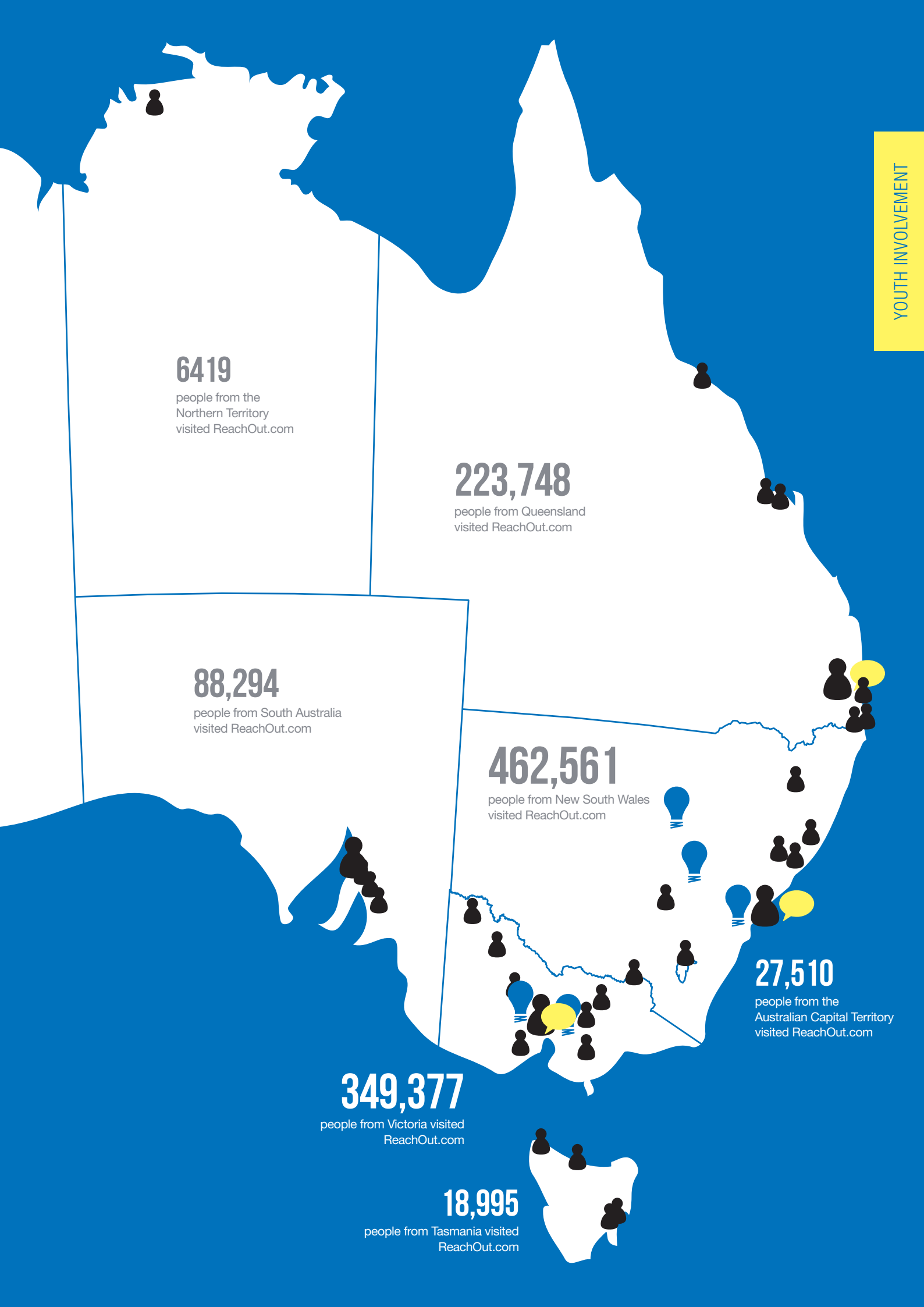
people from the Australian Capital Territory visited ReachOut.com

**349,377**

people from Victoria visited ReachOut.com

**18,995**

people from Tasmania visited ReachOut.com



# Thank you to our Backers

Without the confidence and support of the many people and organisations featured on the following pages, we could not continue our work to improve the lives of young people across Australia.

Every one of our Backers can look at the achievements of this year knowing they've played an instrumental role in making them a reality. Literally hundreds of thousands of young Australians have you to thank for the help they've found at ReachOut.

## Principal Backers



**Australian Government**  
Department of Health



**Australian Government**  
Department of Social Services



**EY**  
Building a better  
working world



## Project Backers

Adolph Basser Trust



Grace and Emilio  
FOUNDATION



JAMES N. KIRBY  
FOUNDATION



MACQUARIE





## Community Backers



## ReachOut Backers

5 Cafes Pantry

Active Tree Services

Alandal Consulting

David Carmichael

CBRE Australia

Corners for Kids

Peter Eichhorn

Genworth

Geoff and Helen Handbury Foundation

Hall & Wilcox Lawyers

In-form Foundation

Jagen Pty Ltd

Millett Family Foundation

Newmont Mining Corporation

Nicholas family

Michael Price

Radford Foundation

Rowley Foundation

Siganto Foundation

Annie Swanton

Vero

Victor Smorgon Charitable Fund

Greg Ziegler

# Our collaboration partners

Since we co-founded the Young and Well Cooperative Research Centre (CRC) in 2011, the initiative has brought together around 70 organisations engaged in 13 major research projects that seek to enhance our understanding of how we can use technology to improve young people's mental health and wellbeing.

In partnership with the Young and Well CRC, we continued working on Link (working title), an interactive online tool that we hope will help young people navigate the mental health system more readily through personalised help recommendations. We also incorporated The Toolbox in ReachOut.com and finalised the Recharge app with the University of Sydney's Brain and Mind Centre, which will be evaluated in 2016.

We also worked with the Mental Health Commission of NSW and the Western NSW Local Health District to trial a new program designed to connect young people with local specialist services in their area. We co-convened the Technology and Wellbeing Roundtable with Telstra Foundation, providing a space for sharing knowledge across the mental health sector and technology industries.

## Clinical Advisory Group

Our Clinical Advisory Group is a diverse team of clinicians who advise us on best practices in mental health service delivery. Together, we design and refine features of the ReachOut service in response to trends and changes in mental health practice and policy, and identify opportunities to engage health professionals in our programs.

### **Sera Harris**

BSW (Hons), BFA  
Social Work Educator

### **Dr Alan Huynh**

BEc (SocSc) (Hons), MBBS, MPH  
General Practice Registrar

### **Dr Jeremy Law**

MB, BS, B. Biomed Sc.  
Psychiatric Registrar

### **Dr Anna Sidis**

BA (Hons), DCP  
Senior Clinical Psychologist, Director  
of Psychosocial Support  
– CanTeen Australia

### **Dr Felicity Waters**

MBBS, FRANZCP, Certificate of Child  
and Adolescent Psychiatry  
Child and Adolescent Psychiatrist



## Content partners

We work with specialist content experts and young people themselves to create content for our services.



## Research partners

We collaborate with some of the best minds across the country to evaluate and improve ReachOut.



## Referral partners

We work with referral partners to help young people connect with the help that's right for them.



# Our governance



## Our Board

### JULIE WHITE, CHAIR

Julie White has more than 30 years' experience in the not-for-profit and corporate sectors, including her former role as head of the Macquarie Group Foundation. She is also the former CEO of Chief Executive Women, Chair of the Coca-Cola Australia Foundation, and a non-executive director of Social Finance Australia and Women's Community Shelters. Julie also serves on a number of advisory boards.



### HELEN CONWAY

Helen Conway has 30 years' experience in business and, more recently, in the public sector. She spent 10 years in private legal practice, and then worked as a senior executive across a range of industries for 18 years. At the same time, she undertook various directorships in the health, transport and superannuation sectors. From 2011 to 2015, Helen served as CEO of the Workplace Gender Equality Agency. She is currently the Deputy Chair of Aon Superannuation and an Honorary Fellow of the Australian Institute of Business and Economics.



### ALAN HUYNH

Dr Alan Huynh is a senior resident medical officer with NSW Health and a lecturer at Sydney Medical School. He is passionate about young people, mental health and new technologies. He has served as Chair of the 7th Commonwealth Youth Forum and was a Youth Chair for the Federation of Ethnic Communities' Councils of Australia. He has received a number of human rights and leadership awards recognising his work with young people from diverse backgrounds.



### MICHAEL PRICE

Michael Price is an executive director of Macquarie Bank, where he has worked for the past 25 years. A passionate supporter of the not-for-profit sector in Australia, he is Chair of the Social Finance Advisory Council at Social Ventures Australia, which boosts the impact and sustainability of organisations such as ReachOut. He also works as a director for In-Form Limited, which raises funds for youth mental health charities.





#### NIGEL SMYTH

Nigel Smyth joined our Board after retiring from Macquarie Group in July 2013, where he was the Group Head of Market Operations and Technology. He is a director of Pillar Administration, Chair of Middle Harbour Yacht Club, and has held board positions with the Centre for Social Impact and livewire.org.au.



#### ANDREW WILSON

Andrew Wilson is the Head of Strategy and Planning at Coca-Cola Amatil. Previously, he gained more than seven years of strategy consulting experience across a range of industries while working at Bain & Company. He has completed an MBA from London Business School.



#### DAVID WINTERBOTTOM

David Winterbottom is a partner at KordaMentha, one of Australia's leading turnaround and restructuring firms. He has more than 25 years' experience working with organisations to solve operational, strategic and liquidity problems. Before joining KordaMentha, David was a partner with EY's restructuring practice. He is a chartered accountant, an official liquidator of the Supreme Court of Australia, and a certified fraud examiner.

## Our patrons

Dame Marie Bashir AD CVO  
Former Governor of New South Wales  
**Patron-in-Chief**

The Hon Warwick Smith AM  
Chair, ANZ NSW and ACT  
**Founding Patron**

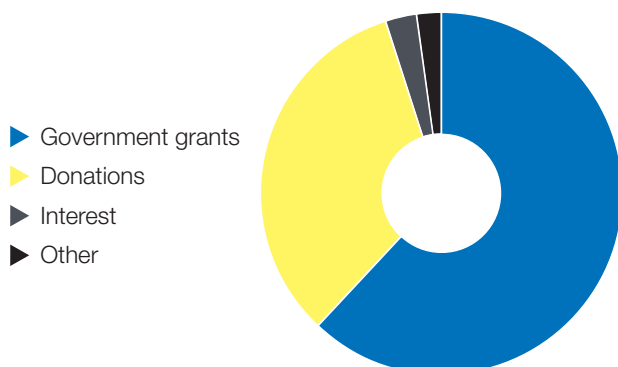
Jack Heath  
CEO, SANE Australia  
**Patron and Founder of Inspire Foundation**

Geoff Handbury AO  
Owner and Director,  
Ace Radio Broadcasters  
**Patron**

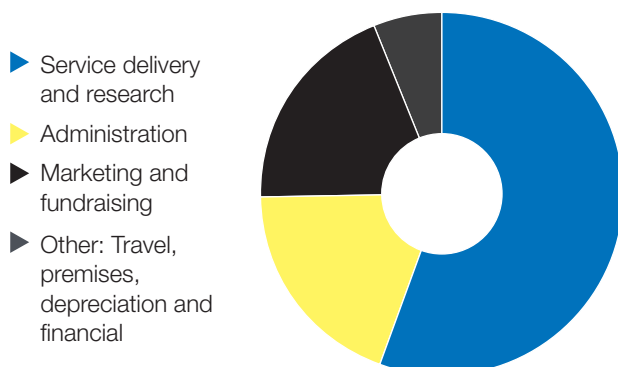
# Financial snapshot

This year we saw strong growth in our income, enabling us to do even more to help young Australians. Our rigorous quarterly forecasting process has allowed us to deliver a result that's in line with our budget, and we've continued to build our cash reserves to a very stable three months worth of expenditure. We'd like to acknowledge our Audit, Finance and Risk Committee for their support of our financial governance. This financial data is extracted from our *2014–15 Annual Financial Report*, which is available in full at [ReachOut.com/about](http://ReachOut.com/about).

## Income



## Expenditure



## Statement of Income and Expenditure for the year ended 30 September 2015

	2015	2014
	\$	\$
<b>Income</b>		
Government grants	3,769,218	3,550,713
Donations	2,013,797	1,848,696
Interest	163,337	129,560
Other	100,353	66,680
<b>TOTAL INCOME</b>	<b>6,046,706</b>	<b>5,595,649</b>
<b>Expenditure</b>		
Service delivery and research	3,252,233	3,325,640
Administration	1,147,823	1,025,227
Marketing and fundraising	1,120,850	807,104
Travel	172,619	186,484
Premises	127,591	83,619
Depreciation	22,497	13,240
Financial	59,821	9,754
<b>TOTAL EXPENDITURE</b>	<b>5,903,433</b>	<b>5,451,068</b>
<b>SURPLUS</b>	<b>143,273</b>	<b>144,581</b>



Statement of Financial Position as at  
30 September 2015

	2015	2014
	\$	\$
<b>Current assets</b>		
Cash and cash equivalents	6,634,025	4,333,125
Trade and other receivables	154,844	151,531
<b>Total current assets</b>	<b>6,788,868</b>	<b>4,484,656</b>
<b>Non-current assets</b>		
Plant and equipment	197,006	37,093
<b>Total non-current assets</b>	<b>197,006</b>	<b>37,093</b>
<b>TOTAL ASSETS</b>	<b>6,985,874</b>	<b>4,521,749</b>
<b>Current liabilities</b>		
Trade and other payables	569,853	377,451
Unspent project grants	4,290,890	2,217,683
Provision for employee benefits	250,283	207,404
<b>Total current liabilities</b>	<b>5,111,026</b>	<b>2,802,538</b>
<b>Non-current liabilities</b>		
Provision for employee benefits	39,148	26,773
<b>Total non-current liabilities</b>	<b>39,148</b>	<b>26,773</b>
<b>TOTAL LIABILITIES</b>	<b>5,150,173</b>	<b>2,829,311</b>
<b>NET ASSETS</b>	<b>1,835,701</b>	<b>1,692,438</b>
<b>Accumulated funds</b>		
Accumulated surplus	1,835,701	1,692,438
<b>TOTAL ACCUMULATED FUNDS</b>	<b>1,835,701</b>	<b>1,692,438</b>



**\$2.0m**

Funds donated by our corporate backers, community fundraisers, regular givers and individual donors.



**\$3.8m**

Government grants supporting our services and research, making up 62 per cent of our overall income.



**\$143k**

Surplus – we delivered what we set out to, for less.



COMING SOON

# Extending our support to parents and carers

In the first half of 2016, we'll extend the ReachOut service to help parents and carers better support their young people.

We know a lot of young people talk to their parents in tough times, and we've spoken with countless parents who've told us they want to do more. We already support young people directly and indirectly via our work with schools and health professionals, and extending this approach to engage parents is an essential step towards getting more young people the help they need.

With support from the Department of Social Services, we've been working with parents themselves and experts in the area, including the Raising Children Network and the Benevolent Society, to create a service that will improve the mental health and wellbeing of the whole family. This new service will provide free, simple and accessible advice online with the goal of increasing family resilience and helping carers to better support their children through difficult times. It will be aimed at parents and carers with children aged 12–18 years, a group our research has shown to be lacking adequate support.

As ever, young people remain at the core of everything we do. We will continue to work alongside young people, as well as parents and carers, to build this new part of ReachOut.

This is a great step towards helping all young people to be happy and well. Work has already begun on the new service and we can't wait to share it with you in 2016.

Background: Youth Ambassadors from Melbourne share their thoughts during an activity.





## Acknowledgements

Written and produced by Doug Millen with assistance from Neall Kriete, Michelle Conway, Noni Hollonds, Justin Farrell, Justine Mathieson and Gill Vogl. Photography by the many friends of ReachOut, but with special thanks to Andréa Browne, Jackson Gallagher, Gunther Hang, Doug Millen and Billy Russell. Designed by Green Scribble. Copyedited and proofread by Robyn Flemming. Printed by the legends at Arrow Print.





'ReachOut has helped me understand myself and my issues better. Without it, I may have done the unthinkable.'

Anonymous male, 23, Australian Capital Territory



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ABN 27 075 428 787 DGR 442 641

Level 2, 35 Saunders Street  
Pyrmont NSW 2009

Call us on +61 2 8029 7777  
or email [info@reachout.com](mailto:info@reachout.com)

