

A young man and woman are laughing together. The man is on the left, wearing a white shirt and a dark tie. The woman is on the right, wearing a white shirt, has a purple mohawk, a nose ring, and a lip ring. They are both smiling broadly. The background is a white lattice fence.

ReachOut Australia

Annual Report
2015-2016

REACH
OUT.COM

The devastating reality

Suicide is the leading cause of death for young people. In 2015 alone, 391 young Australians died by suicide. We can't wait until young people are in crisis to make help available – we must act early on. For us, that means helping young people become more resilient, and supporting them to help themselves. And it means assisting their families to be there with the right support when they need it. This approach has led more than 74,000 young people to turn to ReachOut for help every month. We're confident this early intervention plays an important part in saving lives.

About us

ReachOut is Australia's leading online mental health organisation for young people and their parents. Our practical support, tools and tips help young people get through anything from everyday issues to tough times – and the information we offer parents makes it easier for them to help their teenagers, too.

We've been changing the way people access help since we launched the world's first online mental health service nearly 20 years ago. Everything we create is based on the latest evidence and is designed with the help of experts, and young people or their parents. This is why our digital self-help tools are trusted, relevant and easy to use.

Available for free anytime and pretty much anywhere, ReachOut is accessed by 132,000 people in Australia every month. That's more than 1.58 million visitors each year.

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.

Contents

2	Our year at a glance
4	A message from our Chair & CEO
6	Vision, mission, values
8	Our year in focus
10	Empowering partnerships
16	Delivering digital self-help
22	Growing our community
28	Thank you!
30	Our collaboration partners
32	Our Board
34	Financial snapshot
36	What next?

OUR YEAR AT A GLANCE



1.58

million
Australians
accessed
ReachOut.com



1 in 4

young Australians are
experiencing a mental
health difficulty'

4500

people per
month use our
tool, ReachOut
NextStep, to find
help that suits
what they're
going through



R NICE

Youth
Ambassadors
who are part
of the ReachOut
team:

148



59,993



people
accessed
ReachOut
Parents

18

 years of
ReachOut.com
helping young
people

Centre: Jen, Katrine and Sonal were part of the team that ran the ReachOut Room at Adelaide's AVCon gaming convention.

Left: Two young people who joined us in the Sydney Gay and Lesbian Mardi Gras Parade.

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.

A MESSAGE FROM OUR CHAIR & CEO

First, and most importantly: thank you. Our work is made possible not only by the generosity of our supporters, but by the open-hearted collaboration, expertise and courage of our partners, team members, and the many young people and parents who give of their time to improve our services.



In particular, we'd like to thank our Board and leadership team for their guidance, and for strengthening our growing organisation over the past year. Without a doubt, all of this support from every avenue has enabled ReachOut to help more Australians than ever before.

Mental health remains the most pressing health issue in young people's lives. Young people are often lauded for their enthusiasm, insight and courage, making it a great injustice that so many of them experience mental health difficulties. In 2015, 391 young Australians died by suicide. There is so much more we can – and must – do to reduce this number.

ReachOut was born digital. When we launched the world's first digital mental health service 18 years ago, people had to turn on the internet before going online, and social media and smartphones were a generation away. Today, online tools and systems touch every part of our daily lives. It's a constantly evolving space that brings many exciting opportunities.

We're about to make a step-change in our work, and we're feeling determined and enthusiastic about the future.

Our team has shown we're not afraid to change the way we work in order to take advantage of these opportunities. This year, we established our in-house development team, expanded our organisation and moved office, and recalibrated our marketing strategy to reach thousands more people. We brought on new partners with incredible expertise and developed a new 2020 strategy that we'll launch in early 2017. And through it all, we lived our newest organisational value, *courage*.

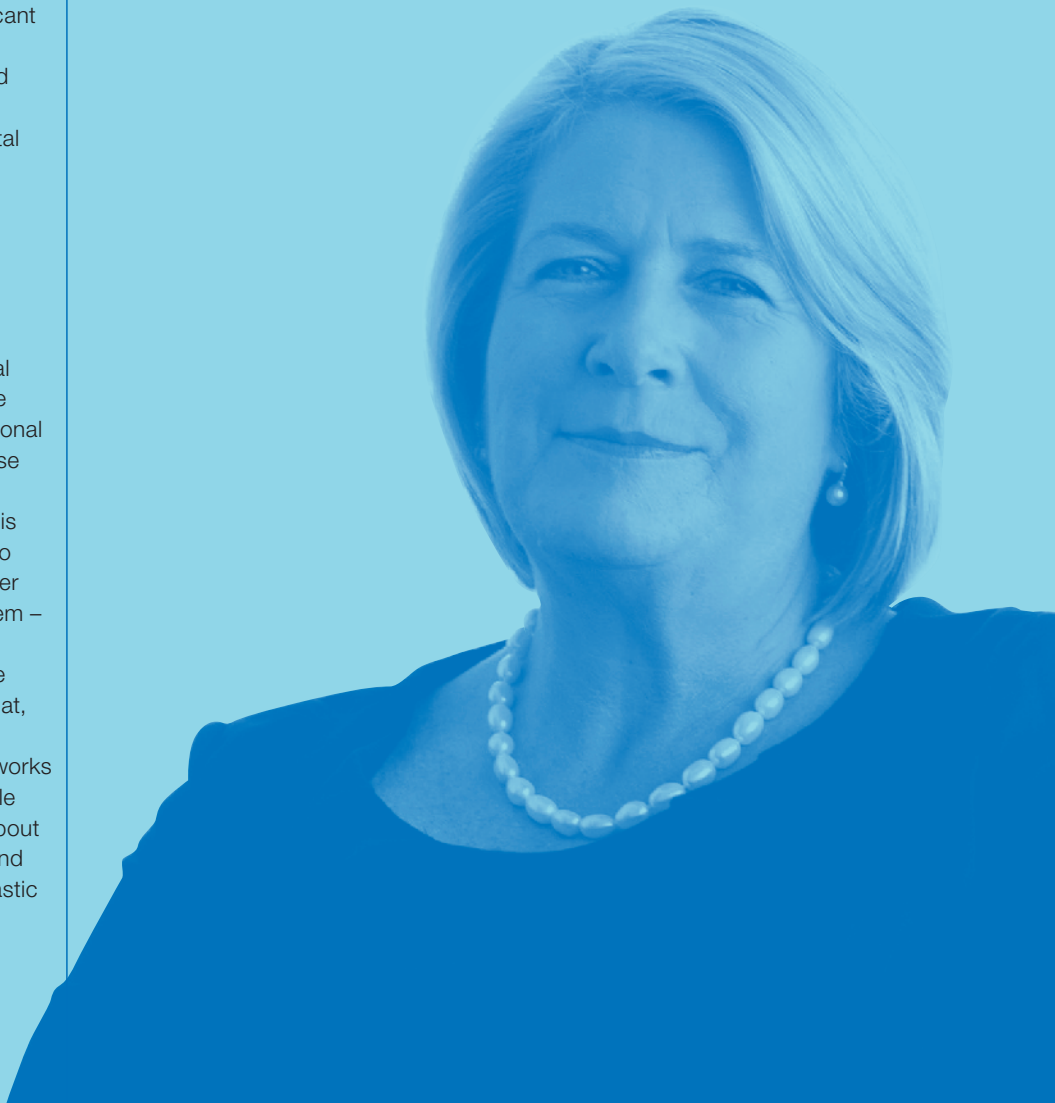
These steps paved the way for significant achievements, including the launch of ReachOut Parents, which has reached more than 60,000 people, and the creation of Australia's first digital mental health gateway ReachOut NextStep. We're delighted that our progress has attracted new commitments from government and some of Australia's most successful corporations.

But the biggest opportunity available to us is also one of the simplest: digital self-help can be used by millions more people than is possible through traditional mental health services. In fact, because ReachOut is a low-cost digital service that's always on, our capacity to help is unlimited. This is why we believe it's so important that digital self-help be better integrated into our mental health system – something the Australian Government has recognised in its reform plans. We are eager to build on this and know that, with the support of state and federal governments, and primary health networks across the country, more young people and parents will access help. We're about to make a step-change in our work, and we're feeling determined and enthusiastic about the future.

The imminent launch of our ambitious strategy will sustain and build on our momentum so that we can continue to provide a contemporary digital self-help service that empowers young Australians and their parents. Thank you for joining with us to make it happen.

Julie White
Chair

Jono Nicholas
CEO



Helping all young people be happy and well.



VISION MISS



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

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.

MISSION VALUES



Left: Members of Team ReachOut and Race relax after running the City2Surf.

OUR YEAR IN FOCUS





EMPOWERING PARTNERSHIPS

We partner with like-minded organisations to grow awareness of our services and help empower more young people.

Integrating digital self-help into the mental health system

It is imperative that digital self-help services such as ReachOut play a key role in our mental health system. Because we're always on, we have unlimited potential to connect Australians with the help they need.

In our most recent research report, developed in partnership with EY, 68 per cent of young people said ReachOut helped them work out what they needed.

Our most recent research report, *One Click Away?*, developed in partnership with EY, showed that digital self-help is an effective and engaging means of providing mental health support for young people. In the report, 68 per cent of young people said ReachOut helped them work out what they needed – that's hundreds of thousands

of people who may not have found answers otherwise.

We've worked closely with the Australian Government on the mental health reform process, particularly as digital solutions are a feature of its reform plans and its twenty-first century mental health care system.

We're also engaging with Primary Health Networks to ensure that ReachOut tools and resources are considered as part of that integrated regional planning and service delivery. This way, young people will always have a clear pathway to access help when they're going through a tough time.

Boosting awareness with support from partners

There's no limit to the number of people we can help through ReachOut, but we can't assist people who don't know we're here. We've made enormous efforts to raise awareness of our service and to increase the number of people who access our tools, advice and forums, particularly through partnerships that leverage generous in-kind support from advertisers, corporate partners and event organisers.

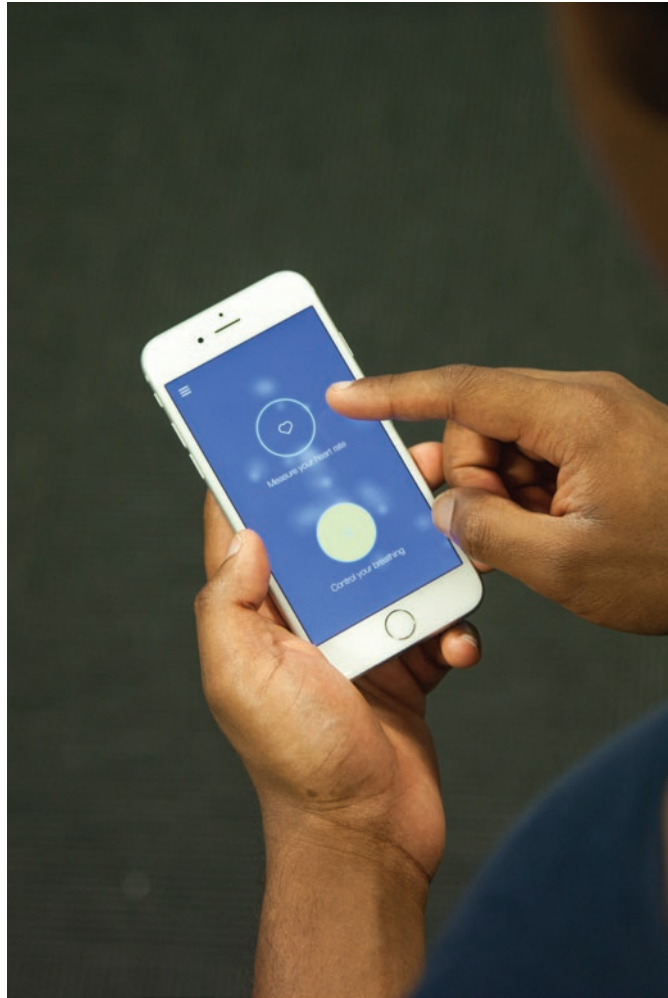
Thanks to the support from numerous partners, our advertising campaign for ReachOut Parents was seen on buses and billboards and in cinemas and shopping centres across the country.

In partnership with EY, our third and biggest-ever float in the Sydney Gay and Lesbian Mardi Gras allowed us to show our support for LGBTQI young people – tens of thousands of whom visit ReachOut every month.



Being an Ambassador for ReachOut Australia is a special opportunity for me to be a part of making a difference in young people's lives.

Rahart Adams, ReachOut Ambassador



Left: A young man uses the ReachOut Breathe app on his smartphone.

Below: Our biggest-ever entry in the Sydney Gay and Lesbian Mardi Gras Parade saw us partner with EY to show our support for lesbian, gay, bisexual, trans, intersex, queer and questioning young people. Here, our CEO, Jono Nicholas, is joined by fellow marchers Tessa and Gaby.



Practical, actionable help through ReachOut Parents

A teenager whose parent recognises that they need help is more likely to get it. Additionally, because parents are time-poor, they are increasingly using the internet to find information and advice. We launched ReachOut Parents with these facts in mind. A major development in achieving our mission, ReachOut Parents makes tips, facts and peer support available at any time, anywhere, for parents who are concerned about their teenager's wellbeing or mental health.

Our user-centred design approach engaged more than 1100 parents from around Australia so that we could bring the same intuitive understanding we have of young people to parents, too. We found that parents want

Since its launch in May 2016, nearly 60,000 people have visited ReachOut Parents and more than 760,000 have seen our awareness campaign, which was designed by Yonder Creative.

actionable, practical strategies that are simple to use in their own lives – making it more likely that they'll be able to help their teenager. We've embedded these strategies across more than 140 fact sheets on key issues that matter to parents, including communication, peer pressure and school study stress.

Each month, more and more people are looking up ReachOut's new service for parents. Since its launch in May 2016, nearly 60,000 people have visited ReachOut Parents and more than 760,000 have seen our awareness campaign, which was designed by Yonder Creative.



In 2017, we'll launch the second phase of the service, providing one-on-one coaching in partnership with The Benevolent Society.

Helping students and their parents manage the stress of Year 12 exams

Our campaigns and advocacy efforts have successfully achieved major media coverage around disruptive ideas that help young people.

There's Life After Year 12 Exams, our third annual study stress campaign, has put students' mental health at the heart of the conversation about Year 12 exams. This year, there were more than 340 news, radio and online media pieces about the stress that young people experience around exams and final-year results. This meant that Year 12 students turned to us for help in unprecedented numbers, with an estimated 110,000 young people using ReachOut during the exam period, and more than 189,000 Snapchat users sharing their study break with our geofilter.

Above: Nathan, a ReachOut team member, was one of many people who shared what they did after Year 12 exams as part of our annual exam and study stress campaign.

Right: A young woman uses ReachOut NextStep on a smartphone.

ReachOut provides me with a safe place to come when I'm not feeling great. There's always something to help me through a dark time.

Anonymous, 19, New South Wales

20%

increase
in Australian
traffic

Navigating mental health help options with ReachOut NextStep

Mental health issues can be a challenge to navigate, which is why finding the right help needs to be as simple a process as possible.

personalise online and offline help options, increasing the number of people who get the right support for whatever they're facing.

The tool was created by ReachOut Australia as part of a multi-year research project in partnership with

With around 4500 users per month, ReachOut NextStep is one of our most successful tools ever.

Enter ReachOut NextStep – a tool that was five years in the making. With around 4500 users per month, it's one of ReachOut's most successful components ever. More than 80 per cent of people who start using the multi-step tool view their help recommendations, showing that it's easy to use and gives useful results. It's one example of how digital solutions can automate assessment of mental health needs and

the University of Melbourne and the Young and Well Cooperative Research Centre. ReachOut NextStep can be integrated on virtually any website popular with young people – including as a valuable help option to complement other services. Once implemented, this will see ReachOut NextStep give many more young people the power to understand their mental health and choose how to manage it.

It's all too common for young adults to get caught up in self-doubt and hopelessness, without realising that there is help all around them. The Rowley Foundation supports ReachOut because we believe that ReachOut gives young Australians the place to find that help.

Bay Rezos, 24, Rowley Foundation



Campaigns that meet young people where they are

Our scalable model means that our greatest challenge isn't increasing capacity – it's raising awareness. In response to new evidence that guides our approach to awareness campaigns, we aim to meet young people where they are. This means using new digital platforms such as Spotify, Instagram and Snapchat, as well as cinema advertising and new partnerships with folks like Student Edge and Oz Comic-Con. It's an approach informed by our annual brand and help-seeking study and tested extensively with young people, maximising its relevance in their lives.

For example, together with the gaming and mental health charity CheckPoint, and supported by gaming convention organisers, we hosted a unique mental health-focused chill-out space at three conventions in capital cities. This initiative took ReachOut into the heart of gaming conventions across Australia, while giving young gaming enthusiasts a space in which to de-stress and to learn about ReachOut's mental health tools.



Leveraging our partners' expertise through our digital platform

Our services build on the wealth of experience of the range of partners featured in the 'Collaboration Partners' section of this report. This year, we've extended the expertise of several key partners with our digital platform to better serve young people and their families.

The Benevolent Society knows family, and brings more than 200 years of experience to our upcoming coaching program as part of ReachOut Parents. In partnership with them, we'll extend our shared expertise into new communities via an online coaching service to give parents the skills and confidence to help their teenagers.

On the Line are experts in providing telephone and online counselling services, making them a perfect partner to monitor and respond to our forum users out-of-hours, ensuring that an immediate response is available when people need it most.

Soap Creative's passion for developing engaging games and for digital design is

baked into ReachOut Orb, the upcoming ReachOut Parents coaching service, and we'll continue to work with them in 2017 on the redesign of our core service for young people.

Supporting professionals who work with young people to use digital self-help tools

We support professionals who work with young people, including teachers, school counsellors, social workers and youth workers, to use digital self-help to assist the young people they work with.

ReachOut Professionals receives more than 24,000 visitors every month.

ReachOut Professionals receives more than 24,000 visitors every month, with many visiting to learn how they can support young people to use social media safely, how to use digital tools like ReachOut Orb in their work, and to access a range of classroom resources that make teaching mental health wellbeing easier.

Below: A young woman tries out our apps in the ReachOut Room, our mental health-focused chill-out space at AVCon Adelaide.

We've been delighted to develop apps and tools that are making a difference to young Australians' lives.

And the future looks even brighter as we transform ReachOut with even more interactive features that help young people help themselves.

DELIVERING DIGITAL SELF-HELP

Changing the way we work in order to stay at the forefront of the ever-changing world of digital self-help.





Above: A young man uses ReachOut Orb on an iPad.

A new vision for our services

Smartphone usage by Australian teenagers has increased from 25 per cent in 2011 to 80 per cent in 2015. Young people are also more purposeful consumers than ever before, and expectations of engagement and personalisation are more sophisticated than when we developed the current version of ReachOut.com. We may have been born digital, but we need to strive to keep our platforms engaging and relevant if we're to keep up – which is why we've developed a new service model to take us to 2020.

The forums make me feel less isolated and less like I should be ashamed for getting help, when there is still such a stigma among young people regarding mental health problems.

Anonymous, 17, Queensland

Our new model encompasses every aspect of the ReachOut service and identifies the growth needed for us to continue to reach young people earlier. We'll engage partner platforms, including parents, schools, workplaces and the broader mental health system, to connect with young people and help them recognise the signs and symptoms of mental health issues. Increasingly, we'll personalise the self-help strategies we present to our users, connecting young people with interactive content, apps and other tools that support deliberate behaviour change, while giving them options so they can find what works for them.

It's a visionary model that collaborates with the supports in young people's lives to meet them where they are, and takes advantage of today's digital technologies to make our self-help even more accessible and engaging.

The ReachOut Youth Service Model was developed in partnership with Meld Studios.

53,000

app downloads



Tracking service impact using innovative approaches to evaluation

Thanks to our rigorous evaluation framework and continuous improvement processes, we can say with confidence that our service model does what it says it does – empowers young people before a tough time turns into a crisis.

people are seeking but aren't getting in other places.

The Cohort Study is one component of our new evaluation framework, which systematises and embeds evaluation across the organisation. The sophisticated framework brings together insights from multiple methods, including online studies such as our Cohort and Annual User Profiling Studies, online

Seventy per cent of young people who took part in our Cohort Study said ReachOut made it easy for them to help themselves.

Young people give ReachOut very high satisfaction and impact ratings, as shown in our inaugural Cohort Study. The study was one of the largest and most advanced of its kind, using online tracking methods to follow 2000 consenting participants across three months. Two out of three young people said that ReachOut gave them practical suggestions and tools, and around 70 per cent said ReachOut made it easy for them to help themselves. Given that half of these young people reported they had approached another service but hadn't received the help they needed, it's clear that ReachOut is providing the support that many young

pop-up surveys, user experience workshops, qualitative focus groups, and even projects like the randomised-controlled trial of the app ReachOut WorryTime. The framework supports ReachOut to quickly draw together and action insights derived from varied research and evaluation activities into service improvements for our users.

Thank you for creating a wonderful site. You have helped me a lot and have saved me, too.

Anonymous, 16, New South Wales



At Telstra Foundation, we believe in the power of technology to change young people's lives. ReachOut is re-imagining youth mental health services through digital innovation, so it wasn't a big leap to partner with them on ReachOut Orb. ReachOut brings a wealth of evidence and expertise to the project, and they truly understand the problems young people are facing. They're an amazing bunch of people with a strong track record of delivering impact at great scale, so we're very happy that ReachOut Orb can help more young people to thrive.

Jackie Coates, Telstra Foundation

Right: Characters that make up the virtual world in our game designed for Year 9 and 10 students, ReachOut Orb.

An interactive game that changes the way young people see their world

We believe in digital. We believe it can work in the classroom, too. With our interactive game ReachOut Orb and its teaching resources, we can change the way young people see their own worlds – and boost their ability to use strategies to improve their wellbeing.

The ReachOut Orb game and teaching resource now has more than 4000 registered users.

Developed for the ReachOut Schools program, the ReachOut Orb game and teaching resource were launched in March 2016, and the game now has more than 4000 registered users.

This visionary project was made possible by Telstra Foundation's Social Innovation Grant Program and Soap Creative's incredible expertise in game development.

We've got a video for that

Want to learn about why gaming can be good for mental health, or how to help your teenager through depression? What about abusive relationships, binge drinking or workplace bullying? Or maybe you want an insight into what young people wish their parents knew about being a teenager today. As of this year, we've got a video for that.

In fact, we have over 400 videos, with more than 80 new releases in the past year alone.

Videos are more vivid than written content in helping our audiences to experience and understand tough situations, and identify appropriate help strategies, because viewers can more easily imagine themselves in the same situation. They're also far easier for some users to digest, making them powerful in overcoming literacy barriers. Videos bring self-help to life, so you'll be seeing many more of these from us.

108

user experience interviews and 10 co-design workshops





Below: A section from our comic series that we shared as part of our 2016 sex and relationships campaign.

Innovative personalisation tools to develop our core service

The guiding question behind several of our trial projects was: 'How do you personalise digital self-help?' Each project focused on a different aspect of our service, providing insights that inform our service delivery. The help quiz pilot tested a model for personalising local help options in the Western NSW Local Health District; Moderator Assist used machine learning and natural language processing to speed up forum moderation; and The Toolbox's categorisation tool – now on ReachOut.com – makes it easy for young people to find evidence-based mental health and wellbeing apps that suit them. Projects like these help us to create and share new knowledge that progresses digital service delivery not just at ReachOut, but also at our community and university partners.

Testing new campaign strategies

We chose a tough topic for our social media campaign that kicked off on Valentine's Day 2016: sex and relationships.

Covering related issues such as self-worth and body image, a comics series commissioned for the campaign made light of the situation but kept things real, as we hoped to make the issues more accessible for discussion among young people.

A day in the life of a young person

Our video diary study surfaced young people's everyday experiences to reveal their needs and inform service development. The study asked 13 young people to document their everyday lives over the course of a week through photos, videos and written journal entries to capture insights about their friendships, emotional supports, common issues they experienced,

In just two weeks, our 2016 Valentine's Day campaign reached 850,000 people on Facebook.

It worked: in just two weeks, the campaign reached 850,000 people on Facebook.


and feedback on ReachOut. Led by our research team, this rich qualitative data brings the experiences of our hundreds of thousands of users to life, making it simpler for us to personalise ReachOut and ensure it's relevant to our audiences.



I like the forum. Everyone is so kind and helpful. When I received a lot of feedback on something I posted, it was so helpful. It's nice to know I'm not alone and that the support is there.

Anonymous, 18, Western Australia

**ReachOut.com
has helped me to
understand more
about what some
of my friends may
be going through
and allowed me the
opportunity to try
and help them and
be by their side.**

 Anonymous, 16, Queensland

GROWING OUR COMMUNITY

Growing our organisation and community to drive social change from the ground up.

Top and centre: Our 2016 Sydney City2Surf team celebrating everyone's efforts at the finish line.

Empowering young people to share their stories

Every year our Youth Ambassadors (YAs) bravely speak out, sharing their personal stories to help raise awareness of youth mental health. This year our YAs joined the Parliamentary Friends of Youth Mental Health at Parliament House, Canberra, to show federal politicians how they have benefited from apps like ReachOut Breathe and ReachOut WorryTime.

Townsville YAs Stevie and Phoebe presented at the Whitsundays Neighbourhood Centre's annual Youth Forum, and Jack and Christine spoke about their own experiences at the School Counsellors and Psychologists Conference.

We also hosted the winners of the What Matters? and Youth Frontiers awards. All three winning students spent a day at our head office and wrote about their experience, which we shared on our Facebook page.

We believe it's important to elevate young people's experiences, because no one tells their stories better than they do.

Building our community fundraising approach

Our newest fundraising campaign, *Up Your Game*, challenged fundraisers to step up or give up something in their lives, with two choosing to cycle 500 kilometres in May 2016 and another setting a new goal to go regularly to the gym. Their mates supported them all along the way and the team raised a large amount of donations for our work. Plus, 144 incredible people from around the country hosted or participated in events with their friends, families and communities that raised nearly \$120,000.



42,309

posts in the
Peer Support
Forums



70% of young people who need help aren't getting it²



Welcoming new expertise and leadership

We've been delighted to welcome new expertise and leadership to our Board and Leadership Team this year. Alison Hughes brings to our Board her significant experience in digital service innovation, and Zoe Gault offers a wealth of expertise in brand marketing. Liza Davis joined our Leadership Team as Director of Government Relations and Policy, while our long-time UX team leader Mariesa Nicholas took on Director of Research, and Deputy CEO Heather Doig expanded her role to oversee our Digital team. With this group of people, we're more confident than ever as we step up to our next strategic plan.

Protecting privacy and safety

Our work can involve sensitive information and situations, so we've enhanced privacy and safety protections for our users and research participants.

This year our Privacy Working Group conducted and implemented a full review of privacy at ReachOut, ensuring that personal information shared with us stays private and protected by industry-standard protocols.

Our Clinical Advisory Group, made up of a small team of dedicated external advisers, continued to oversee our duty of care procedures, guaranteeing that we respond in a way that keeps young people in a crisis safe from harm. Plus, our new partnership with teleweb counselling service On the Line ensures that if a forum user raises serious concerns of a potential risk of harm outside of business hours, we can connect them with crisis help services without delay.

²T. 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.

We felt so supported by ReachOut every step of the way. During the run, I personally loved spotting a ReachOut shirt in the distance or passing in the other direction. We would wave madly at each other and cheer each other even though we'd never met!

Laura, Team ReachOut and Race (ROAR) fundraiser, Western Australia

I see mental health as the biggest problem facing my generation. Volunteering for ReachOut makes me feel like I'm part of the solution. I'm so happy to think I'm contributing in a small way to ensuring that young people can get the support they need and know that support is always available to them.

Right: Youth Ambassadors Roseanna, Akhil and Maddie with The Hon Bruce Billson MP at a Parliamentary Friends of Youth Mental Health meeting held at Parliament House, Canberra.

Below: Our Patron-in-Chief, Professor The Honourable Dame Marie Bashir AD CVO, looks on as graduating ReachOut Youth Ambassadors give speeches at our 18th birthday celebration.

Collaboration, events and technology in a new location

Thanks to thorough project planning by our Organisational Development team, our office move from Sydney's Camperdown to Pyrmont was a big change carried out with little disruption. The larger, brighter space makes it possible to hold small events and user experience workshops in-house. It's also more conducive to presentations and teleconferences with partners, thanks to new technology throughout the office.



Living our new courage value

We live our six values – respect, compassion, inclusiveness, generosity, fun and our newest value, courage – in everything we do. This year, 1156 YAY YOU! awards were exchanged between staff – a fitting recognition of our team's commitment to living and celebrating our values. Congratulations to Doug Millen and Kerrie Buhagiar, our most prolific YAY YOU! writers, who awarded and received more than 300 YAY YOU! certificates combined.

Celebrating 18 years of ReachOut

Celebrating 18 years since we switched on ReachOut.com was special for us because it's a huge milestone for the young people we work with. Like them, we marked the occasion by looking back on what's changed – and what hasn't.

In our first year, just 30,000 people visited ReachOut. Today, 132,000 people visit us every month.

In our first year – 1998 – just 30,000 people visited ReachOut. Today, 132,000 people visit us every month. While the number of people we reach continues to grow, what doesn't change is the fact that ReachOut is the most scalable mental health service in the world.

I am quite amazed at the growth you have achieved in the past few years. Hearty congratulations to the team at ReachOut.

Michael Crouch AO



Bottom right: Akhil, a Youth Ambassador, explains how to use ReachOut Breathe at the Parliamentary Friends of Youth Mental Health meeting held at Parliament House, Canberra.

Dedicating ourselves to inclusiveness

As part of our focus this year on the *inclusiveness* value, we undertook a number of projects to improve our ability to engage with and help people from diverse backgrounds. We've made the first step in our Reconciliation Action Plan, which is a multi-year strategy to improve our knowledge and understanding of Aboriginal and Torres Strait Islander peoples so that we can better serve them in our work. Additionally, our *Social Inclusion Toolkit*, launched at the end of the year, will ensure that we prioritise inclusiveness in all of our projects, especially around gender, cultural diversity and disability.



Efficiently tracking impact with a new financial system

Our Finance team worked hard across the year to transition us from a legacy financial tool to a modern finance and HR package, giving us improved financial management, as well as greater transparency and efficiencies. The new system supports sophisticated tracking of funding and expenses so that we can show our major donors how their funds make our work possible. It will also help us get the best value from our funding and even save time in the process. Our HR Manager, Maxine, says she's excited about never seeing a paper leave form again.

ReachOut Youth Ambassadors in numbers

148

Youth Ambassadors

20

information stalls held by Youth Ambassadors around the country

35

new Youth Ambassadors in the Australian Capital Territory and South Australia

16

graduating Youth Ambassadors



I could seek help in my own time – no one was rushing me or telling me what to do. I found the help myself; no one forced me. Also, the information was all in the one spot and just a click away. I really liked how easy it was to find information that related perfectly to what has been affecting me and what has been happening in my life.

Anonymous

people who
accessed
ReachOut
Professionals:

290k

Establishing a leading-edge product development function in-house

Large projects, including ReachOut NextStep and ReachOut Parents, enabled us to bring our product development in-house this year, creating a new team of four broadly experienced developers. Our developers are able to work closely with our product and program managers to create our services, streamlining the process and delivering a more effective outcome for users.

In March this year, I ran a conference on mental health. So many people read through the RO information and told me about all the things they had learnt and how they felt more confident in speaking up about these important issues.

Emma, 20, Queensland



THANK YOU!

Thank you for believing in ReachOut. Your support for and confidence in digital self-help empower us to create new ways of helping young people to help themselves. Together, we're changing the way young people get help – for the better – and making sure that fewer young people than ever before have to go it alone.

Government Partners

We'd like to acknowledge our Government Partners, the Australian Government Department of Health and the Department of Social Services, for their funding and support for our work.

As a long-standing financial supporter of ReachOut, it's been a highlight to invest in their work over so many years and to see them grow as leaders in e-mental health support.

Genevieve Timmons, Portland House Foundation

Platinum Partners



Diamond Partners



Gold Partners



Geoff and Helen Handbury Foundation



YONDER CREATIVE

Silver Partners



Bronze Partners

Alfasi Family

Carmichael Group

Lion

Association of Financial Advisers

Chartered Accountants Australia & New Zealand

Michael Price

Avant Card

The Grace and Emilio Foundation

Trading Pursuits

OUR COLLABORATION PARTNERS

We love to share, which is why so much of our work is done in partnership with the amazing organisations acknowledged across these pages. Collaboration means we're able to extend their expertise and experience into the digital world, and potentially into every corner of the country, reaching young people with better help than any of us could have offered alone.

It's a pleasure to work with you.

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 Jeremy Law

MB, BS, B. Biomed Sc.
Psychiatric Registrar

Dr Anna Sidis

BA (Hons), DCP
Senior Clinical Psychologist

Joe Tighe

BSc (Hons) Psychology,
Dip. Coaching
Registered Psychologist

Dr Felicity Waters

MBBS, FRANZCP, Cert.
of Child and Adolescent
Psychiatry
Child and Adolescent
Psychiatrist

Content Partners

We work with specialist content experts and service providers to create our content.



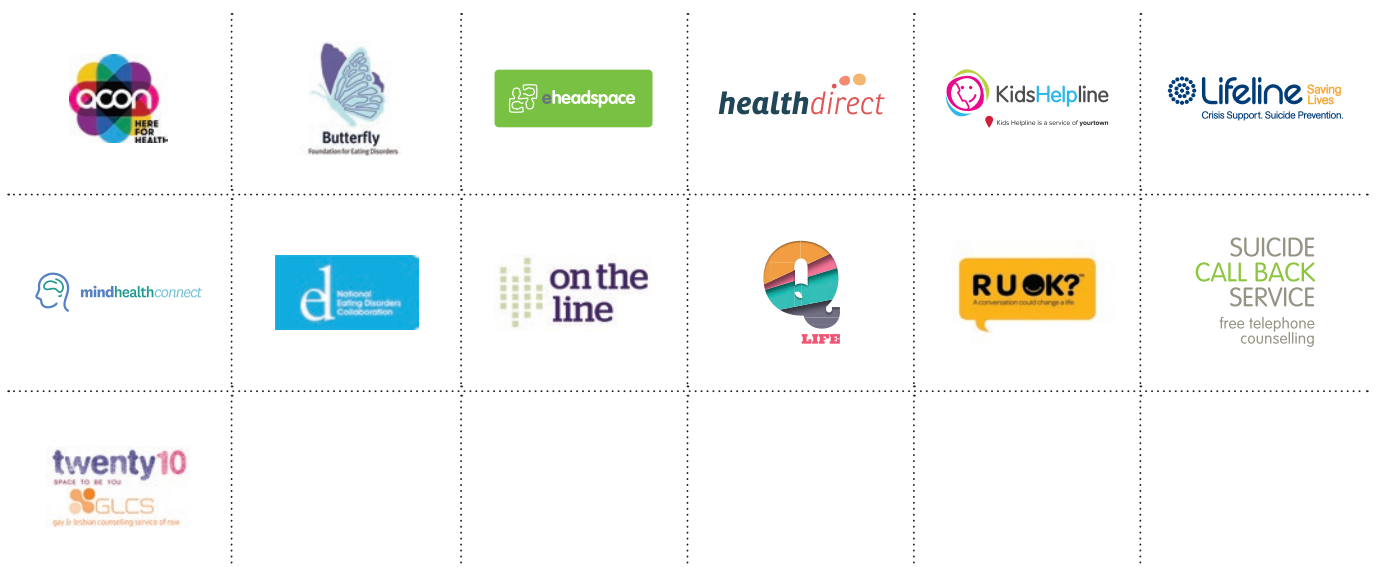
Research Partners

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.





Michael Price

Board member

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. Michael is a member of ReachOut's Fundraising Committee.

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 Hamlin Fistula Ethiopia Australia, and a non-executive director of International Fistula Alliance, Women's Community Shelters and Health Industries SA. Julie serves on a number of advisory boards and provides consulting and mentoring services to a range of not-for-profit organisations.



Helen Conway

Board member

Helen Conway has 30 years' experience in business and, more recently, in the public sector. She spent ten years in private legal practice, and then worked for 18 years as a senior executive across a range of industries. 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 – an Australian Government statutory authority. She is the Chair of Aon Superannuation and think tank Per Capita Australia, and a director of Westpac Life Insurance Services, St George Life, Westpac General Insurance, Westpac Lenders Mortgage Insurance and the Australian British Chamber of Commerce.

OUR



Zoe Gault

Board member

Zoe Gault is a Customer Marketing Manager at Coca-Cola Amatil and has been with ReachOut's Audit, Finance and Risk Committee since 2013. Previously at Lion, she progressed through the finance graduate program before transitioning across into category and innovation marketing, where she led several of Lion's category growth initiatives. By night, Zoe can be found singing at weddings or in some of Sydney's music hotspots.



Alison Hughes

Board member

Alison Hughes is Head of Digital at Virgin Money – an online financial services company. She is responsible for managing the digital team, developing and executing the digital strategy, driving digital initiatives across the company, and enhancing the technical capabilities of the company's digital platforms and overall online customer experience. She has previously led digital teams to develop and execute digital strategies, campaigns and projects across leading brands, including Lion, Schick, National Foods and Optus. Alison has co-owned two digital agencies, one achieving a ranking of #31 on the 2012 BRW Fast Starters list.

Andrew Wilson

Board member

Andrew Wilson is General Manager – Strategy, Planning and Innovation 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.



Nigel Smyth

Board member

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 Middle Harbour Yacht Club and Gill Australia, and has held board positions with Pillar Administration, the Centre for Social Impact and livewire.org.au. Nigel now provides technology strategic consulting and executive coaching to IT executives for a number of companies.

Our patrons

Patron-in-Chief

Professor The Honourable Dame Marie Bashir AD CVO

Founding Patron

The Hon Warwick Smith AM

Patron and Founder

Jack Heath

Patron

Geoff Handbury AO



BOARD

David Winterbottom

Board member

David Winterbottom is the Office Managing Partner at KordaMentha, one of Australia's leading turnaround and restructuring firms. He has about 30 years' experience working with organisations to solve operational, strategic and liquidity problems. Prior to KordaMentha, David was a partner with EY's restructuring practice. He is a Chartered Accountant and an Official Liquidator of the Supreme Court of Australia. A father to three children (aged 17 to 22), David has been involved with ReachOut's Board and committees for eight years. He is currently Chair of the Audit, Finance and Risk Committee.



FINANCIAL SNAPSHOT

It's thanks to the ongoing support of our funders and many generous donors, and with the oversight of our Audit, Finance and Risk Committee, that we're able to report this strong financial result after a year when we did more than we ever have to help young people with their mental health.

This year we completed the final year of our five-year research partnership in the Young and Well Cooperative Research Centre, and carried out the first full year of ReachOut Parents, funded by the Department of Social Services. We increased our marketing spend in order to boost our awareness and reach more young people, continued to build our surplus so that we always have three months of operating expenses on hand, and shifted to a larger premises that accommodates our expanded team. Additionally, we grew our partnerships, with several major corporations and foundations announcing multi-year commitments to our work.

This financial data is extracted from our *2015–16 Annual Financial Report*, which is available in full at ReachOut.com/about.

\$2.1m

Funds received through non-government grants or donated by our corporate partners, community fundraisers, regular givers and individual donors. Thank you.

\$5.4m

Government grants supporting our services and research, making up 69 per cent of our overall income.

\$155k

This year's surplus, which we've saved in order to build our reserves to a safe three months worth of expenditure.

Statement of Income and Expenditure

For the year ended 30 September 2016

	30 Sept 2016	30 Sep 2015
	\$	\$
Income		
Government grants	5,375,335	3,769,218
Non-government grants	1,141,691	867,745
Donations	998,013	1,166,052
Interest	166,925	163,337
Consultancy and other income	81,526	80,354
TOTAL INCOME	7,763,490	6,046,706
Expenditure		
Employees	3,383,877	2,998,787
Design and delivery of services	2,305,076	1,840,772
Marketing and fundraising	1,193,384	421,575
Administration	270,425	259,780
Travel	158,674	172,619
Occupancy	225,004	127,591
Depreciation	91,078	22,497
TOTAL EXPENDITURE	7,627,517	5,843,621
Other comprehensive income		
Net gain / (loss) on revaluation of financial assets	18,964	(59,821)
SURPLUS	154,936	143,263

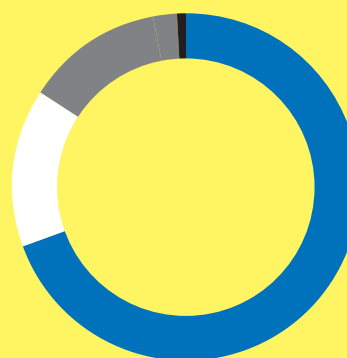
Statement of Financial Position

as at 30 September 2016

	30 Sept 2016	30 Sep 2015
	\$	\$
ASSETS		
Current assets		
Cash and cash equivalents	2,481,772	4,211,144
Trade and other receivables	168,783	154,843
Total current assets	2,650,555	6,788,868
Non-current assets		
Property, plant and equipment	306,896	175,587
Intangible assets	139,564	21,420
Financial assets	2,445,702	2,422,880
Total non-current assets	2,892,163	2,619,887
TOTAL ASSETS	5,542,718	6,985,874
LIABILITIES		
Current liabilities		
Trade and other payables	502,226	569,853
Unspent project grants	2,759,748	4,290,890
Provision for employee benefits	243,800	250,283
Total current liabilities	3,505,774	5,111,026
Non-current liabilities		
Provisions	46,307	39,148
Total non-current liabilities	46,307	39,148
TOTAL LIABILITIES	3,552,081	5,150,173
NET ASSETS	1,990,637	1,835,701
ACCUMULATED FUNDS		
Accumulated surplus	1,990,637	1,835,701
TOTAL ACCUMULATED FUNDS	1,990,637	1,835,701

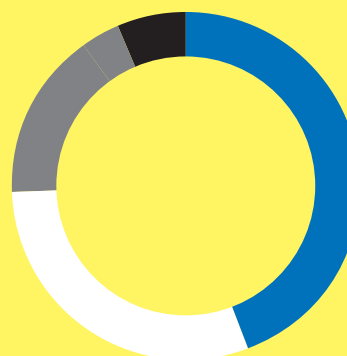
Income

- Government grants
- Non-government grants
- Donations
- Interest
- Consultancy and other income



Expenditure

- Employees
- Design and delivery of services
- Marketing and fundraising
- Administration
- Other: travel, occupancy and depreciation



WHAT NEXT?

- ▶ The launch of coaching for parents with The Benevolent Society
- ▶ The new ReachOut.com, completely redesigned for young Australians
- ▶ Data projects that help us target the young people who most need help
- ▶ Enhanced engagement with rural, regional and remote audiences thanks to support from Future Generation Global
- ▶ A new partnership with the Australian Broadcasting Corporation focusing on bullying



Acknowledgements

Thank you to the enthusiastic team of people who helped us collate and celebrate our achievements this year. Written and produced by Doug Millen with assistance from Neall Kriete, Justine Mathieson, Kitty Rahilly, Maxine Bartlett, Naaz Hussain and Victoria Blake. Photography by the many friends of ReachOut, but with special thanks to Gunther Hang, Doug Millen, Ben Davies, Sebastian Kriete, Dre Browne and Justin Farrell. Designed by Yonder Creative. Copyedited and proofread by Robyn Flemming. Printed by the team at Special T Print.

Background:
A young man uses
ReachOut Orb
at school.

I was always so scared that I was just born wrong and a horrible person. And that I was stuck that way and that life was shit. Your site helped me see that that's not true. And I can't even begin to thank you.

Anonymous, 24, New South Wales



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