



WAAAAAHH
HHHHHOOO
OOOOOOO!
WHAT A YEAR!



TOGETHER MORE THAN YOUNG PEOPLE PARENTS HELP

THANK



Woah.
That's a lot yo.

Yay!

So much to
celebrate!

Good
job.

Feels like the
weekend!

Woo Woo!

Thanks!!!

WE HELPED 2.4 MILLION AND THEIR THEMSELVES.

YOU!

Reeeeeaaaaally proud of what we're doing!



That's so awesome!



That's one more positive for the day!!!!

Amazing 🥰

Nice!!

Thanks!!!



Together with our partners, sponsors and volunteers, we were able to help more than 2.4 million young people and their parents. We're getting close to reaching our three-year goal of helping 1 million more young people and their parents by the year 2020. And we thank you!



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1

We really reached out!

This year we've supported more than 2.4 million young people and their parents. (Yay!)

Woo hoo!

2017-18
AT A
GLANCE.



2

We supported each other.

Issues like cyberbullying can make the online world seem like a dangerous place, but it can also be a place for good. ReachOut's online forums offer valued peer-support to help young people – and their parents – feel less alone. This year more than 1700 young people joined our youth community, bringing this group of inspiring young people who are helping one another to almost 9000 members. And, our parents forum saw 213% increase in views!

3

We helped non-help seekers.

This year we increased our focus on young people who need support but are not getting it. We launched a series of online films where a group of young people talk about the everyday problems they experience and the series has had a huge impact.

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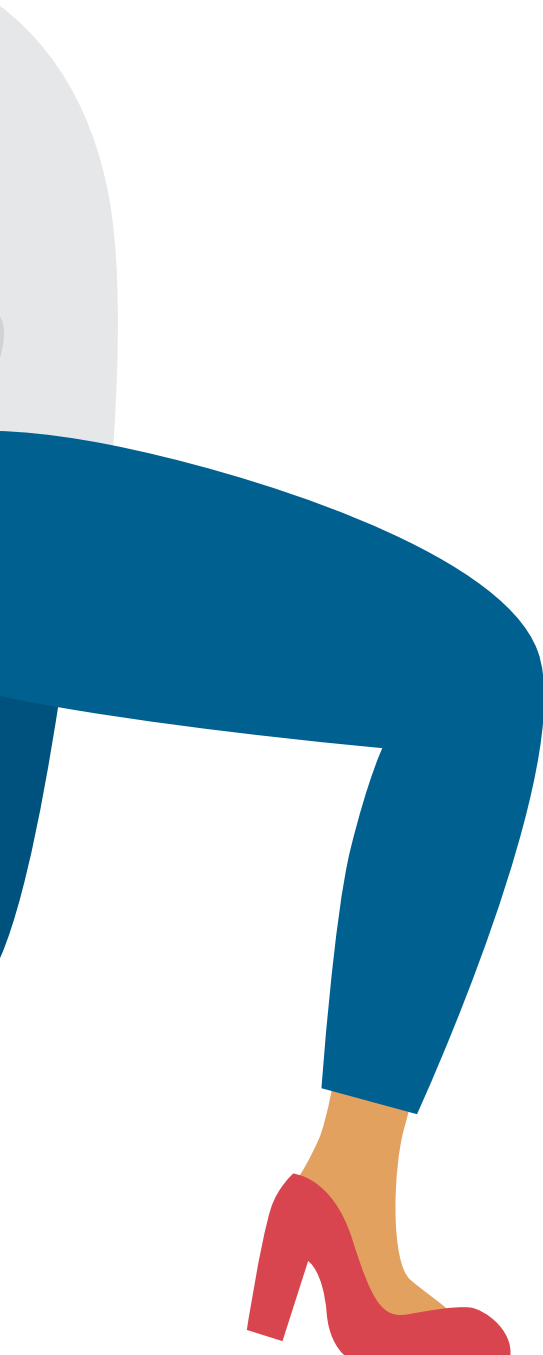
We progressed our RAP.

ReachOut's vision is for an inclusive, compassionate and cohesive Australia that truly embraces Aboriginal and Torres Strait Islander culture. We launched our second Reconciliation Action Plan, Innovate RAP, in October 2018 and commissioned Summer May Finlay to assist with its implementation. The Innovate RAP outlines our commitment to working in partnership with Aboriginal and Torres Strait Islanders to deliver an inclusive, accessible service that meets their needs, and contributes to improved mental health and wellbeing outcomes. We strive for all Aboriginal and Torres Strait Islander young people to be happy and well, and able to reach their full potential as emerging elders.

5

We welcomed a new CEO.

You can't welcome in a new CEO without saying goodbye to an old one, and it was with much sadness (okay, and a few tears) that we farewelled Jono Nicholas. Jono has been a member of the ReachOut family for twenty years and an incredible CEO for the last ten. He has left us in good hands however. Ashley de Silva took over the role in September and we're very excited to have him as our CEO.



This has been another successful and significant year for ReachOut. We've helped a huge number of young people and their parents and we hope that we've been able to make an important contribution to helping all young people in Australia be happy and well.

Of major significance for ReachOut this past year, was the decision of our outstanding and long serving CEO, Jono Nicholas to step down. With 20 years of service to ReachOut – ten of those as CEO – Jono has been instrumental not only in ReachOut's inception, but in its continued growth and success. He has been an unwavering advocate for young people and should be immensely proud of his legacy. We wish him every success in his future endeavours.

After a competitive search, the Board was pleased to appoint our current Deputy CEO, Ashley de Silva, to the position of CEO. Ashley's strong business background has been instrumental in helping drive organisational transformation and growth over the past four years and demonstrates a vision and passion that we believe is essential to lead ReachOut into its next growth phase. The Board is looking forward to our continued work together to achieve ReachOut's strategic goals and to help young people be happy and well.

Our Board and wonderful staff continue to work tirelessly to ensure ReachOut provides the very best information and support to young people in need of our services. Government funding, although incredibly welcome and vital to our core, will never meet all our needs and we are so thankful to our many supporters – corporate, trusts and foundations, and individual philanthropists – who have all demonstrated through their financial commitment a strong belief in our work and the need to support young people through tough times. Thank you all.

ReachOut ends the year in a strong financial position, with an energised and committed staff led by our new and exciting CEO. We are looking forward to the challenges and opportunities in the coming year.

Julie White
Chair

Our increased support has provided real help in real-time to over 2.4 million people. Having this kind of impact can only be a group achievement. We couldn't have done it without the incredible support of our staff, the young people who volunteer as ReachOut Youth Ambassadors, our Board, and our community, individual, corporate and government supporters. And not to mention the incredible work of our CEO for the last ten years, Jono Nicholas. (We're really going to miss you Jono!)

Thank you all from the bottom of our hearts.

We're looking forward to working alongside you again next year, to reaching our goal of helping an extra one million people by 2020 and to welcoming big, positive change in the years ahead.

To do this however, the statistics demand we take a more collaborative and innovative approach. Despite the many mental health organisations working towards suicide prevention, suicide is still the leading cause of death for young people. There is not enough access to timely, staged support, and as a consequence people are slipping through the cracks.

As a sector, we need to do things differently.

If we're going to help turn these statistics – and the lives of more young people – around, we need to act on the recommendations of numerous reviews and inquiries.

We must use our online services to innovate and expand our service delivery and its integration into the mental health system.

We've been able to reach and support more young people and their parents than ever before and we're humbled by the real difference we've been able to make in young people's lives.

ReachOut already offers proven, effective and evidence-based services, and we are determined to do even more to address the capacity constraints in the mental health system.

By embracing new ideas and working together more broadly, we can make a tangible difference to young lives everywhere.

Ashley de Silva
Chief Executive Officer

Turns out 'anxiety' is completely normal.

My journey began when I went into Year 7. I started to experience what I now know is anxiety. I'd find myself constantly worrying about things, whether it was my homework or what people thought of me. I didn't know I could do something about it because I'd never been taught how to reach out.

I became quite sad and depressed. Some days I no longer wanted to go to school, and I no longer wanted to do the things I enjoyed. A teacher let me know that she was concerned about me and had noticed some changes in me – that I wasn't smiling much anymore. She suggested I look at a website called ReachOut. She knew other students had used it and that it helped them.

I went to the site and read all this information and it was just great to have a name to put to what I was feeling. I first heard the term 'anxiety' on ReachOut. Before that I didn't think there was something that 14-year-old girls could get because they were worried about school.

Thank you to everybody who supports ReachOut because they couldn't do the things they've done for me and other young people without that support. It's wonderful to know that there's this service out there.

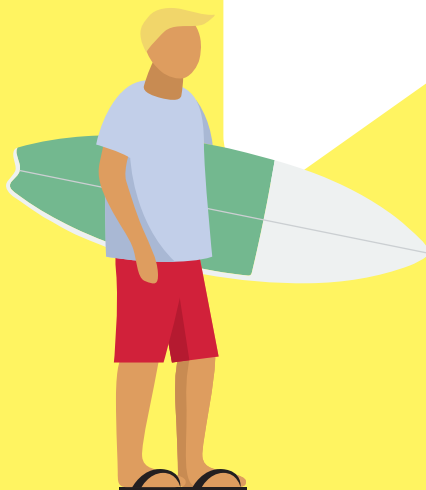
It was a massive release to find that I was normal and this happens to other people like me. I might still struggle, but I never feel completely alone. To this day, I'm very grateful for the things I have in my life. I no longer wake up upset and unhappy. I'm back to enjoying life and doing the things that I really love.



Digital self-help is at our fingertips. It's in our backpacks and our pockets. We know it has a positive influence on accessing support and yet young people aren't reaching for it soon enough. To create real change we believe widespread integration of digital self-help is vital. ReachOut is committed to leading the evidence base for digital self-help to demand integration on a national, regional and local scale.

PRIORITY 01

WIDESPREAD INTEGRATION OF DIGITAL SELF-HELP



PRIORITY 01: WIDESPREAD
INTEGRATION OF DIGITAL SELF-HELP

WHAT WE ACHIEVED IN 2017/18.



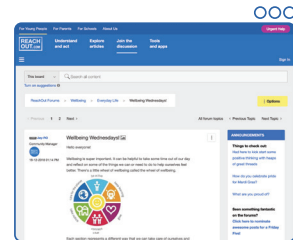
We supported thousands more young people.

For the past two years our goal has been to support an extra one million people by 2020. Thanks to the tremendous efforts of last year, we're close to achieving that goal. By continuing to empower young people with tools to manage their mental health and wellbeing, deepen our engagement with parents, teachers and carers, and constantly improving the effectiveness of our services through ongoing feedback, we'll get there.



We advocated for young people in regional and remote areas.

In partnership with Mission Australia, we took to Parliament House to launch *Lifting the Weight*, a major investigation into how we can better support young people living in regional and remote Australia. Thanks to Future Generation Global (ASX: FGG) we've also been able to increase our response to the needs of young people in these areas.



Our forums provide immediate relief.

According to our research, ReachOut's peer-to-peer forums provide immediate relief for young people experiencing tough times. They help young people feel better, just by having an anonymous, stigma-free space – with no fear of judgment – where they can express themselves, share their experiences or just read about the experiences of other young people just like them. Our forums help young people reduce their sense of isolation and encourage further help-seeking by building service-readiness.



We showed young people that it's ok to ask for help.

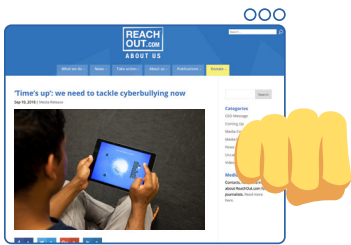
1 in 4 young Australians are living with a mental health difficulty, but many don't realise that what they're experiencing is worthy of help. That's a huge problem. Last year, with the support of the Department of Health's National Suicide Prevention and Leadership Support Program, Future Generation Global (ASX: FGG), Reef Shark Foundation and many other supporters, we developed a national media campaign – made up of a series of short films – that explored the wide range of support we can offer to young people not actively seeking help.



We were there for more parents.

Young people are turning to their parents for support with mental health more than ever before. Our resources give a much-needed perspective on a wide-array of situations.

We understand that parents of teens need care and advice too. The parents service received more than 290,000 unique visits, and dedicated parents forums provided a safe place for parents of young people to seek expert advice and connect with other parents.



We called out tech giants on bullying.

More than 1 in 3 Australian school students who are bullied report that it happened online. This year we said enough is enough and demanded global tech giants and governments do more to tackle it. We know this is a problem that won't easily go away and we're working hard to support young people who experience bullying, while advocating for widespread change.



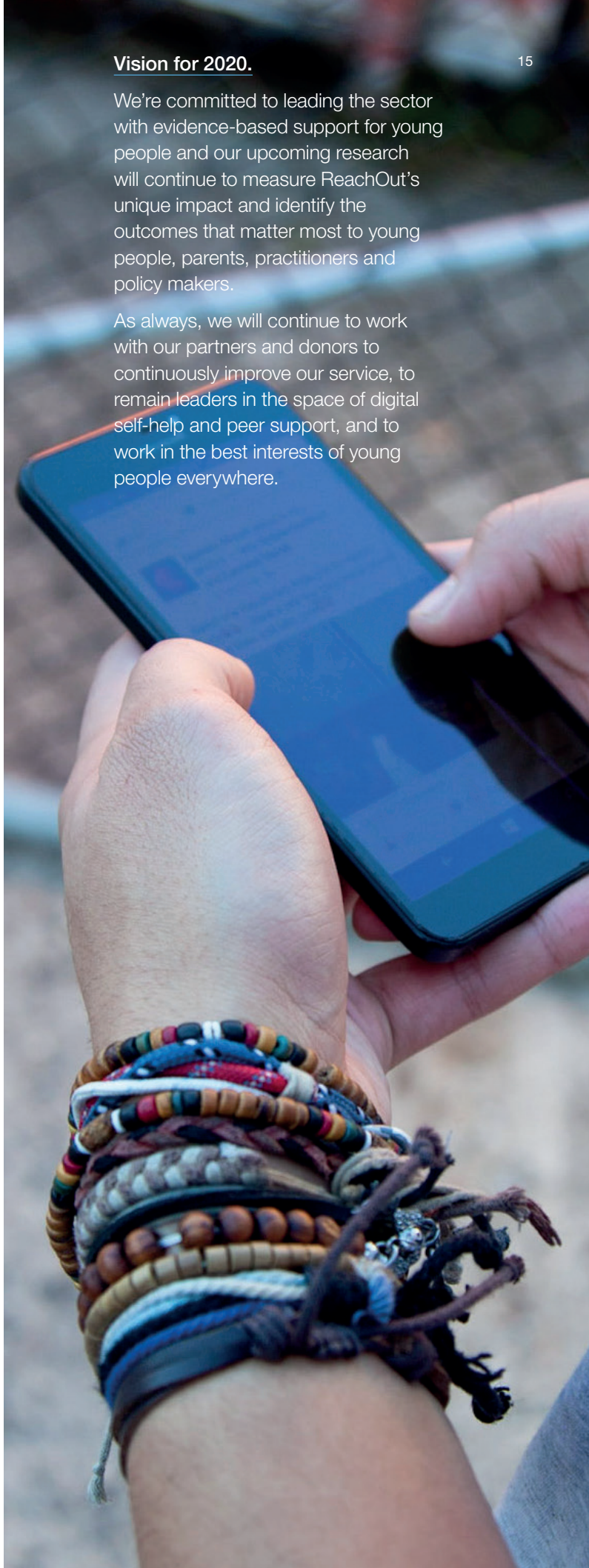
We won two awards!

ReachOut Parents won the *Mental Health Promotion and Mental Illness Prevention Award* at the 2018 Mental Health Service Awards in recognition of the achievement of excellence, innovation and best practice in mental health services. We also won the *National Play Your Part Award* by the National Association for Prevention of Child Abuse and Neglect recognising the work of the parents' coaching service. (And we couldn't be more proud.)

Vision for 2020.

We're committed to leading the sector with evidence-based support for young people and our upcoming research will continue to measure ReachOut's unique impact and identify the outcomes that matter most to young people, parents, practitioners and policy makers.

As always, we will continue to work with our partners and donors to continuously improve our service, to remain leaders in the space of digital self-help and peer support, and to work in the best interests of young people everywhere.



Weirdly, having time to worry is a good thing.

I kind of found what ReachOut was about three years ago, because my sister, Sophie, has been a ReachOut volunteer for about five years now. She introduced me to it, and since then, I've learnt so many cool things.

Often when I get anxiety or if I'm feeling anxious, I use the Breathe app that they have, which helps me a lot. That helps me if I'm stressed because usually a symptom for me if I'm anxious or if I'm stressed is my breathing gets a bit fast and out of pace. What it is, you get on the app, and it shows you how long you need to breathe in for, how long you can breathe out for, and it helps regulate my breathing, and it helps me be a lot more calm.



Another app that I use is called WorryTime, which is where if throughout the day if you're feeling anxious or you feel a worry coming up and you don't wanna deal with it at that time, you write it down in the app. Then it sets a certain time where you can go back to it, and you can focus on that worry. So, for me I set my WorryTime for 11:00 in the morning, because I can't deal with my worries at night, or else I'm just up for hours stressing about it. So, in the day if I feel a worry, I'm like, I'm not gonna deal with this now. I'm gonna deal with it when I need to worry about it. So, I put it in the app. Then the next morning at 11:00 I go and I deal with it then, so that one really helps me. Although even right now my mental health is nowhere near as bad as it has been in the past, it still really helps me when I'm feeling anxious and things like that.

To all the people who haven't got any help, I know it can be really challenging reaching out and getting help, and it can be scary as well, but I honestly think it can change your life, and it can save you. It can really save your life. I know for me if I didn't reach out and if I didn't get help, I don't know where I would be today.



EXPANDING BEYOND .COM



There's more to being digital than just having a website. That's why the constantly evolving digital landscape has got us excited. We've pledged to go beyond .com and redefine what it means to provide the right help at the right time. We've committed to exploring new ways of connecting with young people, using big data and new technologies to carve out space in the areas they already occupy. It's not always easy seeking out help – which is why we're committed to connecting with young people, wherever they might be.

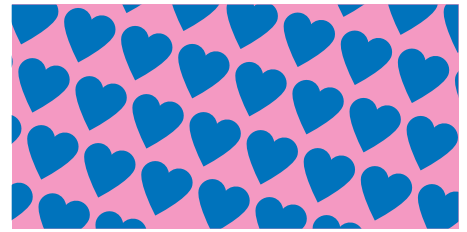
PRIORITY 02:
EXPANDING BEYOND .COM

WHAT WE'VE ACHIEVED.



We levelled up the ways we speak to people.

We know what matters to young people and their parents. We've upped our reactivity to events that impact them, and we're continuing to show we've got their backs by providing the right support and resources when they need it: whether it's a vote on same-sex marriage or a controversial new drop on Netflix.



We painted the town blue.

We distributed 36,000 postcards and posters to more than 600 schools, literally reaching into classrooms across the country to provide support to young people and their parents on self-care and relationship-building.



We reached into more classrooms.

A lot of young people are turning to their teachers for advice and support. ReachOut is able to support teachers, schools and students by providing online resources that deliver curriculum-focussed modules all across the country, with particular emphasis on regional, remote and rural schools. By focussing on schools where access to offline support is limited, ReachOut can be there for all young people, whenever and wherever they need us.



We went beyond .com, literally.

We take our commitment to reaching out beyond the website very seriously. This year, we partnered with EY to deliver a bright blue show of support at the Sydney Gay and Lesbian Mardi Gras' Fair Day. Our stall asked the question 'What would you tell your younger self?' and we were overwhelmed with responses. We're committed to supporting LGBTQI+ young people and their families and our involvement in events like Fair Day helps us get even closer to the people who need us.

Vision for 2020

We want to reach an extra 1 million young people by 2020 – and we're ramping up our efforts. We're continuing our work in schools, making sure we have a physical presence at events that matter and going beyond .com to help even more young people, parents, teachers and schools.



SUMMER'S STORY

Even when you've got no place to go, you can always go online.



To all the ReachOut Supporters. Without your time and your dedication to helping ReachOut be what it is, there'd be a lot of lives that would go unsaved. Without the help that you provide, ReachOut wouldn't touch as many lives, whether it's online or in person or at events. They wouldn't have the platform to do that without your help.



I grew up in a one-parent household with my younger siblings. We grew up poor. At high school, one of my older siblings started using drugs. And then before I knew it, I was living in a violent household.

I couldn't go home, it was more of a war zone than a home. Then I'd go to school where I was really badly bullied. I didn't feel safe around anyone. And it got to the point I didn't feel safe around myself.

I couldn't really talk to anybody about what I was going through, so I turned to going online. I used the ReachOut website a lot during high school. I went on the forums just so I wasn't feeling, like, as alone. That there was somebody on the other side of another screen listening.

I started getting help when my older sibling was arrested for domestic abuse and went to jail. That's when I started feeling safe going home. That was the same year I did try and take my life. And that's when all the help actually started coming in, and I didn't feel as alone.

I started getting help. I was diagnosed with having depression or anxiety. After going from a desaturated life, when everything was bleak and dark, to now being able to openly talking about what I've been through and getting the chance to help others, that is more than what I thought. I didn't see a life after high school, but now I'm already planning for my future. I'm not going to say that it's all sunshine and rainbows because I do have my bad days, but right now I'm in a good place.



PRIORITY 03

ACCELERATING CHANGE



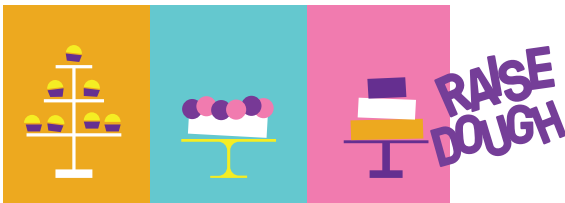
When we all work together to advocate for better mental health outcomes we can create incredible change. We're working towards attracting even more donors, partners and volunteers who are just as committed as we are to helping all young people be happy and well.

WHAT WE'VE ACHIEVED.



We launched #YouCanTalk.

In a national first, we teamed up with beyondblue, *Black Dog Institute*, Everymind, headspace, Lifeline and R U OK? to launch #youcantalk, a platform to encourage open and honest conversations about suicide and its prevention. We believe that if you feel empowered with the necessary tools and skills to talk responsibly about suicide, we can save lives.



We raised a lot of dough.

Through our Raise Dough fundraising initiative we used our combined baking talents to help support the wellbeing of young people. So, you could say we're helping bake the world a better place!



We got behind a new generation of leaders.

We've got a talented and passionate team of staff and we're committed to making ReachOut a great place to work. This year's focus was on leadership development and shaping the next generation of leaders in digital self-help.



We worked with our best group of volunteers yet!

We couldn't do all of the work that we do without the support of our wonderful volunteers. This year, we had an amazing group of people who clocked up a combined effort of over 7500 hours.



Vision for 2020

The next year is shaping up to be our biggest year yet as we double down on our goals for 2020. We will continue to focus on our fundraising streams, introduce a new ReachOut-owned event, *Laps for Life*, (yep, we're swimming, folks) and work with new partners and donors on funding and volunteer opportunities. We will keep supporting young people in the areas that bring them the most stress, focussing on key issues of concern such as bullying, study stress and future stress. In order to create and accelerate change we need to be constantly innovating. Our team works hard to stay at the forefront of the digital self-help space, and we will continue to do this throughout 2019.

FINANCIALS

30 Sept 2017 30 Sept 2018
\$ \$

Income

Government grants	4,217,219	4,829,483
Donations	2,537,212	2,529,929
Non-government grants	356,161	839,202
Interest income	153,843	164,292
Consultancy and other income	150,064	56,327
TOTAL INCOME	7,414,499	8,419,233

Expenditure

Employees	3,473,506	3,737,198
Design and delivery of services	1,605,523	2,021,673
Marketing and fundraising	1,503,753	1,289,203
Occupancy	279,016	305,883
Administration	138,668	247,494
Travel	135,774	160,738
Depreciation	135,521	133,101
TOTAL EXPENDITURE	7,271,761	7,895,290

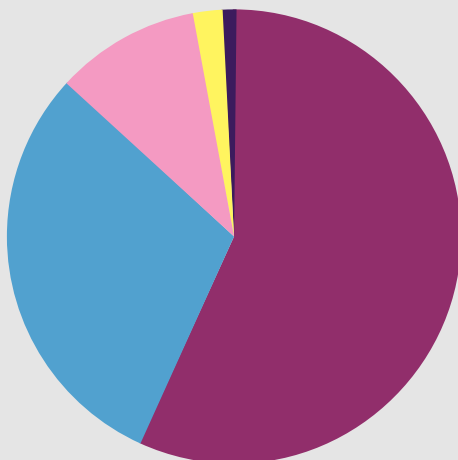
Other comprehensive income

Net gain/(loss) on revaluation of financial assets	22,453	(24,937)
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SURPLUS	165,191	499,006
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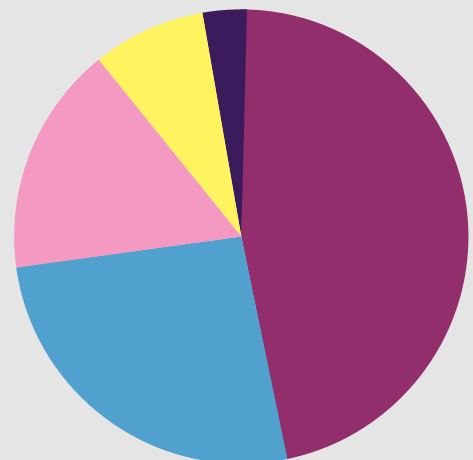
Statement of Income and Expenditure

For the year ended 30 September 2018



Income

- Government grants 57%
- Donations 30%
- Non-government grants 10%
- Interest income 2%
- Consultancy and other income 1%



Expenditure

- Employees 47%
- Design and delivery of services 26%
- Marketing and fundraising 16%
- Other (travel, occupancy, depreciation) 8%
- Administration 3%



R-E-S-P-E-C-T!

For every person we support, you can give yourself a pat on the back. That's literally 2.4 million pats on the back because, thanks to your support, 2.4 million young people now understand what they're going through and what to do next. More parents too, feel hopeful and reassured, and more schools are driving social change to develop resilient communities. So from us to you – and your family and your company or your community event – huge thanks!

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.

Platinum partners



Diamond partners



Gold partners



Silver partners



Bronze partners



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 global head of the Macquarie Group Foundation. As Director and Principal of JulieMWhite & Associates she is a strategic adviser on social investment to business and consults to not-for-profits on strategic planning, corporate governance and corporate and community engagement. Julie also serves as a Chair and/or Director on several other not for profit boards.

Michael Price

Michael Price is an executive director of Macquarie Group, where he has worked for the past 30 years. A passionate supporter of the not-for-profit sector in Australia, he is a member of the Leadership Council at Social Ventures Australia, which boosts the impact and sustainability of organisations such as ReachOut.

Helen Conway

Helen Conway has had a successful career as a lawyer and corporate executive. She is Chair of School for Life and a Director of Westpac Life, St George Life, Westpac General Insurance, Westpac Lenders Mortgage Insurance, Endeavour Energy, Catholic Schools NSW and Per Capita Australia. She is also a mentor with Kilfinan Australia.

Alison Hughes

Alison Hughes is the Head of Technology at Velocity Made Good, a digital and pre-media services company. Previously Product Director at Vamp, the global leading platform for influencer marketing and management, she has a very strong background in digital strategy, customer experience and enhancing company's technical capabilities, and has led digital project teams for leading brands including Virgin Money, Lion, Schick, National Foods and Optus.

David Winterbottom

David Winterbottom has 30 years' experience working with organisations to solve operational, strategic and liquidity problems and is a senior consultant at KordaMentha, Australia's leading turnaround and restructuring company. David is a Chartered Accountant and a Registered Liquidator of the Supreme Court of Australia.

Zoe Gault

Zoe Gault has a background in finance and marketing and over 7 years' experience in leading FMCG companies, Lion and Coca-Cola Amatil. She's recognised for her work within innovation and customer experience and is currently the Brand Manager for new growth ventures at Lion, spearheading customer and marketplace experience for brands and business units of the future.

Andrew Wilson

Andrew Wilson is the CEO of Ascender HCM, a leading provider of Payroll and HR software and services across the Asia-Pacific region. Previously Andrew was General Manager – Strategy, Planning & Innovation at Coca-Cola Amatil and a strategy consultant for Bain & Company.

Nigel Smyth

Nigel Smyth has a wealth of experience in the technology space. Now retired from Macquarie Group, he provides technology strategic consulting and executive coaching to IT executives across a broad range of industries. He has served on several boards both for profit and not for profit, including Pillar Administration, the Centre for Social Impact and livewire.org.au.

PATRONS

Professor

The Honourable

Dame Marie Bashir AD CVO

Patron-in-Chief

The Honourable

Warwick Smith AM

Founding Patron

Jack Heath

Patron and Founder

Ian Thorpe AM

Patron

Geoff Handbury AO

Patron



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Call us on +61 2 8029 7777 or
email info@reachout.com



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 and schools makes it easier for them to help their teenagers and students, too.