

2013/2014  
ANNUAL REPORT

**REACH**<sup>™</sup>  
**OUT.COM**



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

**1 in 4** young Australians are experiencing a mental health difficulty.<sup>1</sup>

**70%** of those who need help aren't getting it.<sup>2</sup>

**Suicide** is the leading cause of death among young Australians.<sup>3</sup>

**The internet** is the first place young people turn to for information and support, after friends and family.<sup>4</sup>

That's where **ReachOut** comes in.

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

<sup>2</sup> As above.

<sup>3</sup> Australian Bureau of Statistics, 2014, *3303.0 – Causes of Death, Australia 2012*, Commonwealth Government, Canberra.

<sup>4</sup> Fildes, J, Robbins, A, Cave, L, Perrens, B and Wearing, A, 2014, *Mission Australia's 2014 Youth Survey Report*, Mission Australia.





**ReachOut** is Australia's leading online mental health organisation, providing practical support to help young people get through everything from everyday issues to tough times.

Since 1998, ReachOut has 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 receives over 1.85 million visitors a year.



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Cover and this page: Friends of the ReachOut team  
Steph and Lukas at the Sydney Mardi Gras.

# Our impact: 2013/2014

Unique visitors

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**1.85m**



Social media followers

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**57,062**



Number of times pages viewed

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**4.24m**



New pieces of content on ReachOut.com

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**87**



Youth Ambassadors

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**108**



# Our vision

Helping all young people be happy and well.

# Our values

## 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 by sharing 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 and our successes. We are open, honest and accountable with everyone we work with, and with each other. We are open 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

**Now one year into our three-year strategic plan, we're making great progress in achieving our goals. Working with our partners and young people themselves, we're driving transformational change to ensure more young Australians access help where and when they need it. We changed our name from Inspire Foundation to ReachOut Australia to better reflect the work that we do, and we're developing the next generation of ReachOut for the mobile era. More than ever, we're committed to being a high-performing organisation that effects social change.**

Suicide remains the leading cause of death for young Australians. Around 70% of young people who need help still don't get access to timely and effective care, in part because they're uncomfortable seeking help from traditional services, or because those services are physically unavailable in the communities where they live.

Recently, we've seen the community and government recognise the vital role that e-mental health services, including ReachOut, play in the health system. As the world's first online mental health service, our organisation holds an incredible amount of expertise in effective service design and delivery. So this year, we set a challenge to engage more deeply with government and to inform policy that will transform our mental health system.

We're driving change that supports the integration of effective and scalable e-mental health services even further into the health system. In July 2014 our Youth Ambassadors gave parliamentarians a hands-on tour to demonstrate what it's like to get help online. In March 2014 our joint research with EY showed that our mental



“For me, our greatest achievement is always when a young person tells us that ReachOut saved their life.”

**Jono**

health system must change in order to meet increasing demand over the next 15 years, with early intervention and scalable services the keys to providing help to more people at the right time.

But to provide this help, we have to make young people aware that ReachOut is there. Our 2014 campaign, *There's Life After Year 12 Exams*, brought together stories from the community in a show of support for young people facing the stress of their final-year exams. Our campaign ambassadors said, “When I stop and remember my Year 12 exams, the stress all comes flooding back. I understand what it's like. You'll be alright.” Sharing these messages helped more than 220,000 Year 12 students get through their exams, and took ReachOut to corners of the nation we'd never been to before.

We're very excited to build on this campaign again in 2015, alongside the next generation of interventions that make up ReachOut. In 2013/2014 we worked hard on a range of new products, and thanks to our supporters we'll be able to provide school-based professionals with new ways to help young people improve their mental health and wellbeing in 2015. Next year we'll also see some of the amazing investments we've made through the Young and Well Cooperative Research Centre result in leading-edge products that can be integrated into the ReachOut service.

Our governance remains incredibly important, and 2014 was our first full year with a mostly new Board. New members from fields including technology, business strategy, general practice and health will provide us with diverse expertise to help shape our future. We also resolved to finalise our name change from Inspire Foundation to ReachOut Australia, giving us a much stronger platform to communicate with young people and our supporters, and to build awareness around a single brand.

We wouldn't be where we are without the amazing support of a number of individuals, companies and government partners. In 2015 we're working with a range of partners from the corporate sector, including Suncorp Group and Nutri-Grain, to build awareness of ReachOut. We're looking forward to deepening our relationships with our supporters and working together with them to help even more young people be happy and well.

We also want to acknowledge our Patron-in-Chief, Dame Marie Bashir. When she first became involved in ReachOut, Dame Marie was probably better placed than anyone to understand why our service was so needed in the community. In our early days she was a particularly strong guide for our work, so you could say her fingerprints are all over what ReachOut is today. To have Dame Marie remain our Patron-in-Chief means so much to us.

It goes without saying that young people are the heart and soul of our organisation. With a mission to help all young people be happy and well, we need them to guide us so that we can do our best work. Our Youth Ambassadors and the thousands of other young people who inform our service development are the people who elevate ReachOut from good to great.

**Julie White**  
Chair, ReachOut Australia

**Jono Nicholas**  
CEO, ReachOut Australia

## Board of Directors

Julie White (Chair)  
Helen Conway  
Alan Hyunh  
Michael Price  
Nigel Smyth  
Andrew Wilson  
David Winterbottom

STRATEGIC PRIORITY 1

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

In loving memory of  
Louise Marie Summerhayes - "Lee"  
8 November 1941 - 4 March 2017  
For her many friends in the park and everywhere  
The "LEGEND" lives on







## 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 LGBTI (lesbian, gay, bisexual, transgender, queer or questioning, and intersex) young people.

# The next generation of ReachOut

**We're committed to evolving along with young people's use of new technologies, which means basing our work on the best-available evidence in order to target those young Australians who need help the most and to have the biggest impact on their mental health. Aram, our Director of Research, Policy and Products, and Kerrie, our Director of Service Delivery, reflect on our achievements this year.**

**Aram:** There aren't too many opportunities for parliamentarians to talk directly with young people about their use of e-mental health services, but we did just that in July 2014. Enabling parliamentarians to get hands-on with e-mental health services helped them understand exactly how these services have an impact on young people's lives. It was a huge highlight of our work with government this year, and the young people involved really enjoyed the experience as well.

**Kerrie:** I love data. Our range of data sources, from website analytics and pop-up surveys to our in-depth Annual User Survey and first longitudinal study, keeps us informed about what's working and what isn't. This year we embarked on one of the largest representative studies ever undertaken on young Australians' mental health so that we can stay on top of young people's needs. We're continuously responding to our data in order to improve our services and better achieve our goals.

**Aram:** With many of our research and evaluation activities coming into maturity now, it's going to be exciting to trial new and rigorous means of measuring our outcomes. By looking at subsets of the population, we'll be better able to understand and respond to

young people with unique needs like those from rural and regional areas and LGBTQI young people.

**Kerrie:** Getting young men to access help remains a challenge, but trying new and innovative ways to make help more accessible to them remains core to our work. By making potentially complex mental health information available in a short and easily digestible form, and by focusing on areas shown by our research to be of key concern to young men, The Sorter app makes accessing relevant information a simple part of everyday life.

**Aram:** Our work through the Young and Well CRC continues to push the boundaries of what we can do using technology. An example is the Recharge app, which is the first self-help app we've built to help young people make improvements to their own mental health. This kind of research and development work enables us to keep improving our service so that it stays relevant and effective, and will still be so in another 15 years from now.

**Kerrie:** In 2015 we'll continue to transform ReachOut for the mobile era, making it even more accessible for young Australians. New automated technologies in the ReachOut forums will enable us to provide the right help even faster, and we'll release new interventions to engage hard-to-reach young people. And as always, we'll learn from the very young people we're doing it for, which makes our work even better.

**"I never thought that a silly post about my feelings on an internet forum could end up being the start to a new change. I have realised that I can recover from this and I thank you so much for pushing me in the right direction. I feel that I will get through this."**

**"Veronica", 19**



Above: Director of Service Delivery, Kerrie Buhagiar, and Director of Research, Policy and Products Aram Hosie.



## Youth Ambassadors take parliamentarians on a hands-on tour of ReachOut

Recognising that young Australians are turning to ReachOut in record numbers, the Parliamentary Friends of Youth Mental Health (PFYMH) invited ReachOut to co-host an event for parliamentarians to show them what it means to get help online.

A team of seven ReachOut Youth Ambassadors showed MPs the typical pathways through the service, bringing to life the connection, relief and practical advice young Australians experience when they visit ReachOut.

Youth Ambassadors talked about the benefits of e-mental health services, explaining that anonymity and on-demand access make online services the first stop for many young people.

We'd like to thank Senator Penny Wright – and her co-chairs of the PFYMH Cathy McGowan MP, Andrew Giles and Dan Tehan MP – for organising the event, and our excellent Youth Ambassadors for making it a success.



## Driving innovation with research and evidence

Our work has always been youth-driven and evidence-based, but never before has so much data been used to develop and refine ReachOut. From surveys and card sorting to user-experience focus groups and site analytics, we're really just a bunch of nerds and data is a friend we're happy to hang with all day.

In addition to our in-depth Annual User Survey, we deployed pop-up behaviour insight surveys (Qualaroo) for dynamic and ongoing service engagement data. More than 70,000 ReachOut users responded to these mini-surveys, providing us with invaluable insights that we map against content to improve our service.

With 1,098 respondents, our 2013 Brand and Help-seeking Study was the biggest and most rigorous national survey of service awareness and utilisation we have ever conducted. Data from the survey is used to help us target campaigns and service design, making sure we remain relevant to the young people who need ReachOut the most.

We continued our program of user experience testing for all major changes to ReachOut and ReachOut Professionals.

Above left: Toby, a ReachOut Youth Ambassador, shows Cathy McGowan MP the ReachOut mobile site on a smartphone.

Above: From left to right, here's our CEO Jono and Youth Ambassador Isabella, with MPs Melissa Parke and Andrew Giles, former Senator Louise Pratt and team member Kate.

**1,631**  
young people aged 25 and below participated in the 2013 Annual Survey, providing us with key insights into how ReachOut can better help them.



## Invigorating our youth involvement program

Our youth involvement program is stronger than ever before, with more than 100 Youth Ambassadors around Australia completing over 300 activities in support of ReachOut and youth mental health.

The Youth Editorial Board – a small team of young people who review and provide feedback on content before it is released on ReachOut – made sure our new fact sheets and stories are relevant and meaningful in young people's lives.

A new cross-functional Youth Involvement Working Group ("YIWG!" for short) has created new ways of working alongside young people, bringing together a member from each team to discuss their work and how young people's voices can be incorporated.

Four workshops held across Tasmania, Queensland and New South Wales trained more than 60 Youth Ambassadors in the program, equipping them with skills in raising awareness, fundraising and digital content development.

## Reaching out to LGBTQI young people

Early in 2014 a special report extracted from ReachOut's Annual User Survey revealed that as many as 20,000 LGBTQI young people access ReachOut every month, with 65% of them saying they were going through a tough time and looking for help.

In a show of support for these young people, we were inspired to join the Sydney Mardi Gras Festival for the first time – at Fair Day, in the Film Festival and, of course, in the Parade.

Alongside the Mardi Gras Film Festival we launched five video stories with ACON about sexuality, gender and coming out. One of the videos, *It Gets Boring*, featured Triple J personalities, drew a capacity audience that greeted the film with raucous laughter and enthusiastic applause.

Our group of 50 young people, staff and partners in the Mardi Gras Parade glowed inside and out as they danced along Oxford Street adorned in lights. Our colourful signs carried the message 'Always Turned On' – a cheeky reminder that ReachOut is available whenever young people need help.



Top left: A new round of Youth Ambassadors celebrates the end of their training.

Top right: Our first-ever entry in the Sydney Mardi Gras.

Above: Rhys Nicholson says being gay doesn't just get better – it gets boring.



## Testing online tools for connecting with the right help

Young people often say it's hard to find the right help, so we've been working with university partners through the Young and Well CRC to create new ways of connecting them to the right stuff.

LINK is an automated gateway to personalised health referrals and information based on young people's preferences and clinical needs, making a complex range of help options simple for young people interacting with the health system for the first time.

There are more apps and online tools for wellbeing than ever before, so The Toolbox will give personalised recommendations that connect young people with the help that's right for them.

These tools are now under trial in large-scale studies with young Australians. Stay tuned for results in 2015.



## Forums revamp makes peer support easier

The ReachOut Forums are a place where young people can get help from their peers, share stories, and connect with others who know what they're going through.

The Forums had a facelift this year, with a complete redesign of the mobile site, making them easier to read and navigate.

Membership hit 3,000 users, driven by 12 Infobus sessions with expert panel members and 48 Getting Real peer-facilitated topic sessions across the year, all moderated by a small (but keen) team of youth moderators.

A new Q&A function connecting The Sorter app with the Forums makes it possible to post a question and vote on answers, creating a quick and digestible way to crowdsource solutions to tough problems.

As if to recognise our enhancements, the ReachOut Forums were a finalist in the Information category of the 2014 Australian and New Zealand Internet Awards. Sadly, we didn't win, but we came close.

Above left: Interactive apps and online tools may be a great way to connect young people with personalised help.

Above: Graduates of the 2014 moderator training workshop.

Below: The completely redesigned mobile version of ReachOut makes it easier for young people to find the help that's right for them.



## A totally new mobile version of ReachOut

With almost half of our visitors already accessing ReachOut on a mobile device, and mobile use on the rise, we're staying ahead of the curve by redesigning the service with a "mobile-first" perspective.

We started with a major update to the site interface, which increased site speed and improved usability, making it easier for young people to find the information they need.



Far left: Team members Rosie and Billy celebrate ReachOut's winning of the LIFE Award.

Left: Kerrie, Director of Service Delivery, receives the Mental Health Services Gold Achievement Award from Dr Fiona Stanley AC.

## Continuing to lead the way with award-winning strategies

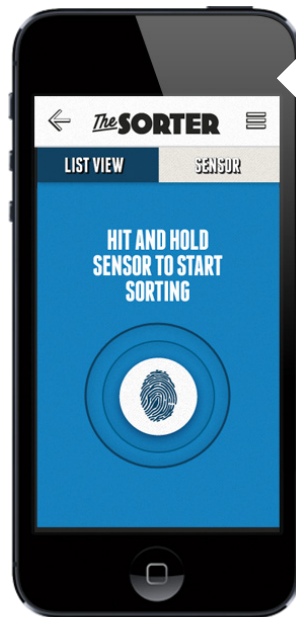
For the fourth consecutive year, our approach to social media was awarded with a Suicide Prevention Australia LIFE Award, celebrating our unique approach to reaching young people with mental health messaging on social media.

Our commitment to continuous innovation has been recognised with the Australia and New Zealand Mental Health Services Gold Achievement Award, emphasising our leadership in online mental health promotion. We were pretty chuffed to receive this as the jury was a panel of our peers.

We also received Sitecore International's award for Best Not-for-Profit Site in Australia and New Zealand, acknowledging the advanced technical framework that the service is built on, using the Sitecore content management system.

## Longitudinal service evaluation

Our most sophisticated study on the impact of ReachOut kicked off in 2014. The study has been designed to measure the impact ReachOut is having on young people's mental health over time, and results are due in 2015.



## Reaching young men with The Sorter

When it comes to mental health information, young men can be hard to reach. So we took a different approach, and piped more than 100 of ReachOut's best tips on sex and relationships, money, work and study into an app that delivers advice with a shake of the device.

Launched in October 2013 and featured in Telco Together's Apps4Change soon after, we called it The Sorter, because it helps get s\*\*\* sorted.

Left: Full of fresh tips on love, sex, cash, study, work, stress, drugs and booze, The Sorter has dispensed countless suggestions on how to handle questionable (and tough) situations.

**“Moderating the [ReachOut] forums has given me immeasurable insight into the kinds of struggles people have and how to best respond. It's very rewarding to volunteer for an organisation that promotes a 'self-care' approach and gives its volunteers so many opportunities.”**  
**Phuong, 20**

# The numbers

New pieces of content on ReachOut.

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**87**

Proportion of young people in distress who are more likely to seek help after visiting ReachOut.

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**41%**

Young people who helped shape our work across the organisation, including as volunteers, through surveys, user experience testing, and workshops.

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**3,000**

Users who would recommend ReachOut to a friend.

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**75%**

# Coming up in 2015

Enhancing the capabilities of our mobile service – more than a redesign.

A new game that teaches young people techniques that increase positive emotions.

Two new apps to help beat panic attacks and control worrying.

The trial of an automated chat service on the ReachOut Forums.

New research on our rural and regional visitors.

STRATEGIC PRIORITY 2

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





## Reach

Significantly increase the awareness and trust of 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.



# Leading transformational change

**Reach, innovation and collaboration come together in everything we do, as our youth involvement program exemplifies. Ashley, our Director of Marketing and Communications, and Kendelle, a volunteer ReachOut Youth Ambassador from Armidale, NSW, reflect on the work we did together this year.**

**Ashley:** I joined ReachOut in January 2015 and very quickly saw firsthand the impact our service has on the lives of young Australians. As there are so few barriers to accessing our help, ReachOut is perfectly positioned to help all young people be happy and well. With 1.85 million visitors this year, our reach is higher than it's ever been. But there remains a staggering number of young people who aren't getting the help they need, so my challenge is to raise awareness, and to do so with the help of young people like Kendelle.

**Kendelle:** A lot of people at my university college aren't very open to talking about what's going on in their lives. But still, everyone there knows about ReachOut because our team of Youth Ambassadors have organised so many events and talks with class groups. I've even had people in my college come up to me at events and tell me about how they've used ReachOut.

**Ashley:** We believe in working together and sharing with others, whether by contributing our time for the R U OK? bus tour, or sharing our knowledge and expertise through conferences, consulting work, research papers and piloting new interventions. Published in March 2014 with EY, our *Crossroads* report was a great example of our cross-sector collaboration. The project brought together a leader in the corporate sector with ReachOut to provide valuable insights that affect the entire mental health system.

**Kendelle:** ReachOut has also branched out into apps and other ways that make information more accessible and less daunting. Because it's always being improved, ReachOut is simpler to use than ever before and there's a greater variety of content, too. Part of why it connects with young people so well is because Youth Ambassadors are able to bring different experiences, knowledge, values and views to the table.

**Ashley:** Innovation is a hallmark of our work that can be traced back to the inception of ReachOut. We continue to invest in new digital opportunities and always challenge ourselves to deliver the best content and services. This year we'll look at how we can make even better use of technology and data analytics to discover new ways to engage our audiences and build our online community.

**Kendelle:** I'm really excited for ReachOut to get 2.4 million visitors by the end of next year, and if we keep going the way we are I reckon we'll achieve that. But to do it, we need more Youth Ambassadors to get the word out, we need to make our social media even bigger, and we need to sticker and poster every school in Australia. Getting pop legend Pink to retweet us again would be good, too!

**"70% of young people surveyed visited ReachOut between 5pm and 6am – when most other services are closed."**

**Annual User Survey 2013**



Above: Director of Marketing and Communications, Ashley de Silva, and ReachOut Youth Ambassador Kendelle.





Left: At the launch of Crossroads: CEO Jono Nicholas, Chair Julie White, NSW Mental Health Commissioner John Feneley, EY Oceania CEO and Regional Managing Partner Rob McLeod, and Executive Director Brain & Mind Research Institute Ian Hickie.

## ReachOut and EY show Australia's mental health system is at a crossroads

New research from ReachOut and EY showed Australians may need to pay an additional \$9bn if the structure and emphasis of our current mental health system is maintained.

Launched in March by NSW Mental Health Commissioner John Feneley, *Crossroads – Rethinking the Australian Mental Health System* showed there is an urgent need to fully adopt a stepped-care model that incorporates online service delivery and self-help, in order to address increased demand on services over the next 15 years.

*Crossroads* was the second in a collaborative series of three national analyses of mental health in Australia, as part of a three-year strategic partnership with EY.

“The *Crossroads* report recommends that Australia’s mental health service system centre around a framework that provides a range of care and support options that are tailored to people’s differing needs.”

**John Feneley, Commissioner, NSW Mental Health Commission**



Above: Victoria speaks about our user experience testing at Connect 2014.

## Sharing our expertise

We’ve always believed in sharing our knowledge, so this year we took to conferences and collaborations to share our 16 years of insights about participatory design and online mental health service delivery.

We travelled to New Zealand for the 2014 User Experience Conference to discuss how we integrate user experience and evidence-based approaches in ReachOut, and presented three sessions at the Young and Well Cooperative Research Centre’s Connect conference in Melbourne.

We also spoke on the best ways of working with LGBTIQ young people to design meaningful online services as part of the National LGBTIQ Health Alliance’s MindOUT program.



## Improving energy levels to reduce depression symptoms

Recharge, a new app designed to help young men retrain their sleep cycle and reduce symptoms of some types of depression, was developed as part of our research collaboration with the Brain & Mind Research Institute and ReachOut Ireland through the Young and Well CRC. The app is now being tested for effectiveness in a randomised-controlled trial, so keep an eye out for results in 2015.

“Many young people I work with have tried online support strategies, which they tell me gives them a sense of knowing what’s happening for them, what to expect, and helps them explore some options without having to rock up to every service.”

**Social worker commenting on our new resource for educating professionals on e-mental health services**



## Working with professionals like never before

Last year we launched our ReachOut Professionals website, a program equipping teachers, and social and allied health workers with the tools they need to support young people’s mental health.

More than 37,000 people have visited the site to access completely updated tools, including lesson plans, how-to guides and online training sessions.

Learning from failure is key to student achievement and motivation at school, so we launched the teaching resource “Embracing the F Word” in June 2014. Designed to make it easy for teachers to bring mental health content into the classroom, the series of lessons helps students explore the concept of a “growth mindset” and learn from failure.

A new flagship resource about using e-mental health services in support work with young people was launched in April 2014, educating social workers and youth workers on new e-mental health services. The resource provides practical guidance for integrating quality evidence-based online tools into their work, making it easier for them to direct young people to the help they need online.

Above left: The Recharge app is available from the iTunes store.

Above: We reached more teachers, and youth, social and allied health workers than ever before with the new ReachOut Professionals website.



Top: Youth Ambassadors Sarah and Razia chat with team member Doug next to the R U OK? bus in Victoria Square, Adelaide.

Bottom: Youth Ambassador Jenna (kneeling) drove all the way from Cobram to Albury's town centre to speak with students from Scots College about the importance of asking, "Are you okay?"

### On board with R U OK?

ReachOut jumped aboard the R U OK? Conversation Bus Tour in August and September to help inspire young Australians everywhere to regularly ask their mates, "Are you okay?" The bus stopped in towns and cities across southeastern Australia for a pop-up event, bringing together local students, parents, and other members of the community for a yarn and a snag.

"We know that suicide prevention is pretty complex and it will take serious collaboration to reduce the heart-breaking number of suicide deaths. To Jono and the entire team – thank you for always believing in us and being willing to be part of our team."

**Rebecca Lewis,**  
R U OK? Campaign Director



Left: "Elevation Day" was our first uniform day in the new ReachOut blue. Does it suit us?

### Consolidating and refining our brand

This year we boldly elevated the ReachOut brand to cover the whole organisation. We retired the Inspire Foundation name to make it easier to raise awareness and reach more young people with a simple, trusted and relevant brand that better reflects what we do.

### Contributing to the sector

We stayed connected with our colleagues across the sector, serving on various boards, and policy and advisory committees.

Members of the team represent ReachOut in the National Coalition for Suicide Prevention and the National Suicide Prevention Research Action Plan, as well as the National LGBTI Health Alliance's Mental Health Working Group.

Our CEO, Jono Nicholas, is a member of the boards of Mental Health Australia and the Foundation for Alcohol Research and Education (FARE). Jono advises the Centre of Research Excellence in Suicide Prevention, R U OK?, the NSW Mental Health Commission and the Hunter Institute of Mental Health.

As a first port of call for millions of young people, we're glad to collaborate across and beyond the mental health sector to make sure the mental health needs of young people are met in ways that are relevant and meaningful in their lives.

### Working together

Our user experience and evaluation teams worked closely with a number of organisations to complement their projects. Here are a few examples:

We consulted with the National Eating Disorders Coalition on the participatory design of a new initiative, and made it possible for 1 Giant Mind to evaluate their meditation app through focus groups and a mobile diary study.

We also worked with Gay and Lesbian Health Victoria on the framework for promoting the mental health of gay, lesbian, bisexual, transgender and intersex people.

# The numbers

Organisations brought into the new Australian Mental Health Communications Collective, intended to increase collaboration and raise awareness of initiatives across the sector.

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## 21

Proportion of young people who visit ReachOut who report that they got the information they needed.

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## 91%

At the beginning of 2014 we set one of our most audacious goals – to increase visitors to ReachOut by more than 30%. We nailed it.

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## 1.85 million

# Coming up in 2015

**New data on youth mental illness and the system changes needed to care for those in need.**

We aim for 2.4 million visitors to ReachOut.com

**We complete the move from Inspire Foundation to ReachOut Australia.**

We release the Recharge app to a national audience and publish effectiveness results.

STRATEGIC PRIORITY 3

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





## 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.

# A high-performing organisation

**We aim for the best in our organisation as well as in our services. This means equipping our people with the expertise to do their job, sourcing and maintaining sustainable funding, and creating policies and processes that make our projects and finances run more smoothly. Heather, our Deputy CEO, and Judith, our Director of Fundraising, reflect on how we stepped things up this year.**

**Heather:** Our people are the most important part of how we deliver our service, so I'm delighted that our staff engagement is as high as it is. This is a product of a strong belief in our mission across the board, but also of our work in responding to our regular staff feedback surveys and making sure that everyone knows their part in what we're trying to achieve. One of our important values is fun, so we honoured this with great events whose purpose was just to have fun with each other – such as pyjama day and Hallowe'en – and to celebrate our staff, such as Kiri's 10-year anniversary as an employee.

**Judith:** The people at our corporate partners are very important to us, too, and many people within our partnerships directly support ReachOut through fundraising or workplace giving. When you add to that the many people who go on to share information about ReachOut with the young people in their families and communities, it's amazing. Our relationship with Suncorp Group is a great example of how we work with a whole organisation and the companies, teams and people in it. Suncorp Group not only supports ReachOut but also encourages their staff to do so, working with us on opportunities to help their staff develop better awareness of mental health and wellbeing in their own lives and in their families.

**Heather:** Thanks to Suncorp Group's support, we've improved our planning and forecasting systems to maintain a really stable organisation. Our new annual planning method means every aspect of our work stems from our strategic plan. Everyone's engaged in our core goals, and our quarterly forecasting process is embedded across our financial management, making sure we always know where we're at with our money.

**Judith:** Our funding from state and federal governments is so important for us because we are a part of the health system, and the scale of funding that government brings to ReachOut is like no other. Funding from state governments helps us match local needs, integrate with local health services, and deliver a service that's meaningful to the lives of every young person we come into contact with. By combining all of this with private funding from companies and individuals, and community fundraisers such as Sydney's City2Surf, we can achieve even more.

**Heather:** In 2015 we're going to see awesome growth! Thanks to our shared services model, which allows us deep expertise in areas like technology, service design and marketing, we'll be able to grow in an efficient and effective way. Overall, we want to maintain our unique culture as we bring in new people who'll join in our mission to help all young people be happy and well.

**“Suncorp is proud to support ReachOut because we believe that the mental health and wellbeing of all young Australians is the key to our future. We are excited to be working together over the next three years to make sure all young people know ReachOut is there for them in tough times.”**

**Mark Reinke, Group Executive Customer, Data & Marketing, Suncorp Group**



Above: Deputy CEO, Heather Doig, and Director of Fundraising, Judith Parke.



## ReachOut and run in the City2Surf

One of the biggest community fundraising events of the year, the Sydney City2Surf, brought 28 runners together to raise more than \$25,000 for ReachOut. Supported by our Fundraising team, participants spent months training for the big day, raising both money and awareness. Their efforts were incredible, and the funds raised will allow 12,672 young people to get help from ReachOut.

Left: Some of our City2Surf runners get pepped before the race.

## Creating new partnerships to benefit young Australians

Our Fundraising team is always on the lookout for partners who believe in the same things we do. One partner that fits the bill is Telstra Foundation.

When Telstra Foundation asked ReachOut what we'd do to create a twenty-first century mental health solution, one of our answers was to develop the next iteration of ReachOut Central. First released in 2005, ReachOut Central was the world's first serious game about mental health. With help from Telstra Foundation, we're planning to update the game and take it to greater numbers of young people.

Using principles from cognitive behavioural therapy and positive psychology, this new version of the game will facilitate virtual experiences that teach young people techniques to increase their positive emotions.

## Strategic planning with support from Suncorp Group

We've always been focused on our core goals, but with Suncorp Group's support as a partner we've implemented a new planning framework that keeps everyone on the same page.

Across late 2014, Suncorp coached us in the Hoshin Planning System and we used it across the organisation to develop an integrated annual plan that follows from our three-year strategic plan.

Thanks to Suncorp, this new process will improve staff engagement in our strategic plan and make our work even more coherent across the organisation.

## Wellbeing at work with EY

As part of our strategic relationship with EY, we're working to equip their people with simple actions they can take to improve their mental health and wellbeing.

In March 2014, EY invited us to co-host "ReachOut in March", a month-long series of capacity-building events in their offices around Australia. Together, we shared tips on exercise, mindfulness and mental health, supporting EY people to develop their wellbeing at work and in their families.

**\$996**

Average amount raised by runners fundraising for ReachOut.



### Sweet 16th recognising Patron-in-Chief and graduating Youth Ambassadors

We celebrated our sweet 16th with a special reception to honour our Patron-in-Chief, Professor The Honourable Dame Marie Bashir AD CVO, who has supported us since the 1997 Triple J Real Appeal that helped launch ReachOut.

We also said farewell and a giant thanks to a number of Youth Ambassadors (read: "legends") who retired from the program.

Top left: Dame Marie Bashir with our Patron and Founder Jack Heath, CEO Jono Nicholas, and Chair Julie White.

Top Right: Dame Marie Bashir is joined by graduating Youth Ambassadors Brooke, Jordan, Matt (also a former Board Member) and Sasha.

Left: Supporters and friends of ReachOut enjoying Dame Marie Bashir's touching speech about her time as our Patron-in-Chief.

### Growing our expertise

We think we're pretty good at what we do, but we always want to be even better. Often that means learning from others, and this year we did a lot of it.

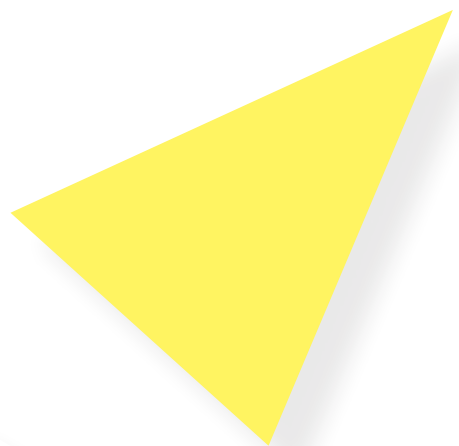
We brought new expertise on product management into the organisation, with team members Justin (ReachOut Product Manager) and Kitty (UX Research & Service Design Manager) attending a course with the innovative General Assembly.

Our CEO Jono attended the Stanford Executive Program for Non-profit Leaders, bringing the experience of countless non-profit and business leaders back to our work in Australia.

Not only that, more than 75% of our staff completed formal training to further their expertise.

### We're in the black

Seeing as ReachOut gives heaps of advice on how to manage money, we thought we should set an example of great budgeting. So we looked at our quarterly process, tweaked some procedures in our project management structure, and met our budget.





## A great place to work

A long time ago we set out to make ReachOut a great place to work. We made policies that meet the needs of families and people with diverse lives, creating an environment for producing incredible work and attracting people who want to enjoy their time with each other in the office.

Our policies are paying off. Employee engagement is at 84% – well above the Australian average of 61%, and even above some of the country's most recognised employers, who average 82%.

Such high engagement means employees strongly support our values and mission, work beyond what's needed to help us succeed, and say ReachOut is a place where people cooperate to get things done. We'll keep doing what we're doing.

Above: Following our unspoken rule that we should eat cake whenever possible, we celebrated Kiri's 10-year anniversary at ReachOut with this excellent example of baked happiness.

# 84%

Our staff engagement rating.

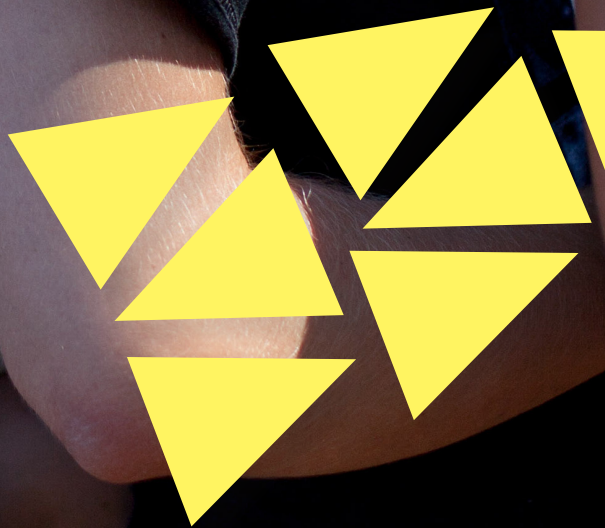
# Coming up in 2015

New partnerships with some of Australia's biggest brands will help get young people the help they need.

In March the Freedom Festival in Gladstone will be held in support of ReachOut.

We'll map out a new financial system to support our growing organisation and income mix.

We'll streamline our project management processes to be even more effective in supporting our strategy.





WORKING ALONGSIDE  
YOUNG PEOPLE

## Working alongside young people

This year, more than 100 young Australians gave their time and their brains to ReachOut. Their ideas have fed directly into making our organisation what it is today, and helped raise awareness of ReachOut among countless young people all over the country. To every one of our Youth Ambassadors, we say an enormous thank you.

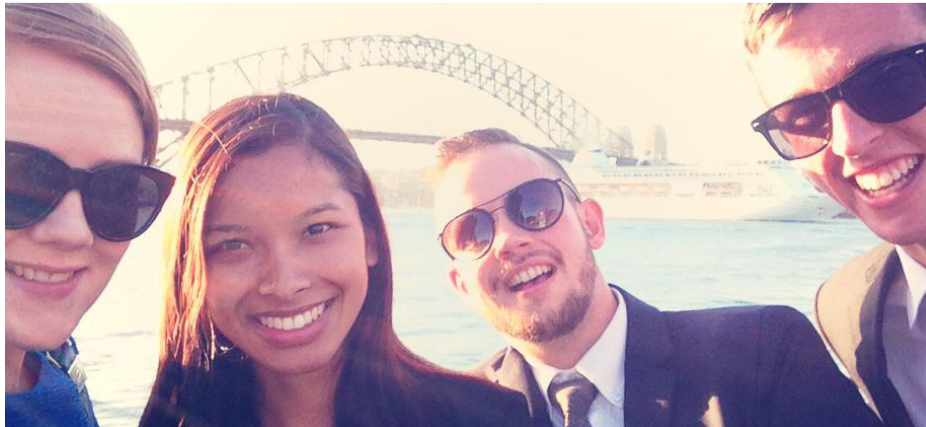
From taking over Parliament to telling Kate and Wills all about ReachOut, check out some of their highlights on the following pages.

“I became a ReachOut Youth Ambassador so that I could spread the word that it’s okay for people to ask for help about the dark and scary parts of their emotions.

“I live in a small town where many people turn to drugs and alcohol to avoid what they are feeling, and where asking for help is shunned. I want to change that.”

**Maddison, 19**

WORKING ALONGSIDE  
YOUNG PEOPLE





Facing page

Top from left: Joel gets crafty while generating innovative new ideas for reaching more young people.

Team WA pose for a group shot at the end of their intensive two-day training workshop.

USYD volunteer Sophie organised a panel with 5 experts in mental health (including fellow volunteer, Andrej, and our very own Rosie).

Middle from left: Rosie, Neha, Atari and Toby ... before meeting Prince William and Catherine, Duchess of Cambridge.

Legendary Doris hanging out in the office.

The 20 new young faces from Western Australia added to our volunteer program in July 2014. And Billy (far left) and Rosie (as Ellen de Generes).

This page

Top:

OMG IT'S TOBY WITH A PRINCESS OMG.

Middle from left: Heather, Rachael and Tianah spread positive mental health messages on R U OK? Day via the delicious medium of cupcakes.

Our intern, Esther, collecting a gold achievement award with our Director of Service Delivery, Kerrie. All in a day's work.

Bottom from left: NSW volunteers get hands-on and creative with mental health at their training workshop in February 2014.

Neha and Billy with their faces painted at R U OK? Day, 2014.



WORKING ALONGSIDE  
YOUNG PEOPLE



This page

Top: Team WA before smashing Perth's City to Surf and raising thousands for ReachOut.

Lower left: Stacey and Akhil signing up new ReachOut volunteers at the University of Sydney.

Middle: The new Sydney recruits. Silly faces, big ambitions.

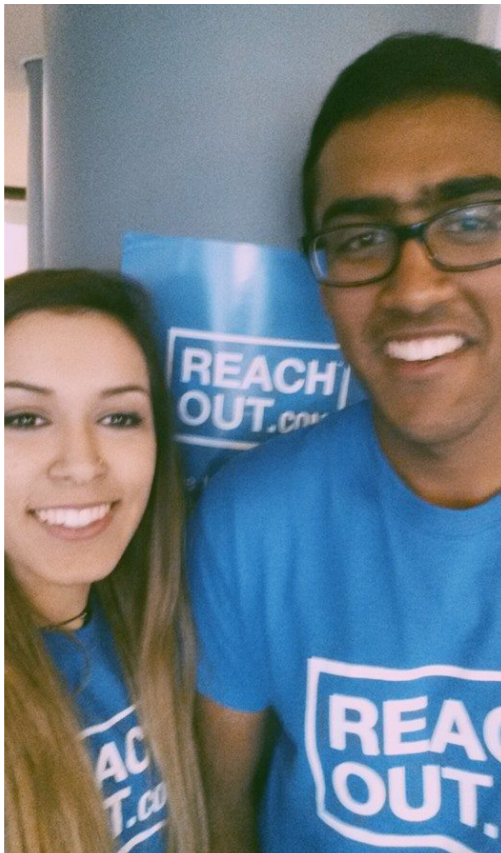
Bottom right: Our amazing volunteers reach out to rural young people at the University of New England in Armidale, NSW.

Facing page

Top: ReachOut Advocacy Leaders taking over Parliament House, showing the polities why e-mental health matters to them (and having a bit of fun in the process). From left to right here's team member Kate, Youth Ambassadors Justin, Kendelle, Belinda, Hayley, Isabella and Toby, and team member Doug. Not pictured: Youth Ambassador Maddi.

Bottom left: Kendelle and Caitlin spread the word about ReachOut at the University of New England's Lifesaver Day, 2014.

Bottom right: Bella, Doug and Lauren sell sausages for ReachOut at the University of Sydney.



## Thank you to our Youth Ambassadors



- |                     |                          |
|---------------------|--------------------------|
| Razia Ali           | Mahala McLeod            |
| Esther Anderson     | Neha Manandhar           |
| Ryan Anderson-Smith | Jonathon Martin          |
| Chris Austin        | Isabella Merrilees-White |
| Akhil Bansal        | Rebecca Mollica          |
| Janika Berg         | Sarah Nelson             |
| Hayley Bester       | Rue Nhongo               |
| Beau Brug           | Emily Noske              |
| Jacob Carrick       | Alissa Nutting           |
| Arikan Celikok      | Maddi O'Leary            |
| Samantha Cole       | Matt Orsini              |
| Rikki Crook         | Caitlin Pengilly         |
| Joel Cull           | Helen Pepper             |
| Chris Daniels       | Gail Phelps              |
| Chantelle Daniels   | Toby Plasto              |
| Jenna Denley        | Nakore Popowski          |
| Kiralee Doyle       | Stacey Prakash           |
| Chelsea Eden        | Nicola Prosser           |
| Cassandra Endris    | Alistair Purdie          |
| Tara Foster         | Jesse Ramos              |
| Rachel Fuller       | Jessica Ranson           |
| Jacob Gallen        | Jarwin Ratchawong        |
| Sophia Garner       | Katie Reid               |
| Chelsea Geary       | Georgia Roberts          |
| Roma Grewal         | Lauren Robinson          |
| Ashleigh Griffiths  | Sophie Sauerman          |
| Abdullah Haji-Ahmad | Victoria Saunders        |
| Amanda Hartley      | Katie Schutze            |
| Dan Hayne           | Vicki Scott              |
| Annalise Healy      | Nathan Shave             |
| Aliza Hedaux        | Eloise Silburn           |
| Chessca Hendry      | Aaron Smith              |
| Heather Hillier     | Kevin Summerell          |
| Ian Ho              | Makhala Swinson          |
| Justin Hourn        | Rachel Telgenkamp        |
| Gabi Hunt           | Sophie Thomson-Webb      |
| Brendan Hurn        | Rachael Tomic            |
| Ashleigh Husband    | Andrej Trbojevic         |
| Sophie Ingham       | Rebecca Van Kesteren     |
| Caitlin Jeremy      | Minnie Vo                |
| Dimity Jessup       | Roseanna Watson          |
| Emily Jones         | Kendelle Watts           |
| Jay Kajale          | Matthew Welch            |
| Alexandria Kenyon   | Suzanne Wilkins          |
| Belinda Kirley      | Samuel Winner            |
| Chelsea Lang        | Madeline Winterbottom    |
| Imogen Lee          | Norris Xie               |
| Megan Lennon        | Mariana Yako             |
| Emily Lloyd         | Doris Yau                |
| Damien Loiacono     | Veronica Ye              |
| Kirstie Lowe        | Jennifer Yuen            |
| Tianah McBride      | Amelia Zavattaro         |
| Kyle McCafferty     |                          |
| Robert McGill       |                          |

# Thank you to our backers

Every year, hundreds of thousands of young people access help and support on ReachOut. This is made possible by the generosity of so many people and organisations, some of whom are featured on the following pages.

Each of our donors cares passionately about the mental health and wellbeing of young Australians, so it brings us great pride to have their support in helping young people through tough times.

To all of our backers, thank you.

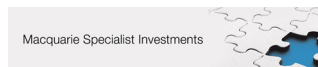
## Principal Backers



**Australian Government**  
**Department of Health**



## Project Backers





Left: Thanks to Andrew Morley, countless young Australians know they can turn to ReachOut for help.

## Legend: Andrew Morley, ReachOut Ambassador

Special thanks to Andrew Morley, *Home and Away* star and all-round legend, for supporting ReachOut so generously as our Ambassador.

Andrew gave his face to our first *There's Life After Year 12 Exams* campaign, spread the word about ReachOut among his enormous following on Instagram, and advocated for youth mental health with passionate calls-to-action in the media.

Thank you, Andrew; you truly are an excellent human being. Thanks to you, countless young Australians know they can find help at ReachOut.

## ReachOut Backers

- Active Tree Services
- Alandal Consulting Pty Ltd
- Christchurch Grammar School
- Corners for Kids
- Geoff and Helen Handbury Foundation
- Grace and Emilio Foundation
- ICAA
- Eliza Kerr
- Michael & Andrew Buxton Foundation
- Jono Nicholas
- Georgi Ord
- Michael Price
- Radford Foundation
- Rio Tinto Limited
- Road Less Travelled
- Rowley Family Foundation
- Second to Naan
- Soft Sand Shuffle
- Steadfast Foundation
- Teen Spirit Foundation
- The Harper Bernays Charitable Trust
- Mark Willcocks

## Community Backers



David  
Carmichael



Jagen  
Pty Ltd



Millett Family  
Foundation



Reef Shark  
Foundation



The G & F  
Castan Families  
Charitable Trust



THANK YOU TO  
OUR BACKERS

## Collaboration and Content Backers



# Financial snapshot

This year we saw strong growth in revenue, 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 four 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 the 2013–2014 Concise Financial Report, which is available in full at [ReachOut.com/about](http://ReachOut.com/about)

## Statement of Income and Expenditure for the year ended 30 September 2014

	2013/2014	2012/2013
	\$	\$
<b>Income</b>		
Government grants	3,550,713	2,803,206
Young and Well CRC*	1,516,755	688,911
Donations	1,848,696	2,253,449
Interest	129,560	92,312
Other	66,680	51,479
<b>TOTAL INCOME</b>	<b>5,595,649</b>	<b>5,200,447</b>
<b>Expenditure</b>		
Service delivery and re-research	3,325,640	2,589,221
Administration	1,025,227	1,110,521
Marketing and fundraising	807,104	866,450
Travel	186,484	158,794
Premises	83,619	81,826
Depreciation	13,240	12,701
Financial	9,754	-
<b>TOTAL EXPENSES</b>	<b>5,451,068</b>	<b>4,819,512</b>
<b>SURPLUS</b>	<b>144,580</b>	<b>380,935</b>

\* We've seen unprecedented investment in our research and development through the Young and Well Cooperative Research Centre, enabling us to develop new services to better help more young people. The amount above reflects funds provided to us, some of which we then pay to other partners involved in the projects.

## Statement of Financial Position as at 30 September 2014

	2013/2014	2012/2013
	\$	\$
<b>Current assets</b>		
Cash and cash equivalents	4,333,125	3,866,683
Trade and other receivables	151,531	437,531
<b>Total current assets</b>	<b>4,484,656</b>	<b>4,304,214</b>
<b>Non-current assets</b>		
Plant and equipment	37,093	26,576
<b>Total non-current assets</b>	<b>37,093</b>	<b>26,576</b>
<b>TOTAL ASSETS</b>	<b>4,521,749</b>	<b>4,330,790</b>
<b>Current liabilities</b>		
Trade and other payables	377,451	315,891
Unspent project grants	2,217,683	2,232,585
Employee benefits	207,404	202,595
<b>Total current liabilities</b>	<b>2,802,538</b>	<b>2,751,071</b>
<b>Non-current liabilities</b>		
Employee benefits	26,773	31,861
Provisions	-	-
<b>Total non-current liabilities</b>	<b>26,773</b>	<b>31,861</b>
<b>TOTAL LIABILITIES</b>	<b>2,829,311</b>	<b>2,782,933</b>
<b>NET ASSETS</b>	<b>1,692,438</b>	<b>1,547,857</b>
<b>Accumulated funds</b>		
Accumulated surplus	1,692,438	1,547,857
<b>TOTAL ACCUMULATED FUNDS</b>	<b>1,692,438</b>	<b>1,547,857</b>



“Any time I get low again  
I’ll look back here, to your  
compassionate advice and  
understanding, and try harder.  
Thank you.”

ReachOut Forums user, age 23

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