

Annual highlights

2016–17



Chair's message

It has been an extraordinary year for *beyondblue*.

Our founding Chairman, the Hon Jeff Kennett AC, decided it was time to retire after giving his heart and soul to the organisation for 17 years.

I was absolutely delighted to take over the reins as Chair on July 1, after serving on the Board since 2014.

Jeff may have left *beyondblue*, but his legacy is strong. Jeff's vision and commitment to raising awareness of mental health issues, fighting stigma and reducing suicide will continue to change the lives of countless Australians for years to come.

Of course, his are big shoes to fill, but being involved with *beyondblue* feels like a natural fit for me; a chance to honour my father's work as a psychiatric nurse at Glenside Hospital in Adelaide, to contribute to an issue with which I have a personal connection, and to join an organisation I respect. It was almost as though life had come full-circle.

I would like to thank Jeff and the Board of *beyondblue* for giving me the opportunity to lead them as Chair. I am energised by what lies ahead.

One of Jeff's final contributions as Chairman was to endorse the *beyondblue* Business Plan 2017-20. This plan has the Board's full support and attention and comprises four key priorities:

Preventing suicide

The Way Back Support Service guides people through the three months following a suicide attempt – a period during which they are most at risk of another attempt. The program is operating at three trial sites around Australia and by early 2018, will be up and running at another five locations. By 2020, The Way Back Support Service will have supported 2,000 people to find the hope to continue living.

National Education Initiative

I congratulate those who worked hard developing the successful *beyondblue* tender for the Commonwealth's \$52.7 million, two-year grant to design and implement a new mental health initiative for schools and early childhood centres.

The National Education Initiative – designed by *beyondblue* and delivered by Early Childhood Australia and headspace – will change the way mental health is perceived by the next generation and generations that follow. It will draw the current patchwork of programs operating around the country into a cohesive whole with the aim of improving mental health literacy in school and early learning communities. Importantly, it will equip young people – toddlers through to school leavers – with the tools they need to meet life's challenges, achieve their best possible mental health and fulfill their potential.

Digital mental health solutions

Technology is creating new opportunities for us to reach out to those who need support in a range of areas, including the vital field of suicide prevention.

One of our key technological innovations, the BeyondNow safety planning app, has been downloaded 30,000 times since its 2016 launch. The app allows those at risk of suicide to create and store a mental health safety plan in their smartphone for easy access should they experience suicidal thoughts.

Peer-to-peer and coaching

In striving to identify and respond to needs across the mental health spectrum *beyondblue* has this year launched several peer-to-peer support programs. These include:

- *beyondblue* Connect, which provides support for culturally and linguistically diverse communities
- more sites for the mental health coaching service NewAccess
- the expansion of our online forums where people share their personal stories and find and offer support anonymously.

As Chair, I will continue advancing the causes *beyondblue* has always worked hard to address – reducing stigma and discrimination about mental health conditions and raising awareness of depression, anxiety and suicide prevention.

I look forward to leading *beyondblue* into its next exciting phase and would like to acknowledge the contributions made by my fellow Board Directors, Board Members and stakeholders, our generous donors and fundraisers, our wonderful Ambassadors, Speakers, blueVoices members, volunteers, and, of course, our dedicated staff.



A handwritten signature in black ink that reads "Julia Gillard". The signature is fluid and cursive, with a horizontal line at the end.

The Hon Julia Gillard AC
Chair, *beyondblue*

CEO's message

It's always rewarding to recap the year's work at *beyondblue*.

Whether in workplaces, schools, clubs, online or in people's homes, *beyondblue* has something to offer. It may be useful information or a nudge towards having a conversation. It may be one of our 209 inspiring speakers breaking down stigma in a workplace. Or it may be one of the 82,000 people visiting our online forums each month.

Our digital reach continues to grow with 7.5 million visitors to our websites in 2016-17 generating over 10 million sessions. In addition, our smartphone apps BeyondNow and The Check-in app were downloaded 12,500 times with users logging in for 54,700 sessions. We are often the place where people start their recovery. About 95 per cent of the 96,000 calls to our Support Service counsellors in 2016-17 were from first time users. About five per cent of those reaching out were assessed as high or medium risk of suicide.

Our programs and advocacy have outstanding reach and profound meaning for so many people across regional Australia, in our city workplaces and our schools.

What the public does not see are the dedicated teams at *beyondblue* who are researching, designing and piloting innovative programs, lobbying and advocating for policy improvements, and working hard to change attitudes towards mental health in the general community.

Significant in 2017 was the launch of our latest NewAccess program, tailored for the culturally and linguistically diverse communities of Brisbane South. Refugees and migrants now have access to mental health support in their native languages through trained professionals.

With an estimated 200 Australians trying to take their own lives every day and the three months following a suicide attempt being the highest risk period, people can now be referred to The Way Back Support Service for practical assistance on leaving hospital. New trial sites opened in the Hunter region, Geelong and Canberra in 2016-17, with six more sites opening in the coming months. Early evaluation findings from the Northern Territory trial shows the model works, with fewer presentations at Royal Darwin Hospital for repeat suicide attempts.

The size and scope of our National Mental Health and Wellbeing Study of Police and Emergency Services make it a world first. Thousands of current and former ambulance workers, firefighters, police officers and state emergency services officers, including volunteers, from more than 30 Australian organisations are participating. The findings will help *beyondblue* identify and implement practical strategies to improve the mental health of our emergency services personnel.

And our advocacy on reducing insurance discrimination proudly continues, having influenced a handful of insurers to remove blanket mental health exclusion clauses from travel insurance policies. We're committed to influencing many more.

I want to extend a heartfelt thank you to all the staff, members of our blueVoices community, the volunteers, the fundraisers, our Board Directors and Members for their energy and drive this past year.

Last, but not least, I feel privileged to acknowledge two people.

The Hon Jeff Kennett AC, *beyondblue*'s founder, stepped down after 17 years as Chairman of the Board.

beyondblue exists because of Jeff's vision and his unwavering commitment and determination. All of us at *beyondblue* look forward to building on what Jeff founded and led, and to model his commitment to action and service.

Our new Chair The Hon Julia Gillard AC shares Jeff's passion for promoting mental health and preventing suicide. In Ms Gillard's words, "perhaps the best way to think about it is that Jeff built the boat and set the course. My role, with my Board colleagues, will be to have my hands on the tiller as *beyondblue* holds that course and looks to a further horizon".

While there is much to be proud of when contemplating the achievements of the past year, our best is always yet to come.

All of us at *beyondblue* look forward to delivering on that in the next 12 months.



A handwritten signature in black ink, which appears to read 'Georgie Harman'. The signature is fluid and cursive.

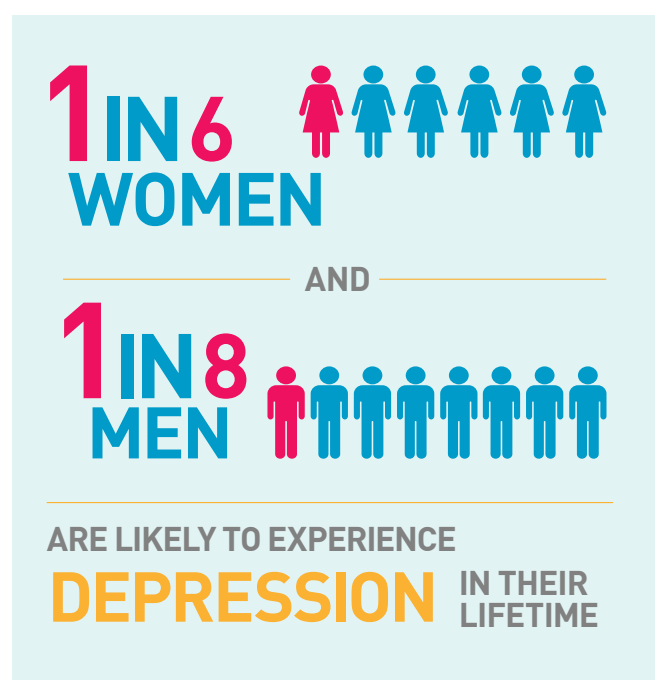
Georgie Harman
CEO, *beyondblue*

Why we do what we do

In any given year, around three million people in Australia experience anxiety or depression. Every day, eight people take their own lives. Because this affects all of us, we're equipping everyone in Australia with the knowledge and skills to protect their own mental health.

We're giving people the confidence to support those around them, and making anxiety, depression and suicide prevention part of everyday conversations. And as well as tackling stigma, prejudice and discrimination, we're breaking down the barriers that stop people from speaking up and reaching out.

beyondblue is here for everyone in Australia – at work, home, school, online, and in communities across the country.

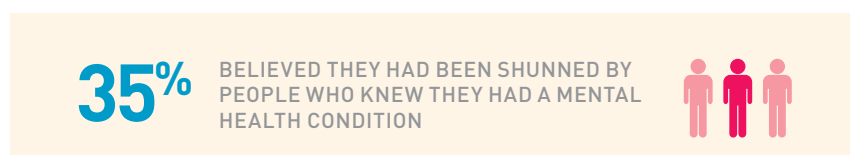
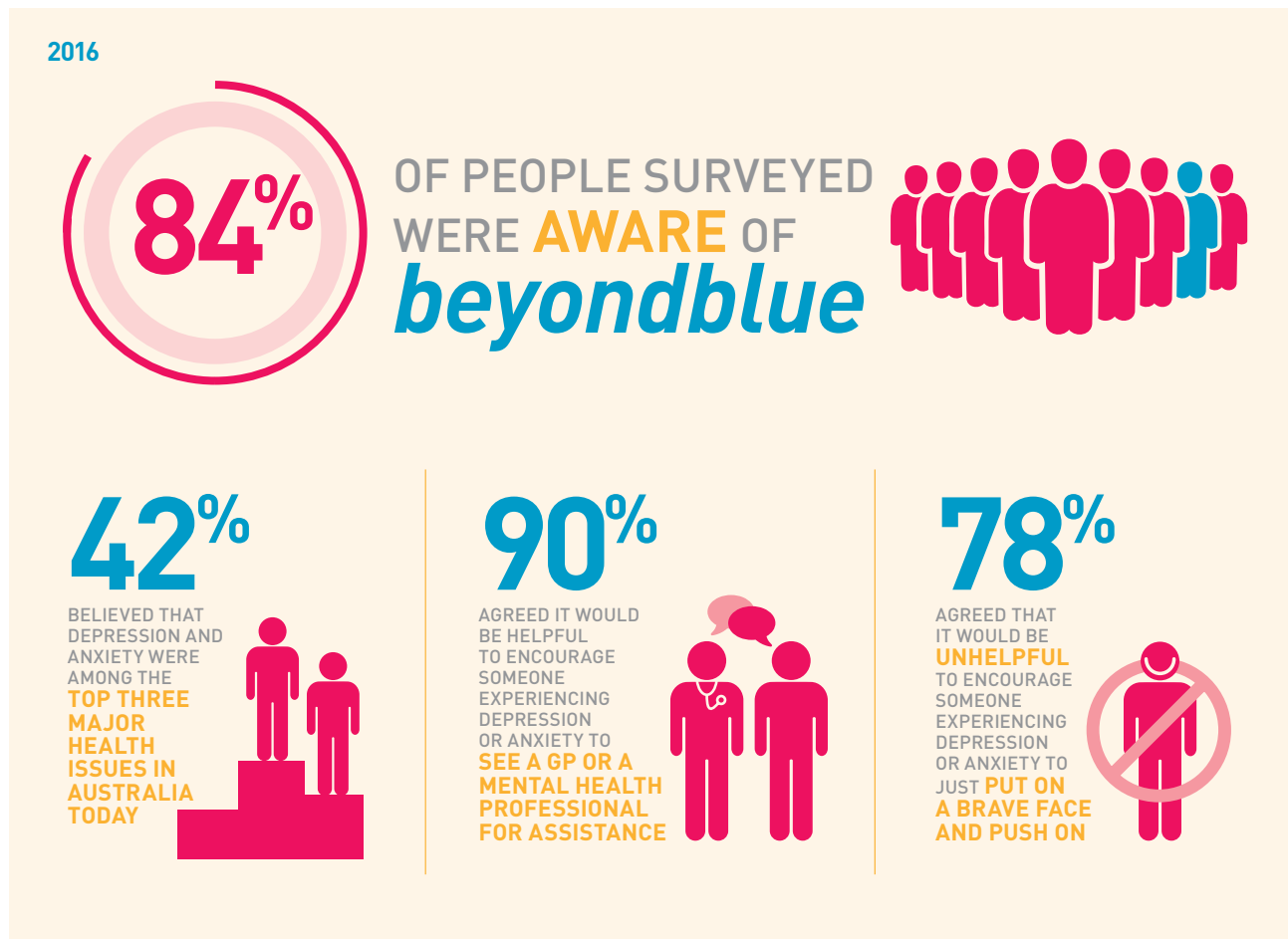


The impact of our work

beyondblue works to reduce the impact of depression and anxiety, reduce people's experiences of stigma and discrimination, and improve people's opportunities to get effective support and services at the right time.

In 2016, we surveyed 2,220 people across Australia in a survey to collect data for the Depression and Anxiety Monitor. The monitor provides a national snapshot of awareness, knowledge, attitudes and behaviour relating to depression and anxiety in the Australian community.

Overall, the data collected since 2004 indicates that awareness and knowledge about depression and anxiety has improved over time, as has community attitudes to stigma. Of even greater importance is evidence indicating that more people are taking positive action for themselves or others in response to depression and anxiety.



Reaching out

Anxiety and depression

beyondblue Support Service

beyondblue's team of mental health professionals provide free, immediate, short-term counselling, advice and referrals to anyone in Australia via telephone and email 24/7, and web chat from 3pm to midnight (AEST), every day.



beyondblue Support Service
1300 22 4636



Email or chat to mental health professionals online at

beyondblue.org.au/getsupport

“ I don't know what I'd have done without you today, you've really really helped me. Thank you so much. ”

- Anonymous support service user

In 2016-17:



153,312



people



contacted *beyondblue*'s Support Service via phone, online chat and email.

Of those contacts,



8,094

people were identified as being at 'high or medium risk of suicide'.

The vast majority of contacts (approximately 94 per cent) were assessed as 'low risk of suicide', and our counsellors provided these people with brief counselling and practical advice on what to do next. Half of these people were also given referral advice.

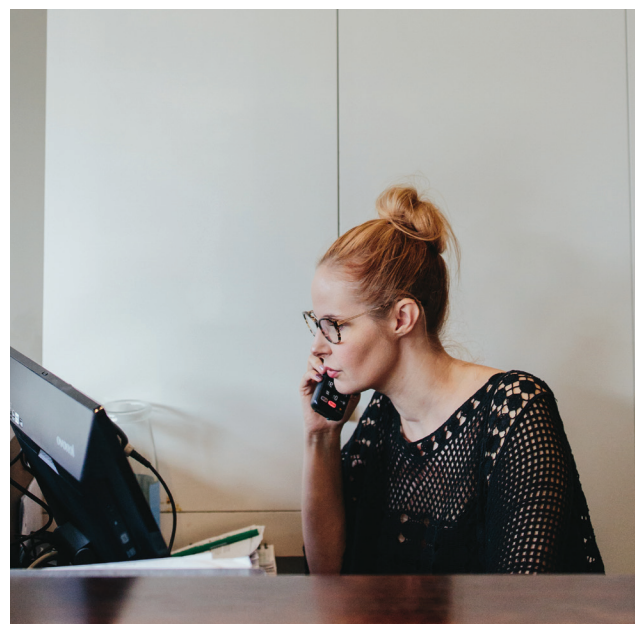
“ You have no idea how supportive and helpful you've all been. You've helped with my low moments and kept me on this path, and you've picked out what behaviours of mine haven't been normal. I think your online chat service is wonderful. It might have saved my life! ”

- Anonymous support service user

The majority of people who contacted the *beyondblue* Support Service found out about it through the *beyondblue* website and social media, followed by internet search.

Nearly 70 per cent of telephone callers sought information for themselves, compared to 80 per cent of email contacts and 95 per cent of web chat users.

Web chat users were most active at 10pm, while telephone callers were most active from 10am to 3pm.



Online peer support forums

In 2016-17, *beyondblue*'s online peer support forums saw over 900,000 unique visitors, with the average visitor spending three minutes on the forums per visit.

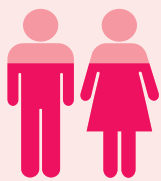
Other highlights included:

- more than 16,000 new members registered during 2016-17, an increase on 2015-16's almost 15,000 registrations
- traffic to online forums made up 20 per cent of total *beyondblue* website visits from Australian visitors
- forum members made a total of 78,120 posts.

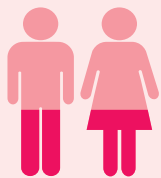
Users reported that their main reasons for accessing the forums were support for feelings of depression, anxiety and suicide, and a desire to connect with others in an anonymous way.

A 2016 survey of forum users also found:

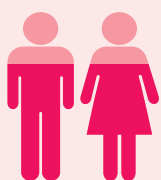
As a direct result of using the peer support forums:



67%
of respondents
felt less depressed
or anxious



38%
contacted a health
professional
as a direct result of using
the forums



69%
indicated they had
made a positive
lifestyle change
such as diet or exercise.

beyondblue website

beyondblue.org.au is often the first port of call for people taking the first step to better mental health.

From 1 July 2016 to 30 June 2017, the *beyondblue* website received more than 8.51 million visits — an increase of 15 per cent from the previous year's 7.4 million visits.

During this period, the average visitor to the *beyondblue* website:

- read 2.34 web pages per session
- spent two minutes and eight seconds on the website, compared to two minutes and 48 seconds last year.

In 2016-17:

- over 490,000 visitors completed *beyondblue*'s anxiety and depression checklist (K10)
- over 226,000 people visited the *Get immediate support* page
- more than 865,490 visitors downloaded information.

Social media

beyondblue remains the number one Australian not-for-profit on Facebook, with 563,549 followers as of 30 June 2017. The community has increased by ten per cent from 2016, and average post reach has increased from last year.

@**beyondblue** on Twitter had 135,010 followers, and remains the number one not-for-profit on Twitter, with a growth rate of 9 per cent over the past twelve months.

@**beyondblueofficial** on Instagram had 51,751 followers as at 30 June 2017, an increase of 66 per cent from 2016's 31,124 followers.

beyondblue's biggest Facebook post of the year announced the new *beyondblue* Chair The Hon Julia Gillard AC. This post alone reached 824,000 people, with 7,100 likes, 826 comments, and 635 shares.



NewAccess

NewAccess was developed by *beyondblue* to provide free and confidential support to help people tackle day-to-day pressures.

This evidence-based early intervention program offers low-intensity counselling for people with mild to moderate anxiety or depression.

“ The New Access program has been a life-changer for me. My coach listened, understood and encouraged me, was never judgemental, and gave me hope. The whole process gave me confidence, since I decided what I needed to work on and was then shown the techniques and how to put them into practice, always with the support from my coach. I was given a way of recognising what was happening for me and then working through to the outcome I wanted, and I have the confidence that I will be able to carry this forward through my life. ”

– Client testimonial

Participants receive six free sessions with a NewAccess coach. The service actively engages people who traditionally do not seek support and overcomes barriers by being:

- free
- accessible without a third-party referral from a health professional
- available either over the phone, in person or via telehealth, using video chat like Skype or Facetime
- approachable, using non-medical, ‘normalising’ language
- very practical, educating people about their symptoms and teaching lifelong management skills and techniques.



NewAccess was trialled between 2013 and 2016 in three sites; ACT, South Australia and North Coast NSW.

Clinical results were highly positive, with a recovery rate of 72 per cent.

Following the conclusion of the trial, *beyondblue* has worked alongside Primary Health Networks as they

undertake the commission of mental health services in their catchments.

This has seen a wider uptake of NewAccess across Australia.

NewAccess has now been established in ten of Australia’s 31 Primary Health Networks (PHNs), and is available to more than 6.3 million Australians.

NewAccess is currently being piloted with three additional communities:

- young people aged between 12 and 25 years old in the Murrumbidgee area
- culturally and linguistically diverse people in the Brisbane South area
- Aboriginal and Torres Strait Islander people living in urban communities in central and eastern Sydney.

The Way Back Support Service

The Way Back Support Service delivers personalised care and follow-up support to people who have attempted suicide or are experiencing a suicidal crisis.

The first three months after being discharged from hospital following a suicidal crisis are when people are most at risk of taking their own lives.

Between 15 and 20 per cent of people will re-attempt suicide, and 5-10 per cent will take their own lives during this period of time.

The Way Back Support Service reduces the likelihood of people returning to the same circumstances that led them to attempt suicide, by linking them to health, clinical and community services.

Support coordinators provide encouragement, support and practical assistance to people during the three months after they leave hospital.

The Way Back Support Service is being trialled in three sites across Australia:

- Newcastle
- Darwin
- Canberra.

As of 30 June 2017, these sites have received a total of 840 referrals from hospitals.

The Newcastle site accounts for 627 of these referrals, exceeding the target of 533.

beyondblue is currently working to establish The Way Back Support Service in four new areas:

- Redcliffe, QLD
- Murrumbidgee region, NSW
- Clarence Valley region, NSW
- Geelong, VIC.

This will mean a total of seven operating sites nationwide by the end of 2017.

Collectively these seven sites will receive an estimated 2,140 referrals per year.

Dadvice

Dadvice, a *beyondblue* campaign funded with donations from the Movember Foundation, aims to support the mental health of men during the transition to fatherhood.

The mental health of dads matters for their partner, their child and themselves.

One in ten new dads experiences depression, ten to 17 per cent experience anxiety and one in seven experiences psychological distress. This is up to one and a half times the average rate for males in Australia.

The Dadvice campaign aimed to address this by:

- creating a sense of camaraderie with new dads and the new dad experience
- helping new dads tune in to the stress they are feeling
- building the capacity of dads to take action and protect their mental health.

Rather than focusing on the signs and symptoms of depression and anxiety, the campaign normalises the pressures associated with the new dad role, and encourages men to tune into their degree of stress.

Dadvice is presented as an online video series of webisodes exploring the entire spectrum of dad stress — encouraging dads to take the new dad stress test (K10) to point them in the right direction to take further action.

The Dadvice section on the Healthy Families website also has an option for new and expectant dads to sign up for a monthly email series containing strategies for coping with the common stresses and challenges of new fatherhood relevant to their particular baby's developmental stage.



93,256 visits

to the Dadvice website



People spent an average time of **14 minutes and 43 seconds**

on the Dadvice landing page



4,703

people completed the new dad stress test



There was a total of **37,074**

full episode views with an average view time of **seven minutes**

which means **over 4,000 hours** of full episode content watched

Four Dadvice webisodes were produced, hosted by father and comedian Ben Lomas. Each episode ran for 11 minutes. Thirteen new dads across Australia recorded video diaries over several weeks with their own phones, documenting their real-life experiences in real time. Highlights (and lowlights) from their diaries were shown in the four episodes. The series also features dad-themed stand-up comedy from popular Australian comedians Sammy J, Dave O'Neil and Lawrence Mooney — all of whom are fathers themselves.

The six-week campaign — timed to coincide with Father's Day, 2016 — targeted expectant and first time dads with babies under one-year-old. While a full evaluation of the *beyondblue*'s Healthy Dads program — including Dadvice — will take place in late 2017, initial campaign data speaks to the success of Dadvice in engaging new dads. In particular, new dads struggling with the demands of the role. Time spent on site, video views and the organic reach of the campaign — partners, friends and family tagging and alerting new dads of the campaign — tells us Dadvice connected with the community.

“Awesome videos. It is all so true. I have four beautiful but hard work kids. These videos are what we experience every day. Well done *beyondblue* for recognising us all.”

blueVoices

blueVoices is *beyondblue*'s online reference group for people affected by anxiety, depression or suicide.

blueVoices members are regularly invited to share their experiences, views and opinions to help inform and guide the work of *beyondblue*.

During 2016-17, members participated in 85 activities to help develop *beyondblue* projects. These included:

- a peer-to-peer education project for women in the perinatal period
- the *beyondblue* suicide prevention position statement
- the National Workplace Mental Health Framework
- new content for the Heads Up website
- the Dadvice campaign and website
- research into children's resilience
- sharing stories for World Suicide Prevention Day
- *beyondblue*'s anxiety strategy and campaign
- sitting on *beyondblue*'s Portfolio Governance Group
- sharing personal stories in the media, on *beyondblue* websites, in printed resources and on social media channels.

Number of blueVoices members

Number of members	8,020
Regional or rural	1,881 (23%)
Metro	5,897 (74%)
Female	5,443 (67%)
Male	2,182 (27%)
Under 25	1,339 (17%)
25-65	6,303 (79%)
65+	285 (4%)

“ I have gained experience of what it's like to love and look after someone who is unwell due to a mental health condition. At some point, I realised that my knowledge and experience as a carer could be valuable to others who may also face this important challenge in their lives. ”

– blueVoices member

Media

beyondblue's media team works across print, broadcast and digital platforms to keep our messages about awareness, stigma reduction and help-seeking for mental health conditions and suicide prevention in the public eye.

In 2016-17, *beyondblue* was mentioned

10,300 times

in print, broadcast and online media

These media items collectively reached almost

350 million people

— more than 14 times Australia's population

The announcement on 21 March that The Hon Julia Gillard AC would take the reins from The Hon Jeff Kennett AC as chair of *beyondblue* reached 17 million people collectively within 24 hours; covered across TV, radio, print and online outlets in metropolitan and regional Australia.



Incoming *beyondblue* Chair The Hon Julia Gillard AC, with outgoing *beyondblue* Chairman The Hon Jeff Kennett AC. Photo: Craig Sillitoe.

Other major results included:

- launching the second phase of the Invisible Discriminator campaign to showcase the impact of discrimination on the Aboriginal and Torres Strait Islander community
- achieving broad reach nationally to promote new research into the impact of workplace bullying on people's mental health
- organising exclusive media for the launch of the Dadvice campaign to support first-time fathers, with broad reach in print and online media
- achieving blanket local coverage for the launches of new The Way Back Support Service sites and NewAccess launches.

PROTECT YOURSELF WITH A SUICIDE SAFETY PLAN



FOR YOUR
FEET



FOR YOUR
BALLS



FOR YOUR
HEAD

Download the **BeyondNow** app



BeyondNow

BeyondNow is a smartphone app designed to help people manage their suicidal thoughts and feelings.

The app takes users through a process of making a structured safety plan to work through when they're experiencing suicidal thoughts, feelings, distress or crisis.

The safety plan involves listing things like reasons to live, enjoyable activities, coping strategies and support people who the user can contact in a time of distress or crisis.

BeyondNow's safety planning process is ideally done with support from a health professional, like a GP, or another trusted person, but can also be used alone.

Design and development

In order to develop a successful app, *beyondblue* asked people with personal experience and suicide prevention experts to help design the content and structure of the app.

These experts helped guide the way the app was promoted to potential users, as well as helping make BeyondNow more accessible for people at higher risk of suicide.

BeyondNow launched in March 2016. Since then, the app has been downloaded around 33,000 times.

Marketing

The app has been promoted to three main audiences:

- the broader Australian community, targeted via a campaign on social and print media
- GPs and other health professionals, who were targeted via specific advertising and training
- groups of people who are at higher risk of suicide, including men and people who identify as part of the LGBTI community, targeted via advertising campaigns.

Downloads of the app increased significantly following these campaigns.

Research

beyondblue worked with Monash University's Dr Glenn Melvin to run a trial of the app with a group of users. The trial aimed to find out how well the app worked, and how effective it was at helping users in tough times.

The results were positive, with people reporting improvements in suicidal thoughts and feelings after using the app, and improved ability to cope with suicidal urges.

All participants in the trial said they'd recommend the app to others.

A second research study saw BeyondNow users anonymously providing a copy of their safety plans and providing feedback on the app.

1,243 people completed the survey and 618 people provided a copy of their plan.

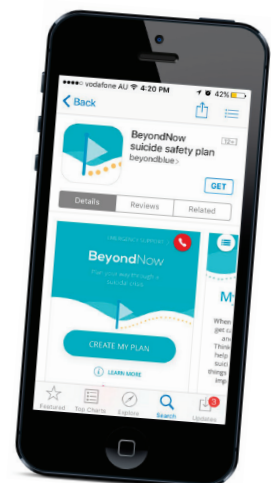
96 per cent of males and 81 per cent of females in the study completed safety plans on their own, rather than with a health professional.

This shows the BeyondNow app, and more broadly, smartphone apps in general, can make safety planning much more accessible to members of the public.

Safety planning has traditionally been managed by health professionals, but the app makes suicide prevention strategies like safety planning much more accessible.

Participants in the study said they looked their safety plans when they were distressed, when they noticed warning signs, and for reassurance.

These findings show that BeyondNow is a helpful tool for people at risk of suicide.



to

In workplaces

Heads Up

beyondblue's Heads Up initiative continued to encourage and support employees, managers and organisational leaders to create mentally healthy workplaces.

New Heads Up website redevelopment

beyondblue is constantly reviewing, optimising and adding new content to the Heads up website. This year, work was undertaken to redevelop the site based on extensive user testing and feedback.

The website information architecture has been updated to ensure a better user experience and new landing pages developed for employers, managers, employees and small businesses.

New content was added around strategies for developing healthy workplaces and on taking care of yourself and staying well, as well as content specifically targeted towards small businesses, along with new small business video case studies.



New online training module launched


In May 2017, a new free online training module was published on the Heads Up website with the aim of educating managers and employers about managing mental health risks at work.

In the two months since they were launched, the modules have been downloaded by over 150 organisations, small and large, across Australia.



From 1 July 2016 to 30 June 2017, there were

 **305,645**
visits
to the Heads Up website

 **3,053 people joined**
to receive Heads Up email updates

Since launching in May 2014, there have been

 **1 million +**
website visits
to headsup.org.au

beyondblue National Mental Health and Wellbeing Study of Police and Emergency Services

After the successful launch of the *Good practice framework for mental health and wellbeing in first responder organisations*, and subsequent use of the guide by many agencies throughout Australia, *beyondblue* has now shifted focus to the National Mental Health and Wellbeing Study of Police and Emergency Services.

This three-year, three-phase study is a national first, with more than 100,000 current and former ambulance, fire and rescue, police and state emergency services employees and volunteers across Australia invited to participate.

This year's activities focused on the survey phase of the study, a national research study to investigate the prevalence of mental health conditions, suicide, stigma and help-seeking behaviour.

Phase 1 was a qualitative project gathering the personal experiences of current and former police and emergency services personnel and family members, in respect to what contributed to their mental health. This phase was completed in November 2016.

Phase 2 is a national survey, *Answering the call*, which aims to investigate the prevalence of mental health conditions among police and emergency services personnel, including anxiety and depression, post-traumatic stress, and suicide risk.

Phase 3 will be a collaborative 'evidence to action' project.

The findings from Phases 1 and 2 will be used to identify and implement practical strategies to improve the mental health of police and emergency services personnel across Australia.

The study will collect important information about stigma, use of support services and programs, and factors that affect the mental health of personnel.

The results of this survey and the qualitative study undertaken by *beyondblue* in 2016 will formulate an innovative knowledge translation, or evidence-to-action project, due to begin in 2018.

Find out more at beyondblue.org.au/pes



Health services guide due to be released in August

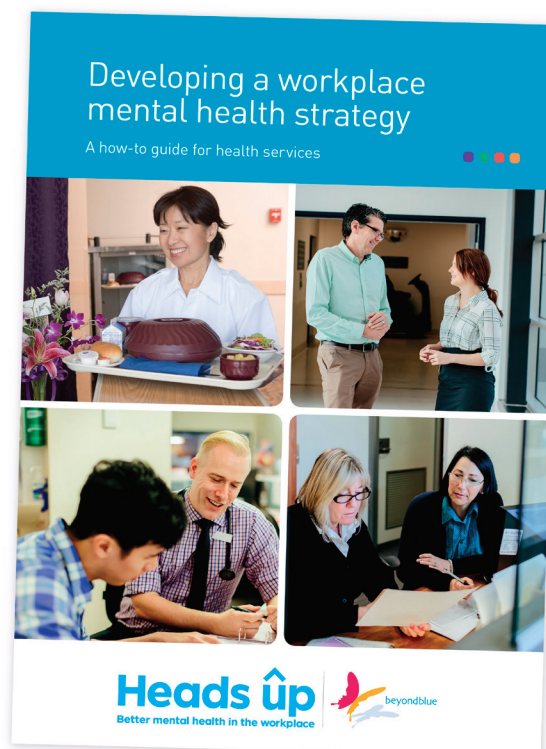
During 2016-17 *beyondblue* developed a new guide, *Developing a workplace mental health strategy: A how-to guide for health services*.

The guide outlines recommended steps required to implement a comprehensive workplace mental health strategy in busy and highly stressful health services environments.

Generally, health professionals can be more resilient than the general population, but face a significantly higher risk of psychological distress:

- 3.4 per cent of doctors experience very high psychological distress, compared with 2.6 per cent in the wider community
- more than four in 10 students and a quarter of doctors are highly likely to have a minor psychiatric disorder.
- doctors self-report higher rates of anxiety conditions at nine per cent, compared to the wider community, at 5.9 per cent
- doctors and nurses have higher suicide rates compared to the general population
- female health professional are at an increased risk of suicide and have higher rates of suicide than both the general population and other professions.

Developing a workplace mental health strategy: A how-to guide for health services is available to download on the *beyondblue* website: beyondblue.org.au/dhmp



In schools

National Education Initiative

In June 2017 The Minister for Health, the Hon Greg Hunt MP, announced the development of a new National Education Initiative, to be led by *beyondblue*.

The initiative will transform Australia's approach to child and youth mental health care by providing a single end-to-end early childhood service and school-based mental health initiative, supporting mental health promotion, prevention, early intervention and suicide response and support.

The vision of the National Education Initiative is that every Australian early childhood service and school is a positive, inclusive and resilient community where every child, young person, staff member and parent / carer can achieve their best possible mental health.

The initiative will include Response Ability, a pre-service training program delivered to universities and vocational education institutions, schools programs KidsMatter and MindMatters, and headspace School Support, which provides suicide response and recovery support to secondary school communities.

KidsMatter

KidsMatter is an Australian mental health and wellbeing initiative set in primary schools and early childhood centres.

KidsMatter was developed as a response to the high rates of school-age children with mental health challenges, and is a partnership between the education and health sectors. It is funded by the Australian Government and delivered by *beyondblue*, with partners Australian Psychological Society, Early Childhood Australia and Principals Australia Institute.

MindMatters

MindMatters is a mental health initiative for secondary schools that aims to improve the mental health and wellbeing of young people.

The framework provides structure, guidance and support while enabling schools to build their own mental health strategy to suit their unique circumstances.

MindMatters also includes four 'spotlights' topics, designed to support teachers to address difficult topics related to the mental health of their students.

The KidsMatter, MindMatters and school support initiatives will continue to be available through to late 2018 when the new National Education Initiative, which integrates KidsMatter and MindMatters with further evidence-based approaches to supporting the mental health of children and young people, will be launched.

During 2016-17:



3000+

schools engaged in the KidsMatter initiative.



587

Early Childhood Education and Care Services were recruited to KidsMatter Early Childhood.



380

events were delivered to



4,766

participants.



During 2016-17 there were

261,030 visits

to the MindMatters website.



This is a

162% increase

on the previous year.



As at 30 June 2017

1,433+

schools were participating in the MindMatters initiative,



69,350

MindMatters modules had been completed, and



1,044

events, with over



82,000

participants had been held.



At home

Healthy Families

In August 2016 *beyondblue* launched Healthy Families, a website all about providing the information, knowledge and confidence to support the young people in your life — whether you're a parent, guardian, grandparent, a favourite uncle or an awesome auntie.

The website also provides tips on how to help you take care of your own mental health and wellbeing, especially if you're a new parent or about to become one.

Healthy Families is *beyondblue*'s one-stop-shop for parents and other caregivers.



Check out the Healthy Families website: healthyfamilies.beyondblue.org.au

Children's Resilience Research

In 2016-17 the Children's Resilience Research project sought to establish expert consensus about resilience, including an agreed definition and how best to promote resilience in children aged 0-12 years.

The research will inform a Children's Resilience Practice Guide, due for release in early 2018.

The Practice Guide will help professionals who work with children in a range of settings apply key principles and evidence-based strategies to increase children's resilience.

Healthy Families and the Children's Resilience project was funded by *beyondblue* and major partner Future Generations Global Investment Company.

Professional Education to Aged Care (PEAC)

While older people experience rates of depression and anxiety similar to the rest of the Australian population, these rates are around 35 per cent among people living in aged care.

beyondblue's Professional Education to Aged Care (PEAC) e-learning program aims to improve the detection and management of anxiety and depression in residential and community aged care settings.

Continuing Professional Development (CPD) points are awarded on completion of the program.

2016-17 saw a total of 5,650 PEAC program registrations.

Educating those who provide care to aged care residents will enable better access to effective support and treatment.

Read more about PEAC: beyondblue.org.au/peac



Discrimination and advocacy

Policy and advocacy

beyondblue is committed to creating change across Australia to protect and improve the mental health of people of all ages and from all walks of life. Advocacy is an important part of this work, and *beyondblue* regularly speaks out on a range of issues associated with anxiety, depression and suicide.

beyondblue works in a bipartisan way to influence systems and policies that impact on people affected by anxiety, depression and suicide, and their family and friends. Our work in this area involves media interviews, building relationships with key stakeholders, participating on committees, and responding to policy consultation processes.

One of *beyondblue*'s policy and advocacy priorities is suicide prevention, and in 2016 we updated and released our position statement and information paper on suicide prevention.

The paper is available at beyondblue.org.au/policy

In 2016-17 *beyondblue* contributed to over 20 policy development and review processes.

One of the most notable of these was the Fifth National Mental Health and Suicide Prevention Plan, endorsed by the Council of Australian Governments (COAG) Health Council in August 2017. This policy delivers national agreement for improvements in the health sector that will affect people experiencing mental health conditions.

Insurance discrimination

beyondblue continues to work towards reducing discrimination experienced by people with mental health conditions when accessing insurance products.

Discrimination occurs in the form of refusal to provide insurance cover, exclusions or increased premiums, and delays or rejections during the claiming process across a range of insurance products.

During 2016-17 *beyondblue*'s activities in this area included:

Mental health evidence and data forum

On 28 March 2017, *beyondblue* held a forum with the aim of identifying what kinds of evidence and data is available to inform Australia's insurance industry.

The forum saw Australia's leading evidence and data experts identify a range of data and peer review evidence that could potentially be used by the insurance industry to

discriminate against people who have experienced mental health conditions.

beyondblue continues to call for the insurance industry and government to work together to collate and analyse this data, and apply it to insurance industry policy and practice.

Insurance, mental health and experience survey

beyondblue has commissioned the Wallis Group Ltd to conduct a survey to compare levels of insurance discrimination for people with, and without, experience of mental health conditions.

The survey also aims to understand where in the insurance journey people experience problems, and the impact these problems have on their lives.

The final report from this survey is expected in 2017-18.

Submissions

beyondblue developed several submissions during the year in relation to insurance, mental health and discrimination.

These submissions included:

- Senate Economics References Committee *Inquiry into consumer protection in the banking, insurance and financial sector*.
The Committee's findings are expected to be released in 2017-18.
- Australian Federal Government Department of the Treasury *Design and Distribution Obligations and Product Intervention Power* proposals paper.
The proposal examines protections for people from being sold financial products that may be to their detriment.
- Department of Foreign Affairs and Trade (DFAT) *Consular Strategy 2017-19*.
As a result of *beyondblue*'s submission, DFAT has committed to amending its handbook for consular officers who have clients with mental health conditions. DFAT has also committed to continuing its outreach work on mental health related policy exclusions in the insurance industry and transparency of coverage, as well as updating mental health-related information on its Smartraveller website.

STRIDE Initiative

STRIDE (Stigma Reduction Interventions: Digital Environments) is an action research program designed to find out whether digital communication methods can change attitudes and behaviours in men between the ages of 30 and 64, or 'men in their middle years'.

In 2013, *beyondblue*, thanks to donations from the Movember Foundation, invested \$3m over three years to fund six research partnerships between local community members, academics, designers, and evaluators.

The six partnerships all worked to answer the same question:

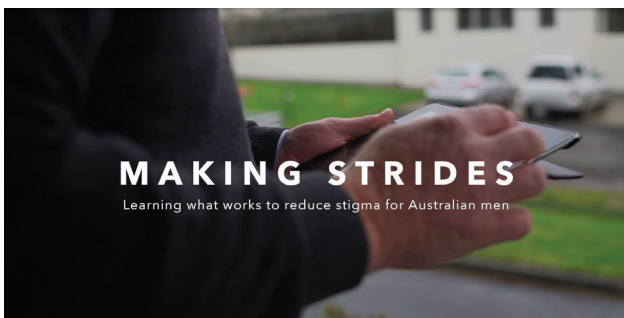
Can digital interventions, implemented at a local population level, prompt change across the knowledge, attitudinal and / or behavioural components of stigma experienced and / or exhibited by men aged 30 to 64 years?

Results

In June 2017, *beyondblue* received the results from the six projects.

The six projects were:

- *Better Out Than In*, led by the AFL Players Association
- *Contact+Connect*, led by Incolink
- *Out of the Blue: Pete and Dale*, led by the Victorian AIDS Council
- *Tell Your Story*, led by the University of New South Wales' Refugee Trauma and Recovery Program
- *The Ripple Effect*, led by the National Centre for Farmer Health
- *Y Fronts*, led by CGA Consulting.



The results showed digital products like smartphone apps, online forums, and mobile-optimised websites can be effective in reducing stigma related to anxiety, depression and suicide for men in their middle years.

However, they also showed that the way the products were designed and communicated is critically important in order to successfully meet the needs of the audience.

The results showed that there are a few ingredients needed for a successful stigma reduction initiative:

- Have clear outcomes in mind
- Be clear about how the project's activities will achieve your goals

- Develop a trusting, collaborative partnership, and encourage different perspectives
- Involve the target audience when you're designing the product
- Be clear about what the product is
- Understand your audience, and provide meaningful content for them
- Understand the way your audience consumes digital products, and design your product with this knowledge in mind
- Find out the best way to promote your product, whether it's online or offline
- Use partnerships to expand your audience
- Make sure your product works offline, if necessary
- Research likely success factors and barriers before designing your product.

Interestingly, some partnerships found that a digital solution is not always the best solution.

Next steps

The results of the initiative show more work is needed to develop a more detailed framework to evaluate the success of stigma reduction initiatives like STRIDE.

As the understanding of mental health and stigma increases in the Australian community, it becomes increasingly important to have a consistent way of measuring community attitudes and behaviour change when it comes to stigma related to mental health conditions.

beyondblue will continue to advocate its position that we need a more comprehensive framework to measure change and success. This framework must measure both attitude and behaviour change.

The final research reports and a summary video are available at beyondblue.org.au/stigma



Wingmen

beyondblue continued developing Wingmen, a resource for gay guys, by gay guys.

Wingmen, a new online mental health support hub on the LGBTI section of the *beyondblue* website, launched in July 2017.

Wingmen contains information, support and real-life stories, with the aim of building the confidence of gay men to reach out and support their mates and partners.

Wingmen was developed by *beyondblue* in collaboration with the National LGBTI Health Alliance, and funded by donations from the Movember Foundation.



Marriage equality

Discrimination is a significant risk factor for anxiety, depression and suicide.

In 2016-17, *beyondblue* continued to advocate for non-discriminating communities, systems, policies and institutions.



The *beyondblue* Board issued a statement strongly advocating for marriage equality in Australia.

beyondblue continues to advocate for marriage equality in Australia, and raise awareness about our position on marriage equality.

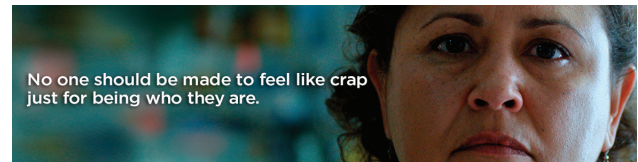
“...individuals who share the same love and commitment, but are of the same gender, are not allowed to commit to each other through marriage. This is discrimination in the most obvious form. No law-abiding Australian citizen should be made to feel like a second-class Australian.”

- *beyondblue* Board statement

Invisible Discriminator

beyondblue's Invisible Discriminator campaign highlights the impact of insidious, subtle racism and discrimination on the social and emotional wellbeing of Aboriginal and Torres Strait Islander people.

After running a highly successful first iteration of the campaign during 2014, *beyondblue* ran phase 2 of the campaign during July and August 2016.



The campaign had a strong call to action: You can change this. It aimed to prompt people to check their behaviour and take a stand against racism and discrimination.

Almost all Aboriginal and Torres Strait Islander people regularly experience racism, with more than 70 per cent experiencing eight or more incidents a year.

The risk of high or very high levels of psychological distress increases as the volume of racism increases.

Several studies have shown a link between experiences of racism and poorer mental health among Aboriginal and Torres Strait Islander people, including a greater risk of developing depression and anxiety, substance use and attempted suicide.

Aboriginal and Torres Strait Islander people are also nearly three times more likely to be psychologically distressed than other Australian people and twice as likely to die by suicide.

OUR RESEARCH SHOWS

35% OF RESPONDENTS RECALLED THE CAMPAIGN

50% OF THOSE WHO SAW THE CAMPAIGN THOUGHT IT WAS ATTENTION GRABBING

70% OF RESPONDENTS THOUGHT INDIGENOUS AUSTRALIANS WERE HIGHLY LIKELY TO EXPERIENCE DISCRIMINATION

79% OF THOSE WHO SAW THE CAMPAIGN AGREE THAT DISCRIMINATION IMPACTS THE HEALTH OF INDIGENOUS AUSTRALIANS

79% OF THOSE WHO SAW THE CAMPAIGN WERE MADE AWARE THAT INDIGENOUS AUSTRALIANS ARE DISCRIMINATED AGAINST IN MANY WAYS

Connecting with our community

Ambassadors and speakers

beyondblue receives hundreds of requests each year for speakers to share their stories at a range of events, including community forums, conferences, schools, workplaces and sports clubs.

In 2016-17, 238 *beyondblue* Speakers and Ambassadors shared their personal stories of hope, recovery and resilience at 880 events around Australia.

72 new speakers were inducted into the program at training sessions held in Perth, Melbourne, Sydney, Launceston, Brisbane, Sydney and Adelaide.

To the end of June, *beyondblue* had 209 volunteer Speakers and 29 high profile Ambassadors.

In 2016-17 these Ambassadors included snowboarder Belle Brockhoff and hurdler Kyle Vander Kuyp.

In December 2016, *beyondblue* announced Olympic swimmers Leisel Jones, Daniel Kowalski, and Libby Trickett as its newest Ambassadors.

Ambassadors directly assisted *beyondblue* to raise \$10,888.

Number of Speakers and Ambassadors 238

NSW events	187
VIC events	344
QLD events	103
SA events	39
WA events	66
NT events	2
ACT events	26
TAS events	20
Virtual speaker video events	93



beyondblue Ambassadors Libby Trickett, Daniel Kowalski, and Leisel Jones. Photo: Sam Rutty / The Sunday Telegraph.

Community fundraising

Thousands of people chose to fundraise for *beyondblue* via a range of events and initiatives in 2016-2017.

More than 1,153 community members registered to raise funds for *beyondblue*.

These fundraisers make a huge difference, raising funds to support *beyondblue*'s work providing support services and programs for people experiencing mental health conditions right around Australia.

Some of the truly amazing and inspiring standouts were:

- **Andre Jones**, who ran a gruelling 3,700km from Melbourne to Darwin to raise awareness and reduce the stigma associated with anxiety and depression. Andre raised a total of \$9,196 for *beyondblue*.
- **Peter and Trish Fehon** organised a team of driving enthusiasts to take on the NSW South Coast and Alpine regions in the 2017 Beyond Bitumen Tour. Featuring a mix of old cars and modern 4WDs, the group started its four-day tour in Nowra, NSW on the morning of Friday 31 March 2017 and finished up around Goulburn NSW on Monday 3 April, having tackled rural and forest regions as well as high altitude alpine meadows. A group charity dinner raised additional funds. They had 65 vehicles registered with close to 150 people participating, raising a huge \$302,458 for *beyondblue*.
- **Mel Yeates** busked her way around Australia via her campaign *A Girl, Her Car and Her Guitar*. After losing her best friend and other friend in a devastating accident, Mel lost another close family friend, who died by suicide, and her cousin was diagnosed with cancer. Mel found inspiration in actor Samuel Johnson's Love Your Sister charity and his 16,000km unicycle ride around Australia. After raising \$21,750 for *beyondblue* in six months, Mel is now devoting a whole year to fundraising for *beyondblue* and Love Your Sister.
- In April 2017 fundraiser **Michael** took to the streets of Paris to run the 42km of the Paris Marathon, raising \$12,928 for *beyondblue*.
- Western Australia's eleven-year-old **Elijah** rode his bike from Perth to Bunbury in memory of his father, raising \$8,032.
- Workmates from **Laser Group** rode motorcycles from Melbourne to Darwin through rain, hail and sunshine, collecting money along the way. They raised \$132,749.
- **Tonka the Concreter** is a hardworking dog who has become an advocate for Australian tradies. Tonka's Facebook page receives regular messages to say his photos have helped people get through tough times. A Tonka the Concreter calendar raised \$3,000.
- In November, **five runners** from around Australia competed in the iconic New York Marathon, running from Staten Island to Manhattan. The fundraising trip, organised through Inspired Adventures, raised \$16,031. Total funds raised from trips arranged through Inspired Adventures for the year reached \$60,906.

- **Bev**, from Victoria, together with her son raised money for *beyondblue* selling home grown pot plants at her local market where she has a stall. Following the death of her son, Bev continued to support *beyondblue* in his memory, raising \$1,008.
- **Jubilee Primary School** in Upper Coomera, QLD, hosted its 'Father's Day Big Brekkie' in September 2016. The school raised \$341 by asking an entry fee of \$5 per family.

5,665 people took part in 52 events as members of #teambeyondblue in 2016-17, raising a phenomenal total of \$2,165,115.



Events and volunteers

2016-17 saw 525 *beyondblue* volunteers giving their time to volunteer at 69 events around Australia.

This year's major events included the Australian University Games, Deni Ute Muster, A-League *beyondblue* Cup and the Australian Corporate Triathlon Series.

2017 Australian Corporate Triathlon Series

beyondblue was the official charity partner of the 2017 Australian Corporate Triathlon Series. The series, which ran between February and April 2017, featured events in Adelaide, Melbourne, Sydney and the Gold Coast.

More than 10,000 participants competed for a range of organisations across Australia.

Libby Trickett was *beyondblue*'s event ambassador for the 2017 series. Libby competed for *beyondblue* in the Gold Coast event and helped us raise a total of \$27,401 for the series.

beyondblue used the series as an opportunity to promote the Heads Up campaign to the series' corporate audience.



Australian University Sport partnership

In 2016-17 *beyondblue* began a partnership with Australian University Sport, which hosts over 10,000 students at events like Indigenous Uni Games, Australian Snow Uni Games and Australian University Games.

This partnership gives participants at the Games a chance to be active, have fun with their friends, and fundraise for #teambeyondblue, raising vital funds for *beyondblue*'s research, programs and services.

Deni Ute Muster

In September 2016 *beyondblue* was chosen as the official charity partner of the Deni Ute Muster.

The Deni Ute Muster sees over 25,000 patrons from across the country converge on the town of Deniliquin, in the Riverina region of NSW, in the last week of September each year. The event is one of the most popular ongoing rural festivals in Australia.

This year's event saw headline act Keith Urban revving up the crowd. Along with the musical entertainment, the event saw the annual world record attempt in the Blue Singlet Count, where punters gather to try to break the world record of most number of people wearing a blue singlet in one place. The current record is 3,959 singlets. 500 *beyondblue* balloons were released in this year's Count.



Our partners

Much of *beyondblue's* work has been made possible through the help of our generous corporate partners, who are committed to supporting all people in Australia to achieve their best possible mental health.

Major partners



Supporting partners



Community partners



to our amazing corporate partners, our fundraisers, donors, volunteers, blueVoices members, Ambassadors and Speakers – we couldn't do it without you!

Get involved

With the incredible support of individuals, organisations and community groups across Australia, *beyondblue* is able to make a real difference to the lives of people affected by anxiety, depression and suicide. You can help us achieve our vision that all people in Australia achieve their best possible mental health — there are plenty of ways to get involved and support our work.

Donate

Every year, *beyondblue* needs to raise more funds to support people who are impacted by anxiety, depression and suicide. One-off or regular donations help us to keep up with demand for our 24/7 phone and online Support Service; deliver and innovate services and programs to tackle anxiety, depression and suicide; distribute free information resources and share powerful stories of hope and recovery across Australia; fund world-leading research; roll out evidence-based campaigns and advocate for all people in Australia affected. You can make a donation or sign up for regular giving at beyondblue.org.au/make-a-donation

Volunteer

Volunteering is a great way to get involved with *beyondblue*. We are fortunate to have many wonderful people volunteer their time and energy at events around the country, including at AFL, NRL and A-League *beyondblue* Cups, running events to support #teambeyondblue as well as conferences and expos. Volunteers help by distributing information resources, fundraising, talking and listening to people and referring them to the *beyondblue* website and Support Service. To become a *beyondblue* Volunteer, visit beyondblue.org.au/volunteer

Fundraise

Fun runs and marathons, dress-up days and movie nights, sausage sizzles and bake offs, ultra-sporting adventures and art exhibitions — fundraising for *beyondblue* is a fun and rewarding way to make a difference. You might like to host a *beyondblue* group fundraising activity or join #teambeyondblue pounding the pavement at home or overseas. For ideas on fundraising and how to sign up, visit fundraise.beyondblue.org.au

Business and corporate support

The work of *beyondblue* is supported by many generous partners in the business sector from right across Australia. Businesses of all sizes can help make a real difference through initiatives such as workplace awareness and staff fundraising, workplace giving programs, business fundraising and donations, cause related marketing campaigns and corporate partnerships. To find out how your business can get involved, check out beyondblue.org.au/business-support

We can also help employers to build mentally healthy workplaces. Join Heads Up to receive the tools, resources and support you need to take action in your workplace. Visit headsup.org.au to find out more.

blueVoices

blueVoices is *beyondblue*'s reference group and online community for people who have personal experience of anxiety, depression and/or suicide, or support someone who does. blueVoices members provide feedback, share their stories and help us develop a wide variety of *beyondblue* projects, campaigns and resources. Anyone in Australia aged 16 or over with this experience is invited to take part. Join at beyondblue.org.au/bluevoices

Online forums

beyondblue's online peer support forums attract hundreds of thousands of visits from people across Australia who share their experiences of anxiety, depression and suicide and provide support and encouragement to others in a safe and welcoming online space. To read or join our online forums, visit beyondblue.org.au/forums

Speakers Bureau

beyondblue has a National Speakers Bureau which consists of everyday Australians who have personal experience of anxiety, depression or suicide. These people share their story at different events around the country to help reduce the stigma and encourage others. If you're interested in becoming a *beyondblue* Speaker or securing a speaker for an event, visit beyondblue.org.au/speakers






Where to find more information

beyondblue

beyondblue.org.au

Learn more about anxiety, depression and suicide prevention, or talk through your concerns with our Support Service. Our trained mental health professionals will listen, provide information and advice, and point you in the right direction so you can seek further support.

 1300 22 4636

 Email or  chat to us online at www.beyondblue.org.au/getsupport

Healthy Families

healthyfamilies.org.au

Healthy Families is all about giving you the information, knowledge and confidence to support the young people in your life – whether you're a parent, guardian, grandparent, a favourite uncle or an awesome auntie. We're also here to help you take care of your own mental health and wellbeing, especially if you're a new parent or about to become one.

Heads Up

headsup.org.au

Heads Up is all about giving individuals and businesses the tools to create more mentally healthy workplaces. Heads Up calls on business leaders to make a commitment and start taking action in their workplaces. It also encourages everyone in the workplace to play their part in creating a mentally healthy working environment, take care of their own mental health, and look out for their colleagues.

Youthbeyondblue

youthbeyondblue.com

beyondblue's youth program, Youthbeyondblue, aims to empower young people aged 12–25, their friends and those who care for them to respond to anxiety and depression. We support and promote environments and settings that build on strengths of young people and respond to ongoing change.



facebook.com/beyondblue



[@beyondblue](https://twitter.com/beyondblue)



[@beyondblueofficial](https://instagram.com/beyondblueofficial)



[beyondblue](https://linkedin.com/company/beyondblue)

Donate online beyondblue.org.au/donations