

# Annual highlights

2015–16



# Chairman's message

## One's work is never done!

As another year comes to an end, sadly the constant challenges for *beyondblue* and similar organisations just seem to grow.

This year's work has had some wonderful highlights.

## NewAccess

I am encouraged by the proving up of the trials for our NewAccess program that already three Primary Health Networks (PHNs) — Australian Capital Territory, North Coast New South Wales and Murrumbidgee — and a standalone site in South Australia — have seen its value and will continue the service. I hope NewAccess, an early intervention program for people with mild to moderate depression/anxiety, will be adopted by more PHNs in the years ahead.

## The Way Back Support Service

In the Northern Territory, the trial of The Way Back Support Service, which supports people after they've been discharged from hospital following a suicide attempt, has proved itself to be life-saving and other trials are being carried out in Newcastle, NSW and the ACT. The service, which aligns with national and state mental health reforms and suicide prevention priorities, is being independently evaluated measuring outcomes and economic benefits.

## The Police and Emergency Services Program

The work to improve the mental health of Australia's first responders and reduce their suicide risk is gathering pace under the Police and Emergency Services Program and hopefully, we will see more positive outcomes in the coming year. Currently, *beyondblue* is conducting research to find out how many first responders have mental health conditions, how often they think about suicide, and if and when they seek support.

## Discrimination and stigma

Our continuing work to help reduce discrimination and stigma in all its forms continues to be a vital part of *beyondblue's* work, especially in relation to lesbian, gay, bisexual, trans and intersex (LGBTI) people, and Aboriginal and Torres Strait Islander people. Continual discrimination, exclusion and derogatory comments take a huge toll on the mental health of people in these communities, which in turn, results in higher suicide rates than the wider Australian community.

## Heads Up

I am particularly encouraged by our efforts to have businesses big and small introduce our Heads Up program. Importantly, I have called for performance measures for senior leaders to include KPIs related to ensuring a mentally healthy workplace.



## Bipartisanship

Our relationships with all of the governments that fund us, regardless of their political persuasion have always been good. We have always welcomed their representatives at Board meetings, and this will, in the future, deliver greater benefits to those we seek to help through even better coordination of our programs.

## More work needs to be done

But against these exciting outcomes is the sad fact that Australia's suicide rate, at 3,027 in 2015, continues to grow. More than eight people a day die by suicide. The impact on the people left behind is immeasurable.

Not only is *beyondblue* increasingly focusing on this tragedy, but so too are governments. The real challenge here must be to co-ordinate our efforts so that valuable funds are not wasted or diluted as we work towards lowering the annual rate of deaths.

That said, I am indebted to my Board members, staff and so many businesses and members of the public who are actively supporting our work at *beyondblue*. On your own you can achieve little, but now *beyondblue* has an army of professionals, individuals, schools, workplaces and the media assisting our cause.

My thanks to all. Roll on 2017.

A handwritten signature in black ink that reads "Jeff Kennett". The signature is stylized and includes a flourish at the end.

The Honourable  
Jeff Kennett AC

Chairman *beyondblue*

# CEO's message

**It's been another busy, rewarding, challenging and inspiring year with an unprecedented number of people contacting *beyondblue* for support, advice and information.**

Yet, the visible part of *beyondblue* is only part of the picture. There is a great body of work that goes on behind the scenes.

The public face is composed of many parts including our Support Service, our websites, our Facebook page, our workplace and schools programs, our ambassadors and speakers, our peer-to-peer forums and community events.

Supporting the public face of *beyondblue*, there is a huge amazing team of people, public and private organisations, researchers and volunteers, people affected by depression, anxiety and suicide, and fundraisers working hard to keep *beyondblue* afloat. And for their passion and belief in our work, I am extremely grateful.

Especially important are the *beyondblue* staff, who I thank for their dedication and for working so magnificently together to ensure that everyone at *beyondblue* supports each other to achieve a mentally healthy workplace.

The team also responds superbly to change, as witnessed this year by the Australian Government's policy reforms, including the creation of Primary Health Networks (PHNs).

In my role as CEO, I can speak only in superlatives of the support and expertise provided to *beyondblue* and the people we serve by this intelligent, diligent team.

I am also indebted to the Chairman and the *beyondblue* Board of Directors for their unwavering encouragement and guidance over the past year, enabling us to consolidate goals already achieved and to be on the front foot when it comes to innovative ways to support people and families, break down barriers to help-seeking, and smash stigma and discrimination.

Yet again, record numbers of people connected with *beyondblue* via our Support Service, websites (including the new Healthy Families website and Heads Up), social media and our peer to peer forums. I extend my sincere thanks to the teams of caring people who respond to those in need 24/7.

In the coming year, *beyondblue* remains committed to listening and responding to what people and families want, and providing what works for them, wherever they live in Australia.

I'm sure it will be another busy year as we work to ensure all Australians achieve their best possible mental health.



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

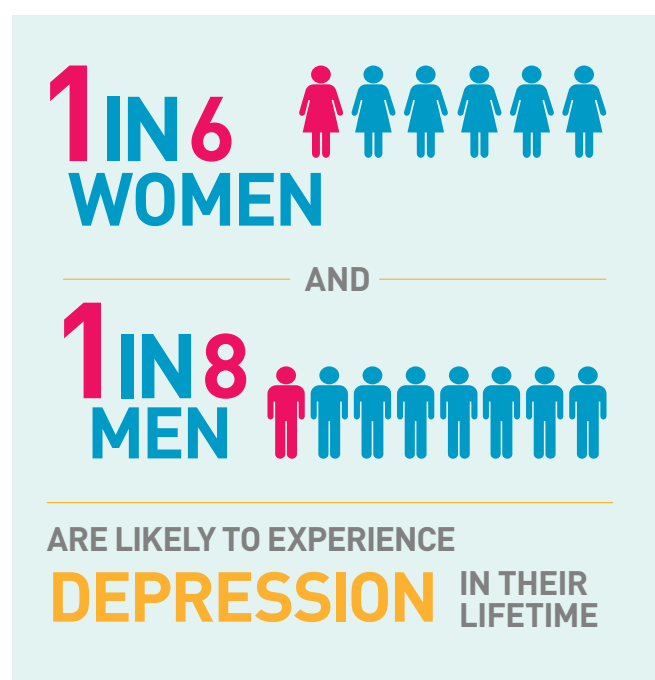
**Georgie Harman**  
CEO *beyondblue*

# 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, university, online, and in communities across the country.

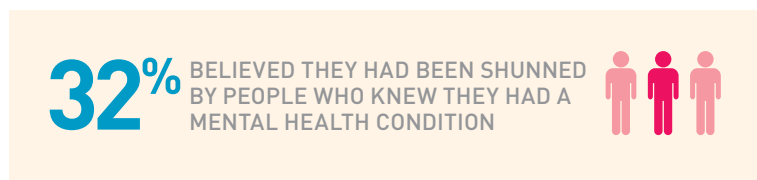
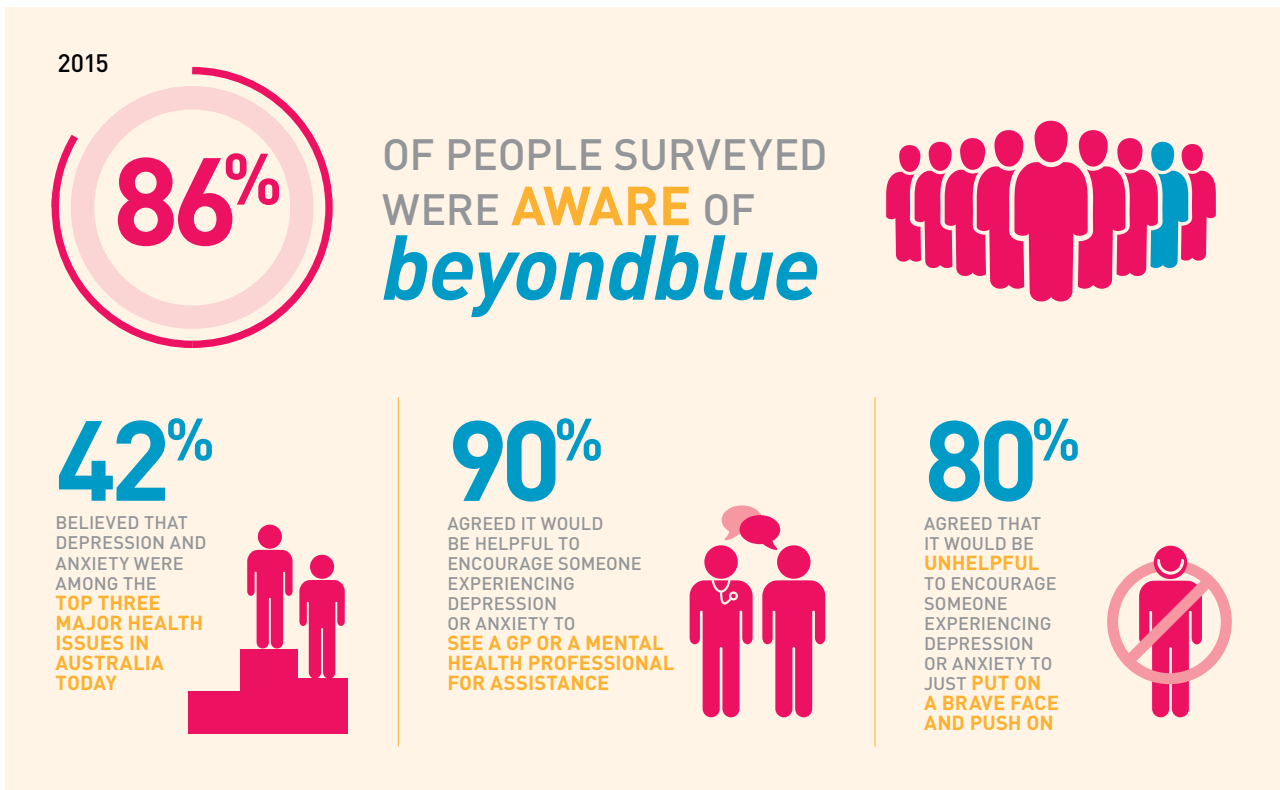


# The impact of our work

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.

Since 2004, beyondblue has commissioned the Depression and Anxiety Monitor survey. In 2015, we surveyed 2,650 people across Australia. 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](https://beyondblue.org.au/getsupport)**

“ I just had a really good chat session with @beyondblue. If you're dealing with stuff and need immediate support or guidance, use *beyondblue*! ”

— Anonymous, posted online

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.

The majority of people who contacted the 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.

“ I contacted *beyondblue* at a time when I was feeling extremely suicidal. The support, encouragement and never-ending patience I received got me to where I am today. *beyondblue* provided 24/7 phone counselling, understanding, empathy, friendship, warmth, non-judgment, which is what I needed. ”

— Anonymous, via email

In 2015–16:



**161,797**



**people**



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

Of those contacts,



**5,745**

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

## Online peer support forums



In 2015–16:

**700,000+ people**

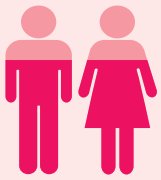
visited *beyondblue*'s online peer support forums.

The peer support forums had close to 15,000 new registered members. People who posted on the forums spent almost 50 minutes online in a single session.

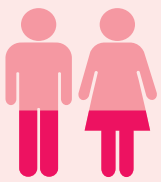
Users reported that their main reasons for accessing the forums were support for feelings of depression, anxiety and suicide; and a desire to connect with others in an anonymous way.

A 2016 survey of forum users also found the following:

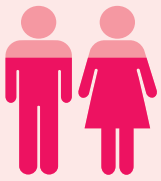
**As a direct result of using the peer support forums:**



**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's* website is often the first port of call for people taking the first step to better mental health.

**From 1 July 2015 to 30 June 2016, the *beyondblue* website received more than**



**7.4 million visits**  
an increase of 27% from the  
previous year's 5.94 million visits.

**On average:**

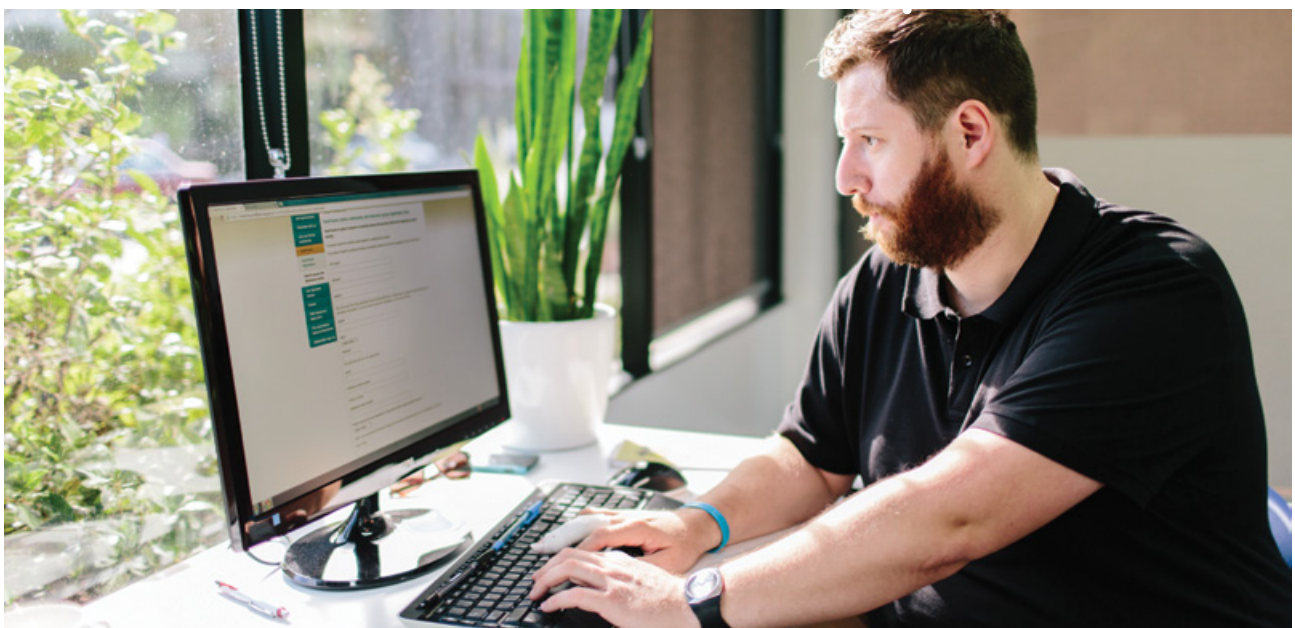
**2.53 web pages visited**

**2 minutes 48 seconds**  
spent on the website.

In 2015–16, more than 527,000 visitors completed *beyondblue's* Anxiety and depression checklist (K10), 332,217 people visited the 'Get immediate support page', and more than 810,000 visitors downloaded information.

The *beyondblue* website is under constant review based on feedback from the public. In the past year the website has been restructured and redesigned to make sure people can find the information they need quickly.

The 'suicide prevention' section has been significantly updated to include information on suicide safety planning to support *beyondblue's* BeyondNow app, and new content added to support people who have attempted suicide, their friends and family. All statistics across the site have been reviewed and updated. Also, a handy new reference page of all statistics has been included, to ensure people have quick access to the most up-to-date facts and figures.



## NewAccess

NewAccess was developed by *beyondblue* — with donations from the Movember Foundation and *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.

Participants receive six free guided self-help sessions with an Access coach. Sessions occur over the phone or face-to-face, whichever works best for the person. The coaches support people to set practical goals that will help them get back on track.

An independent evaluation of the NewAccess program by Ernst & Young revealed:

- people's mental health improves dramatically following involvement in the program, and has lasting effect
- NewAccess helps overcome stigma: free entry, multiple referral pathways including self-referral, either face-to-face or over-the-phone sessions, no labelling and practical exercises are some of the features that actively reduce stigma barriers
- NewAccess is user-friendly — participants are effectively engaged and stay with the treatment
- the program attracts people who traditionally do not seek help, such as men
- the program is successful in diverse demographic catchment areas
- the new coach workforce and supervision structure is highly effective.

**New site: Murrumbidgee PHN opened a NewAccess service on 31 October 2016.**



After the success of the pilot programs in Canberra, South Australia and North Coast New South Wales, *beyondblue* is working with Primary Health Networks (PHN's) in all states and territories to offer support to introduce NewAccess in their regions.



**4,335 people**

were supported at the NewAccess trial sites in ACT, SA and NSW.



People completed an average of **4.8 sessions** with an Access coach.



**72% recovery rate** in people who participated in the program.

**No participants were receiving other formal psychological support when they started NewAccess.**





## Anxiety

beyondblue's 'Do you think you know anxiety?' campaign ran from April to May 2016 with a fresh new look, and the ads featured the voice of Australian actor Guy Pearce. Guy also supported beyondblue's media and social media efforts.

The campaign used television, radio, outdoor, digital and social media to communicate to the target audience of 25–45 year old people living in Australia.

beyondblue reviewed and updated our web pages on anxiety to ensure that the online experience was consistent for people who saw or heard the advertising, and then either clicked through to the website from an online ad or searched online for 'anxiety'.

I AM THE  
**HOT & COLD**  
FLUSHES  
THAT  
**CONFUSE**  
YOU

So do you think you know me?

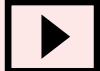
beyondblue anxiety

The 'Do you think you know anxiety?' campaign produced outstanding results:

**211% increase**   
in anxiety landing page visits

 **273% increase**  
in completions of the K10 checklist  
from the anxiety page

 **178% increase**  
in support and treatment option  
visits from the anxiety page

 **37,683 video views**

“ Best thing I ever did was to take the quiz on the *beyondblue* website and then go to my GP. It's been a long road but I have never felt better. Please don't think that you are the only one suffering from depression, anxiety or PTSD, there are so many of us out there and we all need help to cope with it. ”

— Sue, posted on Facebook

I AM THE **ONE** THAT RAISES  
**THE WHIP** TO YOUR  
ALREADY **RACING HEART**

beyondblue anxiety

## blueVoices

Membership of blueVoices — *beyondblue*'s online reference group for people affected by anxiety, depression or suicide — reached 6,873 in 2015–16.

blueVoices members are regularly invited to share their experiences, views and opinions.

In 2015–16, blueVoices members participated in 51 activities to help design projects including:

- the BeyondNow app
- the Healthy Families website
- a position paper on stigma and discrimination
- our research strategy to 2020
- a submission to the Australian Human Rights Commission's 'Willing to Work' inquiry
- new resources supporting the mental health of gay men and rainbow women
- research for a national suicide prevention campaign
- research for the *Good practice framework for mental health and wellbeing in first responder organisations*
- a mental health strategy for hospitals
- personal stories for use across media, *beyondblue* websites, printed resources and social media channels.

Many partners in the health sector also recruited participants for advisory groups and consultations via blueVoices.

## Number of blueVoices members

Number of members	6,873
Regional or rural	1,640 (24%)
Metro	5,097 (74%)
Female	4,615 (67%)
Male	1,857 (27%)
Under 25	1,390 (20%)
25–65	5,239 (76%)
65+	244 (4%)

“ I find it incredibly rewarding to share my personal experience of depression and anxiety. It helps me to feel that I am helping others in the community, and it helps me feel that my experiences aren't for nothing. ”

— blueVoices member, member's survey 2016



## Suicide prevention

### The Way Back Support Service

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

Specially-trained staff provide encouragement, support and practical assistance to individuals by linking them to health, clinical and community-based services for the three months after discharge from hospital, which is when they are most at risk of taking their own lives. During these three months, between 15 and 20 per cent of people will re-attempt suicide, and between 5 and 10 per cent will take their own lives.

The Way Back Support Service fills a current gap in the system, reducing the likelihood of people returning to the same circumstances that led them to attempt suicide.

*beyondblue* is trialling The Way Back Support Service in three sites across Australia — in Newcastle in New South Wales, Darwin in the Northern Territory and Canberra in the Australian Capital Territory. These sites are expected to provide support to more than 1,000 people by 2018.

In the Darwin pilot phase (2014–15):

- there have been 122 referrals and 87 people engaged with the service
- of those people engaged, no one has taken their own life.

So far in the Newcastle phase:

- initial projections have already been exceeded, with 300+ referrals in the first six months of operation
- to date, no person engaged with the service has taken their own life.

**The second phase of The Way Back Support Service trial period started in Darwin in October 2016. The ACT trial also started in October 2016.**

### Suicide prevention research

*beyondblue* has partnered with the University of Melbourne and WhereTo to determine what evidence-informed and socially acceptable advice *beyondblue* can give the general public to increase the likelihood that they will ask about and support someone who may be at risk of suicide to stay safe and get the support they need.

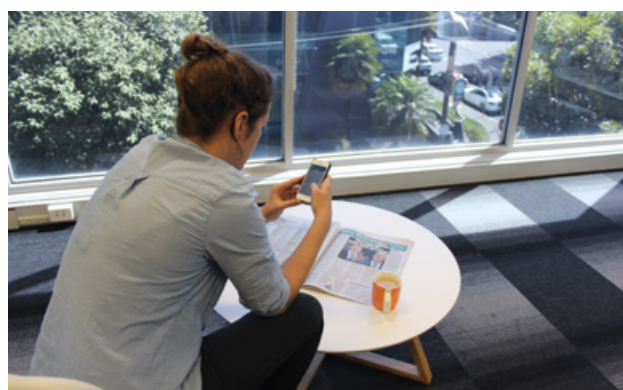
The research will result in a comprehensive understanding of current community attitudes and beliefs, which will help inform *beyondblue*'s suicide prevention strategy.

### BeyondNow: a suicide safety plan in your back pocket

*beyondblue*'s world-first suicide safety planning app, BeyondNow, was released in March 2016. Since that time it has been downloaded almost 20,000 times. Created in partnership with Monash University and funded with donations from The Movember Foundation, BeyondNow enables people to create personal safety plans to use when they are experiencing suicidal thoughts or are in a suicidal crisis.

Making a suicide safety plan involves the person, ideally with the support of a health professional and family and friends, identifying likely triggers and positive actions, which can be accessed during times of crisis.

For those wanting more information about suicide safety planning, the *beyondblue* website provides detailed information about the benefits and how it can be used to support a person at risk of suicide. Also featured are stories from people who have attempted suicide and blueVoices members who use safety planning to stay safe and connect to relevant support people and services.



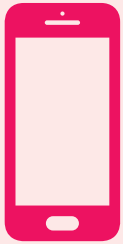
**Initial findings from research completed by project partner Dr Glenn Melvin, at Monash University, found that the BeyondNow app is easy to use and navigate, and would be recommended to others. A user survey will also be launched in January 2017 to get more specific feedback about the use and benefits of BeyondNow.**

## In workplaces

### Heads Up

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

From 1 July 2015 to 30 June 2016, the Heads Up website received more than



**328,000 visits**

an increase of 12% from the previous year.

On average:



**1 minute 58 seconds** were spent on the website.

In the same period,



**3,780 visitors** completed an online workplace Action Plan.

*beyondblue* is constantly reviewing, optimising and adding new content to the Heads Up website. Currently a review of the site is underway based on user feedback and a new section is being developed, which is aimed specifically at small businesses.



## Good practice framework for mental health and wellbeing in first responder organisations

In March 2016, *beyondblue* held a national conference, involving Australia's most senior leaders of police, fire, ambulance and SES agencies, to discuss ways to work together to improve the mental health of their people and reduce their risk of suicide.

*beyondblue* launched the *Good practice framework for mental health and wellbeing in first responder organisations* at the conference. This contains practical guidance on the best ways to protect the mental health of their workforces, promote wellbeing and prevent suicide.

*beyondblue* will build on the excellent relationships that have been established, to embed workplace mental health into police and emergency service organisations.



## Workplace engagement

During 2015–16, Heads Up supported more than 250,000 employers and employees to create more mentally healthy workplaces.

The *beyondblue* Heads Up team also engaged directly with more than



**10,000** senior leaders and frontline workers

at over



**140 events**

to provide them with tips, tools and resources to improve the mental health of their workplaces.



### Toolbox talks

*beyondblue's* 'Mental health in the workplace' toolbox talks training package is designed to equip people managing staff, with the knowledge, skills and confidence to deliver mental health toolbox talks to their team. It aims to encourage conversations about mental health in the workplace, reduce stigma, and support staff who may be experiencing a mental health condition.

You can download the toolbox talks at [headsup.org.au/toolbox](http://headsup.org.au/toolbox)

The training was released in December 2015 and has been promoted at conferences throughout Australia. A social media campaign also took place during February and March 2016 to promote the resource to employers and employees. The training package has been well received with many businesses and organisations committing to roll out the training in their workplace.

### Professional Education in Aged Care online

Older people who require a high level of support to continue living in their own homes are twice as likely to experience depression compared to older people who need less support. The exact rate of anxiety in these groups is unknown, but is believed to be higher than depression.

It was these statistics, coupled with the limited training options for aged care workers to respond to the needs of the people they support, which led *beyondblue* to develop the Professional Education in Aged Care (PEAC) program in 2012. The training program aims to improve the detection and management of anxiety and depression in people in residential and community aged care settings.

In March 2016, *beyondblue* launched PEAC online for a variety of different staff working in both residential and community settings.



During 2015–16:



**1,278 people**  
registered for  
**PEAC online**

[peac.beyondblue-elearning.org.au](http://peac.beyondblue-elearning.org.au)

Further promotion of PEAC online will occur during 2016–17.


## In schools

### KidsMatter

KidsMatter is an Australian mental health and wellbeing initiative set in primary schools and early childhood education and care services (such as preschools, kindergartens and day care centres). KidsMatter was developed by mental health professionals and education and childcare staff in response to the high rates of school-age children with mental health issues. It is a partnership between education and health sectors and is funded by the Australian Government and delivered by *beyondblue*, with partners Australian Psychological Society (APS), Early Childhood Australia and Principals Australia Institute. This year marks the ten year anniversary of the KidsMatter initiative.

During 2015–16:

 **3,000+**  
**schools**

 **engaged in the  
KidsMatter initiative**

**394 events**

were delivered to


**4,916 participants**


 **296 schools**  
undertook whole-school  
professional learning

 **70,305**  
**survey responses**  
**completed**

## MindMatters

During the period 1 July 2015 to 30 June 2016:

 **1,376+**  
**schools**

 **participated in the  
MindMatters initiative**

MindMatters is a mental health initiative for secondary schools that aims to improve the mental health and wellbeing of young people. We call it a 'framework', in that it provides structure, guidance and support while enabling schools to build their own mental health strategy to suit their unique circumstances.

This year, MindMatters launched four new 'Spotlights' topics. With brand new content, including panel discussion videos, animations and practical resources, the spotlights were designed to support teachers to address difficult topics related to the mental health of their students. The spotlights focus on bullying, suicide prevention, self-harm and using technology.

The launch of a new marketing campaign helped generate a large amount of website traffic, with the total number of website visits and users growing dramatically. During the campaign period 16 February to 27 May 2016, there were 97,421 visits.

During 2015–16 there were:

 **261,030 visits to the  
MindMatters site**

**↑ 162% on the previous year.**

The MindMatters website received three awards in the field of interactive and creative media at the 14th Annual Horizon Interactive Awards — a competition that recognises, promotes and acknowledges the best websites from across the world.



## At home



### Healthy Families

Launched in **August 2016**, *beyondblue's* new Healthy Families website gives parents, guardians and people who care for children and young people, access to tailored support and information. The site is structured so people can find information based on the age of the child — a reflection of the needs of users.

[healthyfamilies.beyondblue.org.au](http://healthyfamilies.beyondblue.org.au)

### Healthy Dads

The Healthy Dads project, funded with donations from the Movember Foundation, supports the mental health of men during the transition to fatherhood.

As part of the project, *beyondblue's* new Dadvice web series tells it as it really is. Dadvice features 12 brand new fathers sharing the joys and sleep-deprived disasters of their babies' first weeks of life in a series of dad video diaries hosted by comedian Ben Lomas.

[dadvice.org.au](http://dadvice.org.au)

### Children's Resilience Research Project

In **2016-17**, *beyondblue's* Children's Resilience Research Project will provide evidence on what works to build resilience in children.

The research will help generate expert and public consensus on the most effective ways to foster resilience in children aged 0-12 years.

This knowledge will then be applied to real world practices across the early and middle years, and include how to most effectively create change for our children.



# Discrimination

## Insurance discrimination

On 18 December 2015, the decision on a significant insurance discrimination case was handed down by the Human Rights Division of the Victorian Civil and Administrative Tribunal.

The claim was brought by Ella Ingram, and *beyondblue* worked closely with Ella, Victoria Legal Aid (Ella's solicitors) and Mental Health Australia to support her in her claim. Ella developed depression in 2012, and on the advice of her doctor, had to cancel a Year 12 school trip to New York for which she had already paid.

The tribunal found that QBE Insurance discriminated against Ella when it issued her with a travel insurance policy that excluded any coverage of people with mental health conditions and that it further discriminated against her when it refused her claim.

Significant coverage of Ella's win was generated in print, broadcast and social media, helping to raise awareness of the issue and renew calls for the insurance industry to change its policies and practices. *beyondblue*'s Facebook post reached more than 400,000 people, and another 65 people have subsequently submitted their own personal story of potential insurance discrimination on the *beyondblue* website.

Ella was recently selected as a finalist for the 2016 Australian Human Rights Award Young Person's Medal.



Ella Ingram. Photograph by Steve Tanner/Newspix

**In 2016-17, Ella Ingram's win will be used as a platform for renewed advocacy to influence systemic change to improve access to insurance for people who have experienced a mental health condition. *beyondblue* has been working with Mental Health Australia, Victoria Legal Aid and the Public Interest Advocacy Centre to plan and coordinate activities.**

## The Invisible Discriminator

'The 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.



Subtle or 'casual' racism can be just as harmful as more obvious forms. Imagine not getting a job because of the way you look. How would you feel if you were watched in a shop or someone didn't want to sit next to you on the bus?

**In July 2016, *beyondblue* ran a campaign across Australia with a strong call to action — 'You can change this' — to prompt people to check their behaviour and take a stand against racism and discrimination. The campaign was also a finalist for the 2016 Australian Human Rights Award *Racism. It stops with me.***



## Rainbow women

*beyondblue* continues to contribute to understanding in the community of the experiences and mental health needs of lesbian, gay, bi-sexual, transgender and intersex (LGBTI) people. In July 2015, *beyondblue* released the Rainbow Women and Help Seeking Research Report, examining the experiences of same-sex attracted women in Australia.

The report provided insights into the important influence of friends and family on help seeking, and the ways in which being connected to the community increases wellbeing. The results of this research were shared at the national LGBTI conference, Health in Difference 2015.

## Marriage equality

*beyondblue* is committed to being an advocate for non-discriminating communities, systems, policies and institutions, because we know discrimination is a significant risk factor for depression, anxiety and suicide.

On 1 September 2016, the *beyondblue* Board issued a statement strongly advocating for marriage equality in Australia: "...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. Yet that is what the current law clearly does."



'Love doesn't discriminate' was *beyondblue*'s theme at the Sydney Gay and Lesbian Mardi Gras in March 2016.

# 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 and community sports clubs.

In 2015–16, 230 *beyondblue* Speakers and Ambassadors shared their personal stories of hope, recovery and resilience at 751 events around Australia.

Twenty seven new speakers were inducted into the program at two-day training sessions in Brisbane, Sydney and Adelaide.



**South Australian AFL Footballer/  
Coach James Podsiadly became a  
*beyondblue* Ambassador.**

**To the end of June 2016, *beyondblue* had 198 volunteer Speakers and 32 high profile Ambassadors.**

Number of Speakers and Ambassadors	230
NSW events	189
VIC events	325
QLD events	79
SA events	65
WA events	62
NT events	1
ACT events	14
TAS events	16





## Community fundraising

Thousands of community members chose to support *beyondblue* through fundraising events and initiatives in 2015–16. More than 1,600 members of the community registered to raise funds for *beyondblue* and 3,545 people joined *#teambeyondblue* to take part in fun runs and other physical challenges.

While all efforts are laudable, some are truly amazing and inspirational:

- New South Wales' Graeme Gates journeyed across the Simpson Desert on foot for a second time in support of *beyondblue*, raising \$6,728.
- Queensland's Will Colenso spent two months cycling from the United Kingdom to Turkey, raising \$13,887.
- New South Wales' Tom Mackay trekked 900km across India, raising \$13,596.
- Queenslanders Jerom Fox and Adrian Luscombe circumnavigated Australia in a light plane, raising \$17,215.
- New South Wales' Olly Woolrych ran the length of Central America (5,874km), raising \$29,360.
- South Australia's Vince Esposito cycled from Melbourne to Adelaide, raising \$83,000.
- Western Australia's Chris Henderson, guided by mate Tane Eunson, ran the Rottneest Marathon backwards, raising \$12,462.

In April, a group of 12 people from around Australia came together to take on the gruelling Kokoda Track in Papua New Guinea. The fundraising trip — organised through Inspired Adventures — raised \$79,651 for *beyondblue*.



**Additional trips through Inspired Adventures will take place in 2016–17, including Kokoda, the Camino de Santiago trail in Spain and the Great Wall of China.**

Fun run website pages were developed to promote and encourage sign-up to *#teambeyondblue* in more than 50 events nationwide, with inclusion of a new social media feed to encourage engagement online.

## beyondblue Bash

beyondblue's first fundraising campaign — the *beyondblue* Bash — launched in February 2016.

As part of the ongoing campaign, people around Australia are encouraged to host a fundraising event in their workplace, school, sporting club or community.

Board Director Johanna Griggs was the public face of the television and digital campaign which ran in February and March.

To the end of June 2016



**\$708,898**  
had been raised by



**1,390**  
registered participants nationally

Popular *beyondblue* Bash activities included morning teas, baking events, barbecues/sausage sizzles, trivia nights, boot camps, sporting club rounds and 'dress in blue' days.

One workplace, Karara Mining in Western Australia, raised a phenomenal \$70,537 through hosting a barbecue and a raffle in their workplace.

Planning for the 2016–17 *beyondblue* Bash campaign is underway, with the aim of reaching more new fundraisers and raising vital funds for the *beyondblue* Support Service.

[beyondbluebash.org.au](http://beyondbluebash.org.au)

## Events and volunteers

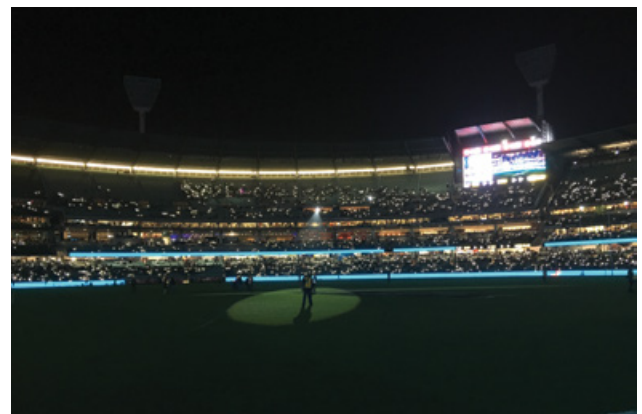


**832 beyondblue volunteers**

**gave their time in 2015–16 to assist at 83 events around the country.**

Major events included the Sydney Gay and Lesbian Mardi Gras Parade, AFL *beyondblue* Cup and NRL *beyondblue* Cup, and the Melbourne International Flower and Garden Show.

In May, more than 100 volunteers handed out *beyondblue* wristbands and shook donation buckets at the Melbourne Cricket Ground ahead of the AFL *beyondblue* Cup battle between the Hawthorn Hawks and Sydney Swans. Prior to the first bounce, the lights were turned off and tens of thousands of spectators shone their phone torches to 'shine a light on mental health'. During the spectacular display of solidarity, Taylor Henderson from The X Factor Australia and Australia's Got Talent performed an acoustic song from the centre of the ground.



Volunteers Charlie and Barb Nichols wrapped up *beyondblue's* Rural Field Days Roadshow in October 2015. The couple attended 15 field days across Victoria, New South Wales and Queensland in their *beyondblue*-branded Winnebago to distribute free information about mental health and how to stay well, to people in rural communities.

**In 2016–17, *beyondblue* will launch an online Volunteers Hub to recruit and engage more people wanting to volunteer for *beyondblue*.**

In 2016 the Melbourne International Flower and Garden Show ran from 16 to 20 March. Designer Christian Jenkins produced the 'Find your balance' garden for *beyondblue* to remind people of how important it is to keep their wellbeing in check — or 'in balance' — through looking after their physical and mental health.

The centrepiece of the garden design was a beautiful swing chair which hung over a butterfly-shaped pond. The display also featured a vined wall, which created beautiful shadows, and a large wooden pod that people could walk through.

Christian and the team at Landscape Design Group built the garden in 10 days, with more than 40 *beyondblue* volunteers helping out. The design claimed a Bronze Medal in the 2016 show awards, adding to Christian's Japanese-inspired 'Wellbeing' garden design, which last year picked up a Silver Medal and the coveted People's Choice Award.

Pictured below is a *beyondblue* volunteer with *beyondblue* Board Director Johanna Griggs, in the 'Find your balance' garden.

## Social media

*beyondblue* now has more than half a million followers on Facebook with 510,331 followers as of 30 June 2016, making us the **number one Australian not-for-profit**. This is a phenomenal effort, given we only launched our Facebook page in 2012. The community has increased by 17 per cent since last year, and reached more than 3.5 million people.

As of 30 June 2016, @*beyondblue* on Twitter had 123,015 followers — up 131 per cent from the previous year. @*beyondblueofficial* on Instagram had 31,124 followers — an increase of 259 per cent since last year.

The *beyondblue* LinkedIn pages had 16,682 followers, growing by approximately 78 per cent since last year.

To support such an active and engaged community, moderation and response protocols were updated and implemented with new external moderators who will continue to foster a safe and supportive community after hours and during holiday periods.

## Media

*beyondblue's* media team work with print and online journalists to communicate messages about anxiety, depression and suicide prevention, and to reduce stigma.

**In 2015–16:**



**10,000+ mentions**

**of *beyondblue* published or broadcast across Australia**



**reached a collective audience of**

**400.9+ million**



# 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 partner



## Thank you

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](https://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 Team *beyondblue* 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](https://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* Bash group fundraising activity or join Team *beyondblue* pounding the pavement at home or overseas. For ideas on fundraising and how to sign up, visit [beyondblue.org.au/fundraise](https://beyondblue.org.au/fundraise)

## 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](https://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](https://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 and/or depression, or support someone who does. Anyone in Australia with this experience is invited to take part. blueVoices members provide feedback, tell their stories and help us develop a wide variety of *beyondblue* projects, campaigns and resources. You can join at [beyondblue.org.au/bluevoices](https://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](https://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](https://beyondblue.org.au/speakers)






## Where to find more information

*beyondblue*

[www.beyondblue.org.au](http://www.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](http://www.beyondblue.org.au/getsupport)



[facebook.com/beyondblue](https://facebook.com/beyondblue)



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



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



[beyondblue](https://in.beyondblue)

Donate online [www.beyondblue.org.au/donations](http://www.beyondblue.org.au/donations)