



# Annual highlights

2017-18



# Chair's message



## What an incredible year it has been for Beyond Blue.

Hard work and the support of many thousands over the past 12 months has strengthened our position and resolve as we prepare to launch into some of our biggest projects in the year ahead.

I was delighted to see the Commonwealth Government put its confidence in Beyond Blue to deliver two landmark national initiatives.

It is both humbling and rewarding to serve the Australian community, and we take our responsibility as custodians of public funds extremely seriously.

With \$98 million in Commonwealth funding over four years, the National Education Initiative is an Australian first that will support and equip educators and early learning professionals in their work to nurture happy, confident and mentally healthy young people and to look after their own mental health and wellbeing.

The initiative will be available to every early learning service, primary and secondary school and for tertiary students in training to become educators.

For me, it really does bring together what I'm most passionate about – education and mental health. Mentally healthy kids concentrate better in class, have better learning outcomes and are happier and healthier.

The Commonwealth, in the 2018 Budget, also committed \$37.6 million over four years to expand Beyond Blue's The Way Back Support Service.

This service supports people in the first three months after a suicide attempt. People who have previously attempted are among the most at-risk to die by suicide, with research indicating 15-25 per cent will re-attempt over the following years and 5-10 per cent will take their own lives.

The Way Back Support Service is already saving lives and fills a yawning gap in our current health system.

Over the next four years we will work with Primary Health Networks, states and territories and local communities to take The Way Back Support Service to up to 25 sites across Australia.

This will have the potential to support up to 28,000 people and families as they find their way back from a suicide attempt.

That's why Beyond Blue has contributed \$5 million from its cash reserves to the expansion of the program.

Beyond Blue is extremely proud to contribute these funds and is able to do so because of sound financial management.

The money in Beyond Blue's cash reserves will be used to deliver support services and programs such as NewAccess, a free mental health coaching program that is delivered to communities across Australia via Primary Health Networks.

It will also enable us to manage unexpected costs and issues responsibly, without impacting the programs that people depend on.

As we make these great strides in mental health service delivery, good governance, especially as a not-for-profit organisation, has never been more important or scrutinised.

Beyond Blue is proud of its financial management and diligence in this area.

We have never shied away from seeking out and investing in smart and sustainable fundraising solutions and it is incumbent on us to continue creating these opportunities.

This year, for every dollar Beyond Blue spent on fundraising initiatives, we received more than \$5.50 to plough back into our work; in fact, 17 per cent of Beyond Blue's total revenue came from our corporate and community partners and fundraising.

It is thanks to the tough decisions taken by our Board and the vision of our founding Chair The Hon. Jeff Kennett AC, that Beyond Blue is in this position, on the cusp of a new year that will see ground breaking progress.

While educating and raising awareness of mental health conditions is still an essential and ongoing part of Beyond Blue's work, its programs, strategies and services have taken a modern form; they are now being embedded in the practices of community health organisations, workplaces and schools across the country.

I extend my warm thanks to Beyond Blue's Board Directors, to our community and corporate partners, ambassadors, speakers, blueVoices members, volunteers and staff who have made this year one of great significance.

I have no doubt the 12 months ahead will be a defining year for Beyond Blue.



**The Hon Julia Gillard AC**  
Chair, Beyond Blue

# CEO's message



**Between the launch of 10 NewAccess sites, four Way Back Support Services and nudging ever closer to the launch of the National Education Initiative, it has been a busy 12 months.**

At the end of every financial year, Beyond Blue's performance is measured by numbers. The bottom line tells a story about what we have accomplished and how well we've done it. But it's the numbers that are not preceded by dollar signs that motivate us most.

More than eight people take their own lives every day in Australia. Six of those people are male. Aboriginal and Torres Strait Islander people are twice as likely to take their own lives than non-Indigenous Australians. Half of the three million people experiencing anxiety or depression don't seek support.

These numbers represent people – family members, colleagues, friends – and highlight the necessity of our work.

Through innovation and smart investment Beyond Blue has broken new ground by improving access to support and changing practices in workplaces, schools and communities across the country.

More people are seeking advice, evidence-based resources and mental health support via Beyond Blue's apps, online forums and websites, and the 24-hour phone and webchat Support Service.

The BeyondNow suicide prevention app has been downloaded more than 51,000 times, keeping people safe through suicidal crises.

The Beyond Blue-commissioned research into children's resilience, supported by the Future Generation Global Investment Company, informed the practice guide we produced for professionals working with children in education, health and other settings.

More than 110,000 people log onto Beyond Blue's online peer support forums monthly and importantly, almost 50 per cent of users live in regional and remote areas.

Beyond Blue was again recognised in the GiveEasy Innovation Index for the not-for-profit sector and ranked in the Australian Financial Review's 50 Most Innovative Companies List.

There is no doubt that innovation is central to Beyond Blue's future work. But we can't yet relinquish

our original goal to raise awareness and address stigma and discrimination.

Fifty per cent of people in Australia think you need to be a health professional to talk to someone about suicide, but research shows that a caring conversation with a friend or relative can give someone at risk the impetus to seek support.

Raising awareness is so much more than campaigns. It means mobilising the community. Having millions of people in cities, rural and remote areas noticing signs of anxiety and depression, knowing how to talk confidently and safely about mental health and suicide prevention.

Our blueVoices community – people with personal experience of mental health issues – has helped shape Beyond Blue's newest resource hub, Personal best.

Our online traffic continues to grow; 9.2 million people visited our website this year, up by 42 per cent on the previous year. Our Healthy Families website saw 293,000 unique visitors while the Heads Up website had a 30 per cent increase in traffic with 311,000 visits.

The momentum behind creating mentally healthy workplaces continues to swell and is an area in which Beyond Blue will always strive to lead by example.

Beyond Blue's staff survey results reflect that our people remain energised, feel productive and are engaged in their work amid a period of significant growth.

National Close The Gap Day marked a significant milestone for Beyond Blue as we launched our Reconciliation Action Plan (RAP) supporting the creation of a culturally safe and sensitive workplace and services.

The achievements of 2017-18 reflect the tireless efforts of Beyond Blue's Board of Directors, staff, and supporters and I thank you all for your work and commitment.

The year before us includes major national projects; the national roll-out of The Way Back Support Service, launching our world-first research into mental health among police and emergency services personnel, the National Education Initiative launch and a major collaboration with the suicide prevention sector.

It's going to be a big year. Let's make it happen.



**Georgie Harman**  
CEO, Beyond Blue

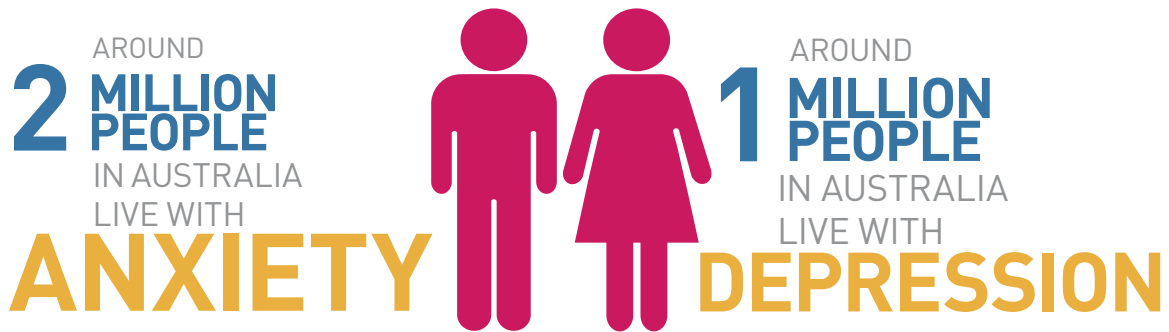
# Why we do what we do

In any given year, around three million people in Australia experience anxiety or depression. Every day, more than 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.

As well as tackling stigma, prejudice and discrimination, we're breaking down the barriers that stop people from speaking up and reaching out.

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



# The impact of our work

Beyond Blue promotes good mental health, tackles stigma and discrimination, and provides support and information on anxiety, depression and suicide to everyone in Australia.

All of this work is underpinned by research – we fund research and we use the findings to create services, change community behaviour and effect change on government policy. Research helps Beyond Blue understand what challenges are faced by people experiencing anxiety, depression and suicidal thoughts and what we can do to support the mental health and wellbeing of people living in Australia.

In February 2018, Beyond Blue released findings from an Australian-wide study into suicide prevention. The research, completed by the University of Melbourne's Centre for Mental Health and Where-to Research-Based Consulting, found that people in Australia want to help family and friends at risk of suicide, but are unsure how to identify warning signs and respond.

The research found that there are simple, safe steps that friends, family and workmates can take to identify and support someone they think is at risk. Recommended actions include:

- ask the person how they are feeling
- explain changes you have noticed in their behaviour
- listen without judgement and without trying to advise how to 'fix' the person's situation
- ask direct questions about whether the person is thinking of suicide and has a plan
- show support and suggest the person seek help from a GP or mental health professional.

These research findings will inform future suicide prevention public awareness campaigns that will aim to inform, educate and support family members, friends and workmates worried about a loved one in severe distress or at risk of suicide.



# Reaching out

## Support Service

Beyond Blue's Support Service provides immediate, short-term counselling, mental health information and referrals to anyone in Australia via telephone and email 24/7, and webchat from 3pm to midnight (AEST), every day.

During 2017-18 168,864 people contacted Beyond Blue's Support Service via phone, webchat and email.

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

Of the contacts, 8,873 people were identified as being at medium-high risk of suicide. Each caller received a comprehensive risk assessment determining the level of intervention they needed – if a caller is considered high-risk they are referred to emergency services.

The majority of people who contacted the Support Service found out about it through the Beyond Blue website, social media platforms and internet search.

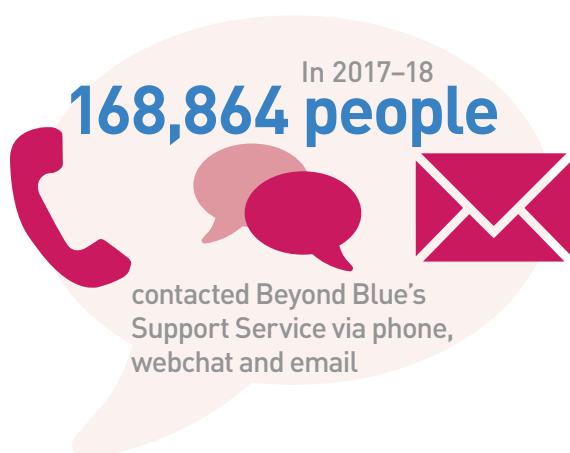
Nearly 76 per cent of telephone callers, 84 per cent of email contacts and 94 per cent of webchat users sought information for their own mental health and wellbeing.

Webchat users were most active at 9pm, while telephone callers were most active from 10am to 4pm.



**“Thank you to everyone at Beyond Blue for your help and support ... I discovered so much about myself and learnt so much that I feel I have the skills and capabilities to make a difference in all my relationships ... I no longer need the help and support from Beyond Blue because I feel confident ... to make the right decisions for me and my life ... In the nicest way possible I hope I don't need to use this service again.”**

– Support Service caller



**Beyond Blue Support Service**

**1300 22 4636**



**Email or chat to**

**mental health professionals online at:**

**[beyondblue.org.au/getsupport](https://beyondblue.org.au/getsupport)**

## Beyond Blue website

The Beyond Blue website, [beyondblue.org.au](http://beyondblue.org.au), is often the first port of call for many people wanting to improve their mental health.

From 1 July 2017 to 30 June 2018, the Beyond Blue website received more than 9.2 million visitors to the site – an increase of 42 per cent in traffic to the 2016–17 total of 6.4 million website visitors.

During this period:

- 237,000 people visited our *Get immediate support* page
- 254,000 fact sheets, information packs, guides and resources were downloaded
- 170,000 people completed a Generalised Anxiety Disorder Assessment (GAD-7) checklist
- 455,000 visitors completed Beyond Blue's Anxiety and depression (K10) checklist.

## Social media

Social media plays a pivotal role in the way Beyond Blue connects with groups and communities across Australia.

Beyond Blue is active on Facebook, Twitter, Instagram, YouTube and LinkedIn – each channel provides an opportunity to share resources, fight stigma and equip the community with the tools for taking their first steps to better mental health.

Beyond Blue's Instagram page, [@beyondblueofficial](https://www.instagram.com/beyondblueofficial) had 10.5 per cent growth over the past 12 months (57,489 followers as of 30 June 2018, up 5,738 from 30 June 2017) with the highest reaching post, *What anxiety actually feels like* reaching more than 32,600 people.

On Facebook, Beyond Blue's post for Go Home on Time Day (22 November 2017) reached more than 905,400 people, while *I'm sorry for the times my anxiety and depression made me a rubbish friend* – a post that looked at the effects of mental health on friendships – received more than 40,300 likes, comments and shares from Beyond Blue's Facebook audience.

The average  
Beyond Blue website  
visitor spent

**2 minutes  
48 seconds**

on the  
website,

**reading  
2.27 pages  
per session**

## Online peer support forums

In 2017–18, Beyond Blue's online peer support forums saw more than one million unique visitors, with the average active user spending between 40 and 50 minutes per visit. Other highlights included:

- more than 16,000 new members registered, 29 per cent of whom were aged 25 years and under, raising our total number of forum visits by six per cent to 4.1 million
- forum members made more than 95,000 posts
- new forum section launched – Multicultural Experiences – for issues affecting culturally and linguistically diverse (CALD) communities.

A qualitative analysis conducted by Anthony McCosker and Michael Hartup of Swinburne's Social Innovation Research Institute<sup>1</sup> found:

- the forums provide a community of shared knowledge, understanding and connections
- members described a sense of belonging and a willingness to support others
- interactions on the forum often led to members rethinking their situation or taking specific positive actions in regard to their situation.

Traffic to  
online  
forums  
made up

**25%**

of total  
Beyond Blue  
website visits

<sup>1</sup> McCosker, A., Hartup, M. (2017). Turning to Online Peer Forums for Suicide and Self-Harm Support: "It does help having you guys".

## blueVoices

blueVoices is Beyond Blue's reference group and online community for people who have personal experience of anxiety, depression and/or suicide, or support someone who does.

Members are invited to contribute their experience and insights to assist in the development, innovation and improvement of Beyond Blue's mental health policy, programs and services.

During 2017–18, blueVoices members participated in 72 Beyond Blue activities and were invited to participate in 39 external opportunities through Primary Health Networks, universities and other mental health organisations.

The Beyond Blue activities include the following:

- 'Know when anxiety is talking' campaign
- Beyond Blue's Portfolio Governance Group
- Workplace Mental Health Training package
- suicide prevention research
- anxiety stigma and support research
- Women's Health Week video
- World Suicide Prevention Day promotion.

## Media

Beyond Blue's presence across print, broadcast and digital platforms aims to encourage help-seeking and reduce stigma, promote Beyond Blue's work and mental health messaging.

In the 2017–18 financial year, there were 35,496 articles and items across print, broadcast and digital platforms featuring Beyond Blue, its spokespeople and services, or carrying the Beyond Blue Support Service call to action.

Issues generating significant Beyond Blue coverage included:

- \$46.7 million Commonwealth funding for the National Education Initiative
- the tragic suicide of 14-year-old Dolly Everett and subsequent cyberbullying debate
- Beyond Blue's suicide prevention research from the University of Melbourne and Whereto that found 50 per cent of surveyed people living in Australia believed only a mental health professional was qualified to discuss suicide.

Proactive media campaigns that promoted Beyond Blue's work included:

- the launch of the anxiety campaign during Mental Health Week
- the Georgie Harman and Magda Szubanski media roadshow in support of the Beyond Blue Board of Directors' marriage equality statement.



In 2017–18  
Beyond Blue was mentioned in  
**35,496**  
articles and  
news stories  
across print, broadcast and digital platforms





## Know when anxiety is talking

Anxiety is the most common mental health condition in Australia, with around two million people experiencing the condition each year. On average one in four people will experience an anxiety condition at some stage in their life.

With a clear need to build upon the community's knowledge of this condition, Beyond Blue developed the Integrated Anxiety Strategy 2017–20 with the aim of improving people's understanding of anxiety, reducing stigma, and encouraging help-seeking behaviour.

The 'Know when anxiety is talking' campaign launched 8 October 2017 to coincide with Mental Health Week. It focused on a core symptom of anxiety – excessive worry – and addressed the physical and behavioural symptoms of the condition.

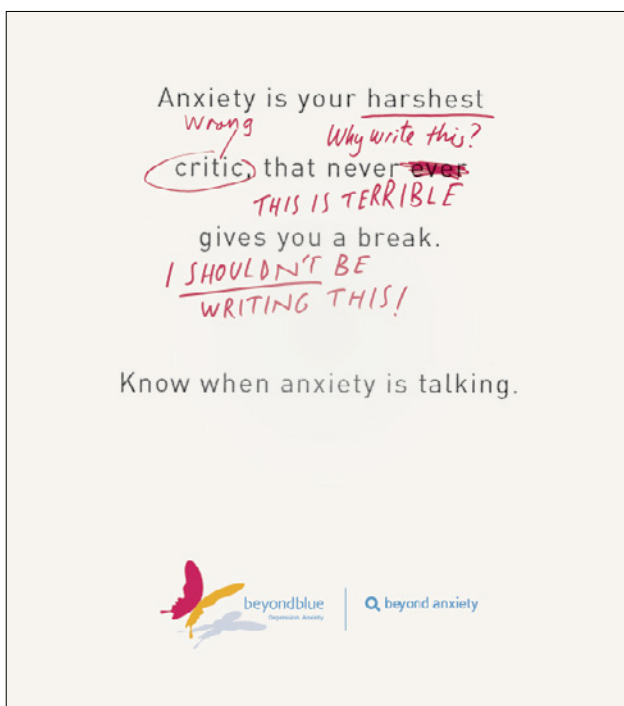
The campaign ran for eight weeks on TV, radio, print, outdoor media, social media and through other digital and online channels.

Beyond Blue believes changing the community's beliefs and behaviour in relation to anxiety is a long-term task. Anxiety checklist completions, website visits, and audience reach speak to the impact of this initial stage of the 'Know when anxiety is talking' campaign.

Beyond Blue will build on this momentum by rolling out Stage 2 of the anxiety campaign in the second half of 2018.

**“Today I joined your forums. Recently I saw a poster in a public bathroom that struck a chord with me – about anxiety. The poster gave an insight into exactly what goes on in my mind every day. It made me feel normal.”**

– Beyond Blue forums user



Highlights of the 'Know when anxiety is talking' campaign include:

- it was seen by one in four people in Australia
- it generated 419,165 visits to the anxiety landing page
- 135,455 people completed the anxiety checklist
- an average time of 3:37 minutes was spent on the anxiety landing page – this was 26 seconds higher than the Beyond Blue site average
- 85 per cent of those who had seen the campaign nominated at least one action someone could take if experiencing anxiety, compared to 76 per cent for those who had not seen the campaign
- 53 per cent of those who had experienced anxiety and had seen the campaign said it was likely they would seek information specifically about activities someone can do themselves to help with anxiety.



## NewAccess

Many people living in Australia are not seeking adequate support for their mental health. To help address this issue, Beyond Blue developed NewAccess, an early intervention program giving greater access to services for people experiencing life challenges, stress, or feeling anxious or overwhelmed.

NewAccess is free and confidential. With no medical referral required, the program is delivered in up to six sessions, over six weeks. Specially trained NewAccess coaches work with clients either face-to-face, over the phone or via video chat, to create practical strategies and solutions to manage daily challenges using low-intensity cognitive behavioural therapy.

With recovery rates between 60–70 percent, NewAccess, has already helped more than 6,000 people living in Australia.

The NewAccess model is currently being funded by the Commonwealth Department of Health and is delivered by 13 Primary Health Networks in Australia, across 23 sites, predominantly in New South Wales and Queensland.

### NewAccess and the Department of Defence

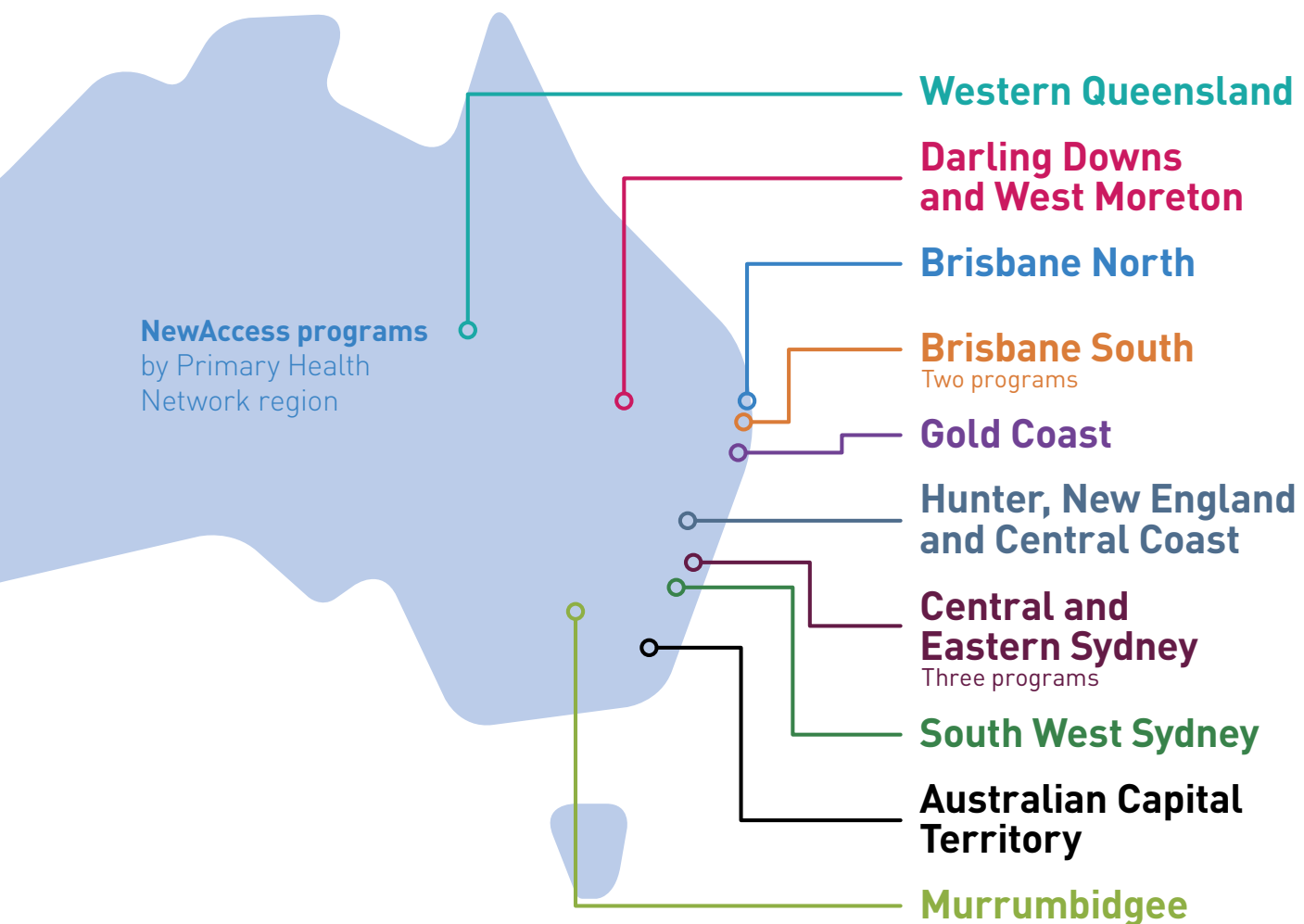
In 2017, the Department of Defence contracted Beyond Blue to provide a NewAccess program to all employees and active members of the Department of Defence, including domestic and internationally deployed personnel.

This program was created in response to the high rates of stress experienced by Defence Force members and the need for confidentiality for individuals who seek assistance.

This program commences in July 2018 with an aim of providing support to 1,500 people over a three-year period.

**“The most useful part of the program was early access into getting help and the focus on a plan to get your mental state back on track.”**

–New Access participant



## The Way Back Support Service

The Way Back Support Service delivers a three month support service to people who have attempted suicide or are experiencing a suicidal crisis.

Research shows that the first three months following a suicide attempt are critical in a person's recovery as they are at a high risk to re-attempt. An Australian study found coordinated, assertive aftercare was among the most effective interventions in reducing suicide attempts, providing a potential reduction of up to 19.8 per cent.

Individuals enter The Way Back Support Service during the hospital discharge process. A Support Coordinator is teamed up with an individual to provide practical, one-on-one, non-clinical care, providing assistance and connection with relevant services based on the individual's needs.

To date, 1,879 referrals have been received from the six sites delivering the service across Australia.

Another three sites are scheduled to open in 2018 including a partnership with the Department of Veteran's Affairs and an iteration of the service for the Northern Territory Government.

### Funding

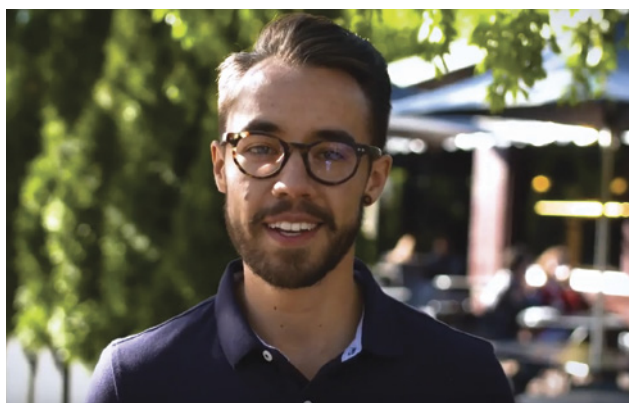
The Way Back Support Service was endorsed by the Commonwealth Government in the 2018 Budget with \$37.6 million allocated for national implementation over the next four years.

This budget measure will expand the service to up to 25 sites over the next four years, providing an estimated 28,000 people and their families with access to high quality support. Further highlighting the practicality and effectiveness of evidence-based suicide prevention programs.

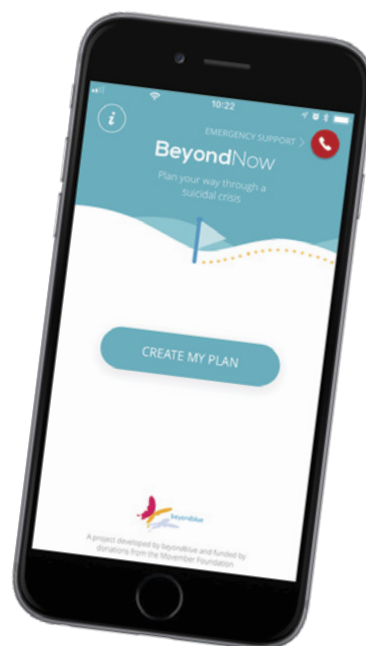
## BeyondNow

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

The BeyondNow app and companion webpage were developed by Beyond Blue in partnership with Monash University, to give people experiencing suicidal thoughts and/or behaviours an easy, accessible way of creating a safety plan that outlines their coping strategies and supports.



Joel Wilson Advocate of the BeyondNow safety app



BeyondNow's safety planning process can be done alone or with support from a health professional or another trusted person.

BeyondNow is complementary of Beyond Blue's suite of suicide prevention resources.

### Design and development

BeyondNow launched in March 2016 and since then, the app has been downloaded 45,922 times.

### Marketing

The app has been promoted to the broader Australian community with a focus on men and groups of people who are at higher risk of suicide, including the LGBTI community.

The results from this activity led to:

- 5,137 total app downloads
- 1,248 safety plan completions.

### Research

In 2017, Beyond Blue partnered with Monash University's Dr Glenn Melvin to conduct research and survey users around the feasibility and effectiveness of the BeyondNow app.

The results were positive, with people reporting reduced severity and intensity of suicide ideation after using the app, and improved ability to cope with suicidal urges.

Of the 1,400 survey respondents, 90 per cent rated BeyondNow as being 'at least somewhat useful', with almost 50 per cent of users rating the app as 'useful or very useful'.

In addition, 222 LGBTI survey respondents said that the app was viewed as acceptable and useful to LGBTI people and higher ratings of 'usefulness' were also observed among Aboriginal and Torres Strait Islander app users.

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

# In workplaces

Beyond Blue continues to encourage Australian workplaces to create and promote mentally healthy working environments.

Heads Up provides individuals and businesses with the tools and resources to create more mentally healthy workplaces.

## Police and emergency services

In a world first, Beyond Blue surveyed the mental health and wellbeing of police and emergency services personnel from across Australia. More than 21,000 individuals from 33 police, fire, ambulance and SES agencies participated in the survey.

These findings will be used to help agencies transform these critical learnings into meaningful actions to support the more than 100,000 people working in this sector.

## Health services

Beyond Blue created a practical, step-by-step guide for health services on how to develop and implement a tailored mental health and wellbeing strategy for their staff.

The publication, *Developing a workplace mental health strategy: A how-to guide for health services*, was launched in August 2017 and was favourably received across the health sector. It is now being used by a number of hospitals to develop their own workplace mental health strategies.

## Small business

Around 4.8 million people in Australia work in small businesses, and Beyond Blue's small business program supports business owners to improve mental health in their individual and unique workplaces.

In 2017-18, Beyond Blue developed and disseminated through social media, eight videos featuring small business owners discussing their personal experiences and practical tips for monitoring and improving workplace mental health.

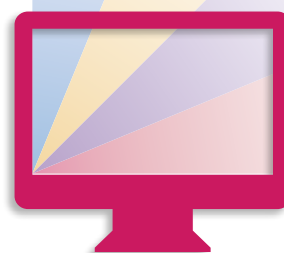
In collaboration with the small business sector, Beyond Blue has begun developing tailored resources to support small business owners to create mentally healthy workplaces and look after their own health and wellbeing.

**428,310**  
visits  
to the  
Heads Up  
website

**18,724**  
registrants  
since May 2014

**2,890**  
people  
registered  
to receive Heads Up  
email updates

**1.4+**  
million  
website  
visits  
since launching  
in May 2014



## Engaging with workplaces

In conjunction with individual workplaces, Beyond Blue partnered with work, health and safety regulators, industry associations, businesses and representative peak bodies to improve the mental health of employees across all industries.

The past financial year saw positive collaborations with many stakeholders, including direct engagement with 12,921 senior leaders and frontline employees at 132 events and presentations Australia-wide, including 18 events held as part of the Institute of Managers and Leaders Leadership Outlook workshop series.

## Moving towards a uniform framework for workplace mental health

Beyond Blue is playing a leading role in advocating for a uniform framework, endorsed by government, regulators, business, unions and the mental health sector, to achieve better workplace mental health.

This National Workplace Initiative will detail what works and provide clear, step-by-step processes for taking action with hands-on implementation support for all Australian workplaces.

This is now the key strategic priority of Beyond Blue and the Mentally Healthy Workplace Alliance.

## Reaching out to all employers and employees

A refreshed Heads Up website was launched on 1 August 2017 improving access to resources and information essential for developing a mentally healthy workplace.

*Developing a workplace mental health strategy: A how-to guide for health services* was adapted, making it applicable for all workplaces. This practical guide outlines how organisations can develop and implement a comprehensive and sustainable workplace mental health strategy.

Beyond Blue presented a series of webinars in 2017–18 covering a range of subjects on workplace mental health. The webinars were well received with more than 1,200 people viewing the webinars nationally. On the back of this success, an expanded program of webinars will be presented in 2018–19.

You can access Heads Up resources by visiting [headsup.org.au](http://headsup.org.au)



# In schools

## National Education Initiative

According to the Department of Health's 2015 report on the second Australian Child and Adolescent Survey of Mental Health and Wellbeing, one in seven 4–17 year olds, has had a mental health issue in the past year, with only one in six receiving support.

To help promote better mental health in Australian early learning services and schools, Beyond Blue, with delivery partners Early Childhood Australia and **headspace**, was appointed to lead the National Education Initiative by the Australian Government in June 2017.

Since June 2017, Beyond Blue has been developing the online platform and evidence-based professional development, while training a national workforce of consultants to support early learning services and schools through their National Education Initiative journey.

The initiative aims to give educators the skills they need to:

- foster positive mental health in early learning services and schools
- help prevent mental health issues from arising
- recognise and respond to mental health issues when they do occur.

As of January 2018, Beyond Blue has led the operations of KidsMatter, MindMatters and Response Ability, and will continue to do so until they are integrated into the National Education Initiative.

## KidsMatter

Kids Matter is a mental health and wellbeing initiative for primary and early learning services.

KidsMatter is an initiative developed to help primary school teachers and early learning specialists to support children's mental health needs.

## 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.

## Response Ability

Response Ability provides resources and support for pre-service educators on supporting the mental health of children and young people.

The evidence-based resources explore the roles of educators in promoting resilience and wellbeing and in responding to students who may have particular needs in regard to their mental health, feelings or behaviour.



# At home

## Healthy Families

The Healthy Families website, [healthyfamilies.org.au](http://healthyfamilies.org.au) is Beyond Blue's 'one stop shop' for evidence-based, mental health information, tailored for parents and families ranging from pregnancy to 18 years.

Healthy Families gives parents and carers the tools they need to support the development of health, wellbeing and resilience in their children and themselves.

Healthy Families continues to expand its reach, with more than 380,000 unique visitors during 2017–18, more than 55,000 return visitors and more than 950,000 page views.

An evaluation of parents and carers accessing the Healthy Families website and resources found:

- 80 per cent reported greater involvement in their child's life
- 80 per cent encouraged their child to build relationships with other adults
- 78 per cent supported their child when something was bothering them.

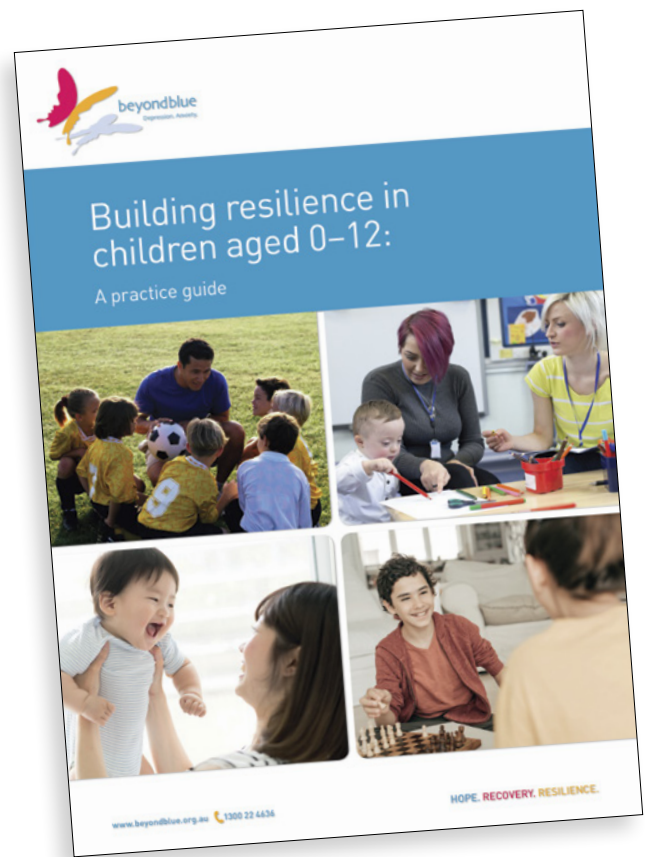


## Professional Education to Aged Care (PEAC)

Beyond Blue is working to support aged care staff to detect and manage anxiety and depression among older people in their care. We have developed educational initiatives and resources for aged care staff, including the Professional Education to Aged Care (PEAC) online program.

The total registrations for PEAC is approximately 6,000 participants, with 451 registrations occurring within the 2017–18 period. The PEAC e-learning program aims to improve the detection and management of anxiety and depression experienced by older adults in residential and community aged care settings.

For more information on PEAC, please visit [beyondblue.org.au/peac](http://beyondblue.org.au/peac)



## Children's Resilience Research

Evidence detailed in the 2016–17 Children's Resilience Research project was used to develop Beyond Blue's free, practical guide *Building resilience in children aged 0–12: A practice guide*, designed for professionals working with children in education, health and community based settings.

Since its release in January 2018, the guide has been accessed 15,168 times – far exceeding Beyond Blue's expectations.

In April 2018, Beyond Blue sought feedback from professionals in the health and education sector who had consulted the guide. Results showed that more than 90 per cent of professionals surveyed agreed that the guide increased their understanding of a child's resilience, influencing positive changes in their work.

These impressive results illustrate the user friendly nature of Beyond Blue research-based resources and the positive difference this work is having in the lives of children across Australia.

The research was funded by Beyond Blue and major partner Future Generation Global Investment Company (FGG).

You can access the children's resilience guide by visiting [beyondblue.org.au/resilience-guide](http://beyondblue.org.au/resilience-guide)

# Policy and advocacy

**Beyond Blue is committed to creating positive change across Australia, to protect and improve the mental health of people of all ages and from all walks of life. Policy and advocacy is an important part of this work, and Beyond Blue regularly contributes to a range of national issues associated with anxiety, depression and suicide.**

Beyond Blue works in a bipartisan way to influence systems and policies that impact 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 – including within government and the community – participating on committees, and responding to policy consultation processes.

## Submissions

In 2017–18, Beyond Blue contributed 15 policy submissions. One of the most notable was to the Federal Government's 'Closing the Gap' refresh process.

As a member of the 'Closing the Gap' steering committee, Beyond Blue has worked to improve the lives of Aboriginal and Torres Strait Islander peoples.

In particular, we believe that addressing social and emotional wellbeing is crucial to being able to secure a good education, a good job, and to live a good life.

In our submission, Beyond Blue advocated for the adoption of specific mental health and suicide prevention targets as part of the Close the Gap reforms.

In June 2018, drawing on feedback from our blueVoices community – our community of members across the country with an experience of anxiety, depression and suicide – Beyond Blue made a submission to the Senate's review of mental health services in rural and remote Australia.



Image courtesy of Wayne Quilliam.



We were pleased to be able to build our response around what blueVoices members told us really mattered to them and the types of services that would best meet their needs as residents of some of the country's more isolated areas.

Other notable Beyond Blue submissions included:

- a submission to Mental Health Australia's consultation on the economic benefits of prioritising mental health reform in Australia
- a submission to a major review by the Senate Standing Committee on Education and Employment on the role of Commonwealth, state and territory governments in addressing the high rates of mental health conditions experienced by police and emergency services workers and volunteers
- submissions to various governance and regulatory consultations, such as the National Mental Health Commission's Mental Health and Suicide Prevention Monitoring and Reporting Framework, the Commonwealth Treasury's Review of Australian Charities and Not-for-profits Commission (ACNC) legislation, and the Commissioning process for Primary Health Networks (PHN) run by the PHN Advisory Panel on Mental Health.

## Insurance discrimination

Beyond Blue 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 2017-18, Beyond Blue:

- engaged directly with insurance companies and advised them on how to improve their insurance products, underwriting and claims management practices in relation to mental health
- made a submission and appeared at a public hearing of the Parliamentary Joint Committee on Corporations and Financial Services for their inquiry into options for greater involvement by private sector life insurers in worker rehabilitation
- made a submission to the Insurance Council of Australia for their review of the General Insurance Code of Practice
- made a written submission to Treasury's ASIC Enforcement Review – Industry Codes in the Financial Sector
- welcomed the final report of the inquiry into the life insurance industry, conducted by the Parliamentary Joint Committee Corporations and Financial Services.

We previously contributed to this inquiry via a written submission and appearance at a public hearing. There is a strong focus on mental health within the report, and its recommendations will influence Beyond Blue's future advocacy efforts.

## Wingmen

Wingmen is an online mental health support hub designed for gay men and contains information and real-life stories to help build the confidence of gay men to reach out and support their mates and partners.

Wingmen had more than 24,000 visitors during the period it was promoted on social media. Visitors to Wingmen reported that the content on the hub made it easier for them to identify mates and partners who might need support. Users also said the hub provided the tools needed to have better conversations around mental health.

Wingmen was developed by Beyond Blue and the National LGBTI Health Alliance, and funded by donations from the Movember Foundation.



## Marriage equality

On 15 November 2017, the Australian Bureau of Statistics publicly announced the results of the Australian Marriage Law postal survey – 61.6 per cent voted in support of marriage equality.

**“For Beyond Blue, marriage equality has always been a mental health issue ... These mental health outcomes are not due to people’s sexuality or gender identity, but because of the discrimination and prejudice they too often face.”**

– Georgie Harman, CEO, Beyond Blue

Australia’s ‘Yes’ vote paves the way for marriage equality to be legally recognised under both state and commonwealth law and is an important step towards improving the mental health of LGBTI people.

The consequences of discrimination and exclusion are often overlooked. Beyond Blue studies have found that LGBTI people experience higher rates of anxiety and depression, and are at greater risk of suicide, than the broader community.

Same-sex attracted Australians are three times more likely to experience depression, and twice as likely to experience an anxiety condition, than heterosexual Australians, and one in six LGBTI young people has attempted suicide.

Beyond Blue celebrates the strength, resilience and diversity of LGBTI communities. We believe that recognition of marriage equality is an issue of equity and is an important step towards improving the mental health of LGBTI people.

We continue to advocate for non-discriminating communities, systems, policies and institutions, because we know discrimination can lead to mental health conditions and suicide. Marriage equality isn’t the end of the journey for LGBTI communities – so we’re going to keep advocating for change.

## Reconciliation Action Plan 2018–2020

Over time, Australia’s historical legacy has caused generations of Aboriginal and Torres Strait Islander peoples to experience trauma, grief and loss. As a result, psychological distress is high among Aboriginal and Torres Strait Islander peoples.

Beyond Blue is committed to our work in this area, including our efforts to reduce the rates of discrimination towards Aboriginal and Torres Strait Islander peoples through our Invisible Discriminator campaign and our call for the Australian community to commit to closing the gap.

To mark National Close the Gap Day on 15 March 2018 we released Beyond Blue’s Reconciliation Action Plan (RAP) 2018–2020. The RAP continues our journey to learn more about the world’s oldest continuing culture and helps us support Aboriginal and Torres Strait Islander peoples to achieve their best possible social and emotional wellbeing.

We have already made significant progress with the support of our RAP Working Group, consisting of Beyond Blue staff passionate about reconciliation as well as our Cultural Consultants, the Victorian Aboriginal Community Controlled Health Organisation (VACCHO), Aboriginal and Torres Strait Islander community members, and the Working Group Co-Chairs, Beyond Blue Board Director Professor Steven Larkin and CEO Georgie Harman.

Key areas of success have been the roll-out of staff Cultural Training and consultations with Aboriginal and Torres Strait Islander services on how Beyond Blue can support these services to use the BeyondNow Suicide Safety Planning App with the communities they support.

Beyond Blue recognises that strong cultural identity is fundamental to the mental health and social and emotional wellbeing of Aboriginal and Torres Strait Islander peoples, and we will continue to support pride in culture and identity through our work.



**Our commitment to reconciliation**  
artwork by Marcus Lee Design depicting Beyond Blue as a centralised commitment that focuses and emanates outwards through communities, providing culturally appropriate support for all Aboriginal and Torres Strait Islander peoples’ social and emotional wellbeing.

# Connecting with our community

## Ambassadors and Speakers

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

In 2017-18, 267 Beyond Blue Speakers and Ambassadors shared their personal stories of hope, recovery and resilience at 773 events around Australia, reaching a total audience of more than 47,000 people.

Sixty-nine new speakers were inducted into the Beyond Blue Speakers program at training sessions held in Adelaide, Brisbane, Melbourne, Perth and Sydney.

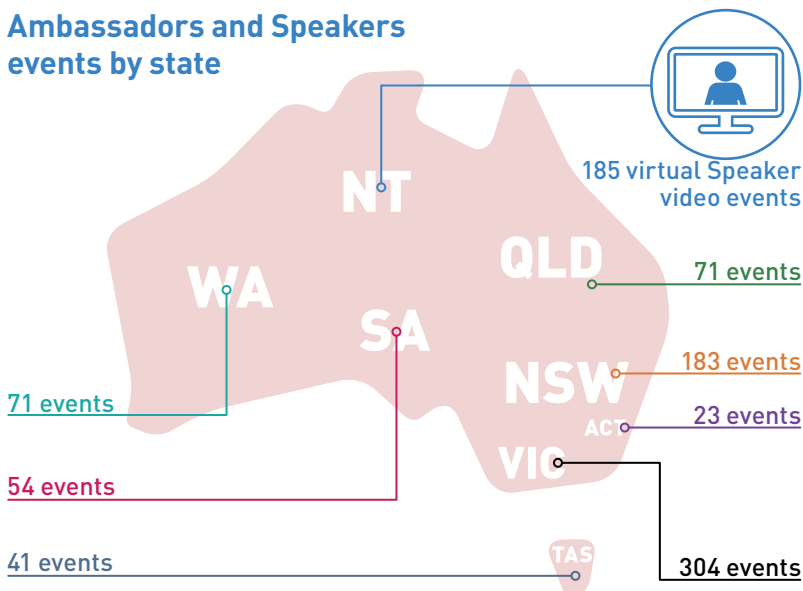
As of June 2018, Beyond Blue had 239 volunteer Speakers and 28 high profile Ambassadors who assisted in raising \$248,387 for the development of Beyond Blue support services.

**“The Beyond Blue Speaker was personable and approachable. Everyone could relate to her, and everyone made a connection with her lived experience either personally or through a loved one.”**

– Attendee at a Beyond Blue Speaker event



### Ambassadors and Speakers events by state



# Fundraising

**In the past year the Australian community gave an extraordinary \$11,263,114 to support the work of Beyond Blue. These funds included contributions from individual donors, corporate partners, business supporters, community fundraising, bequests, trusts and foundations and #teambeyondblue.**

Community fundraising makes up the majority of fundraising income for Beyond Blue. In 2017-18 more than 1,800 people from across Australia registered to raise funds for Beyond Blue. Through a range of events and initiatives, these community members raised an extraordinary \$4,099,545.

In addition, 4,514 people took part in 49 events as members of #teambeyondblue, taking on fitness challenges and raising a phenomenal total of \$1,965,340. Some of the truly incredible and inspiring fundraisers over the past 12 months included:

## Brad McCabe – Rowing for a cause

Starting 6 January 2018, Brad McCabe set off from Albury rowing 2,198 km down the Murray River, finishing three states and 49 days later at the mouth of the river in Goolwa, South Australia.

Brad took only three rest days along the journey, covering an average 50 km a day, with the biggest stretch being 69.7 km of rowing in one day.

Raising an outstanding \$66,071.28, Brad took on this incredible feat in memory of his brother Tom.

Beyond Blue thanks Brad for his tremendous effort and for spreading mental health awareness along his journey.



Brad McCabe

## Crumbz Craft

During the month of May, Crumbz Craft held their annual Yarn-a-Thon fundraiser – a 24 hour, overnight community knitting event.

The streets of Healesville were yarn-bombed with Beyond Blue coloured butterflies crocheted by volunteers. Yarn was donated by Crumbz Craft and each butterfly that sold for a \$5 donation was fixed onto light poles outside the craft shop.

The event gave the community an opportunity to connect and openly discuss the importance of mental health and staying well. A total \$8,835 was raised for Beyond Blue in what has been Crumbz Craft's largest fundraiser yet!



## Formal Friday

Bernadette and Chris Cagney, along with their daughter Melissa, organised their fourth annual fundraising dinner Formal Friday, held in memory of their son Daniel who took his own life.

More than 150 people attended the *Great Gatsby* themed event, which raised both awareness of mental health and \$7,000 in funding for Beyond Blue's work.

Beyond Blue thanks the Cagneys for their support and for raising more than \$35,000 for Beyond Blue over the past four years.

## Manor Lakes College

One teacher and five students from Manor Lakes College set off from Werribee to Melbourne CBD on public transport to raise awareness for Beyond Blue, collecting donations along the way.

The students took turns in wearing a billboard they created with Beyond Blue information and the Support Service phone number.

The awareness drive took the students and teacher eight hours to complete and they raised a total of \$740.64 from donations collected on the day, and donations made by proud parents and friends.



Generous contributions from the community make an enormous difference, as they raise funds and awareness to support Beyond Blue's programs and services for people experiencing mental health conditions around Australia.

To each and every donor and fundraiser who supports Beyond Blue...

# Thank you!

# Events and volunteers

In 2017–18, Beyond Blue took part in 77 events, featuring 988 volunteers and reaching more than 1 million people in Australia. Some of this year's major events included:

## Ed Sheeran National Tour

Beyond Blue was honoured to be the official charity of Ed Sheeran's 2018 'Divide' National Tour, which he performed to more than one million fans Australia-wide.

More than 150 volunteers handed out Beyond Blue resources and chatted with fans outside each of the 12 concerts held in Perth, Adelaide, Melbourne, Sydney and Brisbane.

\$12,000 was raised through the partnership, which will help fund the Beyond Blue Support Service. It was a fantastic event to be involved with and a rewarding experience for our dedicated volunteers.



## AFL Victoria Beyond Blue Round

AFL Victoria consulted with their 6,000+ clubs and 400,000+ participants nationwide and identified that mental health was one of the leading priorities for both players and supporters.

The consensus: if we can talk about our physical injuries, then we should be able to talk about mental health conditions without facing discrimination or stigma.

To kick off the partnership, AFL Victoria held their first Beyond Blue Round, 11–13 May 2018. Clubs raised funds and awareness for Beyond Blue, with players wearing blue tape around their right wrists as a symbolic message encouraging fans to speak up and seek support. Beyond Blue looks forward to building on this partnership in 2019.



## Tough Mudder Series

More than 50 Beyond Blue volunteers cheered 30,000 participants as they conquered the challenging Tough Mudder course during the 2017 series.

Tough Mudders taking part in the team obstacle event raised more than \$100,000 for Beyond Blue at events held in Melbourne, Sydney and Brisbane.

Beyond Blue is excited to be the official charity of the Tough Mudder Series in Melbourne, Sydney and Brisbane in 2018 and 2019.





## Our partners

# Thank you to our amazing partners. We couldn't do it without you!

### Some highlights for 2017–18 include:

- generous funding from major partner Future Generation Global Investment Company helped Beyond Blue release *Building resilience in children aged 0–12: A practice guide* in January 2018. The guide helps professionals who work with children increase children's resilience
- Beyond Blue completed its suicide prevention research in late 2017, thanks to the generous contribution from major partner HIA Charitable Foundation
- supporting partner Steel Blue donated \$10 from each sale of their Blue Southern Cross Zip working boots to Beyond Blue
- community partner Hawthorn Football Club continued their commitment to raising the profile of mental health within the AFL community through two Beyond Blue Cup match days
- supporting partner Zoetis donated \$5 from each sale of the company's livestock, pig and poultry vaccines and drenches to Beyond Blue from August to October 2017
- Qantas generously supported Beyond Blue by featuring the anxiety campaign on their inflight entertainment during October 2017
- Beyond Blue would like to thank supporting partners Ahrens, Bankwest Foundation, Medibank Health Solutions, Michael Cassel Group and Yamaha for their ongoing support as well as all of our community partners.





## Major partners

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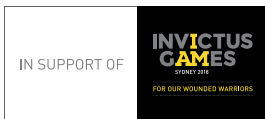
## Supporting partners

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## Community partners

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# Get involved

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



## Donate

Every year, Beyond Blue 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 innovative 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 that change behaviour, tackle stigma and discrimination and advocate for all people in Australia affected by anxiety, depression and suicide. 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 Beyond Blue. 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 Beyond Blue Cups. Volunteers help by distributing information resources, fundraising, talking and listening to people and referring them to the Beyond Blue website and Support Service. For more information on volunteering with Beyond Blue, 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 Beyond Blue is a fun and rewarding way to make a difference. You might like to host a Beyond Blue fundraising activity or join #teambeyondblue by taking part in a running, cycling or swimming event. For ideas on fundraising and how to sign up to make an impact that goes beyond you, visit [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au)

## Gifts in Will

You can join others who are ensuring that vital support for people who are affected by anxiety, depression and suicide will be available in the future by including a gift to Beyond Blue in your Will. For a confidential discussion or to find out how to leave a gift in your Will, email [giftsinwills@beyondblue.org.au](mailto:giftsinwills@beyondblue.org.au)

## Business and corporate support

The work of Beyond Blue is supported by many generous partners in the business sector from 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 Beyond Blue'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 Beyond Blue 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](https://beyondblue.org.au/bluevoices)

## Online forums

Beyond Blue'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

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



## Beyond Blue

[beyondblue.org.au](https://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, advice and brief counselling and point you in the right direction so you can seek further support.

 1300 22 4636

 Email or  chat to us online at [beyondblue.org.au/getsupport](https://beyondblue.org.au/getsupport)

## Head to Health

[headtohealth.gov.au](https://headtohealth.gov.au)

Head to Health can help you find free and low-cost trusted online and phone mental health resources.

Beyond Blue acknowledges the Traditional Owners of the Land in Melbourne on which our head office is based, the Wurundjeri people, of the Kulin Nation. We pay our respects to Elders past and present, and extend our respect to all Elders and Aboriginal and Torres Strait Islander peoples across Australia.



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