




# Annual Report

2024



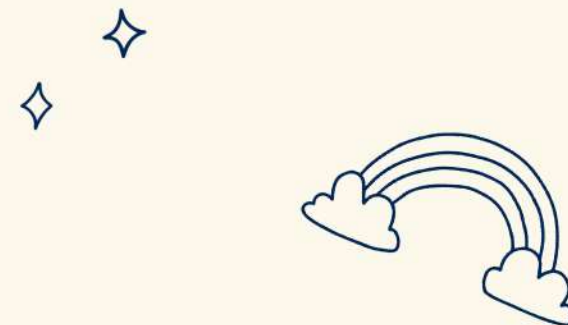
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# Acknowledgement OF COUNTRY

**batyr would like to acknowledge  
Aboriginal and Torres Strait Islander  
peoples as Australia's First People and  
Traditional Custodians.**

**We value their cultures, identities and continuing  
connection to country, waters, kin and community.**

**We pay our respects to Elders past, present and future.**

Storytelling plays such an important role in Aboriginal and Torres Strait Islander culture. It is a way of passing on knowledge and learning. As an organisation founded on the power of storytelling, we take so much inspiration from this sacred practice and share our own stories to create seeds of change.



# Note from CEO, KATIE ACHESON



Every day at batyr, we're reminded that young people are not just asking for change, they're leading it. This year, I've had the privilege of seeing young people drive conversations about mental health in schools, at Parliament House, and in communities around the world. It's been a powerful first year as CEO, and a clear sign that the future of prevention is being shaped by those it's designed to serve.

In 2024, over 33,000 students took part in batyr's programs. Three in four left feeling more confident supporting a friend with their mental health. This matters. We know young people turn to each other first when they're struggling. We've seen that when young people are given the tools, they not only support each other, they shift the stigma around mental health.

This year, we strengthened our peer-to-peer approach. We supported 114 young people to safely share their lived experience stories. We co-designed new programs. We continued to evolve our Commonwealth-funded storytelling platform, OurHerd, with over 15,000 users now connecting through stories in more than 20 countries. And we amplified youth voices, from school classrooms to the steps of Parliament.

We also took batyr's impact to the global stage. We shared what we've learned with youth mental health leaders across the UK, Ireland, Canada, the USA, Portugal, France and New Zealand. The message is clear: prevention works. And young people need to be at the centre.

To everyone who has supported us - thank you. Whether you've fundraised, donated, shared your story, advocated alongside us, or cheered us on, your support has helped us reach over 435,000 young people to date. And we're just getting started.

**Our goal is clear: to reach three million young people by 2030.** With your support, we will keep growing the momentum for prevention and lived experience to ensure that young people everywhere can lead mentally healthy and fulfilling lives.

Katie Acheson,  
batyr CEO



# Note from Chair, ELLEN DERRICK

This year, batyr reached a powerful new summit in our journey, deepening our impact, elevating young voices, and strengthening our national influence in youth mental health prevention.

In 2024, batyr delivered 357 powerful, preventative mental health programs in schools, universities and communities across Australia. This brought our total reach to over 435,000 students since inception, a remarkable milestone in our mission to create lasting, systemic change. While our digital channels, including OurHerd, continue to play a valuable role in connecting with young people, these in-person programs remain the heart of our impact. We also trained more than a hundred young people through our flagship Being Herd program to safely and authentically share their lived experiences, sparking empathy, breaking down stigma, and driving meaningful conversations in classrooms and beyond.

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One of our most significant milestones was the launch of a five-year longitudinal research project, supported by a transformative \$1.6 million partnership with The Balnaves Foundation. This landmark initiative will rigorously assess the long-term impact of batyr's programs and strengthen the evidence base for preventative mental health — an area in Australia that is still under-researched. Backed by leading experts across government, academia and clinical practice, this work will shape the future of early intervention.

Our voice in shaping youth and mental health policy also grew stronger this year. With strategic support and a whole-of-organisation approach, we expanded our engagement with State and Federal governments, elevating the lived experience of young people in critical conversations. From youth-led roundtables to social media policy summits, batyr was recognised as a trusted, credible voice in shaping the national narrative around youth mental health.



To our lived experience storytellers, funders, partners, board members, governance committees, volunteers, supporters, and the dedicated batyr team, thank you all so much. Your belief in our mission and tireless work out in front and behind the scenes is what makes this impact possible.

**Together, we are building a world where young people feel empowered to look after their mental health early and often.** I'm incredibly proud of what we've achieved together, and energised by the possibilities ahead.

Ellen Derrick,  
batyr Chair

# Note from NATIONAL YOUTH ADVISORY GROUP

Since its conception in 2019, batyr's National Youth Advisory Group (NYAG) has been dedicated to amplifying the voices of young people through contribution to the strategic direction of batyr as well as advocating for change at community and systemic levels. The group consists of diverse and passionate young leaders who are connected to the batyr community and/or have a lived or living experience of mental ill-health.

The core advocacy focus of the NYAG in 2024 was addressing youth loneliness. This project successfully culminated in a meeting with NSW Minister for Youth and Mental Health, The Hon. Rose Jackson MP, where NYAG members represented batyr in discussions highlighting the importance of peer-to-peer mental health education and addressing the pressing issues faced by young people. This then sparked the opportunity for the NYAG to formally contribute to the NSW Government's inquiry into the prevalence, causes and impacts of loneliness in NSW.

Another standout project in 2024 was the NYAG's collaboration with the NSW Youth Advisory Council (YAC) and other youth advisory groups. Together, they contributed to the YAC's 2024 advocacy project, which focused on reducing the stigma around mental health and improving mental health education in schools.



**"Being part of the NYAG has empowered me to advocate for youth mental health and connected me with a passionate, like-minded community. It's strengthened my communication and teamwork skills, and offered valuable professional development in advocacy and strategic governance.**

*As a member of the NYAG, the change I want to see for young people in our country is simple. I want young people to be heard, consulted and listened to when it comes to decisions being made that will directly impact them. I want young people to not only have a seat at the table, but to have a voice at the table and to ensure that their voice is heard."*

– Bella Cini, NYAG Chair

# CELEBRATING OUR IMPACT

## 2011–2024



Delivered **205** Being Herd Workshops



Trained **1,310** young people to safely share their stories



Delivered **3,808** peer-to-peer programs at schools and universities



Partnered <sup>with over</sup> **25** universities



Reached **438,618** young people



# Our vision and 2030 GOALS

Deliver programs in **ALL STATES** and **TERRITORIES** in **AUSTRALIA**



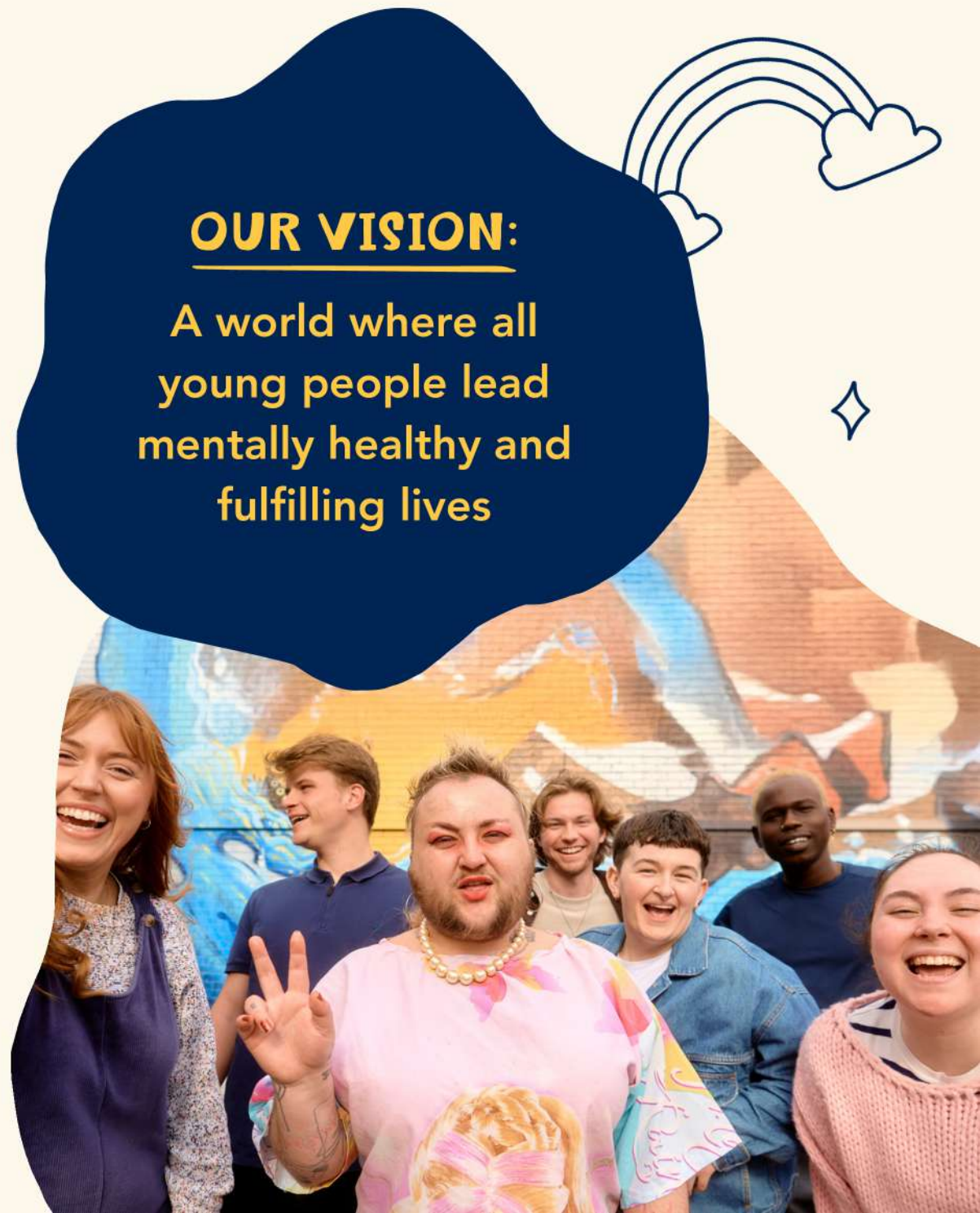
Deliver school programs to **70%** of **HIGH SCHOOL STUDENTS** and work with all **AUSTRALIA UNIVERSITIES**

Reach **3 MILLION** young people



## OUR VISION:

A world where all young people lead mentally healthy and fulfilling lives



# 2024 IMPACT Snapshot

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**38,095**

young people reached

**375**

life-changing  
programs

## batyr@SCHOOL

We delivered **271** preventative mental health programs to over **29,376** high school students across NSW, QLD, ACT, VIC and SA.

### Following the program:

- 63%** of students said our programs were engaging
- 73%** found the stories we shared powerful
- 73%** said they could better support a friend with mental ill-health
- 58%** said they'd reach out for help if they needed it

## batyr@UNI

We delivered **86** programs and numerous events to over **8606** university students.

### Following the program:

- 86%** of students said our programs were engaging
- 88%** found the stories we shared powerful
- 84%** said they could better support a friend with mental ill-health
- 68%** said they'd reach out for help if they needed it



# BEING herd



In the last year we delivered **17** workshops, training **113** young people to share their experience with mental ill-health in a safe and impactful way through our flagship lived experience training program Being Herd.

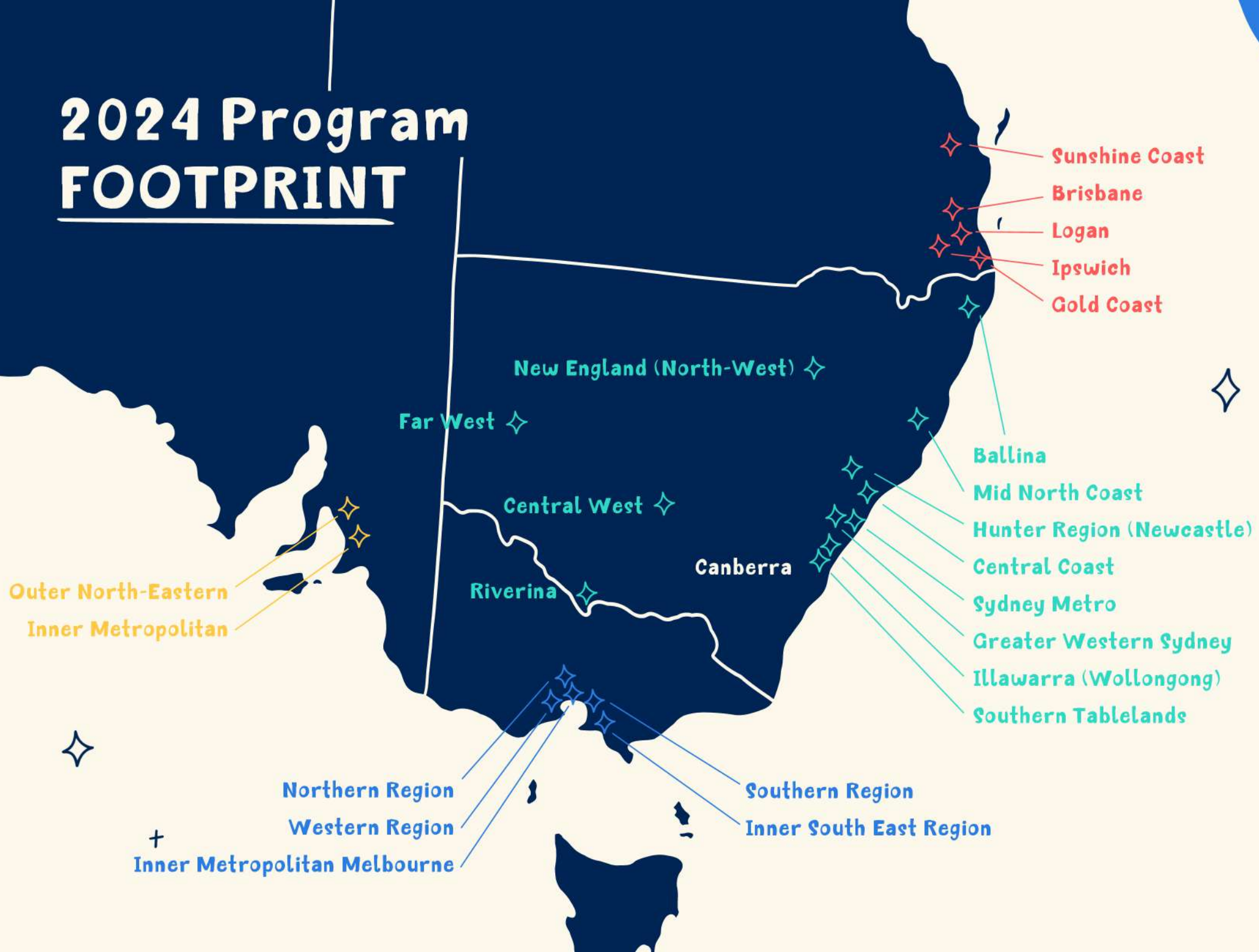
In collaboration with Cultural Choice Association Inc. we delivered a Being Herd workshop for Aboriginal and Torres Strait Islander young people. In addition, we collaborated with Orygen (Australia's leading youth mental health research organisation) and Headspace to create bespoke lived experience training.

We supported **150+** young storytellers throughout the year to share their story in our school and university programs. Beyond program delivery we created over **60** opportunities for storytellers to share their experiences and expertise at Government meetings, conferences, webinars and events.



Our Commonwealth-funded digital storytelling platform OurHerd, now with **15,000+** users in over **20** countries, released new features, making it even easier for young people to share their stories and connect.

# 2024 Program FOOTPRINT



# The power of STORYTELLING

We acknowledge the individual and collective insight and expertise of those with a lived and living experience of mental ill-health. Lived experience stories matter and without them, we would not be able to have the impact we do.

## HUDSON'S STORY: Finding Strength in Sharing

Hudson (he/him), a 20-year-old university student from Uralla, NSW, has always been passionate about sports, community, and connection. Now studying a Bachelor of Sport and Exercise Management at the University of Technology Sydney (UTS), Hudson splits his time between the busy pace of city life and working across the Northern Inland region during university holidays.

When he's not studying or working, you'll likely find him travelling, catching up with family and friends, or cheering on his favourite sports teams.

But behind the bright smile and active lifestyle, Hudson's journey hasn't always been easy. Like many young people, he has faced significant challenges with anxiety and depression — struggles heightened by the external pressures of living up to the expectations that others placed on him, and the high standards he set for himself.



Growing up in a rural area, where misconceptions about mental ill-health are still common, Hudson found it difficult to open up about what he was experiencing. Over time, the pressure built, leading to withdrawal from his hobbies, personal goals, and connections.

Right before it all became unbearable, Hudson started by reaching out to his closest support network; his mum. He simply took off on a walk, down an open road to gain clarity and comfort within his newfound complex emotions. In simply asking for support, he was able to regain control over his mental health and began to take action towards bettering his mental health.

Hudson loves to stay active and stay as busy/productive as possible in order to maintain a proactive view towards his mental health. He also sets ambitious yet attainable goals as a means of continuing to strive towards his career and personal aspirations and as a way of maintaining a vision toward the future.

Hudson's growth didn't stop there. His leadership potential was quickly recognised, and he was recently appointed as a Pastoral Care Leader within his college community. In this role, he focuses on fostering wellbeing, connection, and support for his peers — even developing and leading a wellbeing session for incoming students during their first week.

Reflecting on his journey, Hudson shares a message he would offer his younger self:

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**"Be patient and roll with the punches. Change is inevitable, and it's through adversity that we build character and strength."**

To those who might feel hesitant about sharing their mental health story, Hudson offers heartfelt encouragement:

**"Opening up, even to just one person, can create a domino effect. That one message or conversation can inspire others to speak up and reach out."**

Looking ahead, Hudson is passionate about seeing greater strides in youth mental health, particularly in rural and regional communities. He believes there's still a generational gap that needs bridging — and that educating parents and older generations will be key in building stronger support systems for young people.

As Hudson reflects on his highlights of 2024, moving to university stands out — not just for the change of scenery, but for the personal growth it sparked.

**Stepping out of his comfort zone and into the unknown was challenging, but ultimately, it's made him stronger, more resilient, and more determined than ever to be a voice for change.**



# GLOBAL RECOGNITION and influence

## Key Global and Engagements

In 2024, batyr continued to share its leadership in prevention, stigma reduction, and lived experience storytelling on the global stage. Our expertise reached youth mental health organisations across the USA, Canada, France, Portugal, the UK, Ireland, and New Zealand, fostering international collaboration and knowledge exchange.



### NEXUS Global Summit NEW YORK

Under the theme "Brave Voices, Bold Ideas," the summit brought together 650 young leaders from over 50 countries. batyr was honoured to be one of just three Australian organisations invited to present, sharing our approach to preventative mental health and emphasising the critical role of young people in driving solutions.

### Rare Impact Fund Benefit LOS ANGELES

As the only Australian partner of Selena Gomez's Rare Impact Fund, we joined the Rare Beauty event to highlight our shared commitment to youth mental health. This partnership promotes safe storytelling, stigma reduction, access to support, and skill-building to help young people thrive.





### Child and Adolescent Mental Health Conference GOLD COAST

We presented insights on engaging young people in decision-making processes in ways that are safe, transparent, and empowering.



### Parliamentary Mental Health Expo CANBERRA

We showcased batyr's impact to key policymakers, continuing to advocate for youth mental health at the highest levels of government.



### Australian Association for Adolescent Health Youth Conference BRISBANE

batyr contributed to discussions shaping the future of youth health policy and practice in Australia.



### Supporting Advocacy for Youth Summit BRISBANE

Hosted by Children's Health Queensland, this event offered an opportunity to spotlight youth voices and strengthen cross-sector collaboration.



# Amplifying YOUTH VOICES

**In 2024, young people were not just part of the conversation—they led it. From Parliament House to community forums, youth voices shaped key discussions and influenced decisions across Federal, State, and Local levels of government.**

Following a written submission to the Joint Select Committee on Social Media and the Australian Society, batyr was invited to present in person at Parliament in Canberra. Our Youth Advocacy Lead, Abi Cooper, delivered a compelling opening statement, ensuring the perspectives of young people were central to this critical national conversation.



batyr's contribution gained national attention, featuring on Channel 9 and The Today Show, where we shared youth insights on proposed social media bans and their potential impacts on mental health. We were also invited to a sector roundtable hosted by Minister Michelle Rowland on the proposed Social Media Minimum Age Bill. This platform allowed us to provide vital feedback and advocate for youth-informed approaches ahead of parliamentary decision-making.

To further elevate youth perspectives, batyr storytellers participated in the NSW Government Social Media Summit. Over two days, they used their lived experience to support attendees and inform discussions focused on the evolving role of social media and its regulation.



Members of our National Youth Advisory Group, including Bella, joined Abi in a roundtable discussion with Minister Rose Jackson, addressing key issues such as youth loneliness, help-seeking fatigue, and the value of peer-led education and storytelling in mental health advocacy.

Through every forum and platform, we continued to ensure that the voices of young people are heard, respected, and acted upon.



# Going beyond POLITE RESPONSES

Too often, shame, embarrassment, and fear prevent young people from opening up about how they really feel and reaching out for the support they need.

Our bold 2024 brand campaign, Going Beyond Polite Responses challenged the cultural norm of brushing off emotions with phrases like "I'm good" or "Not bad," encouraging honest conversations about mental health.

## The Collaboration

- ✦ 17 media partners
- ✦ \$1.67 million in media value donated
- ✦ **Channels:** TV, Out of Home, Cinema, Radio, Digital, Audio
- ✦ All media and resources were donated pro bono

## The Impact

- ✦ +30% increase in organic website traffic
- ✦ +6% year-on-year brand awareness growth (Kantar brand study)

## Thank you to our Partners

A heartfelt thank you to our partners whose creativity and generosity made this campaign possible.

- ✦ **Creative:** BMF
- ✦ **Media:** UM
- ✦ **Connector:** UnLtd
- ✦ **Publishers:** oOh!media | JCDecaux | Cartology | QMS Media | Val Morgan Outdoor | Val Morgan Digital | Playground XYZ | Urban List | Val Morgan Cinema | NOVA | ARN | Acast | ATN | Nine | Paramount | Seven | Foxtel



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# CHAMPIONS of our cause

batyr's impact is made possible thanks to the incredible individuals and communities who stood with us throughout 2024. Across Australia, we saw our supporters come together in powerful and meaningful ways to support youth mental health.

From swimming to streaming, 2024 was a huge year for batyr's fundraising community. Over 760 people committed to raising funds and awareness for youth mental health.



## 2024 Superstar Fundraisers

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### Miss Galaxy Australia

Miss Galaxy Australia Pageant returned to batyr to fundraise for a second time raising a total of \$36,558. With more than 40 delegates championing batyr across the country, and fundraising through events, challenges, and community outreach, their impact is immense!

### Splash the Stigma

158 participants turned the tide on youth mental health with Splash the Stigma. With \$87,946 raised during February, these awesome participants, including 25 returning fundraisers, made waves across Australia.



### Bec and Heath

Talented athletes and batyr supporters, Rebecca Apel and Heath Bambridge, completed an astonishing 48 consecutive hours on a Ski Erg. The pair not only raised more than \$15,000, but set a world record in the process!





# White Elephant Winter Ball

Celebrating 10 years of the White Elephant Ball in 2024, the event raised a whopping \$87,000 to support local programs in Tamworth and surrounding area. Over the years this event has funded more than 15,000 young people to access a batyr@school program, an incredible tribute to the community.



### 9 For 9

The 9 For 9 challenge returned in 2024 with nearly 100 brave souls dipping in icy water for 9 mins, every day through the month of August. With almost \$25,000 raised, the 9 For 9 crew showed serious grit, and sparked plenty of conversations about mental health. Expanding this year to include winter runs and coffee catch ups, 9 For 9 brought even more ways to connect.



## Stigma-Free Streamers

batyr's first digital peer-to-peer campaign, Stigma-Free Streamers, saw more than 30 participants stream, chat and game on camera while fundraising more than \$22,000! A new demographic of fundraisers showed just how passionate they are about youth mental health.



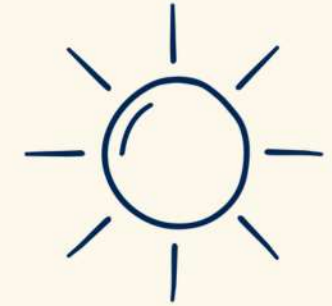
# THANK YOU!

A huge thank you to our network of volunteers who support our events through donating their time and support. We deeply appreciate your generosity and insight.

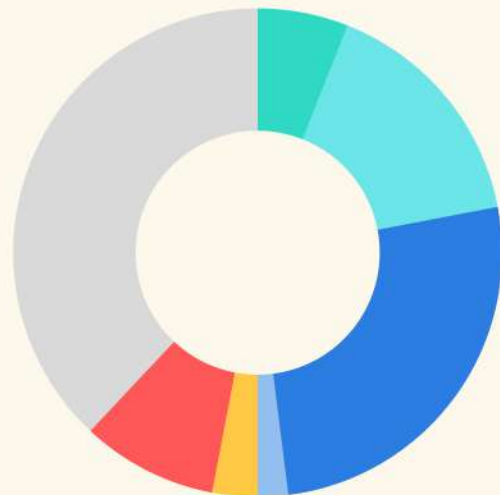
A final thank you to the organisations and businesses who generously donated prizes and gifts to our campaigns and events. This support allowed us to raise even more funds and reward our fundraisers who go over and above for our cause.



# FINANCIALS



## Allocation of income

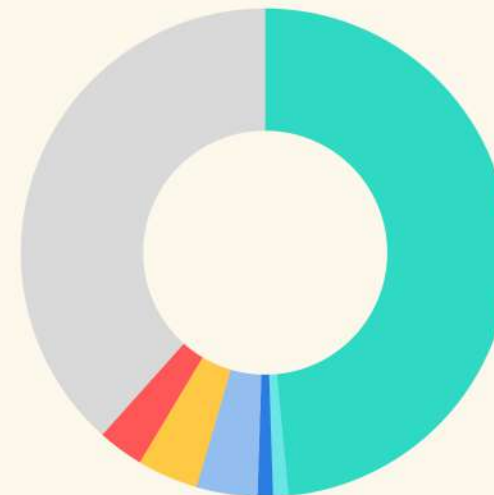


Total income for  
year ending 2024  
**11,831,771**

Fee for service	661,880	6%
Philanthropy	1,846,290	16%
Government	3,048,974	26%
Community Events	291,537	2%
Event Fundraising	372,298	3%
Corporate	1,048,058	9%
Other Income	46,284	0%
In-kind donations	4,516,451	38%

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## Allocation of expenses



Total allocation  
of expenses for  
year ending 2024  
**11,764,911**

Product and Program Delivery Expense	5,631,047	49%
Research	148,349	1%
Innovation	109,490	1%
Community and Event Fundraising	491,165	4%
Marketing and Communications	466,643	4%
Administration	401,766	3%
In-kind donations	4,516,451	38%

\*In kind donations include a large percentage of advertising assets.

# Thank you to our PARTNERS



## Platinum Partners



The Greiner  
Foundation



## Gold Partners



BORN THIS WAY/  
FOUNDATION

Crookes  
Family  
Foundation



MOOD

rare impact fund

## Silver Partners



FLOURISH  
ARBONNE FOUNDATION



Lennon  
Family  
Endowment



Robert and  
Christine  
Henshall  
Foundation

TMG Family Fund -  
a donor-advised  
fund of the Mutual  
Trust Foundation

# Thank you to our PARTNERS

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## Tertiary Partners



## Pro Bono Partners



Dr. Happy



UnLtd:



## Community Partners



give a little love  
FOUNDATION



White  
Elephant  
Winter Ball



# Board and GOVERNANCE

## batyr Board

### **Bella Cini**

Provisional Psychologist, Lived Experience  
Storyteller, Mental Health Advocate

### **Bianca Buckman**

Partner, PwC Australia

### **Ellen Derrick (Chair)**

Managing Partner,  
Deloitte Consulting Australia

### **Luke Branagan**

Director, Philanthropic Services, JB Were

### **Matt Adendorff**

Partner, Innovation and Ventures,  
Monitor Deloitte

### **Michael McQueen**

Award winning speaker, trend forecaster  
and author

### **Michael Jefferies (Secretary)**

Corporate Lawyer, Hamilton Locke

### **Myf Maple**

Professor of Social Work,  
University of New England

## Finance Committee

**Bianca Buckman** PwC Australia

**Blake Almond** Henshall Capital

**Cristina Carter** Committee Secretary

**Jo Veitch** Crestone Wealth Management

**Michael Jefferies** Hamilton Locke

## Growth Committee

**Duncan Wilmar** Rothschild & Co

**Kiera Moloney** Gandel Foundation

**Matt Adendorff** Monitor Deloitte

**Michael McQueen** Award winning speaker,  
trend forecaster and author

**Myf Maple** University of New England

**Patrick Darcy** Capability.Co

**Jesse King** Growth Committee Secretary

## Board Observers

**Karen Lee**

**Josh Meyers**

## Risk Committee

**Ally Frizelle** Hamilton Locke

**Amy Burton** Justice Connect

**Amy Bengier** Macquarie Group

**Luke Branagan** JB Were

**Matt O'Connor** Clinical and School Psychologist

**Myf Maple** University of New England

## National Youth Advisory Group

Our 2024 National Youth Advisory Group is made up of young people, ensuring their voices are heard and they can contribute to batyr at all levels.

**Alexandria Brown**

**Bella Cini**

**Ellen Armfield**

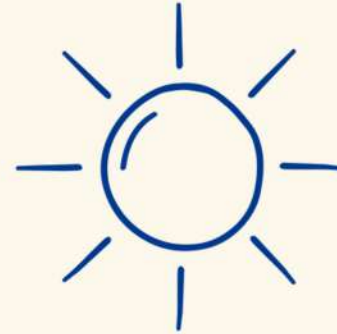
**Lucy Gibson**

**Melanie Phillippou**

**Noa O'Reilly**

**Tharindu Jayadeva**

**Will Bird**



 batyr