



2025

Annual Report

 batyr.com.au

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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.

batyr operates across the unceded lands of Gadigal peoples, Wurundjeri Woi Wurrung peoples, Kurna peoples, Jagera and Turrbal peoples and reach young people across many more. We recognise and value First Nations cultures, identities and continuing connection to country, waters, kin and community and we pay our respects to Elders past, present and future.

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

batyr is committed to continued learning from Aboriginal and Torres Strait Islander peoples and ongoing efforts towards reconciliation.

Always was, always will be, Aboriginal and Torres Strait Islander land.



Note from CEO, **PATRICK DARCY**



As we reflect on 2025, I want to begin by acknowledging the leadership transition, and the important contribution Katie Acheson made to batyr. It is a privilege to step into the role of CEO and continue building on the strong foundation of our team, our storytellers, and the young people who continue to shape everything we do.

This year reinforced something we hear from young people time and time again: awareness alone is not enough. Young people today are more open to talking about mental health than ever before, but many still don't know what to do next, how to support a friend, or how to take practical action for their own wellbeing before a crisis hits.

Young people's leadership shaped every part of our work in 2025. Through co-design sessions with Young Change Agents, and conversations shaping the future of OurHerd, young people helped guide how we think about digital wellbeing, AI, online safety and peer support. Their ideas, experiences and honesty continue to challenge us to adapt and evolve alongside them.

At the same time, we continued advocating for a mental health system that better supports young people before they reach crisis point. Through government roundtables, national submissions and lived experience advocacy, we worked to ensure young people's voices remained central to conversations about prevention, peer support and early intervention.

That is where batyr's work continues to evolve. Our role is not simply to start conversations. It is to back young people with the hope, knowledge and practical skills to show up for their mental health and for each other before crisis does. Everything we do is designed to meet young people where they are, and ensure their voices remain at the centre of shaping the future of mental health support in Australia.

What gives me the greatest optimism for the future is the compounding impact of this work. Each conversation, each story shared, and each young person empowered to take action creates ripple effects far beyond a single moment or program.

To every young person who shared their story, every educator and partner who welcomed us into their spaces, and every donor, fundraiser, volunteer and supporter who backed this work - thank you. Your support continues to help build a future where young people feel equipped, connected and empowered to take charge of their mental health and support those around them.

Here's to continuing that work in 2026 and beyond.

Patrick Darcy,
batyr CEO



Note from Chair, ELLEN DERRICK

2025 was a year of momentum, growth and transition for batyr. As Chair, I have had the privilege of seeing first-hand the dedication of our team, storytellers, volunteers, partners, supporters, Board Directors and committee members, all united by a shared belief that young people deserve the knowledge, skills and support to take charge of their mental health before a crisis occurs.

One of the most encouraging developments this year was seeing young people take an even greater role in shaping our future. Through initiatives such as the Youth Innovator Incubator and our continued investment in youth co-design, young people directly influenced how batyr develops programs, digital experiences and advocacy priorities. Their insights continue to challenge and inspire us to remain relevant, responsive and courageous in our approach. We have also increased the number of young people on the batyr Board and governance committees, enhancing the influence of young voices in our governance and supporting development pathways in governance and leadership.



The year also saw significant investment in batyr's future. We strengthened key partnerships while securing continued government investment in suicide prevention education through an extension of the National Suicide Prevention Leadership Support Program. These partnerships reflect growing confidence in batyr's model and our ability to deliver meaningful outcomes for young people at scale.

Importantly, 2025 marked a leadership transition for the organisation. On behalf of the Board, I would like to thank Katie Acheson for her commitment, leadership and contribution to batyr during her tenure as CEO. I would also like to warmly welcome Patrick Darcy (Pat) as CEO. Pat brings a deep commitment to prevention, innovation and youth leadership, and the Board is excited to support him as batyr continues to evolve and respond to the changing needs of young people.

None of this work would be possible without the extraordinary community that stands behind batyr. To our storytellers, funders, donors, partners, volunteers, governance committee members, fellow Board directors and the entire batyr team, thank you. Your expertise, generosity and belief in our mission continue to create opportunities for young people across Australia.



As we look ahead, I am confident that batyr is well positioned to build on its strong foundations, deepen its impact in an evolving sector and continue empowering young people to show up for their mental health and for each other. I am incredibly proud of what we have achieved together in 2025 and optimistic about the future we are building together.

Ellen Derrick,
batyr Chair



Note from NATIONAL YOUTH ADVISORY GROUP

For the National Youth Advisory Group (NYAG), 2025 was a year of growth – in membership, in leadership, and in the depth of contribution the group made to batyr and the young people it serves.

The year began with the onboarding of five new members, bringing fresh perspectives and energy to the group. It also marked an expansion in leadership, with Melanie Philippou joining Bella Cini as Co-Chair, and stepping into the batyr Board as a Young Person Appointed Non-Executive Director.

In many ways, 2025 was also an introspective year for the NYAG. With a group of highly experienced, sector-immersed young people at the table, the focus turned inward – not just on what the NYAG could do, but on how batyr could be better shaped, informed and strengthened by young people's voices. That included meaningful collaboration with incoming CEO Pat Darcy, working together to define the leadership role the NYAG plays and how that partnership can best serve the needs of young people into the future.

That spirit of influence showed up in our advocacy work as well. One of the year's standout moments for the NYAG was leading a youth insight session with The Archewell Foundation – sharing honest, grounded perspectives on AI, digital wellbeing and social media. These conversations didn't stop there. Across 2025, the NYAG drove important discussions on AI, helping to define batyr's organisational position on a topic that is only growing in relevance for young people. We also contributed to the development of batyr's Youth Participation Strategy – work that will continue to guide the organisation through 2027 and beyond.

To every NYAG member who showed up this year: it has been an honour to lead alongside you. You are how batyr stays true to its purpose – ensuring the organisation remains honest, relevant and deeply connected to the young people it has always existed to serve.

Bella Cini and Melanie Philippou
batyr NYAG Co-Chairs



CELEBRATING OUR IMPACT

2011–2025



Delivered

251

lived
experience
training
workshops



Trained

1,622

young people to
safely share their
stories



Delivered

4,080

peer-to-peer
programs at schools
and universities

"You gave me the courage to
finally seek support for my
own struggles. Thank you"

- Year 10 student, NSW



Partnered

with over

30

universities



Reached

472,350

young people

"Feeling so grateful that I was able to take part in the Being Herd workshop. I now have a deeper understanding of how to go about talking about my personal lived experiences with others. The facilitators and other young people created a sharing space that was positive, respectful and safe. I left feeling empowered and inspired to make positive changes to the world!"

- Being Herd Participant, Sydney

2025 IMPACT Snapshot

33,882

young people reached across
our programs and workshops

batyr@school

We delivered **324** preventative mental health programs to over **24,000** high school students across NSW, QLD, ACT, VIC and SA.

Following the program:

- 67%** of students said our programs were engaging
- 72%** found the stories we shared powerful
- 59%** said they could better support a friend with mental ill-health
- 43%** said they'd reach out for help if they needed it

BEING herd

In the last year we delivered **14** workshops, training **77** 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.

We supported **19** young storytellers throughout the year to share their story in our school and university programs. Beyond program delivery we created over **81** opportunities for storytellers to share their experiences and expertise, including at Government meetings, conferences, webinars and events.

batyr@UNI

We delivered **79** programs and numerous events to over **9,700** university students.

Following the program:

- 90%** of students said our programs were engaging
- 89%** found the stories we shared powerful
- 88%** said they could better support a friend with mental ill-health
- 67%** said they'd reach out for help if they needed it

2025 Program FOOTPRINT

North QLD (Northern Beaches) ↗

Sunshine Coast

Brisbane

Logan

Ipswich

Gold Coast

New England (North-West) ✧

Ballina

Richmond Valley

Mid North Coast

Hunter Region (Newcastle)

Central Coast

Sydney Metro

Greater Western Sydney

Illawarra (Wollongong)

Southern Highlands

Southern Tablelands

Central West ✧

Canberra

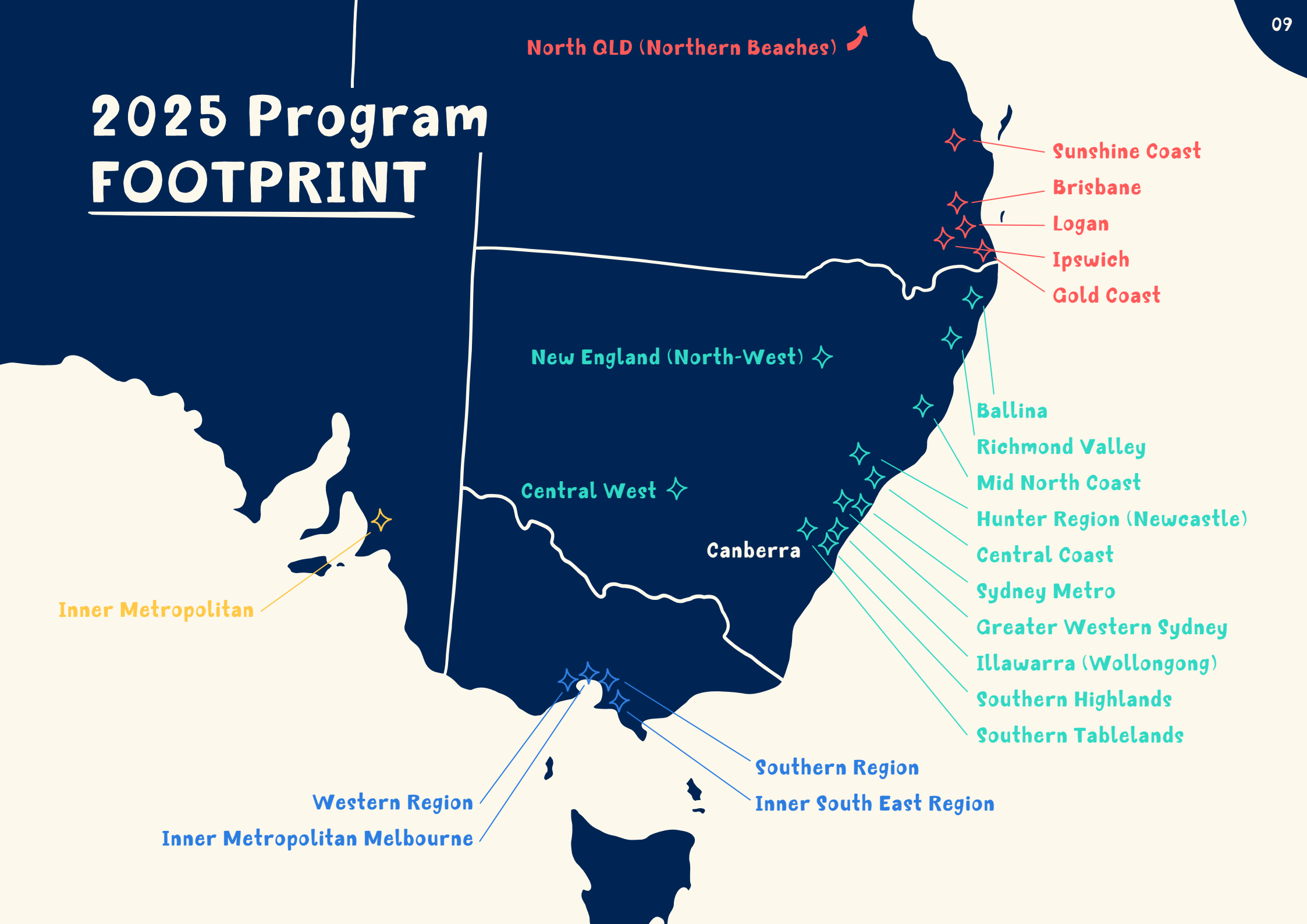
Inner Metropolitan ✧

Southern Region

Inner South East Region

Western Region

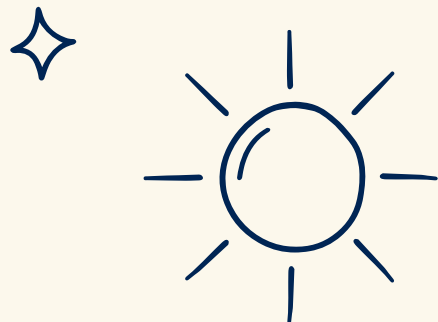
Inner Metropolitan Melbourne



INNOVATION in Action

In 2025, batyr continued to strengthen its influence across Australia and internationally through strategic partnerships, youth-led innovation, sector collaboration, and global advocacy.

From contributing to international conversations on youth wellbeing and digital technology, to co-designing the future of mental health education with young people, we remained committed to ensuring youth voices shape the systems, services and solutions designed for them.



Youth Innovator Incubator *NATIONAL*

In partnership with Young Change Agents, batyr launched the Youth Innovator Incubator at NIDA, bringing together 38 young people from every state and territory to help shape the future of youth mental health support. Building on insights gathered through more than 15 workshops delivered across regional, rural and metropolitan communities, participants collaborated to develop and test innovative concepts that will help inform batyr's future digital strategy.

Year 7 and 8 Program Pilot *NATIONAL*

This year marked the successful pilot of batyr's expanded batyr@school programs for Years 7 and 8, reaching more than 1,000 students across NSW, Queensland and Victoria. Developed through extensive consultation with students, educators and sector experts, the programs focus on building emotional literacy, resilience and help-seeking skills through age-appropriate social and emotional learning. Insights gathered through the pilot and evaluation process will help inform the national rollout of these programs in 2026.



Rare Impact Fund Benefit USA

As the Rare Impact Fund's only Australian charity partner, batyr represented Australia at the Rare Impact Fund Benefit and partner meetings hosted by Selena Gomez and the Rare Beauty team. The event brought together leaders from 12 organisations across the globe to share knowledge, strengthen partnerships and advance collective efforts to improve youth mental health outcomes. Participation reinforced batyr's role within an international network dedicated to expanding access to mental health support and education for young people worldwide.



The Archewell Foundation GLOBAL

batyr storytellers and members of our National Youth Advisory Group contributed to youth insight sessions with The Archewell Foundation - founded by Prince Harry and Meghan, the Duke and Duchess of Sussex - exploring young people's experiences of social media, digital technology and artificial intelligence. Their perspectives will help inform The Archewell Foundation's annual Youth Insights Report, ensuring the voices and experiences of Australian young people contribute to global conversations about the opportunities and challenges shaping the digital world.



Community Engagement Events

NATIONAL

Throughout the year, batyr connected with thousands of young people and community members through major events including NAIDOC Week celebrations, Mardi Gras Fair Day, SMASH! Anime and Manga Convention, and Fitzy, Wippa and Kate Ritchie's Backyard Cricket at Kirribilli House. These opportunities enabled us to build awareness, foster meaningful conversations about mental health, and strengthen connections with diverse communities across Australia.

Amplifying YOUTH VOICES

Youth Innovation Incubator Challenge on Mental Health and Wellbeing.

Throughout 2025, batyr's Youth Innovation Incubator Challenge (YINC) took us from Darwin to Gungahlin, from Sandgate to Mount Barker. We delivered 15 design thinking workshops across 15 diverse schools and listened to over 400 young people about social media, digital safety, connection, and mental health.

That mandate came to life at our YINC showcase at NIDA in Sydney, where 38 young innovators from every state and territory came together over two days to co-create solutions that has contributed to batyr's programs and digital strategy. The nuance, empathy and leadership they brought to those conversations showed exactly why young people must be part of every policy discussion that affects them.



Healthy North Coast

In early 2025, batyr commenced a Healthy North Coast PHN-funded project to co-design a student-led social media campaign with young people across Richmond Valley, Tweed Shire and Casino. Designed to increase help-seeking, reduce stigma and strengthen community connection, the campaign draws on batyr's expertise in youth mental health, peer-to-peer storytelling and digital engagement to create authentic content that resonates with local young people.

The campaign was shaped through online co-design workshops and consultation with schools, community leaders, headspace, Healthy North Coast PHN and the Department of Education. Central to the model is the training and inclusion of local lived experience voices, ensuring the content feels relevant and community-led. Running through to the end of 2026, the project represents a scalable approach to empowering young people, strengthening local communities and informing future youth mental health initiatives.

Productivity Commission

In July 2025, batyr contributed to the Productivity Commission's Review of the National Mental Health and Suicide Prevention Agreement, advocating for young people's lived experience to play a central role in system reform. Our submission called for stronger peer workforce models, meaningful youth co-design in decision-making, the release of the National Stigma and Discrimination Reduction Strategy, and sustained investment in prevention.

Shaping National Policy

In one of our most significant advocacy initiatives of 2025, batyr joined a national Consortium led by Orygen to help shape the future of youth mental health care in Australia. Working alongside the Department of Health, Disability and Ageing and partners including headspace, Mission Australia, ReachOut, SANE and yourtown, we led consultations with 92 young people from every state and territory, including representation from Aboriginal and Torres Strait Islander communities, LGBTQIA+ young people, and regional and remote areas. Through a youth-led co-research model, young people helped design, facilitate and analyse the consultations, ensuring lived experience remained at the centre of the process. Their insights highlighted the challenges of navigating a fragmented mental health system and directly informed national recommendations to government, including enhanced headspace services, specialist youth mental health supports, and community-based wellbeing hubs.

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.



ZALI'S STORY: Finding the stars

For Zali, 23, from Turrbal and Jagera Country (Brisbane), sharing her story through batyr has become a powerful way to create connection, challenge stigma and support other young people.

Mental ill-health has been part of Zali's life for as long as she can remember. While her experiences with anxiety began in childhood, it was during high school that anxiety and depression became significant challenges. Like many young people, she spent years feeling isolated in her struggles and longing for someone to understand what she was experiencing.

Following a difficult period after graduating Year 12, when she experienced suicidal thoughts and disordered eating, Zali connected with professional support and began the ongoing journey of managing her mental health.

Having attended batyr presentations throughout high school, Zali had long admired the storytellers sharing their lived experiences from the stage. In 2023, she took the next step in attending a Being Herd workshop and beginning her own storyteller journey.

"Not only did [the workshop] provide a wonderful, validating space to reflect on my lived experience, but it also gave me a stronger sense of purpose. The opportunity to train as a storyteller and possibly help others feel heard or understood felt both exciting and deeply meaningful."



Since becoming a batyr storyteller, Zali has shared her story with over 1,400 young people across Australia. She describes the experience as both unexpectedly healing and profoundly rewarding.

"When I look out into a cohort, I always think that even if only one student connects to my story, it's worth it. Through batyr I feel like I'm a part of a community working towards something much bigger than any of us."

In 2025, Zali returned to her former high school as a storyteller - a moment she describes as a full-circle experience. Beyond her role as storyteller in programs, Zali has also participated in panel discussions and social media campaigns, continuing to use her lived experience to advocate for youth mental health.

Today, she remains passionate about young people getting access to the support they need, particularly lived experience-led services and more subsidised psychology sessions.

In her story, Zali speaks to her experiences of looking for bright 'stars' to hang on to when navigating mental health challenges. She reflects on a poignant message she'd share with her younger self:

"The walk is worth it. The stars are really beautiful here."

Through courage, vulnerability and storytelling, Zali is helping other young people find their own stars, and reminding them that every story matters.

CHAMPIONS of our cause

batyr's impact continues to be powered by an extraordinary community of fundraisers, volunteers and supporters who champion youth mental health in bold and creative ways. In 2025, thousands of people across Australia and beyond came together to raise vital funds, spark conversations, and help young people access preventative mental health programs.

2025 Superstar Fundraisers



Splash the Stigma

Our annual swimming challenge once again saw supporters take to pools and waterways across the country for Splash the Stigma, raising an incredible \$94,313 for youth mental health. These funds will enable 3,144 young people to access batyr's preventative programs in schools and universities, helping to build awareness, resilience and help-seeking skills.



Australia Galaxy Pageants

Over five months, 40 finalists from Australia Galaxy Pageants came together to raise \$37,500 for batyr. Through creative fundraising events and community engagement, participants turned their passion into action while amplifying important conversations about youth mental health across their networks.



Civic2Surf

In September, 25 ANU students took on Civic2Surf – a relay-style run from Fellow's Oval to Bong Bong Racecourse in Bowral – raising more than \$2,200. The event was joined by batyr Founder Sebastian Robertson and storyteller Eliza, who shared reflections on lived experience and the origins of Civic2Surf as a student-led initiative that helped launch batyr in 2011.



TCS Sydney Marathon

As a proud Gold Charity Partner of the TCS Sydney Marathon, batyr was represented by a passionate community of 30 runners who collectively raised \$139,522. Their efforts were supported by more than 50 volunteers who staffed water stations, cheered from the sidelines, and helped bring energy and encouragement to race day.



Stigma-Free Streamers

More than 30 streamers from across Australia and overseas took part in batyr's Stigma-Free Streamers campaign, going live to chat, game and connect with their communities while raising \$25,856.26 for youth mental health. The campaign continues to demonstrate the power of digital communities in engaging new audiences in mental health conversations.



Trek4YouthMentalHealth

In 2025, Mark Gresser launched Trek4YouthMentalHealth – a 5,300km walk across Australia in support of batyr. By the end of the year, the trek had raised over \$45,000, with fundraising continuing into 2026. Mark's journey represents an extraordinary commitment to raising awareness and supporting young people's mental health through endurance and advocacy.

THANK YOU!

A heartfelt thank you goes to our incredible community of volunteers who generously gave their time, energy and expertise throughout the year. From supporting events and campaigns to championing our mission in communities across Australia, your contribution has helped create meaningful impact for young people. We are deeply grateful for your commitment and support.

We would also like to extend our sincere thanks to the organisations and businesses that generously donated prizes, products and experiences to support our campaigns and events. Your contributions not only helped us raise vital funds for youth mental health, but also enabled us to recognise and celebrate the extraordinary efforts of our fundraisers and supporters. Thank you for standing alongside us and helping amplify our impact.

Can we TALK about MENTAL HEALTH?



Too often, young people struggle alone - not because they don't care, but because stigma, embarrassment, or a lack of the right support holds them back.

batyr exists to change that.

We believe that storytelling can transform the mental health of young people and their communities.

Our 2025 brand campaign challenged the silence, the shame, and the stigma. We're breaking the rules when it comes to mental health discussion in public, by doing just that - talking about mental health.

The Collaboration

- ✧ **21** media partners
- ✧ **\$2,966,104** in media value donated
- ✧ **Channels:** TV, Out of Home, Video, Cinema, Radio, Digital Display, Press/Magazines and Audio
- ✧ All media and resources were donated pro bono

The Impact

- ✧ **+4%** year-on-year brand awareness growth*
- ✧ **+5%** year-on-year brand understanding growth*

**Kantar brand study*

Thank you to our Partners

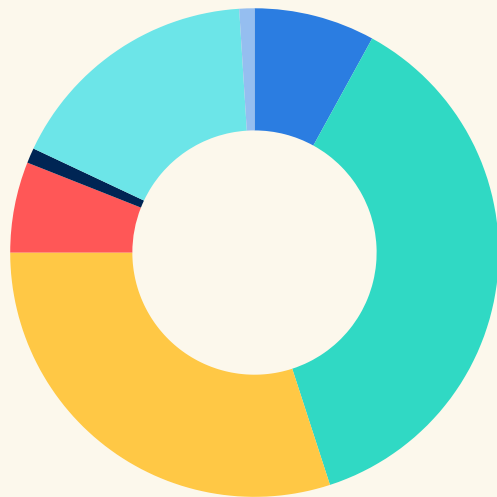
A heartfelt thank you to our partners whose creativity and generosity made this campaign possible.

- ✧ **Creative:** Resolve | VidZero
- ✧ **Media:** UM
- ✧ **Connector:** UnLtd
- ✧ **Publishers:** Acast | Amazon | Are Media | ARN | Foxtel | JCDecaux | Jolt | Mamamia | News Corp | Nine NOVA | oOh! Media | Paramount | QMS | Reddit | SCA | SBS | Seven | Val Morgan | VMO | Westfield



FINANCIALS

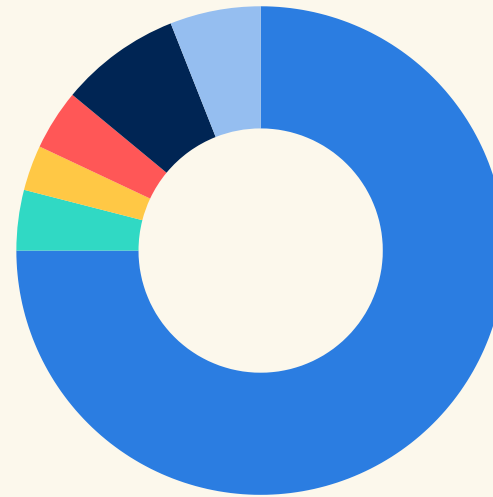
Revenue



Total income for
year ending 2024:
7,782,080

Fee for service	634,812	8%
Philanthropy	2,905,540	37%
Government	2,342,229	30%
Community Events	462,223	6%
Event Fundraising	62,308	1%
Corporate	1,299,171	17%
Other Income	75,797	1%

Expenses



Total allocation
of expenses for
year ending 2024:
8,175,703

Product and Program Delivery	6,172,794	75%
Research	337,289	4%
Innovation	207,093	3%
Community and Event Fundraising	346,717	4%
Marketing and Communications	626,893	8%
Administration	484,917	6%

Note - During the year, batyr voluntarily changed its accounting policy in relation to the recognition of donated (in-kind) services. Accordingly, in-kind services are excluded from revenue and expense disclosures for 2025.

Thank you to our PARTNERS

Diamond Partners



ICONIQ | Impact

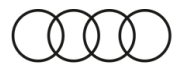


The Greiner
Foundation

Platinum Partner



Gold Partners



Audi Foundation



medibank

rare impact fund



Crookes Family Foundation

Silver Partners



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

Jenour
Foundation

Lennon Family
Endowment

Robert and Christine
Henshall Foundation

Vanraay
Family Fund

Tertiary Partners



Pro Bono Partners



Community Partners



Board and GOVERNANCE

batyr Board

Ellen Derrick (Chair)
 Bianca Buckman
 Matt Adendorff
 Luke Branagan
 Isabella Cini
 Michael Jefferies
 Myfanwy Maple
 Melanie Philippou
 Jacinta Hawgood
 Blake Almond
 Ka-Ling Lee (Board Secretary)

Growth Committee

Matthew Adendorf (Chair)
 Duncan Wilmer
 Kiera Moloney
 Patrick Darcy
 Myfanwy Maple

Finance Committee

Bianca Buckman (Chair)
 Patrick Darcy
 Blake Almond
 Michael Jefferies
 Joanna Veitch
 Chris Weaver
 Cristina Carter
 Tara Scollay

Risk Committee

Amy Benger
 Andrew Malarkey
 Matthew O'Conner
 Blake Almond (Chair)
 Jacinta Hawgood
 Patrick Darcy
 Ally Frizelle (Committee Secretary)

National Youth Advisory Group

Our 2025 National Youth Advisory Group is made up of young people, ensuring their voices are heard and they can contribute to batyr at all levels.

Nikoletta Apostolidis
 Kushagra Rathore
 Thomas Henderson
 Emma Pryse Jones
 Neerja Singh
 Melanie Phillippou
 Isabella Cini
 Ellen Armfield
 Lucy Gibson
 Noa O'Reilly

