



batyr Annual Report

**Finding new ways
to *'give a voice to
the elephant
in the room'***

2018

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A message from our Founder and Chair

2018 was yet another milestone year for batyr. I'll leave Nic, our amazing CEO, to talk about the successes of the year as I want to focus a bit more on some of the strategic plays that have and are continuing to occur.

batyr is at a fascinating turning point. 2018 saw our work receive incredible support from the NSW Government. Our persistence in prioritising the voice of young people is resonating not only with the students we connect with at schools and universities but is now being heard by the decision makers. It is very encouraging for all those involved. As such, it puts us in an incredible position to positively influence this generation and future generations experience of mental ill health. It is a responsibility that the team and the Board do not take lightly.

We've seen some major structural changes this year too. We implemented a decentralised model across the States enabling for tailored localised programs as well as ensuring more effective operations for school teachers through to our speakers. Most importantly, as this report touches on, we've spent a lot of time looking at the long term impact we can have and trialing new and innovative ways for us to reach more young people as everyone accesses support and manages their mental health differently.

There is a lot of work to be done to continue to change the conversation around mental health and not see so many young people suffer in silence when dealing with mental health issues. The team continue to work hard every day to achieve this and with the full batyr community we continue to see the great impact this is having.

Without the support of our funders, our work would not be possible. And without the dedication and commitment from the staff, volunteers and speakers, the thousands of lives we have impacted simply would never of happened, so a very big thank you to you all.

Sebastian Robertson



A message from our CEO



Welcome to the 2018 batyr Annual Report!

Every year the people across the batyr community achieve some amazing things and help thousands (over 50 000 this year!) of people better understand how to support their mates, access support when they need it and recognise that even when times get real hard, there is a community of people that care and want to help. 2018 has been no different!

It has been another year of milestones (with a world record thrown in) all helping us push forward to reaching 1 000 000 people by 2022 with positive conversations around mental health.



We continue to train more young people to share their stories and deliver fun and engaging programs in schools, universities and workplaces. On top of this 2018 was a year of trialling new ways to have impact and to see the vast ways sharing lived experience can have on those in our communities. For example, we have started to train young people Not in Education, Employment or Training to build confidence in what they have been through, to understand that dealing with mental ill-health is not a weakness and they are not alone. These young people show strength, resilience and a great deal of character in dealing with these challenges and that is something that when re-framed can give confidence when entering a job interview or applying to study.

Face to face sharing of lived experience has a great impact on reducing stigma and increasing help seeking but this year we put these stories online and our reach and ability to empower young people with positive mental health stories multiplied. We collaborated with SANE to help more young people with complex mental illness access the SANE helpline. With the support of the NSW Minister for Mental Health, Regional Youth and Women, Bronnie Taylor MP, we created resources to support young people entering a mental health inpatient unit so they can connect with people just like them, who have had similar experiences and not feel so alone. Finally we launched an online campaign called 'I AM,' sharing the stories of 5 young people from across Australia which has had almost 2 million views!

Thank you to all the supporters, funders, speakers, facilitators, Board, Advisory Committees and batyr staff for the commitment to backing young people and giving so generously in so many different ways to keep building momentum toward a more mentally healthy Australia.

Nicolas Brown

Thanks to our Partners

We couldn't do what we do without the support of our partners. From all of us at batyr and our community, thank you for investing in the mental health and wellbeing of our current and future generations. Thank you for backing batyr and supporting us in our vision of all young people engaged in positive conversations about mental health and empowered to reach out for support when needed.

Platinum Sponsors

The Greiner
Foundation



Gold Sponsors



University Partners



Pro-bono Partners



Collaborators



2018 at a glance

Jan

The blue elephant travelled to Hong Kong to run programs and share learnings with our friends Kely Support Group. This collaboration was off the back of an Inaugural Hong Kong Blue Tie Ball that took place in September to raise funds to support Kely Group in Hong Kong and batyr here in Australia.



Feb

The Inaugural 'Light Ball Melbourne' raised \$20k for batyr and in Orange NSW the 'Orange Elephant Ball' returned for its second year raising over \$25k. These valuable funds will go back into the local community, funding our batyr@school and Being Herd programs.

May

Launched #youngfacesofmentalillness digital campaign. A SANE x batyr collaboration.

Jun

Local high school student rallies peers and the Principal to bring batyr to Post Hacking High in Sydney's south, getting sign off on four programs on RUOK? Day – the most number of programs we've delivered in a school in one day.



March

batyr pitched to be part of the NSW Department of Industry's Youth Employment Challenge and WON. A new program 'Being Herd Pathways' was created to support young people not in education, employment or training.



Jul

batyr announced as one of Westpac's 2018 top 200 Businesses of Tomorrow – with Westpac acknowledging our drive to shape Australia's future with positive mental health and wellbeing at the forefront.



Aug

We hit a 500 milestone for Being Herd participants. That's half a thousand young adults who have been empowered and supported to share their story with mental ill-health.



Sept

Our I AM digital storytelling campaign reaches 1.6 million views on YouTube



Oct

IPG Mediabrands raised \$100k for batyr, encouraging it's 670+ staff through creative ideas and inventive activities that promote positive mental wellbeing.

Dec

Australian first: batyr2peer digital peer support pilot implemented at Hornsby Hospital. The pilot is aimed at improving the inpatient experience for young people in mental health units.

Nov

We broke a world record for the most amount of people dressed in elephant onesies. 500 people dressed as elephants to raise funds for the launch of our 'Get Talkin' Tour' in partnership with NSW Positive Rugby Foundation.



Nov

The Get Talkin' Tour travelled to 13 towns in Central and North West NSW, delivering programs to start important conversations about mental health and wellbeing.

The stampede to 1 million



*We have a bold and ambitious target of reaching and empowering **1 million young people** by 2022 to take charge of their mental health.*

So how are we tracking in terms of program delivery and our total reach?

Total people reached in 2018:

56,268
young people

That's 171,230 young people we have delivered a program to since we started smashing the stigma and empowering positive conversations surrounding mental health in early 2011.

"Being more open about my mental health has also allowed me to connect with others more wholesomely and genuinely, and although I am still working on it, it has encouraged me to be more authentically and unapologetically myself."

- Saria, Being Herd participant

Being Herd

In August we hit the 500 mark for Being Herd participants. That's half a thousand young adults who have been empowered and supported to share their story with mental ill-health. 500 young people now equipped with the skills and confidence to give a voice to their experiences and help smash the stigma surrounding mental ill health.

"I'd LOVE for Being Herd workshops to be on all the time for everyone to try. I believe that sharing how you feel/your story with people is so freeing, brings such good connection and a community vibe and that it helps you to accept yourself more and have more compassion for people in the world."

- BH participant

Total Being Herd participants:

195
young
people

(totalling 576 since inception)



	before worshop		after workshop	
Percentage of people who rated their story being valid as above average to excellent	45%	→	99%	
Percentage of people who rated an above average to excellent level of confidence in sharing	35%	→	96%	
Percentage of people who believed their story could have a Positive Impact	86%	→	95%	

The stampede to 1 million

"To hear real stories and how the speakers recovered from them helps us understand how mental health affects people and it doesn't have to define your future."

**- Port Hacking High,
Yr 12 student**

batyr@school

The School Captain of Port Hacking High School in Sydney's Sutherland district contacted the batyr crew after hearing from batyr at a mental health forum earlier in the year. Jess (2018 School Captain) introduced batyr to her school and obtained sign off on four programs for year 9,10,11 and 12 on RUOK? Day – the most number of programs we've ever delivered in one school in one day.

At the end of the day, Jess told our School Coordinator that every student had made a donation to get us to the school. We were blown away by this. Our programs are heavily subsidised by our amazing funders, but the school contributes a portion of the fee for our programs. This commitment by students to spend money on mental health and not the canteen, shows how much they value mental health and their passion to create positive change at their school.

"Thankyou for the reassurance that it's okay not to be okay. I now feel confident I can improve my mental health"

**- Camberwell Girls
High School.**

**Total Number of
School Programs
Delivered:**

342

(totalling 884 since 2011)

Average
help seeking
for the year:

63%

Average
engagement rate
for the year:

75%

39,402

students saw a batyr program and heard stories of hope and resilience from a lived experience speaker.

batyr@uni

We continued our University Partnerships with UTS, USyd, ANU and UniSA delivering 89 batyr@uni programs across the year, totalling 302 programs since 2011.

ANU	USyd	UTS	UniSA
22	10	34	18

50 events were run across the various campuses, reaching 12,224 university students with positive messages about mental health and creating an inclusive, understanding and positive culture on campus.

One of the biggest events in the uni calendar year is 'Civic2Surf' and 'Most of the Coast'. Civic2Surf first began in 2011 when 6 students ran from Canberra to Sydney over 4 days after hearing our founder, Sebastian Robertson, share his story for the first time. The event was the first major donor to batyr and it has always maintained itself as a student led and student run fundraiser.

In 2018, over 90 students from ANU, USYD and UTS rallied together and ran an incredible 340km for youth mental health.

3,982

students saw a batyr@uni program

Average
help seeking
for the year:

81%

Average
engagement rate
for the year:

87%

"This session was really engaging and it was moving to hear personal stories. I feel more inclined to seek help and hopefully this will help break the stigma."

- ANU student

batyr@work

8 batyr@work programs delivered to:

- 👉 IPG/Mediabrand
- 👉 NSW Rugby
- 👉 Palisade Investment
- 👉 Macquarie Group Foundation
- 👉 Google
- 👉 Colonial First State

89%

help-seeking

97%

engagement

"Thanks so much for keeping a hard and often daunting topic light and fun."

- Google Employee

"Very well presented."

- Google Employee

Stories herd online



I AM

In August, we launched our first ever digital storytelling campaign I AM, funded by the generous support of Newcastle Permanent.

We travelled to the hometowns of five inspiring young adults from our herd in NSW, to capture their stories and experiences with the Being Herd workshop.

The campaign aimed to give a face and voice to mental ill-health, using personal stories to reduce the stigma and encourage more young people to speak out about their experiences. Kobie, Neha, Tom, Ebony and Murray all welcomed us into their homes and so bravely shared their personal stories to provide hope and strength to others.

In just 6 weeks the campaign reached 1.7 million Australians.

The videos had a 70% view through rate. Almost double the benchmark rate for videos on youtube.

18-24 was the audience that engaged most with the videos, reinforcing that our content is resonating with our target audience.



Sane x batyr collaboration (May)

Through a collaborative partnership with national mental health organisation SANE and funded by Future Generation Global Investment Company, batyr were a part of the #youngfacesofmentalillness digital campaign.

A campaign aiming to shed light on what it is like for a young person living with a complex mental illness and to increase young people accessing SANE's services.

14 young people who participated in our Being Herd workshop were involved in the collaboration, which saw them co-design first person content, review SANE's services, be involved in live forum discussions and attend an advocacy event with Senator Deborah O'Neill, Shadow Assistant Minister for Innovation, Shadow Assistant Minister for Mental Health, and Senator for NSW, exploring important issues for young adults living with complex mental illness in Australia.



GOOD DAYS



BAD DAYS



Connecting with our community



Seethal speaking at the Blue Tie Ball

One of our inspirational batyr speakers, Seethal shared her story of strength, hope and resilience at our annual Blue Tie Ball. Seethal's ability to embrace vulnerability and talk openly about her own mental health challenges in front of an audience of 650 strangers received a standing ovation.

Being Herd advisory group

At batyr, we value the voices and expertise of young people in informing our approach and program model. In April, we cemented this belief by establishing our first ever Being Herd Advisory Group in NSW. The group brings together a collection of diverse and passionate batyr speakers who want to use their skills, experiences and training to give input into the ongoing development of the Being Herd program.

To date, this advisory group has brought a lot of value to batyr helping us review processes and program material, work on ways to continue to engage and present opportunities to the herd and give invaluable insights into speakers' experience with the Being Herd program.

In 2019, we will look to establish advisory groups in additional states to help us achieve our strategic target of building and maintaining the largest, and most engaged network of young people with lived experience in Australia.

Swimming for mental health and batyr

In Manly, a group of young people passionate about mental health started Babewatch.

An ocean swimming group, who every Saturday and Sunday over Summer, took to the ocean to raise awareness about mental health, and support our work here at batyr.

In just one Summer the group grew from 2 to 90 members (a community of young people from all over Sydney) and raised over \$15k for batyr. This is just one of many community fundraising events that took place during the year.

It is events like these that allow us to continue our work, but also help to create mentally healthy communities and for that we are eternally grateful.



Developing innovative ways to support young people

Being Herd digital mentoring project; batyr2peer

batyr proudly developed a new digital support tool, aimed at improving the inpatient experience for young people in mental health units. Funded by the NSW Government, the NSW Minister for Health Tanya Davies, at the time said the project "another powerful tool to reach young people who need to see and witness examples of recovery and hope."



The digital resource features three young people from our Herd, who share their feelings, expectations, learnings and experiences during hospitalisation, to help other young people with their inpatient experience. A resource that Dom who was a part of the series, feels he would have benefited greatly from.

"Knowing that someone else has gone through similar personal life battles and hardships, and was able to recover and grow from the circumstances helps to provide hope that there is a future, that you're not the only person that has gone through the same situation so you're not alone and there is something at the other end."

The pilot was trialled at the Child & Adolescent unit at Hornsby Hospital for three months. In March 2019 we received confirmation of additional funding for our Digital Peer Support Project. This funding will allow us to extend the current pilot in the Child & Adolescent unit at Hornsby Hospital for an additional six months, as well as implement the project into a new inpatient unit in the NSW public health system.

Won our first major government tender

youth employment innovation challenge

In March 2018, batyr pitched to be part of the NSW Department of Industry's Youth Employment Innovation Challenge and we WON. With over 60% of unemployed young people experiencing mental ill-health we saw a huge opportunity to flip the narrative and turn what is commonly seen as a disadvantage in the workplace into an advantage.

We used the experience and knowledge we gained from our widely successful Being Herd program and adapted it to create a new program that supports young people not in education, employment or training.

Being Herd Pathways was born. A free two day workshop aimed at teaching participants to confidently share their story, provide tools and advice to get job ready and pair them with a mentor who will help them set goals and work towards achieving them.

It's been an exciting journey watching the idea evolve through the incubation process and we can't wait to see the impact of the program over the next two years.



Breaking a world record

500 people dressed as elephants in the name of regional mental health

504 legends gathered in Martin Place to beat a world record for most people dressed as elephants and raise half a million dollars for our new regional mental health initiative The Get Talkin' Tour.



Organised by The Macquarie Group Foundation and batyr, the world record attempt was an initiative designed to raise funds to get the first ever Get Talkin' Tour off the ground.

The Get Talkin Tour is a new initiative from batyr and NSW Positive Rugby designed to take mental health education to regional NSW and start positive conversations in the country despite the hardships these drought stricken communities are facing.

A person living in rural and remote NSW is twice as likely to die as a result of suicide compared to a person living in Sydney, and they're also only half as likely to seek help for their mental health.

With the generous support of Macquarie Bank, Positive Rugby NSW, Liptember, Nick Tooth Foundation and Restore Hope Australia over half a million was raised to take this initiative off the page and on to the road.



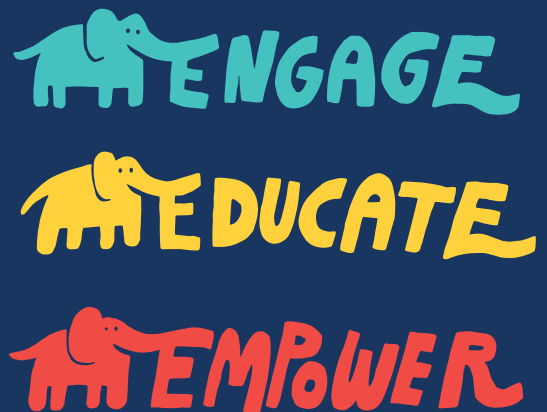
In November, the Get Talkin' Tour kicked off on a two week tour through Dubbo, Walgett, Narrabri, Cowra and Orange. batyr, Positive Rugby NSW and the NSW Waratahs travelled 1,400 km's, visited 13 towns, and ran 17 positive rugby sessions, 13 school programs and 5 community forums reaching 1,500 community members.



2018 financials

We are currently transitioning from a 30 June financial reporting date, to a 31 December financial reporting date in order to bring our budgetary and financial periods into alignment.

For this initial transitional period, we have included our 30 June 2018 financial reports in this annual report.



	30-Jun-18	30-Jun-17
Revenue	2,782,287	2,366,480
Employee benefits	(2,089,174)	(1,476,620)
IT and technology	(17,184)	(13,187)
Marketing and communications	(42,199)	(33,318)
Merchandise	(24,152)	(33,723)
Occupancy	(101,150)	(77,413)
Other expenses	(49,833)	(22,544)
Professional fees	(12,930)	(62,994)
Program expenses	(106,439)	(83,103)
Travel	(98,886)	(127,593)
Net surplus for the year	240,340	435,985
Other comprehensive income	-	-
Total comprehensive income for the year	240,340	435,985

