



A YEAR OF INNOVATION



2019

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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 emerging. 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, this is something that resonates with us at batyr. There is so much we can learn and can continue to learn from our First Nations People.



A MESSAGE FROM THE FOUNDER AND CHAIR

In 2019 batyr reached some incredible milestones which are outlined throughout this report. Most importantly, throughout all the growth and new opportunities, we continued to see that 70% of young people who saw a batyr program are more likely to seek help for their mental health and maintained an engagement rate better than Trump's twitter account.

At the batyr Blue Tie Ball I spoke about new research that was released during the year that indicated the suicide rate could increase over 40% in the coming decade if we do not address this issue¹. We simply cannot accept that as a community, or as individuals. We must continue to invest, support and amplify the voices of young people. Given the very challenging times across our country, and the world as a community, this investment is more important than ever before.

As we look forward, batyr will find new ways to share our model of safe storytelling so that our highly impactful programs can be accessible or replicable to organisations beyond our own, both here in Australia, and across the world. We will ensure that at the core of all decision making we continue to build the platform for young people to have their voices heard.

In 2019 batyr worked with the National Mental Health Commission to conduct a thematic analysis on 83 stories of young people who have an experience with mental ill-health. There were a number of interesting recommendations and findings from the final report but one that stood out to me was about the idea of an 'anchor person.' Almost all of the stories identified an 'anchor person' in their life - a

pivotal person that helped them get the support they needed. An individual that was there through the good and the bad and provided an anchor for the young person to keep coming back to. We can all be an anchor person for someone in our lives and batyr will continue to act as a safe space and anchor for all young people standing side by side with them and encouraging them to get support.

As I reflect on 2019, I recognise the numerous individuals, corporates and communities that play vital roles for us as an organisation. However, the highlight of the year for me personally was in August at the Blue Tie Ball when we announced that Nic Brown would be stepping into the CEO role. He is definitely batyr's anchor person. Having been with the organisation for nearly 5 years, Nic is truly an example of how you can nurture the talent and leadership within an organisation. I look forward to seeing what the next 5 years have in store with him at the helm.

The people at batyr are what make us. To my colleagues on the Board, all the advisory members (Finance, Risk and Growth committees), our two advisors, Laura-Ann Bull and Richard Royle, to Nic and the leadership team, to all the staff, facilitators and speakers through to our major supporters, funders, ambassadors and of course our student leaders in schools and uni's across the country, thank you.

Sebastian Robertson



A MESSAGE FROM THE CEO

batyr
**Annual
Report**



Welcome to the 2019 batyr Annual Report. I hope you enjoy reading about the amazing work that has been achieved across the whole batyr community this year. I was lucky enough to take on the role of CEO in October 2019 and feel a real privilege to continue to work alongside a team of passionate and dedicated people with the support of the broader batyr community to drive change in such a critical area.

The work and effort isn't going unnoticed, with this year being the first time batyr received financial support from the Commonwealth Government. There was even a visit from the Prime Minister to a batyr@school program at Burwood Girls High School. Both the New South Wales and Victorian Governments continued to support our work in specific projects such as batyr2peer, Being Herd Pathways and a new batyr@uni program for international students.

It is great to see the Government look to batyr to help provide solutions to reducing stigma and increasing help-seeking for young people. However, for batyr to continue to move forward and reach even more young people, it requires the whole batyr community coming together. Through this report you will see the significant generosity of skills, resources and finances from so many to help drive batyr forward.

Thanks to that generosity of our supporters and the hard work of the team, batyr was able to deliver almost 500 engaging and uplifting programs in 2019 reaching nearly 50,000 people with empowering stories of hope, recovery and resilience and

providing valuable tips and information on how to reach out for support or support those around us. We've continued to see young people change their attitudes toward help-seeking, see the value in sharing stories and build confidence in their own experiences, strengths and character.

Hearing the amazing stories of impact from these programs is one of the things we are lucky enough to hear as a team almost every day. One of those stories that stuck out to me this year was from a brother and sister in regional NSW. After seeing a batyr@school program, the brother realised he was experiencing symptoms of anxiety similar to the speaker who shared their story at the program that day. It encouraged him to open up to his sister, who had also seen a batyr@school program and was able to get him the support he needed to more positively and effectively deal with the anxiety he would at times feel. These individual experiences are happening every day across the country and it's great to see this impact, but we have a long way to go!

Thank you for the support and enabling us to continue to do that. Enjoy the report.

Cheers,

Nic Brown



THANKS TO OUR PARTNERS

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CHARITABLE
FOUNDATION



Partners

BF FOUNDATION

CROOKES FAMILY FOUNDATION

**LENNON FAMILY
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**DARKNESS
INTO LIGHT**
Pieta House



Tertiary Partners



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Pernod Ricard

2019 AT A GLANCE

Jan

The entire batyr team came together in NSW for 3 days to reflect on 2018 and plan and strategise for 2019.

May

batyr speakers Bella and Darcy shared their experiences on SBS Insight's 'Preventing Teen Suicide' episode.



Jun

Prime Minister Scott Morrison and Minister for Health Greg Hunt made a guest appearance at a batyr@school program in NSW, reiterating the commonwealth funding for a digital storytelling platform.



Feb

New Being Herd Pathways program officially launched in Gosford and Mount Druitt. The program is aimed at supporting young people not in employment, education or training to take charge of their mental health and find meaningful work.

May

Annual Darkness into Light event took place in Sydney, Newcastle, Brisbane, Adelaide and Melbourne with over 4,000 people braving the cold May morning and joining in the global movement of walking at sunrise to shine a light on suicide prevention.



April

The 2019 Federal Government budget announcement included project tied funding to support batyr over 3 years to build a new digital platform that will amplify the voices of young people with a lived experience of mental ill-health, across Australia.

March

A batyr elephant tram was rolled out on Melbourne's iconic tram network thanks to a partnership with Yarra Trams. For 3 months the vibrant tram reminded commuters to make mental health care part of their everyday to-do list.



April

Partnered with SANE Australia to launch 'Be Kind to your mind' series. Supported by Future Generation Global, the campaign aimed to reduce the stigma surrounding complex mental ill-health.



Jul

The Get Talkin' Tour hit the road. batyr once again teamed up with NSW Waratahs and the NSW Positive Rugby Foundation to engage with local rugby clubs, high schools and community members and start positive conversations about mental health in regional NSW.

Dec

Partnered with Orygen to run 8 focus groups with university students across Australia to help inform the National University Mental Health Framework.

Nov

New funding announced from the NSW Department of Education to fund batyr programs in drought affected High Schools in regional and remote NSW over 2 years.



Oct

'Australia's Biggest Bush Dance' in the heart of Sydney's CBD raised \$150k to support the 2020 Get Talkin' Tour.

Jul

Successful in our application for a \$75k grant from Study Melbourne in partnership with MELD to run programs supporting the mental health and wellbeing of International Students in Melbourne.

Aug

A HERD of more than 220 runners, joggers and Sunday strollers kicked out 14km in this year's City2Surf raising over \$50k for batyr.

Sept

batyr's former General Manager Nic Brown, appointed as CEO. Two new strategic advisors announced to support batyr's long term strategy; Richard Royle, Health and Digital Health Advisor and Laura-Anne Bull, Experienced Senior Tertiary Education Leader.



2019 PROGRAM REACH AND IMPACT

	Since Inception (2011)	2019
 TOTAL YOUNG PEOPLE REACHED	224,108	52,757
 TOTAL PROGRAMS DELIVERED <i>(batyr@school, batyruni, batyr@work)</i>	1,730	488
 TOTAL WORKSHOPS DELIVERED <i>(Being Herd and Being Herd Pathways)</i>	122	40
 TOTAL YOUNG PEOPLE TRAINED TO SHARE THEIR STORY	751	163

"Hearing that other people have and are experiencing what you yourself feel is extremely relieving and comforting." University Technology Sydney student

"This workshop has really given me new confidence that my story is worth hearing." Being Herd participant, ACT.

Being Herd

(SPEAKER TRAINING WORKSHOPS)

163 YOUNG PEOPLE TRAINED
TO SHARE THEIR STORY

26 TOTAL WORKSHOPS
DELIVERED

98% OF PEOPLE RATED THEIR
STORY BEING VALID AS
ABOVE AVERAGE TO
EXCELLENT AFTER THE
WORKSHOP, COMPARED
TO 77% OF PEOPLE PRIOR
TO THE WORKSHOP

95% OF PEOPLE RATED
AN ABOVE AVERAGE-
EXCELLENT LEVEL OF
CONFIDENCE IN SHARING
AFTER THE WORKSHOP,
COMPARED TO 50% PRIOR
TO THE WORKSHOP

99% OF PEOPLE WHO BELIEVED
THEIR STORY COULD
HAVE A POSITIVE IMPACT
AFTER TO THE WORKSHOP
COMPARED TO 81% PRIOR

"The workshop exceeded all my expectations and all my fears and hesitations were squashed the moment I walked through the door and was greeted by smiling, happy faces," Brisbane workshop participant.

"This was a life-changing experience and I am so glad I signed up," Canberra workshop participant.

KEY ACHIEVEMENTS

✓ batyr's first National Advisory Group was established to ensure young people are contributing to batyr's strategic plan and are given the opportunity to provide advice and feedback to our Board of Directors from a youth perspective. Ten incredible young leaders who have all participated in our Being Herd workshops and are active in the batyr community were chosen for the opportunity. They took part in a 3-day leadership development opportunity and will be working closely with the leadership team and the Board to consult on key business decisions and batyr's future strategy.

✓ batyr speakers Bella and Darcy shared their experiences on SBS Insight's 'Preventing Teen Suicide' episode. With suicide being the leading cause of death for 15 - 24 year olds, the episode focused on talking to teens who had attempted to take their own lives, identifying what they needed at the time, what went unnoticed and what we can all do to help. Bella and Darcy did an incredible job sharing their experiences in a safe and impactful way.

✓ Collaborated with headspace National and headspace Greensborough to deliver Being Herd workshops for their youth ambassadors.

2019 PROGRAM REACH AND IMPACT

Being Herd Pathways

The Being Herd Pathways program supports young people not in education, employment or training (NEET) to view their lived experience as a strength, not a barrier to finding meaningful work.

60% of young people not studying/working experience mental ill-health, which is often a significant barrier to securing and maintaining employment¹.

2019 saw the program in its first year, which was delivered in areas that are hotspots for youth unemployment. 43% of participants reported engaging in employment or education after the program. This is higher than the reported 27% employment outcome for young people with mental health barriers utilising jobactive services.²

14

**TOTAL WORKSHOPS
DELIVERED**

113

PARTICIPANTS

97%

**OF PARTICIPANTS FELT
ABLE TO IDENTIFY THEIR
PERSONAL STRENGTHS
AFTER THE WORKSHOP**

90%

**OF PARTICIPANTS FELT
CONFIDENT THEY COULD
SPEAK TO A FUTURE
EMPLOYER ABOUT THEIR
MENTAL HEALTH AFTER
THE WORKSHOP**

84%

**OF PARTICIPANTS SEE
THEIR LIVED EXPERIENCE
WITH MENTAL ILL-HEALTH
AS AN ADVANTAGE IN THE
WORKPLACE**

"It feels good to have a job and to have a purpose. I even felt confident to speak to my employer about my mental health at the interview. I feel so proud and accomplished and I feel so independent!"
Amalie, Central Coast workshop participant.

"I appreciated how my mentor took the time to listen to me and helped me feel centred while looking for a job,"
Western Sydney mentee.

KEY ACHIEVEMENTS

- ✓ Engaged with 121+ youth services in Central Coast and Western Sydney that batyr wasn't previously connected with.
- ✓ Designed and developed a strong mentoring program with 30 mentors signing up. batyr speakers were provided the opportunity and training to become mentors for Being Herd Pathways participants.
- ✓ Continued to support participants post-workshop with quarterly check-in calls as well as establishing Being Herd Pathways Western Sydney and Central Coast Facebook groups. These groups were created so past participants could still feel engaged with batyr, and so we can share job opportunities and motivational content.

1. Brotherhood of St. Laurence Dec 2017, *Reality Bites: Australia's youth unemployment in a millennial era*

2. Australian Government, Department of Education, Skills and Employment April 2018 - March 2019, *Employment Svices Outcomes Report*

batyr@school

38,962 TOTAL REACH

378 TOTAL PROGRAMS DELIVERED

15 ACT

207 NSW (74 IN REGIONAL NSW)

71 VIC

14 SA

71 QLD

169 SCHOOL PARTNERS

61% MORE LIKELY TO SEEK HELP

73% ENGAGEMENT RATE

"You guys taught me how to engage with someone that needs the help", Year 11 student, Bremer State High School, QLD

"Having young, engaging, relatable presenters who have all gone through different things is very inspirational and normalises the issues," Year 11 student, Burwood Girls High School, NSW

"I'm already seeking help but the first psychologist I saw was terrible for me, but the stories have given me motivation to keep trying." Year 10 student, Model Farms High School, NSW

DID YOU KNOW?

The National help-seeking rate is 22%* and is based on how many people that need support actually reach out and access it.

2019 PROGRAM REACH AND IMPACT

batyr@uni

5,050 TOTAL REACH

90 TOTAL PROGRAMS DELIVERED

17 ANU

25 UNISA

11 USYD

31 UTS

72% MORE LIKELY TO SEEK HELP

80% ENGAGEMENT RATE

41 EVENTS

785 EVENT REACH

PLUS AN ADDITIONAL

6

PROGRAMS DELIVERED AT:

AUSTRALIAN MEDICAL STUDENTS ASSOCIATION

FLINDERS UNI

MUSWELLBROOK TAFE

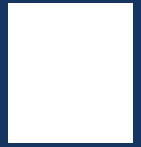
RMIT

TAFE SA

UNIVERSITY OF QLD

"It's really eye opening to hear from people whose experiences are so close and similar to my own. It is encouraging to see that there are people who care and understand," UTS student.

"The partnership with batyr is an essential component of the University's overall Wellbeing framework and priorities. batyr's commitment to raising awareness and improving help-seeking had a significant positive impact on our students," Manager of Student Wellbeing, UNISA



batyr@work

A total of 15 batyr@work programs delivered to workplaces in NSW and Victoria, including a program for the NSW Government at Parliament House in Sydney.

591 TOTAL REACH

83% ENGAGEMENT RATE

77% MORE LIKELY TO SEEK HELP

DID YOU KNOW?

After every program we collect data that tells us how likely people are to seek help if needed after seeing a batyr program, and how engaged they were.

"I cannot express how important that session was yesterday, as it could not have been timelier for me or my friend. You are literally saving lives - you certainly saved one yesterday. I thank you so much for sharing your stories and pivoting the conversation from negative connotations surrounding mental-ill health, rather framing it in a way that is not only positive but incredibly actionable." batyr@work program, blis media.

"This is so important. As a friend, a coworker. Well done batyr! Informal, informative, engaging. Particularly enjoyed hearing from Max. Lots of practical tips to start the conversation and support when a family member needs it," batyr@work Parent Forum, Crookes Constructions

PROJECTS, INNOVATION AND COLLABORATION

Thematic Analysis on Being Herd Stories

Funded by the National Mental Health Commission, batyr partnered with ConNetica to begin a thematic analysis on Being Herd stories. The project involved analysing 83 stories from speakers aged 18-30 years old to find common themes in their experience of mental ill-health and recovery. The final report represents a collective narrative of a self-selected group of younger Australians and their experiences of hardship, mental ill-health and recovery in the early 21st Century.

Additional support for Digital Peer Support Project: batyr2peer

In 2018, thanks to funding from the NSW Department of Health, we began a pilot project using digital storytelling to help young people hospitalised in mental health units. In March 2019, we received confirmation of additional funding for a Digital Peer Support Project. This allowed us to extend the current pilot in the Child & Adolescent unit at Hornsby Hospital for a further six months, as well as implement the project in a new inpatient unit in the NSW public health system. The extension will enable more young people to benefit from the resource and it will enable batyr to increase our evaluation data. This data will be valuable in acquiring further learnings on the use of digital support content in a young person's treatment during hospitalisation.

First ever Commonwealth funding for a new digital storytelling platform

Prime Minister Scott Morrison made a guest appearance at a batyr@school program and almost lost the prime ministership for a week during a game of rock, paper, scissors with a large group of year 11 girls from Burwood Girls High School in Sydney's Inner West. The PM was joined by Minister for Health Greg Hunt and Liberal candidate for Reid, Fiona Martin and reiterated the Federal Government's support pledged to batyr to build a new digital platform that will amplify the voices of young people with a lived experience of mental ill-health.

"[batyr] is an amazing organisation and the funding will enable them to continue what they're doing here today and reach out to young people all across the country," Prime Minister Morrison said.



Helping to facilitate nurse pilot program in regional NSW

batyr delivered a number of workshops at Tumut High School to help facilitate the introduction of a wellbeing nurse as part of a NSW Government pilot program. The aim of the NSW Government's Wellbeing and Health In-Reach Nurse Coordinators pilot program (WHIN initiative) is to reduce the stigma around mental health, to improve mental health education and to encourage help-seeking.

Funding awarded to develop new programs aimed at supporting international students

Awarded funding from the Victorian Government and Study Melbourne alongside MELD to design new mental health programs for international students in Victoria. To prepare for the development of these new programs, batyr hired and trained an international student facilitator and re-worked the workshop content based on consultations with international students. The programs will be rolled out in 2020.

Collaboration with Orygen and university students

batyr partnered with Orygen to run 8 focus groups with university students across Australia to help inform the National University Mental Health Framework. 93 university students from 18 tertiary institutions participated in a total of 8 focus groups across 5 states and territories in Australia. Participants represented a diverse range of backgrounds, gender, ages, areas of study and mental health experiences in order to gather a perspective from current consumers of mental health interventions at universities in Australia. batyr was also invited to provide input on the Steering Committee and in Expert Working Groups as part of the development process. The framework will take a whole-of-university, community-based approach to support the mental health and wellbeing of university students, providing evidence-informed strategies for universities to assist in meeting student needs.

batyr representation on a global stage

batyr's Chair, Head of Programs, and Head of Partnerships presented at the NEXUS Global Summit which was held at the United Nations Headquarters in New York. batyr presented in the mental health plenary session alongside other young mental health leaders from around the world. It was a great opportunity to make new connections, showcase batyr's model, and contribute to the global conversation around mental health. One of batyr's strategic goals is to be recognised as a global leader in lived experience mental health story sharing and stigma reduction by 2022.

COMMUNITY SPIRIT

Gala balls galore!

In Orange, NSW, a sold out Orange Black Tie Scrum event took place with 350 locals coming together to raise funds to allow us to continue to run workshops and programs in the local area.

In Tamworth, the White Elephant Spring Ball celebrated its 6th year, with over 400 people coming together to show their support for youth mental health.

In Sydney, 550 people attended the The Light Ball with funds raised going to batyr and Pieta House in Ireland.

Finally, batyr celebrated yet another milestone with its signature annual event, the Blue Tie Ball, turning 7. Radio hosts and larrikins of KISS FM Will and Woody MC'd the night, and one of our incredible speakers Saria shared her story with mental ill-health to a room of more than 650 people. A special thank you to our sponsors for making the night possible:

PLATINUM

Clay Matter

GOLD

Macquarie and The Happiness Institute

SILVER

Dentons, GPT, Inglis and blis

Thank you also to all the incredibly passionate committee members who volunteer their time to make these events possible.



Getting active for mental health

Around 60 incredible ANU students took on the long 340km trek from Canberra to Bondi in Civic2Surf, raising awareness of mental health and funds for batyr.

The Annual Darkness into Light event took place in Sydney, Newcastle, Brisbane, Adelaide and Melbourne with over 4,000 people braving the cold May morning and joining in the global movement of walking to shine a light on suicide prevention.

Students and teachers from Moriah College banded together and ran for 'The Herd' in the Sydney Morning Herald Half Marathon, in honour of their former colleague and teacher Carli Freiber. The passionate team raised an incredible \$30,000 for batyr. Their efforts mean 1,700 more young people will see a batyr@school program.

A Herd of more than 220 runners, joggers and Sunday strollers kicked out 14km in the 2019 City2Surf, raising \$56,000.

The Get Talkin' Tour

The Get Talkin' Tour hit the road for the second year in a row. We teamed up with the NSW Waratahs and the NSW Positive Rugby Foundation to engage with local rugby clubs, high schools and community members to start positive conversations about mental health in regional NSW.

The 2019 tour travelled to 9 regional NSW communities, delivering 13 batyr@school programs, 5 advocate training sessions, 13 rugby skills clinics with the NSW Waratahs. In total, batyr reached more than 1,300 people.

"Rugby clubs are a cornerstone of the community. Through batyr's Get Talkin' Tour in conjunction with the NSW Positive Rugby Foundation, we have been able to provide mental health training and support in drought-affected communities, where it's most needed," Head of the Positive Rugby Foundation Greg Mumm said.

In partnership with the Macquarie Foundation, and NSW Positive Rugby Foundation, batyr also hosted Australia's Biggest Bush Dance in support of drought-affected communities in NSW. Around 200 people donning cowboy hats and flannos attended the event in Martin Place, Sydney, doing their best bush stomp, boot scoot, line dance and everything in between, helping to raise \$150,000 to ensure the Get Talkin' Tour continues to visit new regions in 2020.



FINANCIAL REPORT

income	amount (\$)	% split of income
Fee for Service	824,414	21%
Philanthropy	751,780	19%
Government	657,001	17%
Community Events	644,156	17%
Event Fundraising	526,437	14%
Corporate	322,148	8%
Grants	95,500	2%
Other Income	38,119	1%
Consultancy	31,400	1%
Grand Total	3,890,957	100%

expenses

amount (\$)

% split expenses

Program Delivery and Expenses (see table below for breakdown by program)	2,973,725	66%
Administration	468,290	10%
Fundraising	360,409	8%
Innovation	222,714	5%
Community Events	222,088	8%
Marketing & Communication	110,154	2%
Research	101,041	2%
Other Programs (Other programs and Projects)	72,207	2%
Grand Total	4,530,628	100%

program delivery (breakdown by program)

% breakdown of program delivery

batyr@school	68%
Being Herd Workshops	17%
batyr@uni	9%
Being Herd Pathways	5%
batyr@work	1%
Grand Total	100%

*In 2019, we were able to leverage off several strong consecutive financial years and as such invested heavily in innovation and growth. We were able to increase program delivery by 10 percent and developed new innovative ideas and programs including the creation of a digital storytelling platform. In addition to this investment and the strategic growth of headcount in key areas, there was also a timing delay to a substantial philanthropic donation which was forecast for December 2019, however this was received in early 2020. As of June 2020, we are on track for a positive financial year.

**Thanks for all
your support
in 2019!**

