



Annual Report

2022



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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.



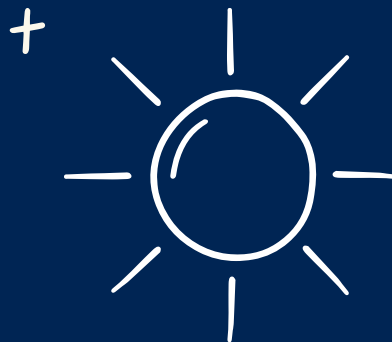


Note from CEO NIC BROWN

2022 wasn't without adversity and its share of challenges but as always our community pulled together to emerge stronger than ever. Similarly, the strength and resilience of our young storytellers never ceases to amaze me. **When we give young people a platform the ripple effect is undeniable.** We know that the stories shared at our programs make a difference to the students watching - **after seeing a batyr program 78% of students feel confident they'd be able to support a friend through mental health challenges.** This is so important, especially when we know young people are likely to first speak to their peers when going through a tough time. **Our first of its kind research report 'Being There' found that young people see friends as the most important support.** 69% reported

that during tough times, they felt most supported by friends, more so than parents or mental health practitioners and on average **young people spend 3.5 hours a week supporting their friends.** This included recognising when professional help is needed, and connecting them to more formal pathways of care too. We can't underestimate the central role young people play in supporting their friends, and **I'm proud of the work batyr is doing to upskill young people and their communities.**

Thanks to everyone who helped batyr achieve everything set out in this Annual Report. It's incredible to see day in day out the amazing impact batyr is having on young people to help build skills and avoid reaching crisis point.



"It was a great insight into how to engage with my friends who might not want to talk and knowing that even asking could help in the long run. I learnt new methods to how I could still be there."

SA High School student,
June



Note from Founder & Chair SEBASTIAN ROBERTSON



Strangely for myself, this is likely to be the last formal piece I write for batyr (I stepped down from Chairman in March 2023). It has been a surreal feeling, but it also has felt right.

I recently did some number crunching since batyr's inception in 2011 for nostalgic value... Here's a few stats that really stood out to me:

- 43% - Our 12 year average CAGR (based on revenue).
- \$32 Million - funds raised or income generated (and counting).
- Close to **350 incredible staff** that have helped create batyr and make it what it is today.

Whilst these numbers are impressive they are not measuring what really matters, impact. **We've reached over 350,000 young people and trained over 1,150 young people to share their story.** Help seeking post programs remains at nearly three times the national help seeking rate AND we measure EVERY program, not samples, EVERY program.

I remember when I started batyr I was told countless times that you simply won't find young people to a) speak publicly; and b) who'll share their own lived experience. **Why do we so often underestimate and misjudge the power of young people?**

I want to name so many people but the fact is if you're reading this, you either have too much time on your hands; and, or (and hopefully more likely), you ARE someone I should be thanking or certainly someone I'd like to thank in the future!

batyr wouldn't be where it is today without the support of our funders, corporate partners, pro bono partners, volunteers, board members, governance committees, our lived experience speakers, university and school partners and chapters and the incredible batyr team. **It's hard to express the gratitude I have for everyone who has rallied around batyr and helped to create the platform that amplifies young people.**

As Truman said... Good morning, and in case I don't see ya, good afternoon, good evening and good night.



Since batyr's inception in 2011:

✧ **43% - Our 12 year average CAGR (based on revenue)**

✧ **\$32 Million - funds raised or income generated (and counting).**

✧ **Close to 350 incredible staff that have helped create batyr and make it what it is today.**

Sebastian Roberson

2022: Impact in NUMBERS

99

young people trained to safely share their lived experience with mental health through 22 Being Herd workshops

105

active batyr storytellers shared courageous stories of resilience and hope



509

school and university peer-to-peer programs delivered across NSW, QLD, ACT, VIC and SA



52,517

students reached and lives positively impacted

78%

of students said our programs were engaging

73%

could relate to the batyr team

82%

found the stories we shared powerful

78%

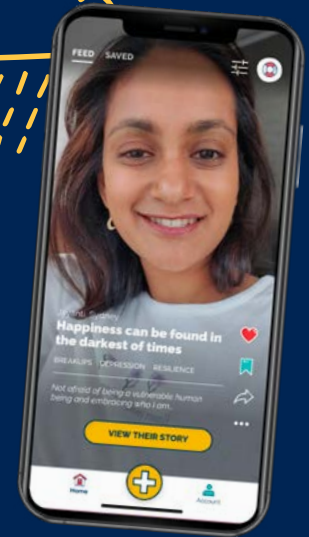
said they could better support a friend with mental ill-health

60%

said they'd reach out for help if they needed it

1,386

young people downloaded OurHerd, batyr's digital storytelling app, funded by the Commonwealth Government.



481

individuals fundraised for batyr within their communities, raising over \$300,000



Impact since INCEPTION



Trained **1,158** young people
to share their stories



Delivered **3,064**
peer-to-peer programs at
schools and universities



Partnered with over
25 Universities



Reached **359,982**
young people

Where we DELIVER PROGRAMS



The Power of DATA IN SAVING LIVES

In 2022 we ran a pilot of our world first storytelling app **OurHerd** in a Western Sydney government school with almost **200 students** across year 9 and 10. Data from the app revealed trending topics and needs for each cohort, **for example 10% of students were watching stories on suicidal ideation and self harm, 38% of students were focused on stories relating to gender identity and sexuality and 9.5% of students were focused on stories related to ADHD.** We were then able to provide the school with resources specific to those topics and themes and tailor our program content to address these specific issues.

Importantly, as a result of safety mechanisms built into **OurHerd**, we were able to identify that 20 students in the pilot were experiencing high levels of stress and as such we shared their details with the schools so that additional support and intervention could be provided.



What's OurHerd?

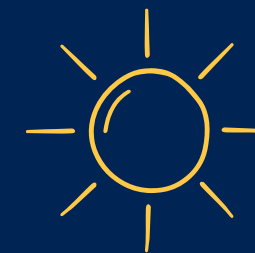
OurHerd is a **mental health storytelling app** that empowers young people to confidently and safely share stories of lived experience and amplifies youth voices to create positive change.

OurHerd, a Commonwealth-funded initiative, was proudly created in collaboration with over **600 young people** and 75 mental health experts.

In 2022 we saw:

- **1,386 app downloads**
- **353 clicks on the help button which connects young people with support**

Creating Lasting IMPACT



First batyr program	2017
Total programs	25
Total students reached	2,990

"Starting a conversation is key to initiating transparency with friends regarding mental health and support."

School Student



SCHOOL PARTNERSHIP CASE STUDY St Joseph's Catholic College, Gosford NSW

batyr has been working with St Joseph's Catholic College since 2017 and continues to have a meaningful relationship today.

Before working with batyr, St Joseph's Catholic College (Gosford, NSW) had various initiatives in place to provide a safe and supportive environment for its students, particularly in terms of resilience, suicide prevention, and looking after one's peers. Leader of Student Wellbeing, Cathy Toby, became aware of batyr's mental health literacy programs and saw the need for such initiatives after noticing growing rates of suicide, depression, and anxiety among students at the school, despite their existing supports. Cathy saw the value in having young facilitators deliver the programs, rather than hearing similar messages from teachers, and after working with batyr she can see that the students connect with the peer-to-peer programs in a really meaningful way.

batyr's programs at St Joseph's have resulted in an increase in mental health awareness and help seeking behaviour, a reduction in the stigma

surrounding mental health, and a positive shift in the culture of how mental health is perceived. As Cathy notes,

"when batyr started programs a few years ago, we saw girls seeking mental health help a little bit more, but also normalising conversations around mental health."

The long term partnership batyr has formed with St Joseph's has been highly beneficial for the school and since working together batyr has delivered 25 batyr@school programs reaching 2,990 young women at the school.

The programs have resulted in 60% of the students being more likely to seek help for their mental health, an incredible outcome that has helped to foster a sense of openness within the school culture around mental health and wellbeing.

UNIVERSITY PARTNERSHIP CASE STUDY

University of Newcastle

"The batyr way is through the power of storytelling; the impact is significant as it really resonates with people of all ages as is relatable, engaging and highlights that sometimes it's ok not to be ok. Most importantly though, it empowers students to seek help early and introduces self-help strategies that have worked for others who have recently walked the same walk. I have worked with batyr at four universities in Australia as their proactive programs clearly complement the work of university wellbeing services."

✦ Laura-Anne Bull,
Pro Vice-Chancellor (Student
Experience) and Academic Registrar

Of Australia's 1.4 million university students, at least one in four of them will experience mental ill-health in any one year*.

Our university partnerships play an important role in helping to reduce the alarming statistics we are faced with, ensuring a student-led approach that aligns with The Australian University Mental Health Framework (published by Orygen and in which batyr was an expert contributor to). The Framework identifies six principles guiding mentally healthy university settings that support students to thrive educationally and personally. batyr is among the key providers supporting universities with two of the six principles:

- **The student experience** is enhanced through mental health and wellbeing approaches that are informed by students' needs, perspectives and experiences.
- **Mentally healthy university communities encourage participation**; foster a diverse, inclusive environment; promote connectedness; and support academic and personal achievement.

The batyr@uni approach is to work alongside the university counselling, equity and financial services in collaboration with administration, students and faculties.

In 2022 we began a partnership with the University of Newcastle, working to provide students on campus and young people in the Newcastle/Hunter region with the skills they need to take charge of their mental health and support one another.



*Orygen, The National Centre of Excellence in Youth Mental Health. (2017). Under the radar: The mental health of Australian university students. Orygen, The National Centre of Excellence in Youth Mental Health.

Throughout the year we:

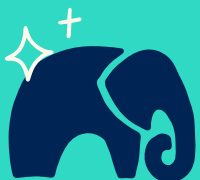
- **Ran 13 batyr@uni programs.** After attending a batyr program, 82% of students reported knowing how to support someone experiencing mental ill-health and 70% said if they were experiencing mental ill-health they know they wouldn't have to go through it alone.
"I think this session was super helpful and I am walking away with much more confidence to find the mechanism that works for me"
- UoN student
- **Trained, led and supported six passionate and motivated UoN students as the first batyr@UoN student executive,** who volunteered their time to run events and champion positive mental wellbeing and open conversations on-campus.
- **Hosted eight on-campus events,** facilitating conversations to help build a supportive and open community around mental health and student wellbeing.
- **Trained six UoN students on how to safely and confidently share their experience with mental ill-health.**

I feel my story
is worth sharing...



50%

Pre-workshop



100%

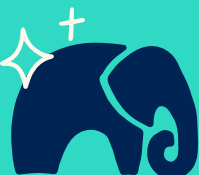
Post-workshop!

I feel confident
sharing my story...



17%

Pre-workshop



100%

Post-workshop!

Feedback from UoN staff on the impact of the programs included:

"I was so grateful to batyr for coming and speaking with our students. Given the high prevalence of psychological distress experienced by university students, the session's focus on breaking down the stigma around mental illness and help seeking was so important. Hearing from a young person with lived experience of mental ill-health was powerful and inspiring. I would love to see every student at the University have an opportunity to participate in one of these brilliant workshops."

Dr Myles Young, Senior Lecturer,
School of Psychological Sciences



LIVED EXPERIENCE STORYTELLER CASE STUDY

Alexandria Brown

"Being a storyteller has been incredibly rewarding, because it has given me the opportunity to be the representation that I felt I lacked when I was struggling in high school and uni. I had a lot of internalised stigma growing up, because I had only ever heard really negative things about experiences of mental ill health. Being able to show young people that there's nothing to be ashamed about and that it is common to struggle with mental ill health feels like a full circle moment in my own journey."



Alexandria's journey with mental ill-health began in high school, when she first started experiencing symptoms of depression and anxiety. **Alexandria reached out for help and things got a little easier**, however she found herself struggling again throughout university, experiencing ongoing suicidality, disordered eating, and intense anxiety and perfectionism.

Alexandria's story is one of persistence - she tried a lot of different treatments and spent time in and out of hospital for treatment. Eventually, with the right support around her, Alexandria was able to get to a place where she was able to manage flare ups when they arose.

This ability to manage her experiences and to not let them define her, led Alexandria to the Being Herd workshop.

"I was looking for a way that I could take my experiences with mental ill-health and turn them into something positive that could help other people. It was really freeing to learn how to share my story with other people, and I found the workshop environment was so supportive."

Alexandria has since shared her story of hope and persistence with 2500 school students. Since becoming a storyteller for batyr she's joined batyr's National Advisory Group, to

help shape batyr's strategic direction and participate in advocacy projects. Alex also had the opportunity to speak at the 2022 National Child and Adolescent Mental Health Conference, joining batyr on the only youth-led panel at the conference.

Alexandria is currently a science and law graduate working in corporate law. Outside of work, you'll either find her planning her next trip, cooking or nerding out on all things science.

We asked Alexandria what would she tell her younger self and she said:

*"It's cheesy, but in the words of Billy Joel **"slow down, you're doing fine, you can't be everything you want to be before your time"**. I'd tell my younger self that things will work out, even if not in the way you expect, and that you matter more than you think."*

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.



The Power of COMMUNITY



batyr's impact in 2022 would not have been possible without the support of some **incredible communities and individuals** who got behind us throughout the year. We saw people rally together across the state to show their support for youth mental health.

Fundraising legends

We had close to 500 passionate individuals fundraise for us

- Rory ran a **250km ultramarathon** through the Atacama Desert over 6 days.
- 103 legends joined **The Zoop Networks #9for9challenge**, committing to a daily 9 minute cold water dip every day in August; for the 9 Australians we tragically lose to suicide each day.
- The **Civic2Surf** crew from ANU who ran all the way from Canberra to Bondi, that's over 360km.
- We had **162 keen beans** participate in **City2surf** and other fun runs throughout the year.
- Our **2022 Splash the Stigma Campaign** saw 141 people jump in and make waves for youth mental health during the month of February.

Community events

- After two years of disruptions, **Tamworth's White Elephant Ball** returned with locals reaching deep into their pockets and hearts raising thousands for batyr.
- In Cowra the Sharkey family hosted the inaugural **Cowra Mental Health Charity Gala**, in honour and memory of Cowra local, Thomas Sharkey. **An incredible \$44,293 was raised at the event**, which will be put directly back into the Cowra community through batyr's preventative mental health programs, ensuring we can continue to support the young people in Cowra.



Collaboration, Research AND ADVOCACY

Working alongside the sector to continue to improve the mental health and wellbeing of young people is critical to our work.

- We took our lived experience expertise to **Hong Kong** and partnered with the **KELY** group to deliver the first **Coolminds Speaker Series Workshop**.
- We were a key partner in the independent evaluation of the **National Headspace Program** led by KPMG, surveying over **3,000 young people** to ensure the voices of young Australians were included in the discussion.
- Our Head of Global Impact, **Stephanie Vasiliou** was the Co-Chair of the 2022 Child and Youth Working group for the Global Mental Health Action Network alongside **Unicef** and **Orygen**.
- Our CEO **Nic Brown** was appointed to **Suicide Prevention Australia's Board**. We continued to work closely with SPA throughout the year, ensuring representation from batyr across multiple projects and committees including their Policy Committee and Male Suicide Prevention Project.





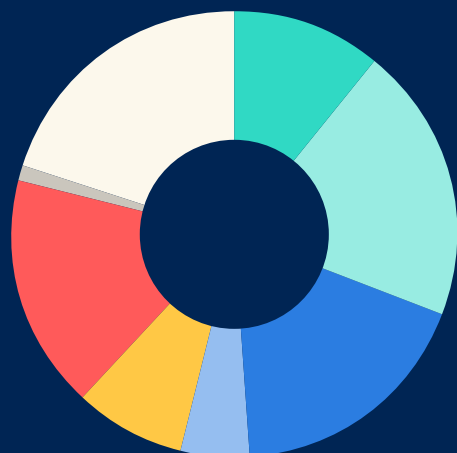
Research and advocacy are core parts of our strategy to make sure young people with lived experience are given a seat at the table.

- We produced a first of its kind research report in partnership with **Western Sydney University** measuring how much young people are supporting each other. '**Being There**' brings into focus the central role friends play, not only in providing critical support to peers, but in connecting each other to professional care. The report found that young people see friends as the most important supports - **69%** received the most support from their friends and on average young people spend **3.5 hours** a week supporting their friends.
- We were featured in **The Lancet Commission** as one of ten organisations recognised for best practice stigma reduction interventions globally. **The Lancet Journal is the world's highest-impact academic journal.**
- We delivered the only youth led presentation at the **2022 Child and Adolescent Conference.**
- **Our National Youth Advisory Group** continued to play a key role in the strategic decisions and direction of batyr driving initiatives like our first Reconciliation Action Plan, and contributing to board meetings and our 2030 strategy.

Financials



Allocation of income

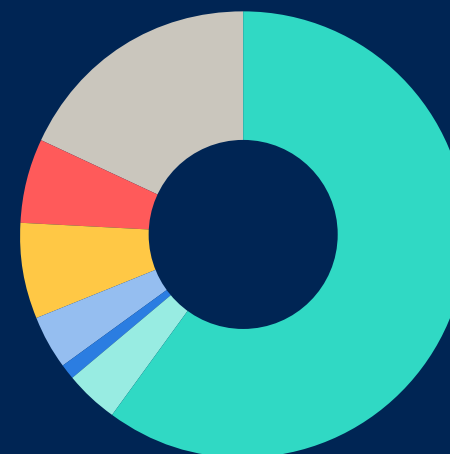


**Total income for
year ending 2022**
6,810,973

Fee for service	759,304	11.0%
Philanthropy	1,323,383	20.0%
Government	1,234,610	18.0%
Community Events	343,498	5.0%
Event Fundraising	539,085	8.0%
Corporate	1,163,644	17.0%
Consultancy	48,251	1.0%
Other Income	21,050	0.0%
In-kind donations	1,378,148	20.0%



Allocation of expenses



**Total allocation
of expenses for
year ending 2022**
7,648,820

Product and Program Delivery Expense	4,569,531	60%
Research	329,400	4%
Innovation	84,768	1%
Community and Events fundraising	291,544	4%
Marketing and Communications	551,585	7%
Administration	443,844	6%
In-kind donations	1,378,148	18%

The deficit for the year was largely due to the delay in the extension of grant funding from the Australian Government for our digital storytelling app (OurHerd). In May 2022, it was confirmed that the funding would be extended with the first payment due in July 2022. Due to the change in Government during the 2022 Federal Election, there were significant delays with internal government processes and the first payment for the grant was not paid until February 2023. Our audited 2022 Financial Statements are available to view on our website.

Our PARTNERS

Thanks to the generous support of philanthropists, businesses, corporations and community organisations, batyr is able to keep young people from reaching the point of crisis and changing lives. These companies help us deliver our peer-to-peer programs that empower young people with the confidence and skills to get through times and look out for their mates. A very special thank you to our major supporters in 2022.

Platinum



Allan & Gill Gray
Philanthropy Australasia

Gold



Crookes
Family
Foundation

Silver



BF
Foundation

Corporate
Match 2.0

Frank
Montagnese
Foundation

Give a Little Love
Foundation

The Greiner
Foundation

Hantomeli
Foundation

LANG FOUNDATION

Lennon Family
Endowment

Scanlon
Foundation



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

Vanraay
Family Fund

Tertiary Partners



Pro bono partners

Dr. Happy



halfdome



UnLtd:



Community partners



White Elephant
Winter Ball

Board and GOVERNANCE

batyr Board

Ellen Derrick - Chair, batyr & Managing Partner, Deloitte Consulting (Joined March 2023)

Nic Brown, CEO, batyr

Sebastian Robertson - Founder & Chair, batyr; CEO & Co-Founder, BIRDI (retired as Chair 2023)

Matt Nacard - CEO and Co-Founder, Ethical Partners Funds Management (retired 2023)

Bianca Buckman - Partner, PwC Australia

Matt Adendorff - Partner, Deloitte

Luke Branagan - Director - Philanthropic Services, JB Were

Sam Refshauge - Young Change Agents, Regional Liaison at Sourdough, Business Pathways (retired 2022)

Melissa Hopkins - Optus Head of Marketing, CMO Optus (retired 2022)

Bella Cini - Student and NAG National Advisory Group Representative

Myf Maple - Professor of Social Work at the University of New England

Alex Maitland - Board Secretary (retired 2022)

Michael Jefferies - Corporate Lawyer, Hamilton Locke

Michael McQueen - Award winning speaker, trend forecaster and author.

Faheem Mohamed - Observership Program Representative

Risk Committee

Luke Branagan - JB Were

Ally Frizelle - Hamilton Locke

Amy Benger- Ernst & Young

Amy Burton- Justice Connect

Matt O'Connor - St Peters Lutheran College

Finance Committee

Bianca Buckman - Committee Chair, PwC Australia

Blake Almond - Henshall Capital

Joanna Veitch - Crestone Wealth Management

Michael Johnson - Macquarie Bank

Cristina Carter - Committee Secretary

Michael Jefferies - Hamilton Locke

Ryan Crew - Liberty Street Advisors

Growth Committee

Matt Adendorff - Committee Chair, Partner, Deloitte

Duncan Wilmer - Rothschild & Co

Kiera Moloney - Equity Trustees

Jesse King - MS Plus

Michael McQueen - Speaker, trend forecaster and author

Myf Maple - University of New England

Nigel Hicks - Apple

Patrick Darcy - Capability.Co

National Advisory Group

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

Bella Cini

Callum Jones

Caitlin O'Connor

Fletcher Watson

Kyle Hayes

Charley Gonzaga

Olivia Urbaniak

William Bird

Tharindu Jayadeva

Alexandria Brown



