



Annual Report

2023



CONTENTS



- 3** Acknowledgement of Country
- 4** Note from CEO, Katie Acheson
- 5** Note from Chair, Ellen Derrick
- 6** How far we've come: Impact since inception
- 7** Where we are headed: 2030 goals
- 8** 2023: Impact snapshot
- 10** 2023: Program footprint
- 11** Sharing stories of Hope and Resilience
 - 11** Meet Ellen
 - 13** Meet TJ
- 15** Global recognition and influence
- 16** New research promoting mental health and wellbeing in the workplace
- 18** A clever brand campaign and collaboration
- 19** Training mental health advocates in regional communities
- 20** The power of community
- 22** Financials
- 23** Partners
- 25** Board and governance



Acknowledgement OF COUNTRY

batyr would like to acknowledge Aboriginal and Torres Strait Islander peoples as Australia's First People and Traditional Custodians. We value their cultures, identities and continuing connection to country, waters, kin and community. We pay our respects to Elders past, present and future.

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



Note from CEO KATIE ACHESON

I am continually inspired by the stories of courage and resilience that the batyr team encounters from young people every day. These narratives fuel our mission, and I am so grateful for the impact we are making on their journeys. On pages 11 and 13 you will hear from two of our lived experience storytellers Ellen and TJ about their journeys and how sharing their experience has helped them and others.

Together, the passionate batyr team has created an environment where young people's experiences are not only heard but serve as catalysts for change. Being part of a community driven by a shared vision of every young person leading a mentally healthy and fulfilling life is truly inspiring. I hope you feel just as inspired as you read about batyr's work and impact in 2023.

I also want to take a moment to acknowledge and thank our former CEO, Nic Brown, for his exceptional leadership in building an extraordinary team. Your ability to unite talented individuals around our passion for youth mental health prevention and the power of lived experience has been nothing short of extraordinary.

With 2 in 5 young people experiencing mental ill-health and these numbers continuing to rise, our work is more critical than ever. We know our preventative model works and in 2023 we shared our expertise and learnings in prevention, stigma reduction and lived experience storytelling with the world.

We remain steadfast in our commitment to; ensuring young people's lived experiences lead the way, and that every young person understands how to care for their mental health before reaching a crisis point.

Thank you for your ongoing support, we look to continuing to drive positive change for young people now and for generations to come.



Katie Acheson,
batyr CEO

+



"We remain committed to leading the charge against mental health stigma. Together, we are not just envisioning a better tomorrow for young people - we are creating it today."

Katie Acheson,
batyr CEO



Note from Chair **ELLEN DERRICK**

In 2023 I was honoured to be announced as the new Chair of the batyr Board. As a long time mental health advocate, I am deeply committed to supporting batyr's mission and expanding its impact across Australia.

In 2023 we delivered 384 life changing programs to over 31,000 students. Programs that provide young people with essential skills and resources to proactively look after their mental health and those around them, early and often. So that they never have to find themselves in crisis.

We also trained 108 young people to share their experience with mental health in a safe and impactful way through our flagship Being Herd Lived Experience storytelling program.

We continued to expand and develop our Commonwealth-funded storytelling platform, OurHerd, to provide over 8000 users with real stories and helpful tips, accessible from the comfort of their phones, whenever and wherever they are.

I am incredibly thankful to those who have contributed to batyr over the past twelve years. Thank you to our former CEO Nic Brown who finished up with us this year, and to our outgoing Chair and batyr Founder Sebastian Robertson. Your vision and ambition has been instrumental in establishing batyr as a national leader in youth mental health prevention and lived experience storytelling. I was equally thrilled to welcome Katie Acheson as batyr's new CEO; Katie's passion for young people and preventative mental health is shepherding in an exciting new era for batyr.

To our inspiring lived experience storytellers, volunteers, supporters, funders, partners, board members, governance committees, and the incredible batyr team: thank you. Your dedication to improving the mental health and wellbeing of young people is inspiring.

Without all of you, our community, this critical work we do would not be possible.

Ellen Derrick, Chair



"Mental health is one of the key issues of our time, and batyr plays a critical role in lessening the impact of the devastating youth mental health statistics our country is facing."

Ellen Derrick,
batyr Chair

How far we've come

IMPACT SINCE INCEPTION



Trained **1,233**
young people
to share their stories



Partnered with
over **25** Universities



Delivered **3,402**
peer-to-peer programs at
schools and universities



Reached
398,506
young people

WHERE WE ARE HEADED

2030 goals

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



Deliver **SCHOOL PROGRAMS**
to **70%** of **HIGH SCHOOL**
STUDENTS and work with all
Australian **UNIVERSITIES**.

Reach
3 MILLION
YOUNG PEOPLE



STRATEGIC priority pillars

We've chosen 3 key strategic priority pillars that will be a focus to help us reach our 2030 goals.



Impact

Investing in contemporary, scalable programs and offerings to create a real impact on the mental health and wellbeing of young people and communities.



Influence

Becoming a leading and trusted voice to positively influence the systems and social determinants that shape young people's mental health.



Sustainability

Solidifying ourselves as a sustainable charity that adequately supports our strategic goals and vision.

2023: Impact SNAPSHOT



282 School programs

delivered to over 26,000 High School students across NSW, QLD, ACT, VIC and SA.

75% said they could better support a friend with mental ill-health

58% said they'd reach out for help if they needed it

70% of students said our programs were engaging



102 University programs

facilitated to over 5000 University students across University of Technology Sydney, Sydney University, University of Newcastle, Deakin University, The Royal Melbourne Institute of Technology, University of Queensland and the University of South Australia.

81% said they could better support a friend with mental ill-health

67% said they'd reach out for help if they needed it



"Before learning about batyr and its mission, I had never given much thought at all to the power that sharing my story could hold. I'd never considered that my journey and what I've been through could be shared outside of a clinical setting, let alone shared in a way that could empower other young people."

Being Herd participant, 2023

2023: Impact SNAPSHOT

108 storytellers

trained to share their experience with mental health in a safe and impactful way through our Being Herd Workshops.

My story is worth sharing and being heard



Pre-workshop



Post-workshop

I feel confident sharing my story



Pre-workshop

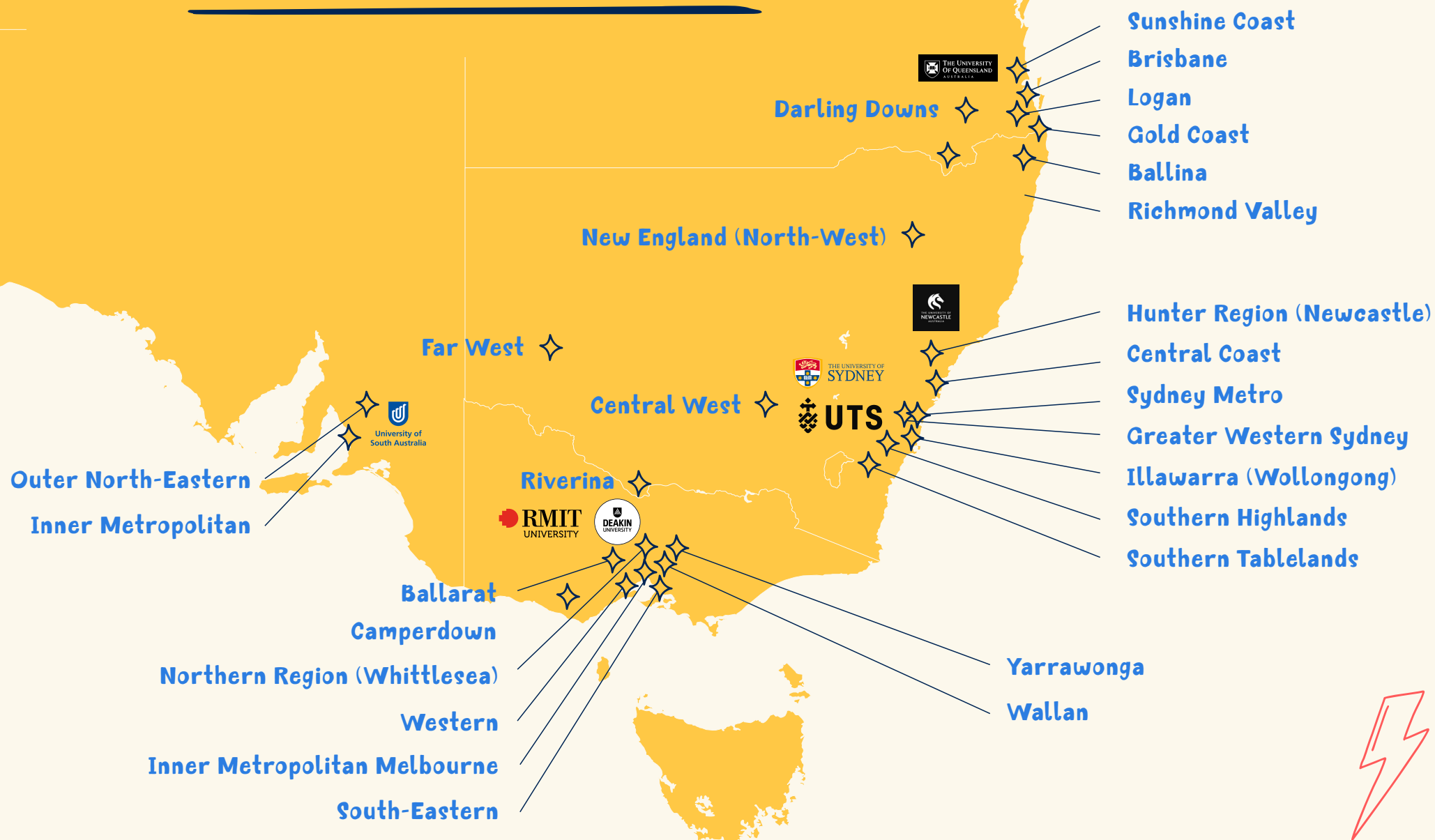


Post-workshop

Provided
8000 users on our
Commonwealth-funded digital
storytelling app OurHerd,
with real stories and helpful tips



2023: PROGRAM FOOTPRINT



Sharing stories of **HOPE AND RESILIENCE**

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.

MEET ELLEN

Ellen's journey of mental ill-health began early, growing up in a conflict-filled household and developing an eating disorder at age 11. Her teenage years were marked by a cycle of hospital admissions and relapses.

Ellen's story is one of hope and resilience. With the help of a wonderful psychologist, she finished high school, and learned to trust and nourish her body again. Now 19, Ellen is studying at university, and has embarked on a solo trip to Europe, something her younger self never imagined.

Ellen heard about our Being Herd workshops through a friend. She wanted to learn how to share her story safely and encourage others to do the same.

"At the workshop I learned how to share my story and what aspects were important to go deeper on. I found it super helpful to learn about safe, and de-stigmatised language

and that is something I still carry into day-to-day conversations."

Ellen has since become a batyr storyteller and a valued member of our National Youth Advisory Group, engaging in discussions about batyr governance and mental health advocacy across Australia.



"I still struggle with the ups and downs of my mental health, and I still see my psychologist regularly to manage the ongoing nature of complex PTSD and look after my wellbeing, but I'm the happiest and healthiest I've ever been."

"I get to advocate for young people around the state as a member of the NSW Youth Advisory Council, and I get to share my story of mental ill-health with other young people across Australia as a lived experience storyteller for batyr."

In 2023, Ellen shared her story at a teachers' Personal Development day to help educators better support young people. With experience in both inpatient and outpatient care, she emphasises the need for early intervention and better-informed healthcare professionals to provide comprehensive support.

"My favourite thing about being a batyr storyteller is having the opportunity to be a voice for the younger version of me who was too ashamed to share her story because she never saw anyone who had gone through the same thing."



MEET TJ

As a young boy who migrated from Sri Lanka to Australia, TJ struggled with the sense of belonging and wanting to fit-in to the spaces around him. After years of navigating his cultural identity and the impacts of family violence, the transition from high school to university, TJ was diagnosed with an eating disorder, depression and obsessive compulsive disorder.

"I held great discomfort about these experiences, as I had never seen myself represented in conversations around eating disorders. It felt like I was going through something that wasn't made for me."

Through engaging in support from his family doctor and psychiatrists, TJ developed the tools he needed to help him cope and feel more at ease. "Even though it's hard sometimes, I now am able to appreciate my body for all the things it can do, as opposed to the way that it looks. It continued to care for me when I didn't know how to care for it back, and kept me safe which I am truly grateful for."

After seeing a post on social media, TJ signed up for a Being Herd workshop. "I hadn't spoken to anyone outside of my close family and doctors about my experience, so I was nervous to say the least."

Now, aged 30, TJ has been a batyr storyteller for 6 years. "Being a storyteller has genuinely shifted my understanding of mental health, lived experience expertise, and how I show up in all those spaces."

Since becoming a storyteller, TJ has been involved in lots of advocacy projects and campaigns related to eating disorders and body image concerns - even speaking on radio, podcasts, conferences and on the news. Passionate about youth mental health, TJ aspires to see it become a respected and well-resourced system in Australia.

"The Being Herd team were really supportive, and the workshop itself felt transformative. The shame I'd felt around my lived experience was lifted, and I had the language to finally recognise that I have much to be proud of."



TJ believes that much work remains to ensure young people have access to trauma-responsive and culturally safe support that addresses them as whole individuals, not just as 'parts' to be 'fixed'.

"If it wasn't for my time as a storyteller, I wouldn't have developed such a deep connection to the mental health sector, which has led to me finding meaningful work in this space."

We asked TJ what he would say to someone who doesn't think their story of mental ill-health is worth sharing and he said:

"I'd encourage anyone who feels as though their story isn't worth sharing to consider how their younger selves would have been impacted had they heard this story years ago. It's an invitation for us to be the person we wished we'd heard from when we were younger, which I think is a pretty special role to play."



Global recognition and INFLUENCE

In 2023 we continued to share our expertise in prevention, stigma reduction and lived experience storytelling with the world.

We presented at conferences and global summits in Australia and abroad in the USA, SOUTH AFRICA, AND KENYA:

NEXUS Global Summit **NYC, USA**

Global Mental Health Action Network
Summit **CAPE TOWN, SOUTH AFRICA**

Rising Above Stigma – Youth Mental
Health Summit, **NAIROBI, KENYA**

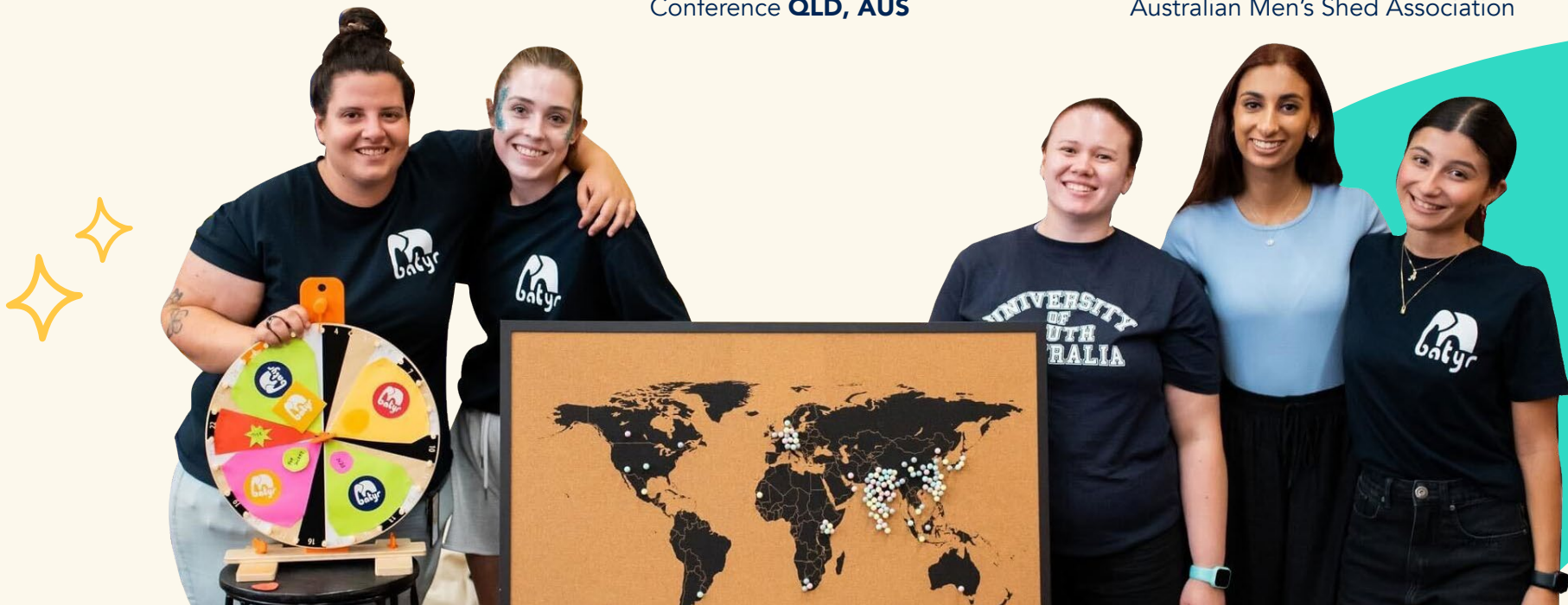
Suicide Prevention Australia **ACT, AUS**

International Mental Health
Conference **QLD, AUS**

Workplace Mental Health conference
QLD, AUS

Child and Adolescent Mental Health
Conference **QLD, AUS**

Australian Men's Shed Association

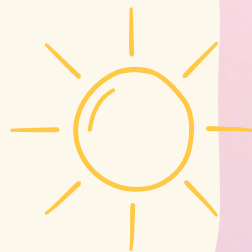


Global recognition and **INFLUENCE**

We shared our work with some of the world's most influential stars. We were named the first Australian charity partner of Selena Gomez' Rare Impact Fund, and shared our expertise with the team at Lady Gaga's Born This Way Foundation.

We have partnered with incredible organisations like LivingWorks Australia and It Gets Brighter in the UK to expand our reach and impact.

We were able to share the voices and experiences of young people, as well as our evidence based preventative approach with the Australian Government. Attending the Parliamentary Friends of Youth Mental Health round table event, Mental Health Australia advocacy day, World Suicide Prevention Day Breakfast at Parliament House hosted by Suicide Prevention Australia and a youth forum organised by the Parliament of Victoria.



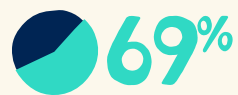
New research promoting mental health and wellbeing IN THE WORKPLACE

In collaboration with Ethical Partners Funds Management, we launched the research report, 'Trust, empathy, and authenticity: Promoting mental health and wellbeing in the workplace.'

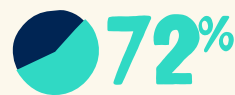
Key findings from the report included:



of survey respondents strongly agreed that if their workplace prioritises mental health they are more likely to continue working for them



of those surveyed said a company's approach to mental health is a contributing factor in their decision to work for them



said they can tell if a staff wellbeing initiative is 'tokenistic'

The report contains practical recommendations and strategies, including a Wellbeing Framework, that workplaces can implement to ensure they are meaningfully, genuinely and proactively enhancing their employees' mental health.

The findings and recommendations in the report were presented at a High Performance Breakfast with Richmond FC and our partners nib Foundation.

We would like to thank Ethical Partners for commissioning the report and for shining a spotlight on practical ways workplaces can integrate simple measures into their practices creating ripple effects on employees, their families and our broader communities.

The below guiding principles underpin the framework:

1

Take a systems-level approach

by making mental health and wellbeing fundamental to the business, integrating it into the culture, policies, business strategy and structures at all levels. To understand these questions we completed a scan of relevant articles and reports, a survey and two case studies: one from the perspective of a company, Mirvac, and the other from a young person. We also analysed recommendations from the scan and survey to develop a wellbeing framework with tangible recommendations

2

Take a human-centred approach

making sure strong relationships built on empathy and respect are at the core of any wellbeing plan, policy or initiative

3

Take a participatory approach

and include your team in the design and implementation of workplace wellbeing activities



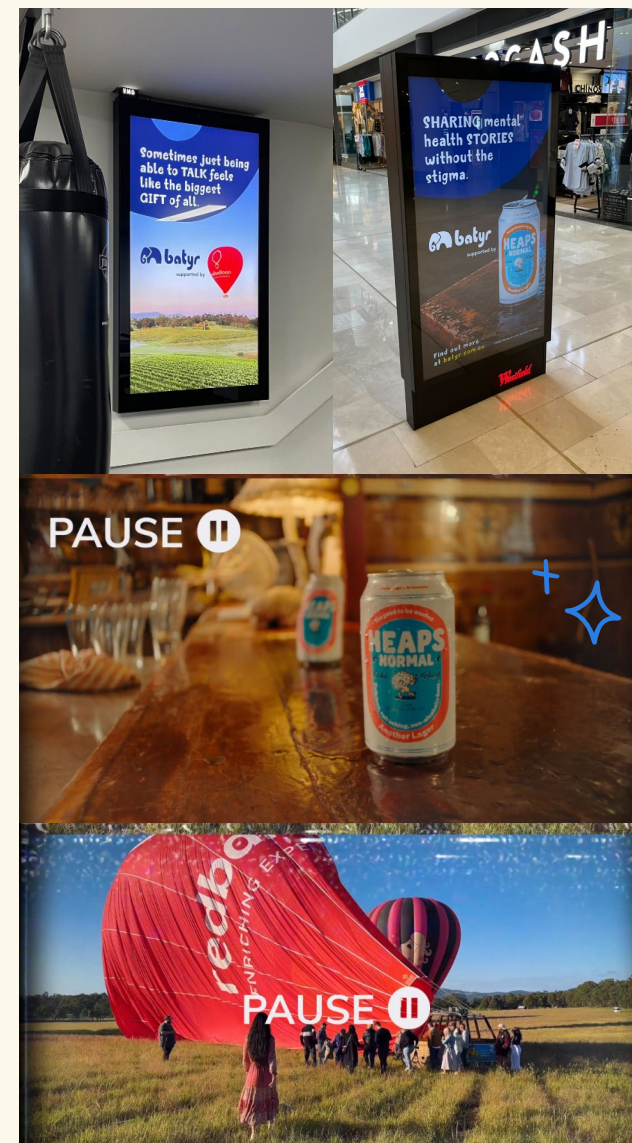
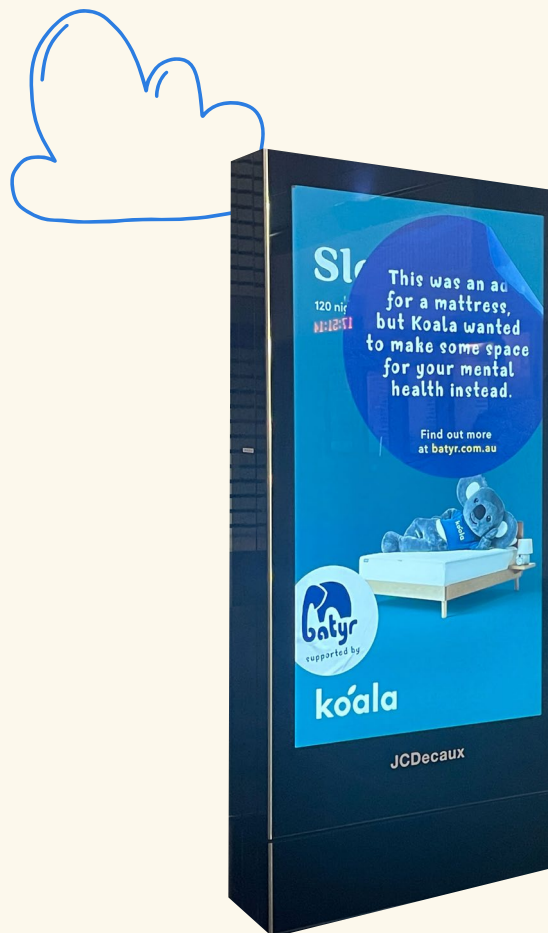
A clever brand CAMPAIGN AND COLLABORATION

In collaboration with media industry partners, we launched a new campaign to raise awareness of mental ill-health in young Australians. The campaign hijacked traditional brand ads and turned them into messages about mental health.

In partnership with UM, BMF, UnLtd, and brand partners Koala, Red Balloon, Local Supply and Heaps Normal, the campaign showed that even the most unsuspecting people, at the most unsuspecting times, deal with mental health issues.

The campaign saw names like radio host Matt De Groot, and influencers Zo's Life and Lachy McIntyre all take to the air to start open and honest conversations about mental health.

Thanks to the support of the industry, the integrated campaign aired across TV, radio, social, out of home, media partnerships, BVOD and on demand with over \$2.6 million donated in media space.



TRAINING MENTAL HEALTH ADVOCATES in regional communities



We embarked on a new partnership with the NSW Office for Regional Youth, providing young people with training to become mental health advocates in their communities. Named 'The Mental Health Changemakers project', the initiative launched in Casino, Northern Rivers.

The project began with comprehensive face-to-face community engagement, stakeholder mapping, and an assessment of available services in the Northern Rivers region. These preliminary steps ensured that the programs delivered were tailored to the community's needs.



Over the course of the partnership, we will deliver:

- 1** Student Chapter Program: Initiated at Casino Christian College, this program empowered students to lead mental health advocacy and support initiatives.
- 2** Community Leaders Training: Conducted for young people in the Richmond Valley region, including an impactful face-to-face workshop aimed at fostering youth-led solutions to mental health concerns.

Students at Casino Christian College shared feedback that highlighted comprehension and proactive attitudes toward mental health:

- ✦ "That speaking about mental health can help so many people"
- ✦ "That it is helpful to create mental health awareness and support"
- ✦ "You really helped me to understand more about my mental illness. Thanks :)"

Teachers observe that the Student Chapter program led to noticeable positive outcomes:

- ✦ "Improved student-student and student-teacher relationships, and an increase in mental health advocacy"

The Mental Health Changemakers project significantly contributed to building the community's capacity to address youth mental health issues through student-led initiatives and community engagement. The ongoing project is an example of batyr's collaborative and community-centred approach to mental health advocacy. The project has laid a robust foundation for ongoing youth-led mental health support and awareness.

The Power of COMMUNITY



batyr's impact in 2023 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



More than 870 fundraisers championed batyr across 2023 through a variety of activities and events. Some standouts included:

- ❖ Miss Galaxy Australia raised over **\$44,000**, with more than 50 finalists from around the country fundraising through bake sales, barbecues, high teas and more as part of their pageantry and advocacy efforts.
- ❖ Chris Barton completed a massive **130 km walk in 24 hours** from Katoomba to Manly in support of batyr and his daughter Chelsea, who lives with mental ill-health. Chris raised an incredible **\$8,516** for batyr, and his inspiring walk also made an appearance on 7NEWS.
- ❖ 220 City2Surf fundraisers made their steps count for youth mental health and raised an incredible **\$45,789**, including Jenna Arscott and the team from JS Health. A big thank you to our amazing volunteers for cheering on the fundraisers at the finish line!
- ❖ Throughout February, 301 participants made waves during Splash the Stigma which raised **\$88,388**. Our youngest participant Macie McGrady also received a special shout out from our mates at budgy smuggler.

The Power of COMMUNITY



Community events



The 2023 White Elephant Ball raised a whopping **\$83,663** to support batyr programs in the Tamworth and surrounding regions. Held annually by a dedicated volunteer committee, former batyr CEO, Nic Brown and Lived Experience Engagement and Delivery Lead, Shikye Alyce were honoured to MC the memorable evening.



The 9 FOR 9 Challenge saw 89 amazing people brave the cold waters for 9 minutes every day during August for the 9 lives that are lost to suicide every day, raising an incredible **\$41,920!** We were thrilled to join The Mordi Sea Dippers for the World's Biggest Winter Dip with over 300 people braving the cold water.

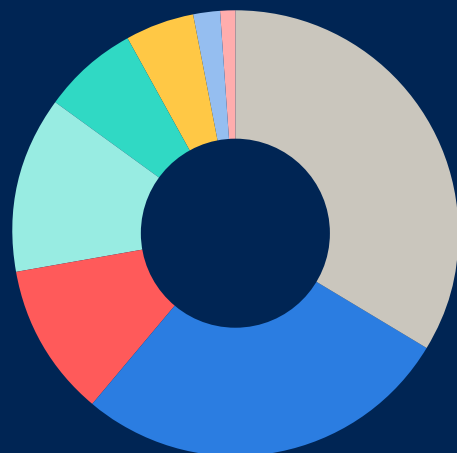
We also want to say a special thanks to our network of 40+ volunteers who played a crucial role in our events and fundraising efforts throughout the year — thank you for generously donating your time and expertise to help amplify our impact.



Financials



Allocation of income

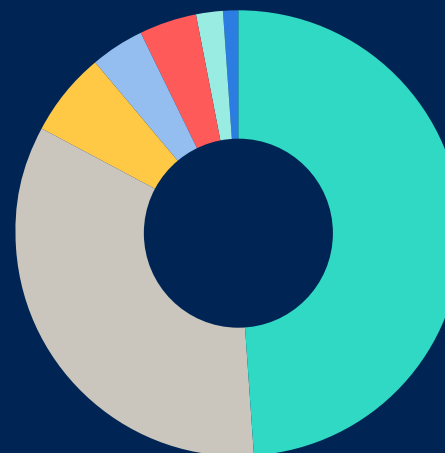


**Total income for
year ending 2023**
10,625,946

Fee for service	785,624	7%
Philanthropy	1,133,315	11%
Government	2,982,124	28%
Community Events	240,525	2%
Event Fundraising	495,487	5%
Corporate	1,346,144	13%
Other Income	63,125	1%
In-kind donations*	3,579,603	34%



Allocation of expenses



**Total allocation
of expenses for
year ending 2023**
10,566,027

Product and Program Delivery Expense	5,176,148	49%
Research	199,329	2%
Innovation	111,524	1%
Community and Events fundraising	411,706	4%
Marketing and Communications	626,793	6%
Administration	460,924	4%
In-kind donations	3,579,603	34%

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

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 tough times and look out for their mates. A very special thank you to our major supporters in 2023.

Platinum



Gold

Crookes
Family
Foundation

LANG FOUNDATION



rare impact fund

Silver

FLOURISH
ARBONNE FOUNDATION

The Greiner
Foundation



FLOURISH
ARBONNE FOUNDATION

Give A Little
Love
Foundation

Lennon
Family
Endowment

NEWCASTLE PERMANENT
CHARITABLE
FOUNDATION



Robert and
Christine
Henshall
Foundation

Teen Spirit
Charitable
Foundation

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



Our PARTNERS

Tertiary partners



Pro bono partners



Community partners



Board and GOVERNANCE

batyr Board

Bella Cini - Provisional Psychologist,
Lived Experience Storyteller,
Mental Health Advocate

Bianca Buckman - Partner, PwC Australia

Ellen Derrick (Chair) - Managing Partner,
Deloitte Consulting Australia

Luke Branagan - Director
Philanthropic Services, JB Were

Matt Adendorff
Partner - Innovation & Ventures at Monitor Deloitte

Michael McQueen
Award winning speaker, trend forecaster and author

Michael Jefferies
Corporate Lawyer, Hamilton Locke

Matt Nacard
CEO and Co-Founder, Ethical Partners Funds
Management, Retired 22 February 2023

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

Nic Brown
Managing Director and batyr CEO,
Resigned on 9 December 2023

Sebastian Robertson
batyr Founder & Chair, Resigned on 5 April 2023

Finance Committee

Bianca Buckman PwC Australia

Blake Almond Henshall Capital

Cristina Carter Committee Secretary

Jo Veitch Crestone Wealth Management

Michael Jefferies Hamilton Locke

Growth Committee

Duncan Wilmar Rothschild & Co

Jesse King Growth Committee Secretary

Kiera Moloney Gandel Foundation

Matt Adendorff Monitor Deloitte

Michael McQueen Award winning speaker,
trend forecaster and author

Myf Maple University of New England

Patrick Darcy Capability.Co



Risk Committee

Ally Frizelle Hamilton Locke

Amy Burton Justice Connect

Amy Bengner Macquarie Group

Luke Branagan JB Were

Matt O'Connor Clinical and School Psychologist

Myf Maple University of New England

National Youth Advisory Group

Our 2023 National Youth Advisory Group is made up of young people, ensuring their voices are heard and they can contribute to batyr at all levels.

Alexandria Brown

Alexandra Lim

Bella Cini

Caitlin O'Connor

Callum Jones

Charley Gonzaga

Ellen Armfield

Fletcher Watson

Lucy Gibson

Melanie Phillippou

Noa O'Reilly

Olivia Urbaniak

Tharindu Jayadeva

Will Bird



